

-KONSTANTINA BANIA-

Via Pier Capponi 87, 50132

A&B Law Firm

Tel.: + 39 327 7591380

E-mail: k.bania@italylawfirms.com

European University Institute, Department of Law

Via Bocaccio 121, Firenze IT I-50133

Konstantina.Bania@eui.eu



EDUCATION

EUROPEAN UNIVERSITY INSTITUTE, DEPARTMENT OF LAW, Florence, IT

PhD in Law 2011-2014

Thesis: *“How can EU Competition Law be applied so as to take account of media pluralism?”*

Research interests: EU Competition Law, EU Internal Market Law, Law & Economics, EU and International Media & Telecommunications Law, Comparative (national, EU, U.S.) Media Law & Policy.

Honors: **Full PhD Scholarship** granted jointly by the Greek Government (IKY Scholarships Foundation) and the European University Institute; **CLaSF (Competition Law Scholars Forum) Fellowship** and **EBU (European Broadcasting Union) Legal Research Fellowship**.

EUROPEAN UNIVERSITY INSTITUTE, DEPARTMENT OF LAW, Florence, Italy

LL.M. in Comparative, European and International Legal Studies (2010 – 2011)

Honors: **Full Scholarship** granted by the Greek Government (IKY Scholarships Foundation).

Thesis: *State aids to the broadcasting sector: Has the right balance been struck between competition and public service broadcasting?* Defense Panel of Expert Examiners: Profs. Monti, Patterson and Sartor.

VRIJE UNIVERSITEIT BRUSSEL, SCHOOL OF LAW/INSTITUTE FOR EUROPEAN STUDIES, Brussels, BE

LL.M. in International and European Law (2008 – 2009)

Honors: **Graduation “Summa Cum Laude”, Special Prize to Reward Excellence of the LL.M. thesis, Included in the list of notable alumni**

Thesis: *Franchise Agreements under the European Union’s Competition Law and Policy*

Supervisor: Jonathan Faull, Director General with the European Commission and Professor of Law

UNIVERSIDAD DE BARCELONA, FACULTY OF ECONOMICS, Barcelona, ES

MSc in Business Science (2006 – 2007)

Honors: **Graduation “Summa Cum Laude”, Business Plan Merit Award**

Supervisor: Prof. Francisco-Javier Arroyo-Cañada

Courses: Micro- and Macroeconomics, Communications and Media Law, Internet Communication Management, Market Research, Direct Marketing Techniques, Sales Promotion, Merchandising, Corporate Communication, Human Resources Management, Negotiation Techniques, Media Planning, Public Relations and Relations with the Media, Oral Communication Techniques and Independent Research.

ARISTOTLE UNIVERSITY OF THESSALONIKI, SCHOOL OF LAW, Thessaloniki, GR

Juris Doctor (J.D.) (2001 – 2006)

Honors: **Graduated with Great Honor**

Studies abroad: Universidad de Salamanca, School of Law, ES: Erasmus Mundus Certificate (2005 – 2006). **Full ERASMUS Scholarship** granted by the Greek Government (IKY Scholarships Foundation). Classified as “Nivel Superior” upon successful completion of the program.

PROFESSIONAL EXPERIENCE

Senior Partner, A&G Law Firm, <http://www.italylawfirms.com/>

Sep 2010-

Practice areas: EU and International Business Law with a particular focus on commercial, contract and ICT law

I advise on a full range of issues relating to distribution, production and licensing transactions. I also counsel on regulatory compliance, terms of use and cloud computing. I have negotiated and drafted a wide range of agreements, including franchise, master franchise and exclusive online distribution contracts with an international dimension (more details on the cases I have handled available upon request). More recently, I acted as Research Subcontractor for the European Commission, DG Internal Market and Services in the context of a comparative study analyzing the legal framework on commercial establishment in Italy (restrictions and freedom of establishment). The study provides a comprehensive and accurate overview of the rules that are applicable to retail outlets in Italy and focuses in particular on authorization schemes/permits and all relevant requirements imposed by Italian law for the establishment of a retail outlet. The study assesses the Italian regime in the light of Article 49 TFEU and Articles 9 to 15 (Chapter III) of the Services Directive (Directive 2006/123/EC of 12 December 2006 on the services in the Internal Market).

