

Carlo NARDELLO

RAI Strategic Marketing Director

I would like to share with you the great satisfaction I feel in seeing the progress that has been made with an initiative – the United Nations World Television Forum - launched by RAI with the United Nations back in 1996. This has been held five times in New York from 1996 to 2000 and is now being revived, this time in Europe.

Convergence is making all of us, broadcasters and representatives of the electronic media, take a broader view of trends in light of a new scenario. The very concept of new media is disappearing: there are no longer old or new media. For the users, there exist only media. However, access to the media in the 21st century is unequal. Technological progress has enabled the media in this century to realise a dream, that of increasing information in real time and wherever you are.

As a result, facts that used to be distant are now close, ‘live’, and the criteria for “agenda setting” in the news are becoming the key issue: media must provide accurate information. They must not alter the representation of reality and thus reality itself. At the same time, this gives rise to different perceptions. Today, information acts as a mirror in which everyone has trouble recognising him- or herself in the other person’s gaze.

Consequently, the role of public services as an instrument of objectivity, completeness and pluralism is becoming more decisive. Since its inception in 1954, RAI has been governed by the need to provide objective, pluralist, complete, independent and quality reporting. And, most importantly, respect for human rights.

Over the years, we have promoted these values around the world, including via our satellite channel, RAI International. We have succeeded in having them include among the topics covered by the media in order capacity as co-founders of the main professional associations. In the Mediterranean region, RAI is one of the leaders in developing ‘open’ editorial initiatives, such as the satellite channel RAI MED which broadcasts in Italian and Arabic.

Being open to a variety of cultures and viewpoints reflects the profound sense of duty that RAI feels with regard to digital technology. This is an extraordinary opportunity for pluralism : the multiplication of channels increases the possibilities of multiplying messages via television, radio, the Internet or even mobile phones. Therefore we can say that digital technology is cultivating new forms of democracy and pluralism. And RAI is seizing this incredible opportunity to bridge the digital divide and to act on behalf of the public, in the service of society and civilization – a common civilization formed by different cultures.