

# **LICENCE FEE AND EVASION IN ITALY**

**Bonn – May 2010**

In Italy TV Licence Fee is a tax.

For this reason, it is paid to the  
Financial Administration  
of the State

But 92% of licence fee's revenues are given to RAI, because

it is the compensation for the public television service carried out by RAI.

Licence fee represents 53% of total income of RAI

So RAI assists the Financial Administration in collecting the licence fee (agreement 2001-2014), both from late payers and from evaders

Evaders represent the biggest problem  
in our work

Amount of licence fee 2010:  
(only) euro 109,50

Yearly increase decided by  
Minister of Communication

Households in Italy: 24 ml

TV penetration: 97%

Subscribers:(only) 17 ml, so.....

.....Evasion: about 26%

# How to fight against evasion?

1) names from register of residence

2) perhaps in the future names from  
TV dealers again



# Activities against evasion:

1) letters

2) field inspectors

3) other (telemarketing, TV spot)

# SANCTIONS FOR EVADERS

from 103 to 516 euro (but it is necessary the inspection notice of a specific Military Corp of the State)

***A survey about the categories of  
evaders of the TV licence fee  
in Italy***

# Two basic opinions

**Public Service  
is useful**

**VS**

**Public Service  
is not useful**

**RAI is  
public service**

**VS**

**Rai is not  
public service**

# Three categories of evaders

1) “radical objectors”

2) “betrayed lovers”

3) “incoherent supporters”

