



Media Trends in the Nordic Countries

Newsletter from NORDICOM

No. 2, 2018 (October)

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Media Use

High-speed broadband increasingly popular

Media Use | Nordic June 2018 | EH

In the Nordic countries, high-speed broadband subscriptions are becoming increasingly popular. There is also a continuous growth in mobile data traffic; however, as shown in a Nordic telecom report, there are differences between the countries.

Every year, the Nordic and Baltic regulatory authorities present a report on the telecom market trends in the Nordic and Baltic regions. Below are some of the findings in the 2017 report, highlighting the five Nordic countries.

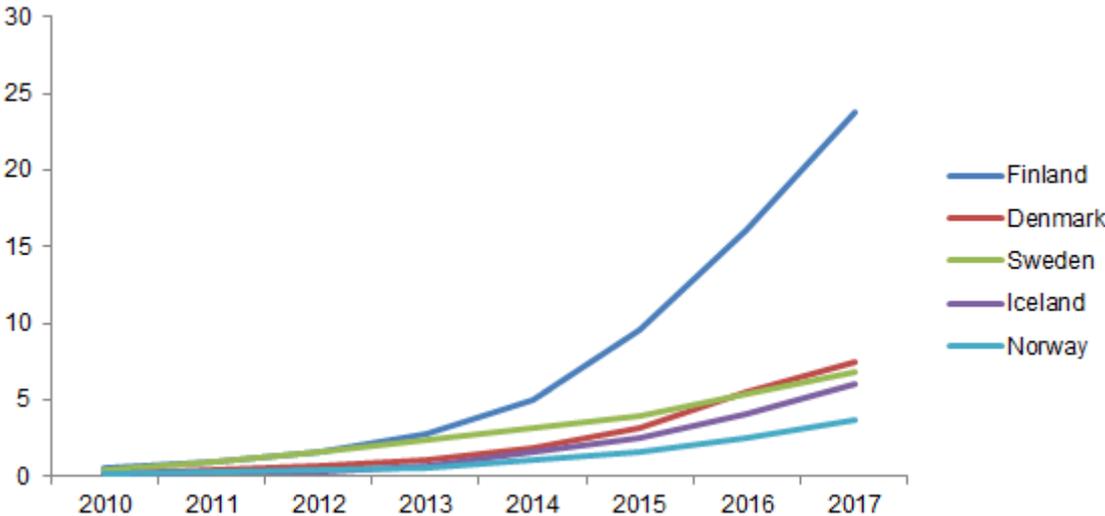
Fixed broadband: High-speed subscriptions in demand

Access to fibre, and hence the availability of high-speed broadband, is growing throughout the region. Meanwhile, access to broadband via cable TV networks, which also provide high-speed broadband, remains continuous. As for subscriptions to high-speed broadband, 100 Mbit/s, this number is climbing in all five countries. Sweden takes the top position (26 subscriptions per 100 inhabitants), followed by Iceland in second place (20 subscriptions per 100 inhabitants). The correspondent data for Denmark, Finland and Norway are 13, 10 and 9 subscriptions per 100 inhabitants, respectively.

A growing amount of mobile data

Mobile data traffic continues to grow throughout the Nordic region, but there are major differences between countries; Finland is far ahead when it comes to the consumption of mobile data, using more than three times as much data per capita and month as Denmark and Sweden in second and third place, respectively (24 Gigabyte compared to around 7 Gigabyte), see the figure below. A crucial factor behind Finland's development is the popularity of subscriptions without data caps.

Gbytes of data transferred over mobile networks per capita in a month in the Nordic countries



Source: Nordic-Baltic Telecom Market (tables)

Finland's leadership in mobile take-up is also confirmed by the fact that its number of dedicated mobile data subscriptions per inhabitants is almost twice as high as Denmark, who comes in second (23 subscriptions per 100 inhabitants in Denmark compared to Finland's 40 per 100). Finland also has the highest number of mobile subscriptions per inhabitant (voice and data services). At the same time, Finland is last when it comes to fixed broadband subscriptions, whilst Denmark ranks first.

