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By Menduni, Enrico

Il Mulino, 2007. Book Condition: new. Bologna, 2007; br., pp. 184, cm 14x22. (Contemporanea. 181). Tv a pagamento, internet, videofonini, blog e siti web che consentono di produrre e diffondere in proprio: è il crescente declino, se non la fine, della Tv generalista e del suo rapporto monopolistico con l'utente. Si tratta di una tendenza comune a molti paesi, assecondata dal dinamismo di imprese e gruppi finanziari che hanno profittevolmente investito nel settore digitale e multimediale. In Italia tuttavia essa assume una valenza particolare per il malsano intreccio fra Tv e politica e il singolare modo con cui sono state gestite le telecomunicazioni. Il volume racconta una storia di occasioni mancate, di scelte non fatte o fatte male in cui si sono esibiti nel corso degli ultimi quindici anni sia i governi di centro-destra che quelli di centro-sinistra. Sullo sfondo dell'evoluzione della telefonia e della trasformazione dei programmi e formati video, dal reality show a You Tube, l'autore ricostruisce la vicenda di Telecom Italia, il contrastato avvento dei cellulari UMTS e il progressivo scioglimento del duopolio Rai-Fininvest per l'intervento di un terzo incomodo, Sky-Murdoch, che si avvia a detenere un terzo del mercato.

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