PROFESSIONAL EXPERIENCE

Appointed Legal Expert/In-house Legal Advisor, RYANAIR Ltd., Dublin, IE

Jun 11-Aug 11

Practice area: State aid Law in the Air Transport Sector

Reviewed the European Commission's Questionnaires on alleged State aids to Ryanair in its dealings with 11 regional airports. Collaborated closely with Ryanair's Commercial & Finance Departments so as to compile the data that were provided to the Commission and to the independent economics consultancy instructed by Ryanair to conduct the relevant economic analysis accompanying the submissions (operating and discontinued routes, contract data, charges and commissions paid by Ryanair to the airports). Thoroughly reviewed the contractual arrangements undertaken by Ryanair and the regional airports. Conducted thorough analyses of the factual and legal backgrounds of the cases on the basis of primary and secondary Union law, in particular Articles 107(1) and (3)(c) TFEU and the Commission Guidelines on Financing of Airports and Start-Up Aid to airlines departing from regional airports.

Blue Book Stagiaire, EUROPEAN COMMISSION, DG Competition, Unit C4, Brussels, BE

Mar 10-Jul 10

Practice area: State aid Law in the Media & Telecommunications Sectors

Conducted analyses of the factual and legal backgrounds of cases dealing with alleged State aids to undertakings operating in the media & telecommunications sectors (Broadband Internet, Public Service Broadcasting and the Press). Drafted correspondence addressed to the national authorities and the alleged beneficiaries of aid requesting further clarifications relevant to the case (RFI letters). Assessed whether the national schemes under scrutiny are compatible with the Treaty on the Functioning of the European Union and relevant secondary Union legislation and drafted opening and final decisions under the supervision of my advisor, Dr. A. Kliemann. Drafted research memoranda and analytical reports that I subsequently presented at the Unit meetings. Participated in meetings with the complainants and third parties. Drafted briefings on pending cases forwarded to the Head of the Unit and the Director of Directorate C. Drafted access to documents letters based on (EC) Regulation 1049/2001. Participated in the brainstorming sessions for the revision of the Cinema Communication and the Broadband Guidelines.

In-house Legal Counsel, BASIS TOTAL COMMUNICATION Ltd.

(Advertising Agency, Communications Contractor of the European Commission)

Mar 08-Aug 10

Practice areas: Business law with a focus on Commercial & Advertising/Media law

Oversaw the daily operations of the company from a legal perspective: Drafted contracts of employment and confidentiality agreements and conducted complex negotiations with clients, distributors and agents. Participated in the development of expansion projects of clients of the organization (drafted a variety of wholesale and retail distribution agreements and contracts entailing the assignment of IPRs). Thoroughly reviewed the compliance of "body copies" of ads with the regulatory framework applicable to each client of the company and drafted agreements with media shops. Represented the organization before the Greek courts.

Called to the Bar of Thessaloniki, GR. Bar Exam G.P.A.: 8,90/10 "Summa Cum Laude"

Apr 2008

Legal Intern, EFTHIMIOS KAFKOPOULOS & Associates Law Firm, Thessaloniki, GR

Sep 07-Mar 08

Legal Intern, OTHON PAPADOPOULOS & Associates Law Firm, Thessaloniki, GR

Oct 04 - Sep 05

Practice areas: European Business & Criminal Law (to be eligible to take the Bar Exam in Greece the completion of an 18-month internship at one or several law firms specializing in diverse branches of law is required). Prepared and attended more than 80 court hearings and drafted lawsuits and pleadings for civil and commercial litigation under minimal supervision.

Business Consultant/Intern, CONVOCA BUSINESS CONSULTANCY Ltd., Barcelona, ES

Feb 07-Sep 07

Participated in the elaboration of business communication strategies (analysis and design; operations process and workflow analysis). Carried out market research and surveys. Provided day-to-day client contact, managing the relationship and expectations in line with organization philosophy. Worked with account teams and strategists to activate the brand plans. Acted as the point of contact for incoming media inquiries. Liaised with local and technical press, both print and online, to get exposure for clients and achievements and drafted press releases. Maintained awareness of media activity/trends through media monitoring of national and international newspapers, magazines, blogs, etc.

PROFESSIONAL ACADEMIC EXPERIENCE

Legal Research Fellow, European Broadcasting Union (EBU), Geneva (CH)

Ac. Year 2013-14

<http://www3.ebu.ch/sites/ebu/contents/expertise/media-law/profiles/ebu-legal-research-fellowship.html>

I was awarded the EBU Legal Research Fellowship and have joined EBU's Legal Department, which is a center of excellence for media and copyright law. My responsibilities include advising EBU Members on the application of EU competition law to public broadcasters and on media policy & regulatory issues, the organization of the Workshop on the future of Audiovisual Media Services (scheduled to take place in November 2014) and the management of specific research projects in the area of EU competition and ICT law (e.g. telecoms concentration, public service media governance and funding, assessment of the EU legal framework for the provision of IPTV and HBBTV services, etc.).