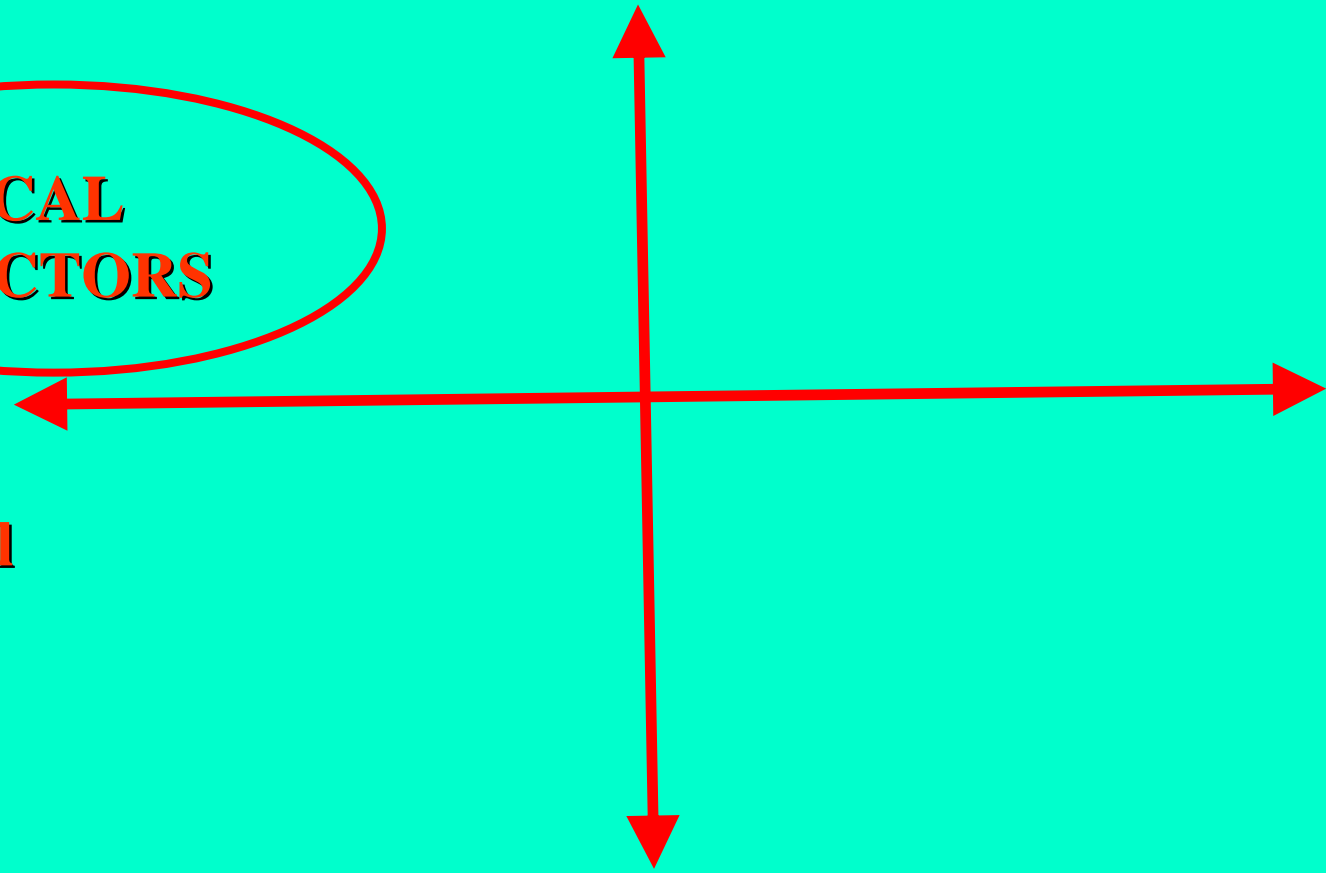
**RAI  
public  
service**

**RADICAL  
OBJECTORS**

**public  
service  
not useful**

**public  
service  
useful**

**RAI no  
public  
service**



# Groups 1: radical objectors

## *SOCIAL-DEMOGRAPHIC CHARACTERISTIC*

- \* Male, young adults, North-Centre Italy, big cities, status midium and midium-high

## *OPINIONS ABOUT PUBLIC SERVICE AND RAI*

- \* Public service is not useful
- \* Rai must be privatized
- \* Rai must be funded only by advertising

## *OPINIONS ABOUT LICENC FEE*

- \* Licence fee is unfair
- \* You don't have to pay licence fee because Rai must be funded only by advertising

