

Curriculum Vitae of David Ellis

Dr David Ellis is a media consultant, educator and blogger. Over the past 30 years, he has written and consulted on many different facets of broadcasting, telecommunications, cultural policy, the Internet and information technology. Since 2005, David has combined his consulting business with teaching in York University's Department of Communication Studies. The focus of his professional activities is the transition from conventional to digital media, especially the disruptive effects of the global public Internet. David was awarded his doctorate by the Sorbonne Nouvelle in 1987.

Some recent activities

Broadcaster Web strategy. Acting as project advisor to Corus Entertainment on the design, production and marketing of a completely new Web site for CHEX-TV, Peterborough.

Community outreach. Recruited as first faculty advisor to York student club (SIFE) specializing in community development. Supervising a new project on digital literacy for incoming York students.

Blog. "Life on the Broadband Internet - The role of technology and policy in transforming online culture." <http://www.davidellis.ca>.

Interviews for The Wire Report. "Digital strategy consultation paper leaves 'little for us to chew on,' experts say" (June). "Lessons for Canada in \$43-billion Australian broadband plan" (June). "Canada left out of ITU Broadband Commission" (July).

Conference speaker. OMDC Digital Dialogue, Toronto (June 30). Panelist on "Visioning the Digital Future."

Opinion pieces for Telemanagement magazine. "The Future of Canadian Communications Policy: Why Ottawa Must Learn to Love and Understand the Internet" (April). "Fine Print, Market Power and the Big ISPs" (May). "Waiting for Canada's Digital Future" (June). "What the FCC and OECD can tell us about Canada's broadband prospects" (July).

Summary

David wrote the first Canadian book on the roots of the Information Highway (*Split Screen: Home Entertainment & the New Technologies*, 1992). With Michael Ignatieff, he published *The Future of Public Broadcasting in Canada* (1995); and co-wrote the first oral history of computer networking in Canada (*A Nation Goes Online*, 2001). David has testified as an expert witness on broadcasting before the Copyright Board, and acted as an advisor to government on issues such as reform of the Domain Name System and the role of the Canada New Media Fund.

Internationally, David contributed to pioneering communications projects in Hong Kong (1986-89) and Portland OR (1994-95). He commuted to Hong Kong as educational TV consultant for Hutchison Cablevision, and subsequently acted as executive editor of Hutchison's application for Hong Kong's cable-TV franchise. In Portland, he conducted market research for ICON, an interactive testbed project sponsored by Intel, Nike and TCI. In the mid-1990s, David was also the Canadian designate for a large cross-cultural study sponsored by the European Institute for the Media and the Bertelsmann Foundation, for which he wrote a study on social responsibility in Canadian television.

David received his university training in Canada, England and France, earning his SSHRC-supported doctorate in 1987 at the Sorbonne Nouvelle. His dissertation applied speech act theory to the study of equivalence relations in natural-language translation. David is also the translator of 15 Quebec trade books. He was an accredited member of the Professional Marketing Research Society for 12 years, and completed the PMRS certificate course in Data Analysis Techniques.

Degrees earned

- **Doctorat**, Sorbonne Nouvelle (Univ. Paris III), Translation Theory (thesis: *La Notion d'équivalence en traduction: les apports de la théorie des actes de parole*)
- **Diplôme d'études approfondies**, Sorbonne Nouvelle (Univ. Paris III): Translation Theory
- **Master of Arts**, University of Sussex (Brighton, UK): History of Ideas
- **Bachelor of Arts**, Carleton University (Ottawa, Canada): Philosophy & Political Science

Languages

In addition to good French, David has a basic knowledge of Spanish, Swedish and Arabic.

Research and consulting

David founded a boutique consultancy in 1986 through which he developed both project-based services and syndicated research products. Consulting clients included:

Apple, Bell Canada, Canadian Association of Broadcasters, CBC, Canadian Cable Television Association, Corus Entertainment, CRTC, Gowlings, Hutchison Cablevision (Hong Kong), Industry Canada, Look Communications, Oregon State Film Commissioner, POLLARA Inc, Portland Software, Royal Bank, SaskTel, SOCAN, Sony of Canada, Sympatico, Telefilm Canada.

David and his associates also sold syndicated research to 50 leading U.S. and Canadian firms, among them:

Alliance Atlantis, CIBC World Markets, Cisco Systems, Cogeco, CTV, EarthLink, Ericsson, McCarthys, MacLaren McCann, Microsoft, MTS Advanced, RealNetworks, Rogers Cable, Shaw Communications, Silicon Graphics, Verizon, Vidéotron, Yahoo!

Public speaking

David has acted as a conference chair, keynoter and panelist at dozens of industry events. He has also been a guest lecturer or discussant at numerous educational institutions, including Carleton University's School of Journalism, Fordham University's Donald McGannon Communication Research Center, University of Leipzig, Massey College, Oregon Graduate Institute of Science & Technology, and Simon Fraser University's Dept of Communication.

