

Media Trends in the Nordic Countries

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The Media Market

The Nordic countries increasingly mobile - Finland at the top

Telecom Markets | Nordic June 2016 | EH

Iceland has the highest number of IPTV subscriptions per capita, Sweden has the most high-speed broadband subscriptions and Finland is at the top when it comes to mobile services. At the same time, data volume over mobile networks is increasing rapidly throughout the Nordic region. This is shown in a report from the Nordic telecom authorities.



Telecommunication
Markets in the Nordic
and Baltic Countries 2015

The annual report on telecom development trends in the Nordic and Baltic regions points to both similarities and differences between the countries. The comparisons below include the five Nordic countries only.

Increase in mobile minutes

The total number of mobile subscriptions is generally stagnating. Still, the use of mobile minutes continues to grow in all of the countries, except for Finland. MMS-messaging is also increasing (in all of the countries), while SMS-messaging is moving in the opposite direction with declines in all countries except Norway.

Finland has the highest number of mobile subscriptions per capita. However, it is the Swedes who speak for the most minutes on mobile phones, and who, along with the Danes and the Norwegians, are much more active in sending SMS and MMS messages than both the Finns and the Icelanders.

Considerable growth in mobile data

Data volume in mobile networks is growing strongly in all countries. From 2014 to 2015, the total volume of mobile data in the Nordic region increased by more than 60 per cent. The biggest increase was in Finland and the smallest was in Sweden. Finland is far ahead when it comes to the consumption of data, using 2.5 times as much data per inhabitant and month than Sweden in the second place (10 and 4 G respectively).

More mobile and fixed broadband subscriptions

Broadband penetration is high in the Nordic countries, and access to both mobile and fixed broadband continues to increase. Finland has nearly 70 broadband subscriptions per 100 inhabitants (fixed plus mobile), placing it at the top of the list. When only considering mobile broadband, Finland is well ahead of the other countries.

As for fixed broadband subscriptions, Denmark takes the lead with a penetration of over 40 per cent, while Finland comes last. When it comes to high-speed broadband (100 Mb), Sweden is well above its neighbours, but the demand for greater broadband capacity is growing in all countries. The latter is explained by the increasing consumption of audiovisual content online.

IPTV largest in Iceland

The report also includes an overview of access to IPTV as well as cable and satellite television. IPTV penetration is highest in Iceland where there is no cable TV. On average, 27 out of 100 Icelandic

inhabitants have an IPTV subscription, while the other Nordic countries have rates from 7 to 10 subscriptions per 100 inhabitants. Cable TV penetration is highest in Denmark, followed closely by Finland and Sweden, while Norway has a larger satellite penetration than the other Nordic countries.

Links to Nordic and national telecom reports and statistics:

[Nordic Telecommunications Market report and database](#)

[Links to national reports 2015 in the Nordic countries](#) (PDF-file from Nordicom's table database)

Press releases from the national authorities (22.06.2016):

[Finnish Communications Regulatory Authority: Finland still ranks first in several Nordic-Baltic telecommunications statistics](#)

[Póst- og fjarskiptastofnun: Norræn fjarskiptanotkun: Gagnanotkun í farnetum heldur áfram að aukast hratt](#)

[Nkom: Nordiske og baltiske mobilkunder øker fortsatt databruken](#)

[PTS: Sverige har flest snabba bredbandsabonnemang](#)

About the report: *Telecommunication Markets in the Nordic and Baltic Countries 2015* includes data for the five Nordic countries and Estonia, Latvia and Lithuania. The report, published annually by the national telecom regulatory agencies, presents development trends for the separate countries through 2015. Find more data in the [joint Nordic-Baltic database](#) (established in 2007, including the Baltic states since 2013) or [in the report \(PDF\)](#) via the web portal Nordic Telecommunications Market.

Finland, Sweden & Norway among the world's best digital performers

ICT | International August 2016 | EH

Three Nordic countries – Finland, Sweden and Norway – are among the most digital-savvy countries in the world; only Singapore ranks higher. This is reported by the World Economic Forum.



The Global Information Technology Report 2016 features the latest iteration of the Networked Readiness Index (NRI), measuring the state of networked readiness of 139 economies. Finland, Sweden and Norway rank second, third and fourth, while Denmark and Iceland rank 11th and 16th.

High Nordic ranking for infrastructure and Internet use

For the Nordic countries, the report highlights aspects such as a good digital infrastructure – with a top score for Norway – and high Internet use. Finland is among the best in education and skills, and achieves a top global ranking in economic impact.

Large differences between European countries

Europe remains at the technology frontier, with seven of the top ten NRI countries. The performance range is wide, however, from Finland ranking second on the list to Bosnia and Herzegovina ranking 97th. On the European top-ten list (link is external), all five Nordic countries are represented.

[Read the Global Information Technology Report 2016](#)

About the Networked Readiness Index: It measures how economies use information and communication technologies (ICTs) for increased competitiveness and well-being. It is made up of 53 individual indicators, related to political and regulatory environment, business and innovation environment, infrastructure, affordability, skills, ICT usage, and economic and social impact.

Global players' impact on the Danish media market

Media Market | Denmark June 2016 | EH, MVK

The Danish Agency for Culture and Palaces has initiated a project on international players' impact on the Danish media market, its media providers and media supply. Special focus lies on Danish media companies' opportunities to continue financing and producing Danish media content.

The aim of the project is to provide a deeper understanding of the consequences of the development; of the international players' significance, causalities and dynamics; and the extent of negative and positive effects the development may have on the market as well as on the democratic debate and citizen participation.

Who are the global players?

The project will include a survey of the international players, covering aspects such as ownership, distribution, market shares, etc. It will also describe their impact on the Danish media ecology, and map the extent to which domestic media depend on the interaction with global technology giants to reach out on the domestic media market.