**RAI  
public  
service**

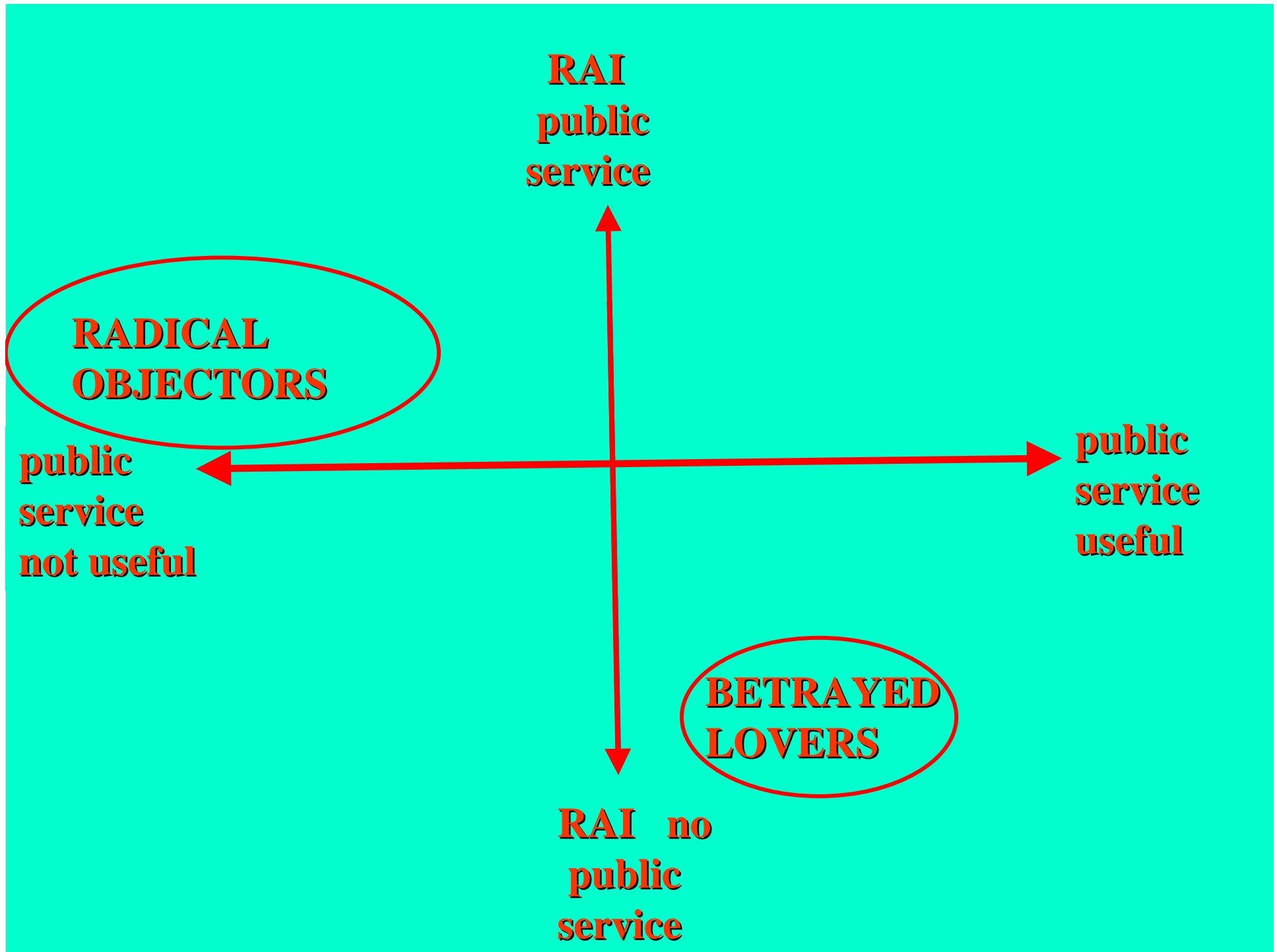
**RADICAL  
OBJECTORS**

**public  
service  
not useful**

**public  
service  
useful**

**BETRAYED  
LOVERS**

**RAI no  
public  
service**





# Group 2: betrayed lovers

## *SOCIAL-DEMOGRAPHIC CHARACTERISTIC*

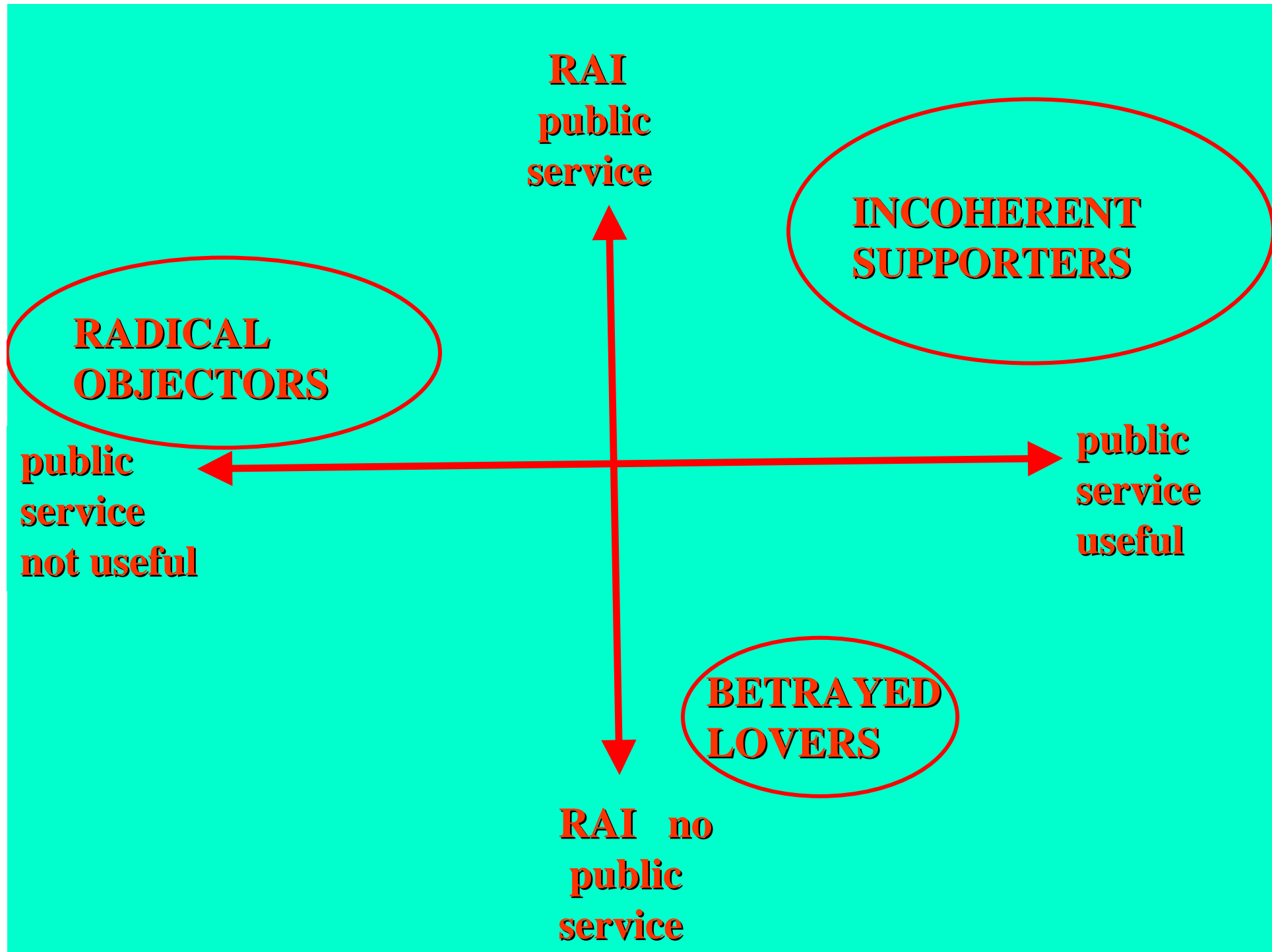
- \* Male, young adults, North-Centre Italy, big cities, status midium and midium-high

