

About the Founder



Ad van Loon created X-Media Strategies in January 2008 to provide intellectual capital to the media and telecommunications business.

Ad studied Law at the University of Tilburg in The Netherlands (1987), worked at the Institute for Information Law at the University of Amsterdam (notably on media and competition law issues, on which he wrote several reports and many articles), participated in several studies for the European Commission and has advised broadcasters, operators of distribution platforms, film and television producers, national law makers, national regulatory authorities in the media and telecommunications sectors and international organisations.

Ad also worked at the European Audiovisual Observatory and in the Media Division of the Council of Europe. He was Secretary to the Standing Committee which was created under the European Convention on Transfrontier Television and Secretary of the Council of Europe's intergovernmental committee on copyright matters. He represented the Council of Europe in the Contact Committee which was created under the European Directive on 'Television without Frontiers' and also at WIPO meetings and meetings of the European Platform of Regulatory Authorities in the broadcasting sector (EPRA).

In his role as Manager Legal and Regulatory Affairs for NLkabel, the trade association of cable operators in the Netherlands he negotiated distribution agreements with broadcasters and collective rights management organisations; furthermore, he represented NLkabel in Cable Europe's Regulatory Group.

At New York Law School Ad taught annual courses on European Telecommunications Law, on Broadcasting Regulation in European States and a summer course on European IP Law. He also taught European Telecommunications Law at the University of Sergio Arboleda in Bogota, Colombia.