Mapping current and future challenges

Further analysis will focus on aspects such as the changing value chains on the media market due to digitalisation, and possible risks to the Danish media when it comes to three different scenarios: the companies' commercial development, conditions to produce and distribute Danish journalistic content, and the future of the Danish democracy.

A content analysis, an advertising analysis and, finally, a SWOT analysis are other instruments included to map current and future challenges on the Danish media market, related to the global players' presence on the market.

To be completed in summer 2017

The project is initiated within the framework of the Danish Agency for Culture and Palace's reporting on the media development in Denmark, which includes [special reports](#) based on major research projects as mentioned above, and a biannual main report (all reports in Danish, plus extensive English summaries for the main reports). Project participants are Mandag Morgen Danmark, Aalborg University Copenhagen, and Copenhagen Business School. The project is to be completed in summer 2017.

[Read more about the project \(in Danish\)](#)

Danish media development reports:

[English summary 2015 \(PDF\)](#)

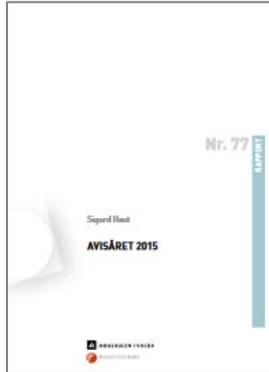
[Main report 2016, June \(in Danish\)](#)

On the Nordic agenda: The impact of global players on the national media market is an issue in other Nordic countries as well, as the new competition for revenue on the advertising market affects the media economy, which may have consequences on media diversity and democracy. The issue is touched upon [in national media inquiries](#), and there is also [a Nordic proposal](#) to map ongoing investigations of developments in the media landscape.

Considerable increase in newspaper paywalls in Norway

Newspapers | Norway May 2016 | EH

The number of Norwegian newspapers with paywalls for online content more than doubled last year. A report on the Norwegian newspaper year 2015 shows how the newspapers gain new revenues by introducing online payment models, more user-friendly e-papers, and new types of digital subscriptions.



In the annual report on the newspaper year 2015, media researcher Sigurd Høst presents the situation and trends for the Norwegian newspapers. In recent years he has specifically tracked the digital development, and identifies 2015 as a digital turning point.

More newspapers are charging for content online

Payment models for newspapers' online content were introduced in 2011. At the end of 2014, 55 Norwegian newspapers had introduced some form of payment on the web; a year later this figure was 125. Thus, the number of newspapers with paywalls more than doubled in a year, and they are now more numerous than those with free content. The most common model is a "hard paywall", a restrictive approach whereby self-produced news is available to subscribers only.

Fewer sell print-only subscriptions

The year 2015 also saw a major shift in the models for subscriptions. Fewer and fewer newspapers offer subscriptions to paper versions only. Instead, the most widely used model has two options: either a combination of the printed newspaper and access to the digital services, or a digital subscription only.

The biggest drop in circulations so far

The newspaper industry, however, has long been characterized by declining circulation and advertising revenue, and 2015 was no exception. The total circulation in Norway (including print and digital) decreased by five per cent compared to 2014, which is a sharper decline than in previous years. Counting only paper versions, the circulation fell by nine per cent.

Digital revenues not large enough

Even though papers have cut costs and done a great deal to gain new revenues, the digital revenues are not large enough to compensate for the declining print trends. The paper versions still stand behind the largest share of newspaper revenues.

A great number of newspapers

Norway has the largest number of newspapers among the five Nordic countries, and in 2014 Norway set a post-war record with 230 titles. A year later, the country has 228 newspapers. They are published in 187 different locations (unchanged since last year). In the report, Høst writes that despite decreasing circulations, the Norwegian newspaper structure has remained quite stable so far, without any extensive newspaper death.

[Download the report Avisåret 2015 in PDF format \(in Norwegian\)](#)

[Download reports via the Volda University College website \(in Norwegian\)](#)

About the report *Avisåret 2015*, the 21st in the annual series on the Norwegian newspapers, covers all Norwegian newspapers. Author Sigurd Høst holds the position of Adjunct Professor at Volda University College.

MedieSverige 2016 – facts and figures on the Swedish media

Media Landscape | Sweden June 2016 | UF

For 25 years Nordicom has regularly published MedieSverige [MediaSweden], providing readers with facts and figures on the Swedish media landscape. A new issue, in Swedish only, is now available.



Throughout the years, MedieSverige has contained both analysis of and statistics on the development of media in Sweden. For this edition, *MedieSverige 2016*, we have focused on giving the reader an easily accessible outlook on the Swedish media landscape through statistics only. The aim is to provide a selection of basic facts and figures on the current landscape.

The report starts with a general overview of the media landscape, followed by sections on newspapers, books, periodicals, television, and radio.

One intent with the data is to show how the development into a digitalized society is reflected in the development of media. Today 90 per cent of the Swedish population has access to the Internet, and the speed of receiving data tripled from 2010 to 2015. This of course has had an impact on people having increasingly come to use digital services, even among the elderly.

The data in MedieSverige show a decline in watching television on a regular TV set and a drop in reading print newspapers. In contrast, watching TV online shows a rapid increase over the past two years, and the reading of newspapers online has continually increased over the past ten years. While a growing share of the population spends more time on audiovisual content and news online, this pattern is not applicable to reading books and magazines. The use of e-books and digital magazines is low, compared with TV online and digital newspapers.

These developments are also reflected in data on advertising expenditures: more money goes into advertising on digital platforms and less into newspapers, and into increasing turnover in, for example, pay-TV subscriptions and newspaper circulation.

Although the data on digital expenditure and the use of digital media are not yet fully developed or accessible, it is our hope that more elaborate information can be presented in a future edition of MedieSverige.