IPTV largest in Iceland

The report also includes an overview of access to IPTV, as well as cable and satellite television. IPTV is most commonly used in Iceland, where there is no cable TV. Just over a third of the Icelandic population have an IPTV subscription, compared to one in ten of the population in the other Nordic countries. Cable TV dissemination is highest in Finland, while Norway has greater satellite take-up than the other Nordic countries.

Find reports and data:

[Nordic-Baltic Telecommunications Market – tables, graphs and documents](#)

[Links to national telecom reports 2017 in the Nordic countries](#) (PDF from Nordicom's table database)

Press releases from the national authorities, 20 June, 2018:

Finnish Communications Regulatory Authority: [Suomen mobiilidominanssi jatkuu – kiinteän laajakaistan yhteyksien tilanne heikompi](#)

Nkom: [Fortsatt stor vekst for fiberbredbånd i de nordiske og baltiske landene](#)

PTS: [Fler har tillgång till fiber i Sverige än i grannländerna](#)

About the report: *Telecommunications Markets in the Nordic and Baltic Countries 2017* includes data for the five Nordic countries as well as Estonia, Latvia and Lithuania. The report, published annually by the national telecom regulatory agencies, presents developmental trends for the individual countries through 2017. The data are also available in a database launched in 2007 (the Baltic countries have been included since 2013).

The Nordics peak in 2018 digital EU index

Media Use | Nordic June 2018 | EH

Denmark, Sweden and Finland are the EU's best-performing countries in digitization, according to the European Commission's 2018 digital index. As a non-EU member Norway is not included in the ranking, but is at the same high level as its neighbouring Nordic countries.

The Nordic countries are well connected, with almost all their inhabitants online, and they make good use of a variety of services. This is shown in the Digital Economy and Society Index (DESI), which measures the EU countries on digital infrastructure, digital skills, use of Internet services, the extent to which the business community uses digital technology, and the use of public digital services.

Taking the top three (and fifth) positions

Denmark, Sweden and Finland rank a respective first, second and third in the index. Looking at the different dimensions, Denmark is best in the EU in the population's Internet use and the integration of digital technologies, while Finland ranks first in human capital and the level of digital public services in the community (see the matrix on the next page).

DESI Index: The Nordic countries' rankings among the EU28

Rank	Denmark	Sweden	Finland
DESI Index, total	1	2	3
<i>Five dimensions:</i>			
Connectivity	3	4	9
Digital Skills (Human Capital)	6	3	1
Use of Internet	1	2	5
Integration of Digital Technology	1	4	2
Digital Public Services	3	5	1

Source: [DESI Index 2018](#) (European Commission)

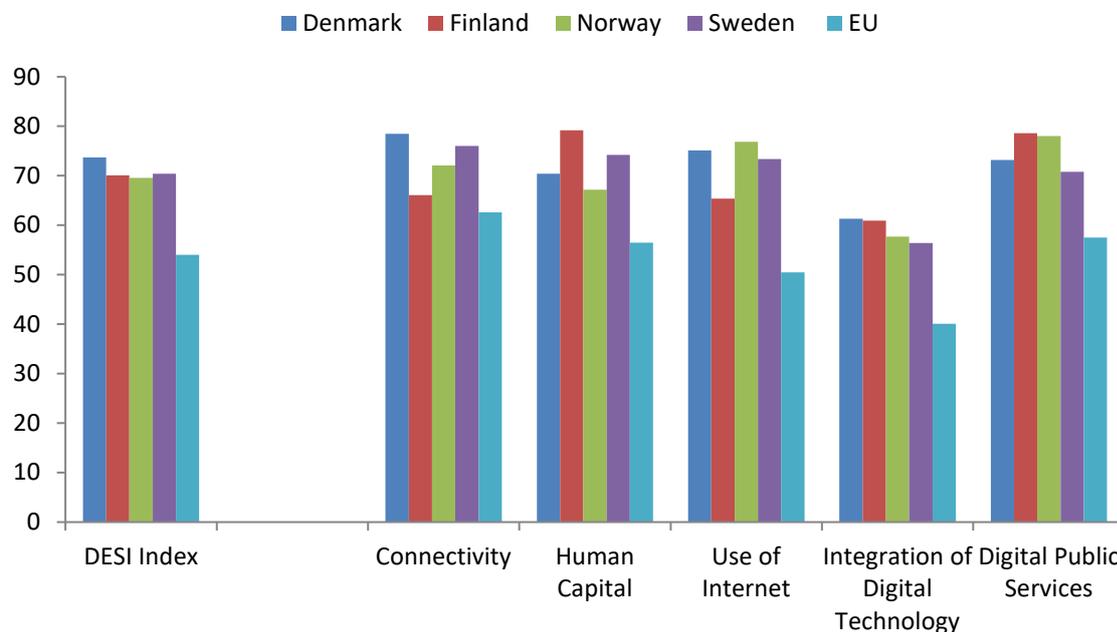
High Nordic scores on all five dimensions