Selected publications and research studies (1991-2010)

- *The Future of Canadian Communications Policy: Why Ottawa Must Learn to Love and Understand the Internet*. Essay published in Ontario Bar Association Newsletter (Feb 2010).
- Private submission, CRTC proceeding on New Media in Broadcasting (Notice of Public Hearing CRTC 2008-11, 15 October 2008). December 2008.
- *Telefilm Canada: A Client Satisfaction and Needs Analysis Survey* (with POLLARA Inc, 2006).
- *Etude portant sur l'industrie de la musique en direct, des festivals et du spectacle au Canada français* (with POLLARA Inc). Report for the Dept of Canadian Heritage (2005-06).
- *Overview of the Live Music, Festival and Concert Industry in Canada*. Report for the Dept of Canadian Heritage (with POLLARA Inc, 2005).
- *Making New Media Work for Canadians: An Industry Survey & Assessment of the Canada New Media Fund*. A 100-pp report for Telefilm Canada (2003).
- *Prospects for Online Banking in Canada*. Three-year forecast for the Royal Bank (2002).
- *A Nation Goes Online* (executive editor and co-author). Book-length oral history of computer networking in Canada; published by CANARIE Inc. (2001).

- *Market Share Analysis of Canadian ISPs*. An independent survey in 3 waves (2000-01).
- *Focus Report* series on residential broadband:
 - *New Media Networks: Selling Broadband Connections to Consumers* (1999)
 - *Filling the Big Pipes: Content & Service Strategies for Broadband* (1999)
 - *View from the Living Room: the Broadband Internet as a Mass Market* (2000)
- "High Hopes for High Speed in Canada." Article commissioned by *Cablecaster* magazine (1999).
- *Domain Name System Reform & Related Internet Governance Issues*. Public consultation paper prepared for Task Force on Electronic Commerce (Industry Canada: 1998).
- *Reinventing Research at the CRTC: A Stakeholder Survey*. Report for the Canadian Radio-television & Telecommunications Commission (1998).
- *Competitive Analysis of the High-Speed Environment*. Report for Bell Emergis (1998).
- *A Canadian Solution: Private Conventional Television in the Regulated Marketplace*. Expert witness testimony for proceeding on SOCAN Tariff 2.A, before the Copyright Board (1997).
- *An Assessment of ZipLock & Other ESD Transaction Technologies*. Report for Portland Software Inc. as part of investor due diligence (1996).
- "Redefining Public Broadcasting for the Age of Convergence." Published in *The Future of Public Broadcasting in Canada*. Originally presented in a joint lecture with Michael Ignatieff (Walter Gordon Series in Public Policy, Massey College: 1995).
- "The 4 Noble Truths of TV's Future." Article commissioned by *Shift* magazine (1995).
- "The CRTC and the Public Interest." Article commissioned by SCAN, a publication of the Canadian Media Guild (1995).
- *The CBC & Alternative Revenue-Generating Mechanisms*. Report for the Department of Canadian Heritage (1994).
- *Opinion Survey of Washington County: A Research Project of the Oregon Multimedia Initiative*. Report for the ICON interactive testbed project, sponsored by Intel, Nike and TCI (1994).
- *Social Responsibility in Canadian Television*. Report for the European Institute for the Media & the Bertelsmann Foundation, part of a comprehensive cross-cultural study (1994).
- *Non-Broadcast Cable Services: Their Role in the Canadian Broadcasting System*. Expert witness testimony for proceeding on SOCAN Tariff 17, before the Copyright Board (1994).
- *Culture & the Information Highway: New Roles for Carriers & Content Providers*. Public discussion paper prepared for Stentor Telecom Policy Inc. (1994).
- *Oregon & the Information Highway: Prospects for Economic & Creative Renewal*. Report for the Oregon Film & Video Office (1994).
- *Repositioning TV Guide in the 500-Channel Universe*. Report for Telemedia Communications Inc. (1993).
- *Split Screen: Home Entertainment & the New Technologies*. Trade book distributed by James Lorimer (1992, reprinted 1993).
- "Learning & Television". Article commissioned by *Learning* magazine (Canadian Association for Adult Education: 1992).
- "Francophone Community Radio in Ontario: An Audience Profile." Report for the Government of Ontario (1992).
- "Networking: How are Canada's English TV Networks Performing?" Independent assessment of CBC, CTV and Global TV (1991).

Courses taught at York University (2005-2010)

2009-10

- *Electronic Information Network Marketplace*
4th-yr seminar
- *Global Communication: Contemporary Issues*
4th-yr seminar

2008-09

- *Electronic Information Network Marketplace*
4th-yr seminar

2007-08

- *Electronic Information Network Marketplace*
4th-yr seminar
- *Communications for Tomorrow*
3rd-yr lecture course (inc tutorials)
- *Global Communication: Contemporary Issues*
4th-yr seminar
- *Machine-Mediated Human Communication*
4th-yr seminar

2006-07

- *Electronic Information Network Marketplace*
4th-yr seminar
- *Communications for Tomorrow*
3rd-yr lecture course (inc tutorials)
- *Broadcasting Policy: A Comparative Introduction*
3rd-yr seminar (half-course)
- *Broadcasting Policy: Current Issues & Case Studies*
3rd-yr seminar (half-course)

2005-06

- *Electronic Information Network Marketplace*
4th-yr seminar
- *Communications for Tomorrow*
3rd-yr lecture course (inc tutorials)

D.E.

July 2010