Research Assistant, Center for Media Pluralism and Media Freedom, EUI, Florence (IT)

Ac. Year 2013-14

I provide research assistance in collecting and analyzing data related to EU and national media laws and policies. Recently, I have conducted a study assessing freedom of the media in the Western Balkans and have been involved in research initiatives undertaken in the context of the pilot implementation of the Media Pluralism Monitor (MPM), a tool for both assessing risks for media pluralism in the EU Member States and identifying related threats based on a set of legal, economic and socio-cultural parameters.

Visiting Research Fellow, Fordham Law School, New York, NY (U.S.A.)

Ac. Year 2012-13

I conducted research in the areas of U.S. Antitrust and Media Laws and completed a series of seminars in Comparative Antitrust Law and the First Amendment Rights of newspapers, radio, TV and the Net with a view to elaborating a comparative study on the U.S. and the EU regimes in so far as the protection of the socio-political value of media diversity/pluralism is concerned.

Research Assistant, EUI, Robert Schuman Centre for Advanced Studies, European Union

Democracy Observatory, Florence, IT (<http://www.eui.eu/Projects/EUDO/MediaProfilerTeam.aspx>)

Ac. Years 2011-12-13

I worked on the inter-disciplinary Media Profiler Project under the direction of Prof. Alexander H. Trechsel. The Media Profiler seeks to conceptualize a web-based platform on which citizens can freely profile themselves within the European media landscape. The implementation of the project will allow policy makers to identify the content and sources to which citizens are and would like to be exposed, and to modify accordingly their policies in this field.

Research Assistant, MEDIADEM Research Program,

Funded by the European Commission, 7th Framework Program

Ac. Year 2011-12

My contribution discusses recent developments in the field of State aids to public service broadcasters and, more particularly, the Member States' obligation to introduce an *ex ante* assessment (the so-called Amsterdam test) for the provision of new media services by public broadcasters to justify public expenditure. The analysis examines the Commission's decision to export BBC's Public Value Test and addresses the relevant competence concerns that have arisen. The study focuses on the German, Belgian, Spanish and Italian systems and discusses whether the *ex ante* assessment can be an efficient tool of public sector governance or an administrative burden interfering with the public broadcasters' editorial independence.

PUBLICATIONS

1. ***“Abuse of dominance in online search: Google’s special responsibility as the new bottleneck for content access”***, Journal of Competition and Regulation, No. 14, pp. 211-239

2. ***“Cooperation between broadcasters in the new media age: Rethinking national competition policy”*** (with Dr. Richard Burnley, Head of Competition and Regulatory, European Broadcasting Union), European Competition Law Review, 35(5), pp. 216-222

3. ***“Media concentration and the myth of communicative abundance”***, Percorsi Costituzionali, 1/2014, pp. 205-218

PUBLICATIONS

4. ***“European merger control in the broadcasting sector: Does media pluralism fit?”*** in *Competition Law Review*, Vol. 9 (1), pp. 49-80. Available online at: <http://www.clasf.org/CompLRev/Issues/Vol9Issue1Art3Bania.pdf>

5. ***“State aid in the broadcasting sector: Has the right balance been struck between competition and public service broadcasting?”*** in Christina M. Akrivopoulou and Nicolaos Garipidis (eds.) ***“Human Rights and Risks in the Digital Era: Globalization and the Effects of Information Technologies”***, 2012, pp. 97-124. Hershey, Pennsylvania: IGI Global. Summary available online at: <http://www.igi-global.com/chapter/state-aid-control-broadcasting-sector/64941>

6. **Policy Report: “European Competition Law and Cultural Considerations under Article 167(4) TFEU”** in ***“European Union competencies in respect of media pluralism and media freedom”***, Center for Media Pluralism, European University Institute (2013), pp. 103-108. The Policy Report, including my contribution, is available here: <http://cmpf.eui.eu/Documents/CMPPFPolicyReport2013.pdf>

CONFERENCE PRESENTATIONS AND LECTURES

1. **EU antitrust law and its application to the media markets**, Lecturer invited to the 2nd edition *School of European Legal and Social Studies*, University of Padova (scheduled to take place in November 2014). Accommodation and travel expenses covered by the University of Padova and remuneration for the lecture.

