

"The Commission also wishes to refer to the warning which AGCOM has recently issued with reference to the circumstance that RAI, as a stock company, will be under **great pressure to maximise the advertising income**, which will interfere with the achievement of the public-policy aims. [...] [The] privatisation does not appear suitable to ensure that RAI will efficiently carry out its **public-policy tasks** and at the same time efficiently **compete** with other operators [...] in the area of **advertising revenues**.

AGCOM has indeed pointed to the solution in force in the UK, where the Public Broadcasting Service is publicly owned and financed by licence fees, while commercial operators, including public ones, are financed through advertising."