The author is Ulrika Facht. The publication is in Swedish only.

[MedieSverige 2016 is free for download here](#)

As of MedieSverige 2007, [older editions are free for download here](#)

Media statistics are also available online in [Nordicom's table database](#)

The Swedish Media Market 2016

Media Market | Sweden June 2016 | JO

In a new Nordicom report on the Swedish media market, the focus is directed to the structural and financial consequences of the ongoing concentration of ownership in the Swedish markets for press, television and radio.



Since the 1990s, Nordicom has been documenting and analysing the structural and financial development of the Swedish media market. In nine different editions, the report series Den svenska mediemarknaden [The Swedish Media Market] has presented comprehensive and updated data on the financial figures, ownership and market shares of Swedish media companies. The latest edition of the report, *Den svenska mediemarknaden 2016*, is now available, in Swedish.

Despite being increasingly concentrated in terms of ownership control, the ownership structure of the Swedish media market still reflects a variety of owners. The circle of owners controlling the largest companies on the market include both long-established “newspaper families” and publicly traded media conglomerates, as well as entrepreneurial newcomers and state-controlled actors. On the newspaper market, a number of the dominating Swedish newspaper groups are owned by not-for-profit foundations.

The analyses presented in the report suggest that the ownership situation of the dominating media groups provides limited explanatory power with regard to both the financial development and strategic actions of Swedish media firms during the 21st century. The Swedish case thus supports previous findings suggesting that the link between the ownership form and the performance of individual media firms is a complicated one.

The report, [available for free download here](#), was written by Jonas Ohlsson, PhD and researcher at Nordicom. See previous publications on the [Swedish media market](#) (in Swedish) and the [Nordic media market](#) (in English).

Media ownership: towards pan-European TV groups?

Audiovisual | Europe August 2016 | EH

Pan-European media groups in the audiovisual field are in focus in a media market report by the European Audiovisual Observatory. Three media groups with important operations on the Nordic market – the Modern Times Group/Viasat, Sanoma, and Discovery Communications – are among the players analysed.



The report focuses on a selection of major media companies operating across a range of countries in Europe, in both the broadcast and the distribution markets. It outlines some of the key players (nine broadcasting and six distribution groups), their geographical footprint, their position in a range of markets, and their most recent strategies regarding expansion, acquisition and vertical integration.

Many “brand” broadcasters linked to US majors

Among the pan-European broadcast media groups, one can distinguish between those with a “multi-country” broadcast strategy, providing many free-to-air channels, and those with a more “pan-European” strategy, with well-known channel brands available throughout Europe.

Of the 13 pan-European “brand” broadcasters, nine are linked to the major US television and film production groups. The three “multi-country” broadcast groups analysed in the report – the Modern Times Group, Central European Media Enterprises, and the RTL group – include the major players (ranking in the top four regarding audience share) in 17 European countries.

Distributors expand their geographical scope

According to the report, national distribution markets have become more concentrated. Alongside consolidation at the national level, the market has seen players expand their geographical scopes and acquire major national players, as well as increased cross-consolidation between telecommunications and cable companies. Today, 15 major pan-European audiovisual distribution groups serve 68 per cent of pay-TV homes in the EU.

[Read more and download the report](#)

The European Audiovisual Observatory is a European public service body comprised of 40 member states and the European Union, represented by the European Commission. Its mission is to gather and distribute information on the audiovisual industry in Europe. Among its freely accessible services are the [MAVISE database on TV and on-demand audiovisual services and companies in Europe](#), the information on which the report above is based. Among its paid-for services is a [yearbook online service](#).

Media use

Digital News Report 2016

News Consumption | Nordic International June 2016 | EH

An increasing move to mobile phones, growing importance of social media for news, and a reluctance to pay for news online. These are some of the findings in the Digital News Report 2016, covering 26 countries including Denmark, Finland, Norway and Sweden.



The Reuters Institute for the Study of Journalism has published its fifth annual report, looking to track and compare changes in online news consumption across countries. Its scope has been expanded from 12 to 26 countries, for the first time also covering Norway and Sweden. The key focus is Europe, even though Canada, South Korea, the US, Brazil and Japan are included.

In Sweden, smartphone most common device for news

Smartphone usage for news is sharply up, reaching more than half of the global sample¹⁾ on a weekly basis. Sweden tops the list, with almost seven of ten using their mobile phone to read news. In Sweden, it is now more common to access news from a smartphone than from a computer or laptop, a pattern shared with South Korea and Switzerland.

Devices for news (per cent)

	Denmark	Finland	Norway	Sweden	All
Computer	63	74	66	64	65
Smartphone	60	59	64	69	53
Tablet	37	30	36	34	23

Survey question: Which, if any, of the following devices have you used to access news in the last week?
Base: Total sample in each country. Source: Reuters Institute Digital News Report 2016.

Mobile devices are popular for accessing news throughout the Nordic region. Around six of ten Finns, Danes and Norwegians use a smartphone to access news each week, which ranks them among the top ten countries. Around one-third of the Nordic news consumers use a tablet for news, making them the most avid users in the survey, with Denmark in the lead.

In Denmark, social media as main source has doubled

Across the sample, half say they use social media as a source of news each week. Around one in ten says it is their main source. In Denmark, 12 per cent say social media is their main source for news, which is up from 6 per cent the previous year. Finland is the country where the least people (5 per cent) cite social media as their main news source, which is stable compared to 2015.

Facebook is by far the most important network for finding, reading/watching, and sharing news in all countries. In the four Nordic countries, Facebook has a dominant position (from 45 per cent in Norway down to 34 per cent in Finland). It is followed by other global networks, with the exception of Finland where a domestic discussion and chat forum, Suomi24, enters the top-five list, ranking fifth with 5 per cent using it to read news every week.

