



Ciao Rai! (RX Castelvechi) (Italian Edition)

Francesco Devescovi

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Cosa significa vivere da più di venti anni con il conflitto d'interessi, con la principale azienda televisiva posseduta dal leader politico che ha governato il Paese per circa metà del tempo? E qual è il livello di pluralismo dell'informazione nel nostro Paese? A queste e altre domande risponde il libro di Francesco Devescovi, per anni responsabile di Rai Eri, che racconta dal di dentro il declino, forse inesorabile, dell'azienda pubblica e la sua privatizzazione di fatto. La Rai, spiega l'autore, è oggi una scatola vuota: compra la gran parte dei suoi programmi da società esterne, lasciando inattive tante risorse interne. La mancanza di una vera concorrenza nel sistema televisivo ha provocato una Tv modesta, senza qualità, ripetitiva. La riforma del sistema sarà ancora rimandata e probabilmente la governance dell'azienda, peraltro necessaria, servirà alla fine solo per immettere ai vertici persone fidate. Insomma, nulla di nuovo: la Rai continua ad essere prigioniera della politica, delle lobby, con un management troppo predisposto ad assecondare i potenti di turno, incapace di produrre idee e di operare con efficacia sul mercato. Vince negli ascolti ma perde nella raccolta della pubblicità. Il rischio è che nel prossimo futuro la Tv, da servizio universale quale è sempre stata, diventi prevalentemente un mezzo a pagamento.

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