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Matteo Treleani is a semiotician and media analyst, Associate Professor in Media Studies at the Université Côte d'Azur and "Habilitation à Diriger des Recherches". He holds a PhD in history and semiotics of texts and images from Paris Diderot University (2012) which was funded by the Institut national de l'audiovisuel (CIFRE agreement) and supervised by Bruno Bachimont and Marc Vernet. He graduated in Semiotics from the University of Bologna in 2007. His researches are mainly focused on the use and digitisation of audiovisual heritage. He was a lecturer at Paris Est, Sorbonne Nouvelle, Luxembourg University and Sciences Po. He was associate professor at the University of Lille and visiting professor at the University of Turin (2022), Università Cattolica of Milan (2023) and Université de Montréal (2025).