The DESI index depicts each country's development towards a digital economy and society based on five dimensions. The Nordic countries generally score high on all dimensions, but with some differences in strengths and weaknesses.

- *The connectivity dimension* measures the deployment of broadband infrastructure and its quality. The Nordic countries are well connected, even though they do not take the top positions. Despite being the EU leader in mobile broadband take-up, Finland has its lowest ranking (9th place) due to a relatively low rate of fixed broadband take-up. A future challenge for the Nordics is to improve network coverage in rural and sparsely populated areas.
- *The digital skills dimension* (also called human capital) measures the skills needed to take advantage of the possibilities offered by the digital, with Finland ranking first. Among the indicators are share of Internet users (in which almost all Nordic people are online) and share of ICT[2] specialist (in which Finland has EU's highest share, followed by Sweden in second place).
- *The Internet use dimension* accounts for a variety of online activities. The EU's most active Internet users are found in Denmark and Sweden. If included in the ranking, Norway would have taken the first position. People in the Nordics use the Internet to "listen to music, watch videos and play games" as well as watch video on demand, read news online and use social networks, to a higher degree than most other Europeans. The most avid users are found in Norway, while Finland lags behind its Nordic neighbours in social networking and video on demand.
- As for *the integration of digital technology by businesses dimension*, Denmark takes the lead. This dimension includes indicators such as cloud computing, which is most widespread in Finland (top position). The share of SMEs selling online and e-commerce turnover are other indicators for which the Nordics rank high.
- *The implementation and uptake of digital public services* is high in all Nordic countries. Finland ranks first, and Norway scores almost on par with Finland. All the Nordics score well on indicators such as eGovernment and eHealth services. Finland and Norway also do well on open data, while Sweden and Denmark lag behind.

Norway scores equally high as its Nordic neighbours (see graph below), and would have ranked fifth in the overall index and first in Internet use, if included in the ranking. (Norway is monitored by the DESI indicators, but the ranking includes EU member states only.) [1]

The Nordic countries' scores by the total DESI index and its five dimensions



Source: DESI Index 2018. [Download the Nordic scores from Nordicom's statistical database](#) (Excel).

Read more: [DESI Index 2018](#)

Read more in English and national languages: [Denmark](#) | [Finland](#) | [Norway](#) | [Sweden](#) | [\(Iceland 2015\)](#)

Explore more: [Digital scorebord – DESI visualizations](#)

[1] For Iceland, also not an EU member, the latest DESI country report is from 2015.

[2] ICT stands for Information and Communications Technology.

More about the index: The annual DESI aims to measure the progress of EU member states towards a digital economy and society. The index combines more than 30 indicators and uses a weighting system to rank each country based on its digital performance. Detailed results for the indicators are included in the different areas presented in the profiles for each country. For more information about the methodology, see [the DESI 2018 Fact Sheet - Questions and Answers](#).

Digital News Report 2018

Media Consumption | Nordic June 2018 | EH

The Nordic countries lead the world in paying for online news. This is according to the Digital News Report 2018, which compares online news consumption in 37 countries, including Denmark, Finland, Norway and Sweden.