Branded websites important for the Nordics

The report shows very different patterns of online news access across the countries. In countries like Norway, Finland, and Denmark, branded websites or apps are often the starting point for any news journey (around 60 per cent), while a search engine is the key gateway in places like Italy and Spain, and social media is strong in, e.g., Greece and Hungary. Mobile alerts are increasingly important, and the Swedes are among their most avid users (16 per cent).

The highest level of online payment in Norway

Most consumers are still reluctant to pay for general news online, particularly in the highly competitive English-speaking world (9 per cent average). The most willing to pay are the Norwegians, of whom 27 per cent have paid (anything) for online news in the last year. Sweden (20 per cent), Finland and Denmark (both 15 per cent) have among the highest level of online payment as well.

One in four uses ad blocker in the Nordic region

Parallel with the difficulties in getting consumers to pay for news online is the rise of ad-blocking. It is currently running at between 10 per cent (Japan) and 38 per cent (Poland), but figures are much higher amongst under-35s and people who consume news the most. In the Nordic countries, approximately 25 per cent of the sample use ad blockers. Looking at people under the age of 35, this is around 40 per cent in each of the four countries.

More key findings

Read the full report to learn more about key findings, such as: online news video apparently growing more slowly than might be expected (lowest levels in Denmark); a high level of variation in the extent to which news is trusted across the 26 countries (highest trust in Finland); and significant generational patterns, whereby online access and use is more important for the younger age groups than for the elderly.

[Digital News 2016, full report online](#)

[Danish key findings, RUC Roskilde University](#) (in Danish) – Finnish key findings, see below.

¹⁾ **Important to note about the survey sample:** Because this survey deals with news consumption, anyone indicating they had not consumed any news during the past month was filtered out. The report is based on an online survey – and as such the results will underrepresent the consumption habits of people who are not online (typically older, less affluent, and with limited formal education). The core purpose of the survey is to track activities and changes over time within the digital space – as well as to gain an understanding of how offline and online media are used together. The research was conducted by YouGov, using an online questionnaire at the end of January/beginning of February 2016.

Digital News Report – Country report for Finland

News Consumption | Finland June 2016 | EH



A Finnish country report, *Utismedia verkossa 2016*, presents the key findings of Reuters Institute Digital News Study in Finnish from the point of view in Finland.

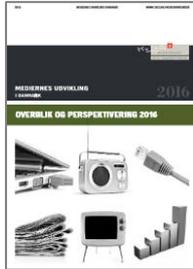
The report is published by Esa Reunanen, Senior Research Fellow, University of Tampere in Finland. Read more and download:

[Utismedia verkossa 2016. Reuters Institute Digital News Report - Suomen maaraaportti](#) (country report in Finnish)

Media development in Denmark in 2016

Media Use | Denmark June 2016 | EH

A new edition of the annual Media Development in Denmark report provides statistics and analysis with a focus on media consumption.



The results show how the young and elderly populations move in opposite directions in traditional media consumption (a decrease for the young and an increase for the elderly). At the same time, the elderly are well on the move in using digital media. Other results show that readers' eschewal of printed newspapers has slowed, and that radio listening has increased somewhat.

The report was published by the Danish Agency for Culture and Palaces in June, and is available online in Danish: [Mediernes udvikling i Danmark 2016](#).

An English summary presenting the report's most important conclusions will follow later this autumn, and we will report on this in the next newsletter and on Nordicom's website.

Norwegian Media Barometer 2015: Continued decline in newspaper reading

Media Use | Norway | EH

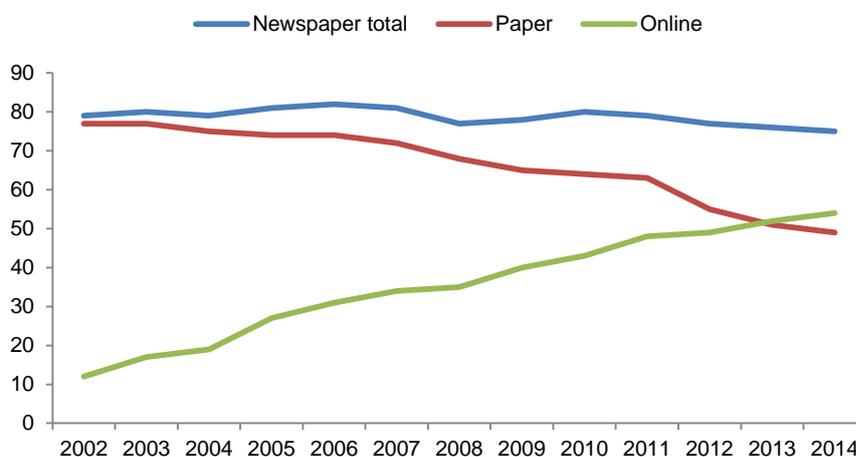
Fewer people are reading newspapers in Norway. Reading of the print version shows the largest drop, but last year the reading online also declined, according to Statistics Norway's Media Barometer survey 2015.

The report by Statistics Norway provides the results of an annual media survey covering the Norwegian population's use of and access to various media last year and over time.

Less reading both on paper and online

More than four of ten Norwegians (42 per cent) read printed newspapers on an average day. This is a noticeable decline from 2014, when almost half of the population (49 per cent) read a printed newspaper. But, incidentally, the year 2014 also marked a decline in newspaper reading, being the first time daily newspaper reading fell below 50 per cent.

Daily newspaper reach: Total, print version and online version (share of population 9-79 years, per cent)



Source: The Norwegian Media Barometer 2015, Statistics Norway

While reading newspapers on paper has declined over the years, reading online has increased and surpassed the reading on paper. This shift occurred in 2013, when 52 per cent read online and 51 per cent read on paper on the average day. Last year, however, reading newspapers online dropped as well (51 per cent daily reach, compared with 54 per cent in 2014). Thus, the overall daily newspaper reading fell from 75 per cent in 2014 to 72 per cent in 2015.

