



Streaming Platform: the Cognitive Turning Point of Defense between Values and Security

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The recent exploratory notice published by Difesa Servizi for the creation of a proprietary television and streaming platform – already dubbed by the media as the "Defense Netflix" – has raised the typical skepticism of web purists. There are those, like the well-known communicator Mirko Campochiari (Parabellum), who have already declared it a "flop", suggesting as an alternative a more reassuring enhancement of the YouTube channel.

But limiting the issue to a mere challenge of views or comparing it to past and unfortunate public experiences (like ItsArt) means missing the true core of this initiative. It's not just about "making videos", but about managing a vital strategic asset for the Nation.

A reservoir of values in the audiovisual era

The Armed Forces are not a company that needs to sell a product, but an institution that holds an immense intangible heritage. In a fragmented era, the world of Defense has the potential – and the duty – to tell its story through the vectors of modernity. The platform linked to the brand “*Zona Militare Club*” was created precisely for this: to translate into excellent audiovisual language concepts that risk fading in public debate:

- **Team spirit and reliability:** Show the complexity of departments where the individual exists only in function of the group.
- **Sacrifice for others:** Give voice to the stories of those who work daily, often in the shadows, for collective security.
- **Sense of adventure:** Capture the aspirations of the younger generations through the story of unique technological, logistical, and human challenges.

As emphasized by internal sources of the Armed Forces: “*We are men and women like everyone else, it is right to use the most innovative means to tell our story*”. From initiatives in elite sports to energy efficiency, to the protection of museum heritage, Defense has a “behind the scenes” that deserves its own cinematic home, not just an algorithmic feed on third-party platforms.



More than a streaming platform: the strategic turning point of Defense between values and Cognitive Security

The "cognitive field": countering ideologized narratives

There is an even deeper aspect that justifies a proprietary channel and goes beyond the commercial logic of YouTube: entering the **cognitive field**.

Today, a nation's security is not only defended at physical borders or in cyberspace, but also in the information domain. Since the beginning of the conflict in Ukraine in 2022, interest in geopolitics has exploded, but along with it, ideologized narratives have proliferated, often driven from outside, aiming to destabilize trust in Western institutions and damage national security.

In this scenario, Defense cannot delegate its communication to independent creators or to algorithms of foreign private platforms that reward polarization and conflict to gain *share*. An institutional on-demand platform allows to:

1. **Ensure authority:** Offer rigorous analysis and official sources without the filters of television sensationalism.
2. **Positively influence citizens:** Develop a strong culture of Defense, explaining *why* certain missions and investments are crucial for the country's stability.
3. **Preserve institutional neutrality:** Build a high-level editorial schedule that explains geopolitical complexity with the time and depth that a social network cannot provide.

Beyond the "YouTube Model": a choice of independence

While it is true that foreign armies use YouTube successfully for recruitment, it is equally true that Italy has already demonstrated its ability to make the leap in quality in the mainstream audiovisual market. The docuseries "*Vespucci, the longest journey*", produced with Rai Fiction and Palomar, has shown that the Italian audience (half a million viewers per episode) responds enthusiastically when the quality is cinematic.

Abdicating a proprietary space for fear of failure means giving up editorial independence. The Difesa Servizi tender, which includes intelligent monetization models (subscriptions, sponsorships, and synergies with physical retail points), is not a nostalgic gamble, but a long-term investment to bring citizens closer to those who guarantee their freedom. A project that deserves trust, because the nation's security also depends on the ability to tell the truth.