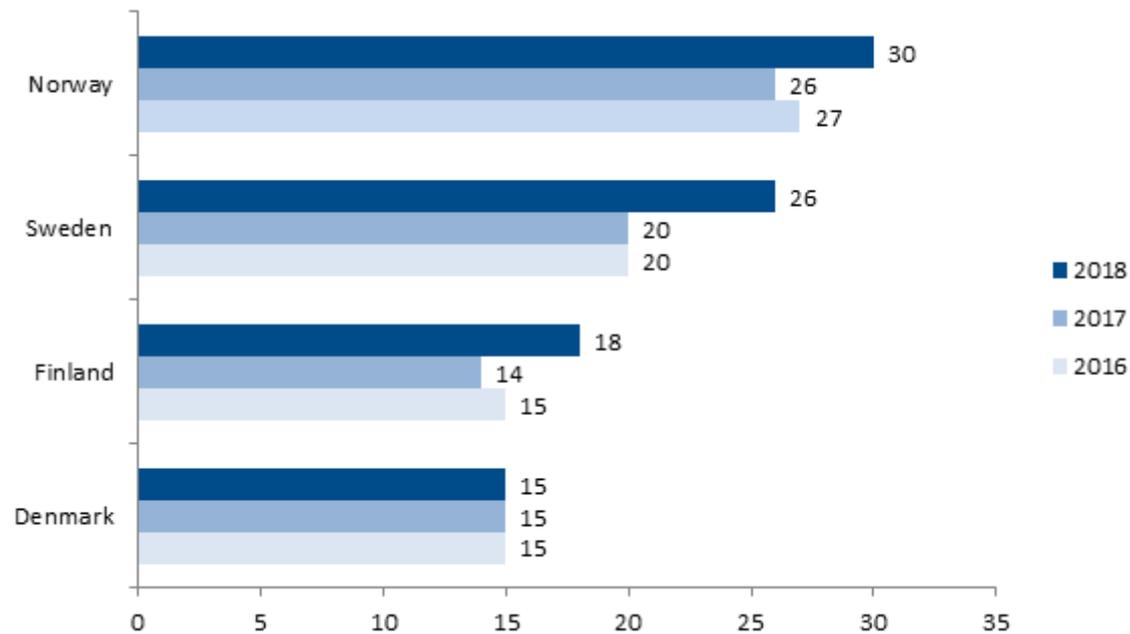
The Reuters Institute for the Study of Journalism has published its seventh annual report, looking to track and compare changes in online news consumption across countries. Europe remains a key focus, but the report also covers the US, Canada, and a number of countries in Asia and Latin America.

More people pay for online news

Across all countries in the survey, the Nordic countries stand out as the most willing to pay for online news. Norway and Sweden top the league, with 30 and 26 per cent paying for online news, respectively. Eighteen per cent in Finland and 15 per cent in Denmark pay for online news.

Even if paying for online news has edged up in many countries, the significant increases are found in Sweden (+6 percentage points since 2017), Norway (+4), and Finland (+4). In Denmark, however, the level of payment for online news holds steady. All these countries have a small number of publishers, the majority of whom are relentlessly pursuing a variety of paywall strategies, and there is a strong tradition of reading and subscription.

Share of Internet users in the Nordic countries paying for online news 2016-2018 (%)



Source: [Digital News Report 2018 \(Reuters Institute for Journalism\)](#).

Smartphone the Number 1 device for news

In the highly connected Nordic countries, online and mobile media are the main routes to news. Almost all Nordics use online news weekly, from 82 per cent in Denmark to 87 per cent in Norway and Sweden. For accessing online news, the smartphone is becoming increasingly important: it is the Number 1 device for news in Denmark, Norway and Sweden, and is continuously growing as a news platform (+7 percentage points in Denmark, +8 in Finland and Norway, and +5 in Sweden). In Finland, despite the smartphone growth, the computer is still slightly more common for accessing online news.

News via social media

After years of growth, the use of social media for news has started to fall in a number of key markets. In the Nordics, where social media are used as a source of news by many (82-87 per cent on a weekly basis), the total level of use is almost unchanged this year, with the exception of Denmark, which is down 7 percentage points. The general downward trend is due mainly to a decline in using Facebook for news, which is also true for Denmark (down 5 points).