Newspaper reach fell for both young and old

In 2015, newspaper readership declined for both young and old. Worth noting is the drop among 67-79-year-olds, i.e. the oldest age group in the survey. In this group, which has steadily read a newspaper over the years, only seven of ten read a printed newspaper every day in 2015, compared to eight of ten the previous year. Total daily newspaper reach was 78 per cent for 2015, a fall from 86 per cent the year before.

Decline in subscriptions

Half of the population has one or more print newspaper subscriptions in their household, down by four percentage points from 2014. In ten years, the subscription rate has dropped from around 70 per cent of the total population. In the oldest age group more than eight of ten have a print newspaper subscription, compared with just over a quarter of 20-24-year-olds. Twelve per cent of Norwegians subscribe to a newspaper's online version, compared to 9 per cent last year.

Seven of ten Internet users read news online

87 per cent of Norwegians use the Internet on a typical day, and among the Internet users more than seven of ten read online news daily. Six of ten Internet users read news from the newspapers' web pages – these users consist mainly of youth, young adults and people with high education.

Less TV and radio, more streaming services

Further results from the Norwegian Media Barometer show a decline in linear TV viewing and radio listening. At the same time, streaming of audiovisual content from the web is increasing.

Nearly 40 per cent of the population listened to audio media on the average day in 2015. Among the listeners, seven of ten listened to streamed music or other audio files from the net. As for video media, more than 20 per cent of the population watched video content via DVD/Blu-ray, PVR, or online streaming services. In this group, 65 per cent – especially adolescents and young adults – watched content from online streaming services.

Read more:

[The Norwegian Media Barometer 2015, Statistics Norway](#) (summary in English)
[medianorway's database presents data in English](#)

About the survey: The Norwegian Media Barometer survey provides data on people's access to and use of different media types. The survey is conducted through telephone interviews with a representative sample of the total population aged 9-79 years. The first Norwegian Media Barometer was conducted in 1991, and the report is published every year in the Spring (PDF).

25 years of cultural habits in Norway

Cultural Habits | Norway August 2016 | EH

Statistics Norway has published a report on cultural consumption in Norway, with the main purpose of presenting changes in the use of cultural activities from the early 1990s to the present.



The report *Kulturvaner 1991-2015* [Culture Habits 1991-2015] provides an overview of the culture and media use surveys that Statistics Norway has conducted from 1991 to 2015, the main results of which are published as separate publications and in Statistic Norway's statbank (see links below). This publication emphasises the development in the use of cultural activities in Norway in the last 25 years. It also looks at how cultural use across different types of services and activities is linked.

Education and gender have an impact

While people with a higher education tend to use cultural facilities more than those with less education, the highest increase in use is seen among those with the lowest education. The report also shows that women use cultural facilities more than men do.

Online video popular among the young

Young people are eager viewers of film, TV and video clips online. Here, websites like YouTube are widely used. There has also been a significant increase in the use of social media in recent years.

Book reading still at a high level

Reading books during one's leisure time remained at a high level during the period 1991-2015. People with a high education and women are the most avid book readers. In 1991, 28 per cent of women and 19 per cent of men read from a book on an average day; in 2015, the corresponding figures were 28 and 18 per cent. Printed books are more popular than their digital versions, while reading newspapers shows the opposite trend.

[Read more and download the report](#) (Summary in English)

Read more about the separate surveys:

[The Norwegian Media Barometer](#) (see also article above) and [The Norwegian Cultural Barometer](#)

Are you interested in cultural habits in the other Nordic countries?

Here are some examples of further reading or statistical databases: [Culture 2015 by Statistics Denmark](#); [Cultural habits by the Swedish Agency for Cultural Policy Analysis](#); [Statistics Finland's Cultural statistics table service](#); and [Statistics Iceland's online database \(Culture, Media\)](#). The databases and reports are either in English or offer summaries in English.

Nordicom-Sweden's Media Barometer 2015: Increased viewing outside the TV schedule

Media Use | Sweden May 2016 | KH

Nordicom-Sweden's annual survey, the Media Barometer 2015, shows that the greatest change in media use is linked to the digital revolution. One of the main findings is an increasing share of viewing moving images outside the TV schedule. The Web is becoming increasingly important as a platform for television viewing.

Fewer people are watching moving images on a television set

The total use of television remains stable over time, but the platforms used to watch television have changed in recent years. The Media Barometer 2015 shows that 80 per cent watch television on any platform, with 65 per cent watching on a TV set and 22 per cent watching online TV. Among young people, 41 per cent watch Web TV on a typical day.

Traditional radio – the biggest audio media

68 per cent listen to the radio on any platform – pensioners listen more than other age groups. 7 per cent listen to Web-/podcasts – young people listen the most. The range is 14 per cent among those aged between 15 and 24.

Fewer people are reading paper versions of newspapers

About two-thirds of the population read a newspaper on an average day. 50 per cent read a newspaper on paper, while 26 per cent read online. People between 24 and 44 years read a newspaper online to a greater extent than other age groups (40 per cent), while 34 per cent read printed newspapers.

Social media is popular

Half the population uses social media on a typical day. It is primarily adolescents and young adults who are frequent users. In the age group 15 to 24 years 89 per cent use social media on an average day.

Smart phone – the obvious screen

A large proportion of digital newspapers are read via a smart phone. 15 per cent read a tabloid and 9 per cent read a morning paper. In the age group of 25 to 44 years 28 per cent read a tabloid via a smart phone and 18 per cent read a morning paper. 38 per cent use a smart phone to access social networks, and 23 per cent are active on social networks with the help of a smart phone. In the age group 15 to 24 years 78 per cent use a smart phone to access social networks, and 48 per cent are active. 15 per cent watch video clips on a smart phone. The percentage is highest among children (35 per cent) and 40 per cent among young people (14 to 24 years).

