



ISTITUTO ITALIANO
PER L'INDUSTRIA
CULTURALE

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INDEPENDENT RESEARCH CENTRE
SPECIALIZING IN CULTURAL POLICIES
AND MEDIA ECONOMICS

The Istituto italiano per l'Industria Culturale - IsiCult is an independent research and advisory centre specializing in the analysis of cultural policies and media economics, chiefly from the international comparative standpoint.

The Institute is a unique organization in Italy for its technical and methodological expertise combined with its unconventional approach and its ideological independence.

It provides technical advice on an independent and impartial basis. Founded in 1992 by Angelo Zaccane Teodosi (its president) and by Francesca Medolago Albani, IsiCult is now considered to be one of the outstanding centres of specialized research in Italy. Giovanni Gangemi is its director, with Alfredo Saitto its partner.

The Institute's headquarters are housed in one of Rome's most prominent historic buildings located a short distance from the Parliament and boasts one of the largest specialized archives in Italy (over 10,000 books).

Among its Italian clients: Rai, Mediaset, Sky Italia, Cinecittà, Agcom, Rome City Council.

Among its International clients: Ebu, Carat Expert, Mpa, McKinsey. IsiCult has also contributed to the launch of the start-up companies Medusa Film and Rai Cinema.

It carries out:

- studies ad hoc and multi-client
- qualitative and quantitative research
- strategic advice

It provides:

- forecasts
- marketing plans
- sector analyses
- feasibility studies
- business plans
- international comparative research
- economic monitoring
- political-institutional monitoring
- media mapping

IsiCult edits 3 "Observatories": on European public television for Rai, on animation for Rai Trade, and on Mediterranean and Arab tv networks for Copeam. Running parallel to its research activities, the Institute



generates strong editorial content to raise media awareness, primarily in column space in the leading specialized monthly of the tv and media sector, "Millecanali" ("Il Sole-24 Ore" Group), in which it has edited since 2001 a regular column entitled "l'Osservatorio".

The Institute, in addition to a team of a dozen or so trusted researchers, makes use of an international network of experts in all issues relating to the cultural industry: from the socio-media, economic-financial, technological, institutional-regulatory standpoints. IsiCult is partnered with Alessandra Alessandri's LabMedia.

Among the most significant projects completed by the IsiCult team (not single-client studies and made publicly available) over the last ten years are the following:

1997: the handbook "PER FARE SPETTACOLO IN EUROPA" ("Producing Entertainment in Europe"), the first guide to intervention at a European institutional level for the cultural industry (cinema, theatre, tv, music, publishing, new technologies, cultural heritage...), promoted by the Italian government's Department for Entertainment and published by the Department of Information and Publishing, with a version made available on cdrom;

1998: the research paper "IL SETTORE DEI CARTONI ANIMATI IN ITALIA" ("Cartoons in Italy: prospects for strengthening organisation and internationalisation"), commissioned by Rai;

1999: the research paper "L'ERBA DEL VICINO È SEMPRE PIÙ VERDE?" ("The Grass is always Greener on the Other Side?"), an analysis of the structure of programming schedules of major European television broadcasters, commissioned by Rai. On the basis of this research, a PERMANENT OBSERVATORY OF MONITORING ON EUROPEAN PUBLIC TELEVISION NETWORKS, a summary of which was published by Eri in 2008 (see below);

2000: the volume "CON LO STATO E CON IL MERCATO?" ("With the State and With the Market? Towards New Models of Public Television Worldwide"), published by Mondadori, an international comparative research study on public television, promoted by Mediaset;

2001: the research paper "OLTRE L'ESTATE ROMANA" ("Beyond the 'Roman Summer' series of cultural events. Socio-economic aspects of the cultural policies of Rome City Council. Between culture and entertainment, between short and long-term initiatives"), Commissioned by the Council for Cultural Policies (the first assessment report promoted by an Italian local administration on its own cultural policies). In 2004, the City Council commissioned IsiCult to produce an updated version of its research findings, completed in 2006: an abstract of which was published by Donzelli in 2008 (see below);

2001: the preparation of a business-plan and marketing strategy for the Istituto Luce for an on-line edition (b2b and b2c) of the Archivio Storico, Italy's historical film archive ("LUCE NELLA RETE" project);

2001/2002: advisory report for AgCom, Italy's communications authority, for the creation of an official REGISTER OF INDEPENDENT TV PRODUCERS...