Still, Facebook is by far the most used social media platform for news in the Nordic countries (from 42 per cent in Finland to 53 per cent in Sweden per week), followed by YouTube in Finland, Norway and Sweden (12-15 per cent). The use of most of the platforms remains almost unchanged this year, the largest increases being for Snapchat in Norway and YouTube in Finland (+4 points)

Among the Nordic countries' top five social media for news, Facebook is followed by other global networks. Finland is the exception to this, with the domestic chat/discussion forum Suomi24 in a stable fifth position, and an unchanged 5 per cent using it to read news every week.

More key findings

Read the full report to learn more about the changing shape of social media and an increasing importance of messaging apps for news, issues of media trust and misinformation, the development of ad-blocking, podcasts and videos, and the most and least trusted media brands in each country, and more.

[The Digital News Report 2018: Full report online](#)

[The Digital News Report 2018: Analysis by country \(online\)](#)

Country reports in national languages:



Denmark: [Danskernes brug af nyhedsmedier 2018](#) (including Nordic comparisons)
Authors: Kim Christian Schrøder, Mark Blach-Ørsten, Mads Kæmsgaard Eberholst, Roskilde University



Finland: [Uutismedia verkossa 2018 – Suomen maaraportti](#)
Author: Esa Reunanen, Tampere University



Norway: [Bruksmønstre for digitale nyheter](#)
Authors: Hallvard Moe and Hilde Sakariassen, University of Bergen

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.

Media development in Denmark in 2018

Media Use | Denmark Oct 2018 | EH



Danish media consumption is becoming increasingly digital and mobile. The use of streaming services is on the rise, and the smartphone is the Number 1 device for Internet users. The English summary of the *Media development in Denmark report* is now available.

The 2018 edition of the report on media development published annually by the Danish Agency for Cultural and Palaces shows how more and more Danes – especially young audiences – are using online streaming services and listening to podcasts. The news is also more often accessed online. As for using traditional media such as TV, radio and print newspapers, the difference between younger and older media users has grown.

Among Danes, the smartphone is the most widely used device for accessing the Internet. In 2017, more than eight out of ten Danes used a smartphone for this purpose, which is more than twice as many as in 2011. Also, increasing numbers of older people are using a smartphone to go online.

Download: [The media development in Denmark in 2018 – Summary and Discourse \(PDF\)](#)
[All English summaries are available for download here](#)

The full report in Danish: [Mediernes udvikling i Danmark 2018](#)

About the report: This is the fifth edition of the Danish Agency for Culture and Palaces' *Report on media development in Denmark*. The reports are compiled in consultation with an external editorial panel, consisting of seven expert media professionals, researchers and industry representatives. The Danish Agency for Culture and Palaces is a member of [Nordicom's statistical network](#), and contributes data to the comparative [Nordic media statistics](#).

Facts and figures on Norwegian children's digital media use

Media Use | Norway Sep 2018 | CB



Increasing more and increasingly younger children have access to their own mobile phone, and among ten-year-olds almost everyone – nine out of ten – owns a smartphone. Around half of young people between nine and 18 years of age use their mobile phone for two hours or more daily – too much, according many of them, and too little time spent meeting friends outside the digital platforms.

These are some of the results in Norway's largest survey on young people's media access and use, *Barn og medier-undersøkelsen 2018*, published by the Norwegian Media Authority (Medietilsynet).

The survey covers several topics on media use among children and youth, such as gaming, social media, TV and streaming services, etc. Other aspects are also dealt with: interest in news, critical media use and relation to age limits, to name a few. Questions about negative experiences, such as cyberbullying and unwanted sexual contact or content, are also included.

The survey also shows children more often disagreeing with their parents on the time spent using different media (e.g. Internet, mobile phone, movies, TV, social media, and gaming) than on what they do with the media. Parents are also showing more interest in other leisure-time activities, according to children in the survey. When asked about parents' media use, 25 per cent feel their parents use their phone too much (in second place after dedicating too much time to their work, at 29 per cent) while 18 per cent feel their parents spend too much time on social media.

Youth between 13 and 18 years of age report having high trust in their own capacity to distinguish false information (74 per cent say they are able or very able to do this) or if someone is trying to deceive them (85 per cent). Boys report a higher trust in their own capacity than girls do, with 62 per cent of boys saying they are very good at detecting deceit compared to 47 per cent of girls. Forty-three per cent of the boys consider themselves very good at determining whether information is true or false, while 29 per cent of the girls make the same judgment of their own skills in this area.