[Some basic tables](#) (PDF in English)

[Read the press release here](#) (in Swedish)

About the Media Barometer: The Media Barometer is an annual survey that analyses daily media use on different platforms among Swedish inhabitants between 9 and 79 years of age. Its purpose is to describe tendencies and changes in media use. The first survey was conducted in 1979. The survey is based on telephone interviews that are conducted across an entire year. Respondents are selected at random from the population. In 2015, 6,069 persons were interviewed. The main report is in Swedish, but some of the results are published in English online.

News consumption in Norway and Sweden

News Consumption | Norway Sweden 2016 | EH

In Norway and Sweden, two inquiries are looking into how the media sector should be arranged to encourage media diversity, especially in news journalism. In both countries, the inquiries have turned to researchers for help in identifying and analysing citizens' news habits.

People having access to a variety of media, with an emphasis on diverse and qualitative news offering, is a prerequisite for democracy and freedom. This is the starting point of two national reports, commissioned by the Norwegian and Swedish media inquiries.

News consumption in Norway



This study maps the Norwegian population's media and news habits. Its focus is on "hard news"; that is, news on politics, economy and society at the international, national and local levels, which is considered to be of particular significance in providing people with information and knowledge in their role as citizens of a democratic society. The researchers identify four types of news consumers, including news seekers (nearly half of the respondents) and news avoiders (one in ten). The results show that age is the most important factor for how news is consumed, followed by gender and education.

Published in August, the study – *Bruksmangfold. En analyse av nordmenns nyhetskonsum* – was conducted by Trøndelag R&D Institute on behalf of the Media Diversity Committee (Mediemangfoldsutvalget).

[Download the report in PDF format](#) (in Norwegian)

[About the Media Diversity Committee](#) (in Norwegian)

News consumption in Sweden



News consumption and media and information literacy form one of five themes in a research anthology, published in April. The researchers address news habit trends, with focus on news via newspapers, and show the importance of generational and socio-economic factors. Furthermore, the book looks into the development over time for consumers who rarely consume news (sometimes called news avoiders), and how media and information literacy is a prerequisite for democracy and freedom. Also included is a chapter on public libraries' role in the new media landscape.

The other themes of the anthology are: Shifts in media ecology; Digital platforms and data; the Profession, market and financing of journalism; and Journalism, rights and participation. The anthology, *Människorna, medierna & marknaden* [The People, the Media & the Market], is published by the Media Inquiry (in Swedish). Twenty-eight media researchers have contributed to its content.

[Read more about the report and download](#)

[The Media Inquiry's website](#) (in Swedish)

The media inquiries are to submit their final reports by the end of October (to be presented on November 7) in Sweden, and before March 1, 2017 in Norway.

New Nordic knowledge centre for cultural policy

Cultural Policy, Cultural Statistics | Nordic September 2016 | EH

A Nordic Knowledge centre for Nordic cultural policy and analysis is underway. The project, commissioned by the Nordic Council of Ministers, is headed by the Swedish Agency for Cultural Policy Analysis. Compiling and harmonizing Nordic cultural statistics is one part of its mission.

The knowledge centre is built around three parts: coordinating a Nordic network for cultural statistics and compiling Nordic data in the cultural field; assessing and investigating cultural policy issues of importance to the Nordic region; and imparting knowledge to a wide range of user groups in the Nordic region. The project starts this autumn 2016 and will run until autumn 2019.

[Swedish Agency for Cultural Policy Analysis, Press release 05/09/2016 \(in Swedish\)](#)

The background to the project is the [Nordic Council of Ministers' strategy for Nordic cultural cooperation 2013-2020](#), addressing the need for more research and broader knowledge when cultural policy is to be formulated and implemented. In 2014 this was followed by a report, presented by Nordicom and Christian S. Nissen, [mapping the need and possibilities to create a Nordic knowledge resource](#) and better coordination of Nordic cultural statistics.

Media Policy

Continued licence fee for NRK in Norway

Media Policy | Norway June 2016 | EH

An expert committee suggests that the financing for NRK, the Norwegian public service company, should continue to be based on a licence fee, though it should be platform-neutral, and include both linear and non-linear services.



In July, the expert group, established to review alternatives for public funding of NRK, presented its report to the Ministry of Culture. The committee has assessed various alternative future funding models for NRK, analysing the degree to which the models safeguard NRK's need for editorial independence, legitimacy among the population, and financial stability over time. The financing models assessed, besides the current Norwegian system of licence fees (kringkastingsavgift), are the various models employed in Denmark, Finland and Germany. The report also provides an overview of how public service media financing is organized in Denmark, Finland, Iceland and Sweden, as well as in the UK and some other European countries.

The report, *Finansiering av @NRK. Alternative fremtidige modeller for offentlig finansiering av NRK*, [is available in Norwegian](#).

Report on commercial public service media in December: In August, the Committee for Media Diversity ([Mediemangfoldsutvalget](#)), which is to submit its final report on 1 March 2017, was [asked to deliver an interim report](#) on the conditions for commercial public service media before Christmas this year. The background to this is that the Norwegian TV2, a commercial TV company holding a public service agreement with the State, [chose not to apply for a new public service concession](#) for the period 1 January 2017-31 December 2019.

The YLE tax remains in Finland

Media Policy | Finland June 2016 | MJ

A parliamentary working group, established to re-assess the role of the Finnish Broadcasting Company YLE on the media market, did not propose any changes to the existing system of funding. YLE should increase its purchases from independent production companies, but the tax remains.