2002: essay on the Italian market for the European Broadcasting Union (Ebu) research "THE POSITIONING OF DIGITAL TERRESTRIAL TELEVISION IN WESTERN EUROPE"...

2003: research paper on future multimedia developments of CINECITTÀ Holding;

2004: the English edition of the multi-client version of the "Osservatorio sui Psb Europei", co-produced by IsiCult with Rai, with the world's most widely distributed newsletter on media, the British "Screen Digest": "OBSERVATORY OF PUBLIC SERVICE BROADCASTING IN EUROPE";

2005: the research paper "LA BATTAGLIA PER I DIRITTI." ("The Battle for Rights. Audio-visual content within the developing convergence of telecommunications and media"), commissioned by Gruppo Mediaset;

2005: the first edition of the OSSERVATORIO SULLE TV E I MEDIA MEDITERRANEE ED ARABE (Observatory on Mediterranean and Arab Tv Networks and Media), commissioned by Rai and Copeam, an ongoing Copeam-IsiCult project;

2006: a research paper on MERCATO DEI DOCUMENTARI (Documentaries Market), commissioned by Doc.it, Rai, Fox, Sky, Map, Mibac;

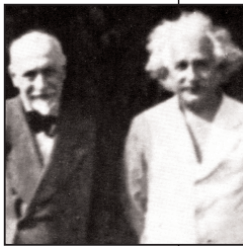
2007: a research paper on MERCATO DELL'ANIMAZIONE (Animation Market), commissioned by La Città dell'Animazione e dei Contenuti Digitali and by Bic (Business Innovation Centre) of the Lazio regional authority;

2008: the publication of 3 volumes, the result of the Institute's research and consultancy spanning a decade: "L'OCCHIO DEL PUBBLICO" ("The Public Eye. A decade of the Rai/IsiCult Observatory on European television") Published by Eri Rai; "CAPITALE DI CULTURA. Quindici anni di politiche" ("Capital of Culture. Fifteen years of policies") Published by Donzelli; "IL MERCANTE E L'ARTISTA. La via italiana al tax shelter" ("The Merchant and the Artist. The Italian tax shelter plan") Published by Spirali. The Institute's web site makes part of the research material it has produced over the years freely available to researchers and the professional community.

Research carried out by IsiCult is frequently reported by major Italian daily newspapers. The Institute, as an impartial research centre, has also been invited to public hearings by institutions such as the Culture Commission of the Chamber of Deputies. IsiCult is registered on Rai's official list of suppliers and is a member of FederCulture, the national association of public and private bodies that manage activities linked to culture and recreation.

Some of our current projects:
- research on various sectors of the media market at a national and international level;

- planning on the Italian "market-place" of cultural sponsorships;
- the "Primo Rapporto sulla Cultura in Italia" ("First Annual Report on Culture in Italy");
- for 2009, an independent series of books on cultural policies and economics is to be published plus the launch of a cycle of seminars entitled "Gli incontri IsiCult al Palazzo Taverna".



Pirandello and Einstein

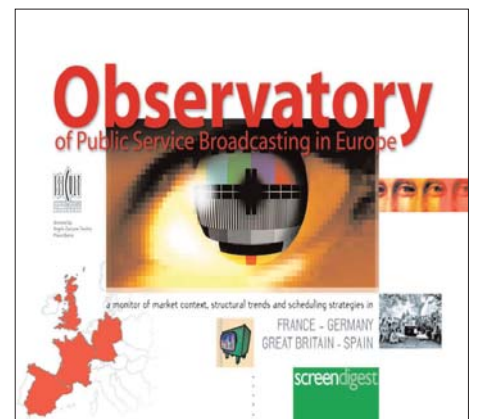
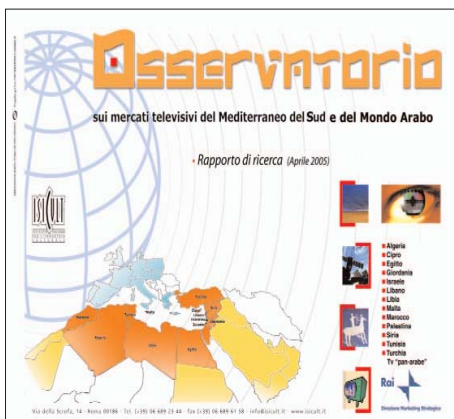


Dali and Disney



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A selection of IsiCult projects 2000 - 2008



since 1992



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