

Prof. Dr. María Trinidad García Leiva
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PhD in Audiovisual Communication and Advertising, Complutense University of Madrid, Excellent Cum Laude & Award of Excellence (2007). Associate Professor in the [Department of Communication and Media Studies](#) of the Carlos III University of Madrid (UC3M), where she contributes as Deputy Director of Postgrad Studies and Deputy Director of the PhD Programme Media Research. She is part of the group [Diversidad Audiovisual / Audiovisual Diversity](#) and the University Institute of Spanish Cinema.

Pre-doc visiting researcher, Programme in Comparative Media Law & Policy, Centre for Socio-Legal Studies, University of Oxford, United Kingdom (2005); post-doc visiting researcher, Centre for Cultural Policy Research, University of Glasgow, United Kingdom (2009); she will be conducting research about algorithmic discoverability and audiovisual diversity within the Media Economics and Policy Unit, SMIT-VUB, between July and December 2023.

Her expertise lies in audiovisual industries, cultural diversity, communication policy and regulation, as well as cooperation and aid in the field of culture and communication. Since 2002 she has taken part in 12 competitive R&D projects. She currently co-leads the investigation ‘[Diversity and subscription on-demand audiovisual services](#)’, financed by the Spanish Ministry of Science and Innovation (2020-24) and is part of the EU funded project ‘[REBOOT - Reviving, Boosting, Optimising and Transforming European Film Competitiveness](#)’ (2023-27).

Invited Lecturer to the Universidad do Vale do Rio dos Sinos (2010) and the Universidad Nacional de Quilmes (2011), in UC3M she teaches different courses, in English and/or Spanish, in the [BA in Film, Television and Media Studies](#), [MA in Applied Research to Mass Media](#), [MA in Music Industries and Sound Studies](#) and [Inter-University MA in Research of Law of Culture](#). She has five theses under supervision.

Founding partner of ULEPICC-España (Latin Union of Political Economy of Information, Communication and Culture), she is member of the following scientific associations: ECREA, IAMCR and AE-IC (Spanish Communication Research Association; where she acts as Secretary since 2016 - elected twice). Regular contributor to IRIS - Legal Observations of the European Audiovisual Observatory since 2008, she is also part of the editorial & advisory board of the [Journal of Digital Media & Policy](#).

She published a total of 33 peer-reviewed articles, 27 book chapters and a single-authored book, as well as 6 co-authored collective monographs.

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PUBLICATIONS (selected, last 5 years)

Books

-Albornoz, L. A. & García Leiva, M. T. (Eds.) 2019. *Audiovisual Industries and Diversity: Economics and Policies in the Digital Era*. p. 1-210. Routledge. ISBN: 978-1-138-38445-3

-Albornoz, L. A. & García Leiva, M. T. (Eds.) 2017. *Diversidad e industria audiovisual. El desafío cultural del siglo XXI*. p. 1-331. Fondo de Cultura Económica. ISBN: 9786071647276.

-Albornoz, L. A. & García Leiva, M. T. (Eds.) 2017. *El audiovisual en la era digital. Políticas y estrategias para la diversidad*. p. 1-200. Cátedra. ISBN: 978-84-376-3621-4.

Articles

-Albornoz, L. A. & García Leiva, M. T. 2022. "Netflix Originals in Spain: challenging diversity". *European Journal of Communication*, 37(1), 63-81. <https://doi.org/10.1177/02673231211012174>

-García Leiva, M. T. 2021. "VoD platforms and prominence: a European regulatory approach". *Media International Australia*, 180(1), 101-115. <https://doi.org/10.1177/1329878X20967456>

-García Leiva, M. T. & Albornoz, L. A. 2021. "VOD service providers and regulation in the European Union: an audiovisual diversity approach". *International Journal of Cultural Policy*, 27(3), 267-281. <https://doi.org/10.1080/10286632.2020.1769614>

-García Leiva, M. T. & Hernández, M. 2021. "Plataformas y política audiovisual: Netflix en España". *Estudios sobre el Mensaje Periodístico*, 27(3), 855-866. Madrid. <https://dx.doi.org/10.5209/esmp.73591>

-García Leiva, M. T. 2019. "Plataformas en línea y diversidad audiovisual: desafíos para el mercado español". *CIC*, 24, 73-93. <https://doi.org/10.5209/ciyc.64639>

-García Leiva, M. T. 2017. "Cultural Diversity and Free Trade: The Case of the EU-Canada Agreement". *International Journal of Cultural Policy*, 16(35), 765-781. <https://doi.org/10.1080/10286632.2015.1119131>

Chapters & Reports

-García Leiva, M. T. & Mazzoli, E. M. 2023. "Safeguarding the visibility of European audiovisual services online: An analysis of the new prominence and discoverability rules". In: Ranaivoson, R., Broughton Micova, S. & Raats, T.

(Eds.). *European Audiovisual Policy in Transition*. Routledge. ISBN 9781032184487

-García Leiva, M. T. 2022. “Prominencia y descubribilidad online del audiovisual de servicio público”. In: Francés, M., Franquet, R. & Torres, G. (Coords.). *Los retos de la televisión pública ante la multidifusión digital*. p. 119-138. Gedisa. ISBN 978-84-18914-35-5

-García Leiva, M. T. 2022. “La proyección internacional del audiovisual español”. In: Ballesteros, I. (Dir.). *Informe sobre el estado de la cultura en España 2022. El sector audiovisual hacia un crecimiento sostenible y diverso*. p. 17-42. Alternativas Foundation.

-Mastrini, G. & García Leiva, M. T. 2020. “Structural Changes in the Ibero-American TV Market: Concentration and Convergence against Diversity?” In: Shawn, S. (Ed.) *The Routledge Companion to Global Television*. p. 411-420. Routledge. ISBN 9781032184487

PROJECTS (selected, last 5 years)

REBOOT (Reviving, Boosting, Optimising and Transforming European Film Competitiveness)

Funding: Horizon Europe

Consortium coordination: Universität Wien

Participants: 12 institutions / Participation UC3M: M^a Trinidad García Leiva & Luis A. Albornoz (part-time)

Period: 01/02/2024-31/01/2027

Diversidad y servicios audiovisuales bajo demanda por suscripción / Diversity and subscription on-demand audiovisual services

Funding: Spanish Ministry of Science and Innovation

Main researchers: M^a Trinidad García Leiva & Luis A. Albornoz (UC3M)

Participants: 19

Period: 01/06/2020-31/05/2024

Diversidad audiovisual y plataformas en línea: el caso Netflix / Audiovisual diversity and online platforms: Netflix as a case study

Funding: Spanish Ministry of Economy and Competitiveness

Main researcher: M^a Trinidad García Leiva (UC3M)

Participants: 16

Period: 01/01/2018-31/12/2019

Diversidad de la industria audiovisual en la era digital / Diversity in the audiovisual industry in the digital era

Funding: Spanish Ministry of Economy and Competitiveness

Main researchers: M^a Trinidad García Leiva and Luis A. Albornoz (UC3M)

Participants: 19

Period: 01/01/2015-31/07/2017

Madrid, June 1, 2023