The parliamentary working group was appointed by Finnish Minister of Transport and Communications Anne Berner in October 2015 to examine YLE's duties and funding, followed by a working group led by Anssi Vanjoki that suggested that YLE function more as a distribution and purchasing organization in future. After its mandate was prolonged, the working group, under Member of Parliament Arto Satonen, delivered its report in June 2016.

The report comprises four pages and does not suggest any changes to the existing system of funding; the taxed-based funding that replaced the television licence in 2013 will continue. However, there will be a temporary cancellation of the annual index adjustment of the public service funding allowance for the years 2017–2019. The working group proposes that the YLE tax assets be formally kept outside the state finance frame.

The working group also suggests that the position of the Administrative Council appointed by Parliament be strengthened, and that in future the Council decide on YLE's strategy.

The purchases from national and international independent producers will be increased by 30–35 per cent to 62–64 million euros, from the current sum of 45 million euros. To contribute to the diversity of the media market, the report recommends that YLE return to the clientele of the Finnish Press Agency STT-Lehtikuva. According to the report, YLE will also give up its online sites for regional news in order to safeguard better conditions for news competition for regional newspapers.

The working group suggests that a new parliamentary working group be established to focus on the commercial television production

[Ministry of Transport and Communications, press release 20.06.2016 \(in English\)](#)

[Link to the report in Finnish \(PDF-format\)](#)

Further reading

- [The tax-based funding of the Finnish public service broadcaster Yle](#), by Marina Österlund-Karinkanta, Senior Media Analyst, Yle (published on the European Audiovisual Observatory's website, 16.08.2016)
- "Finland" chapter in the Norwegian report [Finansiering @NRK – Alternative fremtidige modeller for offentlig finansiering av NRK](#) (pp. 50-52, in Norwegian)

European Media Policy Newsletter, no. 2, 2016

Media Policy | Europe August 2016

The European Media Policy newsletter from Nordicom provides an update on policy developments at the European level. It concentrates on news from the EU – current issues and trends in media policy, new proposals for legislation, debates in the European Parliament, recently taken or impending policy decisions and reactions among those concerned, EU studies in the field, etc.

The latest issue (August) gives an overview of some current media issues such as the EU approach to online platforms like Facebook and Google, the proposed updates of the EU audiovisual directive, and how the EU Council stresses the importance of media literacy, plus other policy issues related to, e.g., freedom of speech, copyright, and net neutrality.

[Read the whole newsletter no. 2, 2016 \(PDF\)](#)

[Read previous issues and/or subscribe](#) (free service)

Further reading on Nordicom's website:

[EU proposes new rules for TV and online services](#) [22.06.2016]

[Defining on-demand services under the scope of the AVMSD](#) [22.06.2016]

Anthologies from Nordicom, Open Access

Journalism in Conflict and Post-Conflict Conditions

Worldwide Perspectives



This most important book on Journalism in conflict is the result of a long-term and fruitful collaboration between researchers in the North and South. The essays address questions in different contexts, ranging from Afghanistan to South Sudan, Syria to Libya, and Nepal to Colombia.

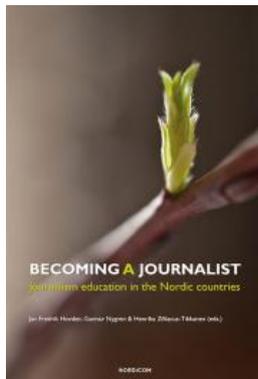
It aims to provide both empirical and theoretical input to the discussions of the role of journalism and media in conflict and post-conflict situations and in the often rather muddy waters between them. Together, the chapters in this book emphasise that discussions about post-conflict situations will gain from including the media. At the same time, the contributions from different contexts and parts of the world problematize the concept of post-conflict and powerfully illustrate that the phase between war/conflict and peace is neither unidirectional nor linear, as the use of the concept sometimes seem to imply.

Editors are Kristin Skare Orgeret and William Tayebwa.

[Read more, order or download](#)

Becoming a Journalist

Journalism education in the Nordic Countries



“This edited volume addresses journalism education as a central component of journalistic professionalization, making it necessary to understand what is a crucial period in most future journalists’ lives. Nowadays, journalism scholars are realizing the need for more sustained, in-depth and critical studies of why students embark on such degrees, how they develop their professional views and practices at universities, how the educational curricula of journalism programs match the needs of the labor market, and also, what the news industry thinks about journalism courses and their graduates. This volume addresses all of these important questions in-depth, with admirable attention to different elements that may explain all these issues.

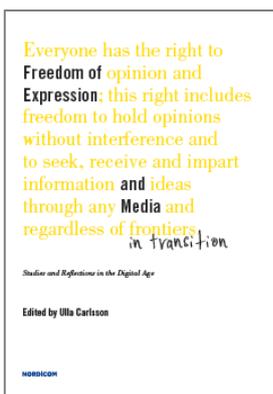
The comparative perspective of looking at the Nordic countries breaks new ground considering the paucity of comparative studies on journalism education in specific media systems. The authors that take part of this book employ an array of quantitative and qualitative approaches to study the field of journalism education, providing a rich account that, no doubt, will be essential reading for students, researchers, the media industry, policy-makers and all people interested in journalism education and professionalization.” | *Folker Hanusch*, University of Vienna, Austria and *Claudia Mellado*, Pontificia Universidad Católica de Valparaíso, Chile, Principal investigators, Journalism students across the globe

Editors are Jan Fredrik Hovden, Gunnar Nygren and Henrika Zilliacus-Tikkanen.