2. **Re-designing the EU media regulatory framework to meet the challenges of the convergence era**, Speaker invited to the EBU legal/regulatory Workshop on The Future of Media Regulation in the EU (scheduled to take place in November 2014). Accommodation and travel expenses covered by the EBU.

3. **RPM in print and digital publishing and EU competition law: Challenging traditional assumptions**. Presentation at the CLaSF Workshop on Competition in Leisure Markets, IE Law School, Madrid (ES), (scheduled to take place on 26/09/2014). Accommodation and travel expenses covered by the EUI.

4. **Of E-Books and Online Agencies: How can EU competition law be applied so as to safeguard pluralism in the publishing industry?** Presentation at the 10th IDP Conference on Internet, Law and Politics, A Decade of Transformations, Universitat Oberta de Catalunya, Barcelona (ES), 03-04/07/2014. Accommodation and travel expenses covered by the EUI.

CONFERENCE PRESENTATIONS AND LECTURES

- 5. Designing an effective regulatory framework for the protection of media pluralism in the age of Internet**, Workshop on “Media Pluralism In The Current Media Ecosystem”, Bocconi University, Milan, 28 October 2013. Accommodation and travel expenses covered by Bocconi University.
- 6. How does the European competition authority affect national media policies?** Lecturer invited to the course *EU Media Law*, Bocconi University, Milan, 18 September 2013. Accommodation and travel expenses covered by Bocconi University.
- 7. Abuse of dominance in online search: Google as the new content gatekeeper**, IV Annual Conference of the Spanish Association of Law and Economics (AEDE), Universidad de Granada, Granada, 27-28 June 2013. Accommodation and travel expenses covered by the EUI.
- 8. Google under the European antitrust microscope: How can the Commission assess demand-side substitutability in the online search market(s)?** International Workshop on “Competition Policy and Regulation in Media and Telecommunications: Bridging Law and Economics”, Tilburg Law and Economics Center (TILEC), Tilburg, 23-24 May 2013 - Grant of € 300 awarded by TILEC to cover travel and accommodation expenses.
- 9. Market power assessment in online search: What’s user data got to do with it?** Visiting Research Scholar Seminar Series, Fordham Law School, New York, 5 April 2013. Mission funding awarded by the EUI.
- 10. European Competition Law and Cultural Considerations under Article 167(4) TFEU:** Policy Conference in EU Competencies in respect of Media Pluralism and Media Freedom, Center for Media Pluralism and Media Freedom, Robert Schuman Centre for Advanced Studies, European University Institute, Florence, 29 October 2012.
- 11. European merger control in the broadcasting industry: Does media pluralism fit?** IX Workshop on Law and Economics, Harvard Law School, Cambridge, MA, 15-18 October 2012. Mission funding awarded by the EUI.
- 12. Relevant product market for free-to-air television: Is advertising the only content broadcast?** Workshop on Competition Law, Regulation and the Media, Competition Law Scholars Forum, **City University**, London, 26 January - **Fellowship of £5,000** awarded by the Competition Law Scholars Forum (CLaSF) and travel and accommodation expenses also covered by CLaSF.
- 13. From public service broadcasting to public service media: An assessment of the Commission’s decision to establish the Amsterdam test**, International Workshop on Law and Economics of Media and Telecommunications, Tilburg Law and Economics Center (TILEC), Tilburg, 20-21 June - Grant of € 450 awarded by TILEC to cover travel and accommodation expenses.
- 14. State aids in the broadcasting sector: Has the right balance been struck between competition and public service broadcasting?** II Annual Conference of the Spanish Association of Law and Economics (AEDE), Universitat Pompeu Fabra, Faculty of Economics, Barcelona, 16-17 June 2011. Mission funding awarded by the EUI.
- 15. The European Commission’s State aid practice in the broadcasting industry:** IV International Conference on Information Law, University of Macedonia, Thessaloniki, 20-21 May 2011. Mission funding awarded by the EUI.

LANGUAGES AND IT SKILLS

Greek: Native

English: C2, *Certificates of Proficiency in English*, University of Cambridge and University of Michigan

Spanish: C2, *Certificate “Superior del Instituto Cervantes”*, *Certificate “Superior de la Universidad de Salamanca”*

French: B2, *D.E.L.F. Diplôme d’Études de la Langue Française*, (previous system A1-A6)

Italian: B2, *Certificato di Conoscenza della Lingua Italiana (CELI) 3*

Computer literacy: *Cambridge International Diploma in IT skills*