

AXEL M. FIACCO



LinkedIn: <https://www.linkedin.com/in/axel-fiacco-45aa1846/>

More than 25 years experience in unscripted and media. International Award Winning format creator and twice finalist at the Mipformats Pitch Competition of Cannes. Selected in the last 3 editions of MIPTV as PRODUCER TO WATCH.

- **Professional experiences**

I worked for many years in RTI-Mediaset as responsible for the creation, adaptation, selection and production of original multiplatform formats. Later I worked as senior format creator for the International Format Department of Endemol Shine Italy. I was also Channel Manager for MTV Italy, responsible for all the channel's contents, overlooking all aspects of production as well as developing and implementing an editorial strategy.

In 2021 I founded FORMAT ESPRESSO, an independent company which operates in IP creation, international co-productions and distribution, consultancy & training.

- **Lecturer**

Television Format Analysis (University of Milano)

Global markets and economic models of formats (University of Milano)

Creation and Development of Transmedial Formats and AI (Master Fare TV; University of Milano)

Transmedia formats and new media technologies (Master LUISS Business School of Roma)

Creating and Writing Formats (Workshop - USI - University of Switzerland)

Transmedial and multi-devices formats (Workshop - Master USI; in English)

Unscripted formats and Tv writing (Bottega Finzioni; Bologna)

The format: protection and plagiarism (Master in Intellectual Property -Top Legal Academy, Milano)

Unscripted format (Civica Scuola di Cinema Luchino Visconti - Milano)

Guest lecturer in courses, workshops and seminars about the analysis, trends, creation, format writing, new technologies and other media topics in many universities, media schools and masterclasses (University of Bologna, Università degli Studi Roma Tre, IULM Milano, Università degli Studi of Milano, Turin University, Università degli Studi Orsola Benincasa, Napoli, ISTUD Business School...).

Speaker at IPXChange 2023 - The 1st independent producers' meeting, Köln (Germany) with 2 speeches:
Long-term trends in unscripted e Metaverse and new technologies in unscripted.

Masterclass 2024 for La Fabrique de Formats (France): *Global trends in the non-writing sector*

- **Publications**

BOOKS

- A. Fiacco, *Unscripted formats - theory and practice of global television programs*, Castelvechi 2020
https://www.amazon.it/Unscripted-Formats-pratica-programmi-telesivi/dp/8832902168/ref=sr_1_1?mk_it_IT=%C3%85M%C3%85%C5%BD%C3%95%C3%91&keywords=fiacco&qid=1638869306&sr=8-1
- A. Fiacco, *The Television Writer*, Unicopli, 2015
- A. Fiacco, *Working in Tv. The Formats*, Laterza, 2013
- A. Fiacco, *Understanding Formats. What they are, how they work, how to create them*, Editori Riuniti, 2007

A SELECTION OF ARTICLES

- A. Fiacco, *The perfect storm of television*, in Startup Italia, 2024, <https://startupitalia.eu/lifestyle/la-tv-e-in-balia-della-tempesta-perfetta/>
- A. Fiacco, *Combat Format, the main trends in international markets and the television that will come in Link digital*, 2023-24, <https://www.linkideeperlatv.it/serie/comb-format/>
- A. Fiacco, *New Technologies in Unscripted*, in Reflections – a review of our year in TV, The TV Foundation & the University of Glasgow 2023 (English edition)
- A. Fiacco – A. Maroncelli, *Why does Italy export so few original formats?*, in Link digital 2023, <https://www.linkideeperlatv.it/perche-l-italia-esporta-cosi-pochi-format-originali/>
- A. Fiacco, *The format market has lost its way*, in Link digitale 2022
<https://www.linkideeperlatv.it/i-mercati-dei-format-hanno-perso-la-bussola/>
- A. Fiacco, *Dimension Nova, the new dimension of unscripted*, in Link digitale 2021,
<https://www.linkideeperlatv.it/dimension-nova-nuova-dimensione-dellunscripted>
- A. Fiacco, *From the face-to-face markets to the market-sphere*, in Link digital, 2020,
<https://www.linkideeperlatv.it/dai-mercati-alla-market-sfera/>
- A. Fiacco, *Formats and international contents markets*, in A. Scaglioni, A. Sfardini (ed.), *Television. Theory and methods of analysis*, Carocci editore 2017
- A. Fiacco, C. Gorla, *The television production*, in A. Scaglioni, A. Sfardini (ed.), *Television. Theory and methods of analysis*, Carocci editore 2017
- A. Fiacco, *The format in Italian television*, in Aldo Grasso (ed.) *History of communication and entertainment in Italy. 3rd Volume*, Vita&Pensiero editore, 2017
- A. Fiacco, *Transmedia formats and the evolution of the talent show. Programmes, genres, success*, in *TV genres in the age of abundance*, Comunicazioni Sociali, Issue II, 2015 (English edition)
- A. Fiacco, M. Scaglioni, *Writing games. Continuity and change in the design and development of Quiz Shows in Italy*, in *View – Journal of European Television History & Culture*, Volume 2 issue 4/2013 (English edition)

- **Other experiences**

Legal consultant to the following law firms on format plagiarism and intellectual property rights:
DENTONS ITALY (Milan), GRAZIADEI STUDIO (Rome), MILA LEGAL (Milan),
LEGAL OFFICE OF MEDIASET (Milan), LEGAL OFFICE OF ENDEMOL SHINE ITALY (Rome), STUDIO
LEGALE DE CICCIO – ARTS & MEDIA (Rome)

Consultancy for the audiovisual products of INDIRE, the Italian government authority dealing with research for the Ministry of Education.