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Freedom of Expression and Media in Transition

Studies and reflections in the digital age



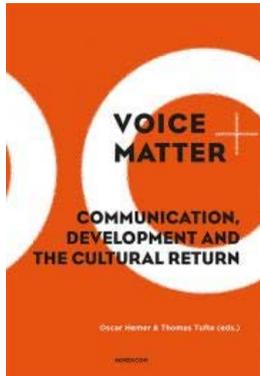
The issues raised by today’s global and multicultural societies are complex, and it is urgent for the research community to help improve our understanding of the current problems. Digitization and globalization have changed our communication systems in terms of time, space and social behaviour; they have resulted in a transformation of functions as well as management practices and the market by adding new types of transnational companies. The context of freedom of expression has shifted.

In 2009, Nordicom published [Freedom of Speech Abridged? Cultural, Legal and Philosophical Challenges](#), and a few years later [Freedom of Expression Revisited. Citizenship and Journalism in the Digital Era](#). The current publication may be seen as a follow-up to these earlier titles. It is based on research in the Nordic countries, but many of the studies are global in nature and the result of collaborations between researchers from many parts of the world. It is hoped that this collection will contribute to knowledge development in the field as well as to global and regional discussions about freedom of expression, press freedom, and communication rights in contemporary societies.

Editor is Ulla Carlsson, Professor and holder of the UNESCO Chair on Freedom of Expression, Media Development and Global Policy at the University of Gothenburg. [Read more, order or download](#)

Voice & Matter

Communication, Development and the Cultural Return



“Voice and Matter is an outstanding collection that will reinstate the centrality and urgency of Communication for Development as an area of research and a field of practice. Hemer and Tufte’s vast expertise in the field of ComDev shines through in the volume’s multidisciplinary approach, methodological and theoretical advances, and inclusion of contributions from diverse world regions (i.e. Latin American schools of participatory communication and recent African Ubuntu-centric epistemologies, among others).

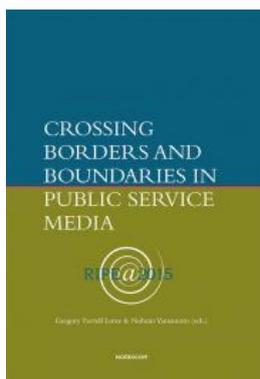
Drawing from the lived experiences of collectives and individuals who use media and communication to work toward emancipation and social justice, the chapters in this volume make important contributions to how we think about voice, power, technology, culture, and social change. Taking on the challenge of interrogating the development industries and their inability to detach from market forces and confront power inequities, this volume repositions the agency of subjects who use their own voices and their own media on their own terms – taking matters into their own hands.” | *Clemencia Rodríguez*, Professor in Media Studies and Production, Temple University, Philadelphia, USA

Editors are Oscar Hemer and Thomas Tufte.

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Crossing Borders and Boundaries in Public Service Media

RIPE 2015



The seventh RIPE Reader investigates cross-boundary influences affecting public service media. PSM institutions remain domestically grounded and orientated, but must cope with international influences and the impact of globalisation. This presents significant environmental challenges keyed to policies that support networked communications which have important implications for the future of broadcasting.

Meanwhile, internal institutional boundaries pose challenges to internal collaboration and synergy, and to achieving greater openness and cultivating public participation in PSM. Traditional boundaries between professional and non-professional production are often problematic, as well, for external collaboration. And there are enormous challenges in efforts to bridge boundaries between PSM and other public institutions (public sector), social movements (civil and volunteer sector) and companies (private sector).

Cross-boundary phenomena offer tremendous opportunities for ensuring public service provision in the emerging media ecology, but managers and policy-makers must grapple with a range of dualities that require critical examination: public / private, national / international, broadcast / print, linear / non-linear, audience / user, production / distribution, citizen / consumer, and market / society.

The scholarly contributions in this volume address issues that are relevant for improved understandings about Public Service Media Across Borders and Boundaries – a contemporary topic of keen theoretical and strategic importance.

Editors are Gregory Ferrell Lowe and Nobuto Yamamoto.

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Research Journals, Open Access

Nordicom publishes two journals, both issued twice a year. *Nordicom Review* is a traditional scientific journal in English, applying double-blind peer review. Since Spring 2016, Nordicom Review employs an online-first publication policy. *Nordicom-Information* is popular scientific and thematic, mainly in the Scandinavian languages.



Nordicom Review 1/2016

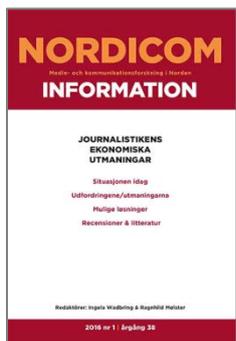
[Read the whole publication](#)

Reading tips (PDF format):

[Data Journalists Using Facebook. A Study of a Resource Group Created by Journalists, for Journalists](#) [Ester Appelgren]

[Materialist Perspectives on Digital Technologies. Informing Debates on Digital Literacy and Competence](#) [Holger Pötzsch]

Read Nordicom Review's [latest articles](#), published as online-first.



Nordicom-Information 1/2016

Theme: The Economic Challenges for Journalism

Changes in technology and usage patterns in the media industry have meant that in many cases the traditional funding models no longer hold for creating good and independent journalism. This new media landscape with its changed conditions necessitates new ways of thinking journalism and new ways of financing it. This issue, which contains articles in the Scandinavian languages as well as English, revolves around what the situation actually looks like in the Nordic countries, how to grasp the problem, and where solutions can be found. Editors are Ragnhild Mølster and Ingela Wadbring.

[Read more, order or download the publication](#)

Media Trends in the Nordic Countries

Editor: [Eva Harrie](#)

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Nordicom is a co-operative body of the Nordic Council of Ministers.

Nordicom follows the Nordic media development with the aim to document and spread knowledge about media trends within, and about, the Nordic region within a European and global perspective. The newsletter *Media Trends in the Nordic Countries* covers issues such as media consumption, structure and policy, and reports on the latest developments and current research in the field.

The newsletter is scheduled to come out three times a year.

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