As an example of measures young people take to check the accuracy of a news piece or other piece of information, nearly four out of ten report searching on the web, and three out of ten mention checking with established news media (e.g. *NRK*, *VG*, *Dagbladet*, *Aftenposten*). Three out of ten ask an adult, and about two out of ten ask a friend. Thirty-five per cent do nothing to check for accuracy when they suspect false information, or so-called 'fake news'. Differences between boys and girls can be seen regarding this topic as well. Among boys, 44 per cent report not taking any measures to check for truthfulness, whereas 28 per cent of girls state the same. However, both boys and girls become more active in this matter with increasing age.

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

Download: [Barn og medier-undersøkelsen 2018 \(PDF\)](#)

Download: [Foreldre og medier-undersøkelsen 2018 \(PDF\)](#)

The Norwegian Media Authority has conducted surveys on young people's media access and use on a regular basis since 2003, by collecting answers from both young people themselves and parents. The survey provides valuable knowledge regarding young people's media habits to be used as a basis for guidelines, educational material and other efforts addressing children, parents and other adults. The results from the survey, which was conducted by Sentio Research Norway at the request of the authority, were published in mid-September 2018 and are based on 5,000 interviews with children and youth aged 9-18 years. In parallel, a survey among 2,000 parents of children aged 1-18 years regarding their children's media habits was also conducted.

Sharp increase for streaming services in Norway

Media Use | Norway May 2018 | EH

The Norwegians spend more time online than ever before. And while newspaper reading, radio listening and television viewing are decreasing, the streaming of both sound and video content is growing significantly. These are some of the results from the Norwegian Media Barometer 2017 survey.

Nine of ten Norwegians use the Internet on a daily basis, and among the users, the average time spent online is around three hours a day. Young people aged 16-24 years are the most eager users, with over four hours online per day. In 2017, the time online increased in all age groups, except among the oldest (67-79 years).

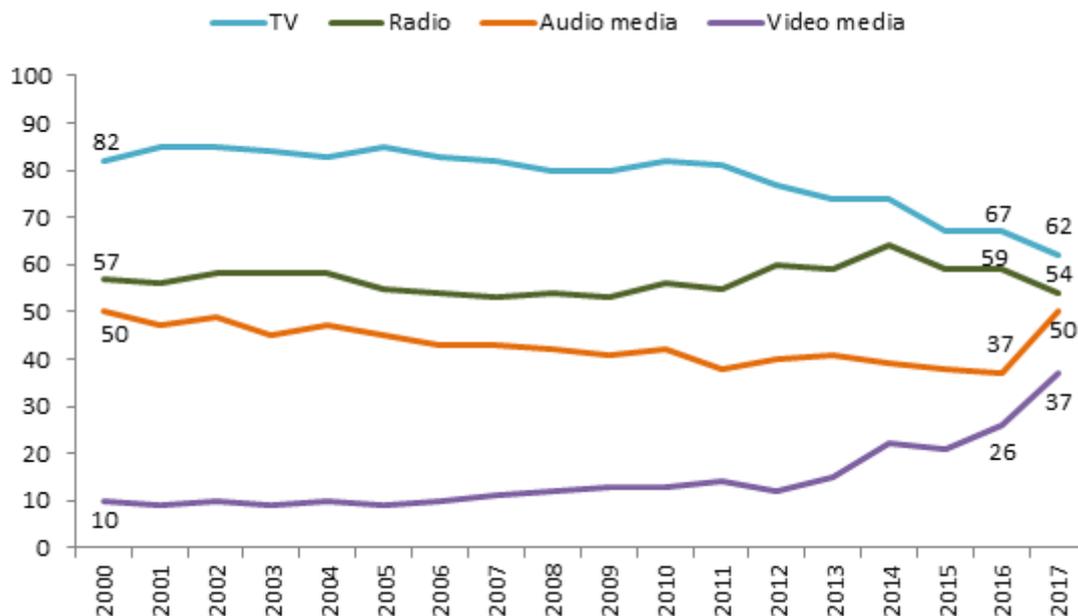
Drop in newspaper reading – both on paper and online

Almost seven of ten Norwegians read the newspaper on the average day, in paper form and/or online. Most common is to read the newspaper digitally: on the average day just over half the population reads the paper online, compared to a third who read a print paper. Previously, the decline has mainly affected print newspapers, but in 2017 online reading also declined – and for the first time, total newspaper reading dropped to under 70 per cent.