## *OPINIONS ABOUT PUBLIC SERVICE AND RAI*

- \* Public Service is useful
- \* Rai is not public service
- \* Rai must be privatized
- \* RAI programmes are ordinary

## *OPINIONS ABOUT LICENCE FEE*

- \* Licence fee correspons to a service
- \* Licence fee is unfair
- \* You dont' have to pay licence fee because programmes are ordinary



# Group 3: incoherent supporters

## *SOCIAL-DEMOGRAPHIC CHARACTERISTIC*

- \* Female, adult and elderly, South Italy, status midium-low and low

## *OPINIONS ABOUT PUBLIC SERVICE AND RAI*

- \* Public Service is useful
- \* Rai is public service
- \* Rai mustn't be privatized
- \* Programmes are good
- \* Rai must be funded with licence fee and advertising

## *OPINIONS ABOUT LICENCE FEE*

- \* Licence fee is a tax
- \* Licence fee is fair
- \* They dont' pay licence fee to save money

So, we can use special messages  
for radical objectors (public service is useful  
and important)  
and for betrayed lovers (Rai is different from  
commercial TV),

**but**

**over all we need new legal rules to oblige  
incoherent supporters to pay the licence  
fee.**

General Agreement for public TV  
service 2010-2012:

searching for new legal rules against  
evasion

- 1) electric presumption
- 2) no privacy restrictions
- 3) TV-dealers obliged
- 4) Pay-tv obliged
- 5) Income tax statement
- 6) Official questionnaires

THANK YOU  
FOR YOUR ATTENTION







# METHODS FOR CUSTOMER RECRUITMENT

- 1) Registry Offices' databases (from Municipalities)
- 2) Telephone or electricity subscription databases
- 3) Inspectors
- 4) Television manufacturers and dealers
- 5) Telemarketing
- 6) Public authorities

# MUNICIPAL REGISTERS

1) 1000 Municipalities and 12 millions of families (60% of total)

2) return: 12%

# TELEPHONE OR ELECTRIC SUBSCRIPTIONS

- 1) 2 millions of nominatives in 2001
- 2) return: 8%

# INSPECTORS

- 1) 72 inspectors in service
- 2) average productivity: 450 subscriptions every year

# SHOPKEEPERS

- 1) Collaboration of 250 shopkeepers (on a total of 20.000 ones)
- 2) average productivity: 20 subscriptions every year

# CALLMARKETING

- 1) 84.000 telephone numbers
- 2) 57.000 useful contacts
- 3) return: 5%

# CONTROLLING BODIES

1) 27.000 nominatives in 2001

2) return: 1,6%



# ADVERTISING AND TV SPOT

- 1) TV Spot
- 2) Bills in 8500 post offices
- 3) Booklets in popular magazines
- 4) Advertisements on principal newspapers and opinion-leaders magazines
- 5) Advertising campaign on main Internet sites

Fulvio Di Nunzio

**NEW CUSTOMER AND  
MARKET ACTIVITIES**

**Rai-Radiotelevisione Italiana**

Bonn, May 2010