Radio listening decreasing

Linear radio listening [1] is decreasing. In 2017, 54 per cent of the population listened to the radio on the average day, down from 59 per cent the year before. Listening fell in all age groups, except among the oldest, where it rose slightly. In 2017 the national FM networks closed down, region by region; and as of 2018, Norwegian national radio is digital only (DAB and online). In 2017, 33 per cent of the population listened to DAB radio daily, an increase from 25 per cent in 2016. Access to a DAB radio at home increased from 57 per cent of the population in 2016 to 65 per cent in 2017.

TV viewing, radio listening, and use of audio and video media (share of population 9-79 years, per cent)



Source: The Norwegian Media Barometer 2017, Statistics Norway.

TV viewing decreasing

Linear TV viewing television [1] is also declining. In 2017, 62 per cent watched linear TV, down from 67 per cent the year before. In the youngest and oldest age groups (9-15 and 67-79 years, respectively) viewing remains on the same levels, while it is decreasing in all other age groups, especially among the 16-24-year-olds.

Significant increase in use of streaming services

Increased use of streaming audio and video services in 2017 led to a sharp increase in the use of audio media [2] and video media [3] categories. The share of Norwegians listening to audio media on an average day has doubled from 26 per cent in 2016 to 50 per cent in 2017. Among the listeners, seven of ten listen to audio files streamed from the Internet, preferably via mobile phone. In 2017, nearly four of ten Norwegians (37 per cent) watched video content on a daily basis, of which content from

than the daily reach. Both books and magazines are mainly read on paper. 54 per cent of the population reads a book a regular week, 35 per cent of the population reads a consumer magazine and 23 per cent reads a special interest magazine in a regular week.

The fall of the traditional television has subsided

Over the past ten years, the proportion of people watching TV through a traditional television has decreased; in 2007, 85 per cent of the population watched traditional television on an average day, and in 2017, 64 per cent of the population watched television on an average day. It's about the same share noted in 2015 and 2016. 33 per cent of the population watched web TV in 2017, while ten years ago, one per cent watched TV on the Internet. In the youth group, aged 15 to 24 years, it is more common to watch web TV than traditional television.

Digital radio and podcasts are growing

Traditional radio, which is still the biggest audio medium, has lost listeners in the 2000s. In 2017, 62 per cent of the population listens on an average day. While the overall proportion of radio listeners has decreased, the proportion of those listening to digital radio/podcasts has increased. The range is highest among young people between the ages of 15 and 24 and between people aged 25 to 44 years (18 and 19 per cent, respectively).

Social media continues to increase

The use of the major social media varies depending on different factors, such as gender and age. Women are more active than men on social media, and young people are more active than older people. Facebook is widely used regardless of age. The exception is children; among child users, Snapchat is the largest platform. Among senior citizens, Facebook is the platform that is mainly used. The youngsters use Instagram and Facebook approximately the same amount, about 80 per cent.

52 per cent of the population aged 9 to 79 years use social media to follow friends and family, and 27 per cent say they read news via Facebook. In the youth group aged 15 to 24 years, the proportion is 42 per cent. In the same group, 24 per cent get their news from a newspaper and 26 per cent from watching the news in SVT, the Swedish national public TV broadcaster.

Read more and download: [Some basic tables \(in English\)](#)

Download [data from the Media Barometer 2017](#) via Nordicom's table database.

Four reports on media and cultural habits in Sweden

Media Use | Sweden Summer 2018 | EH

The consumption of media and culture is becoming increasingly digital, and the generation gaps increasingly clear. And looking at media and culture habits combined, one can see connections between them.

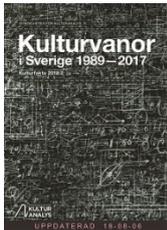
Four new reports, all published in the summer of 2018, reveal the consumption of media, news and culture in Sweden. Behind the reports are the Swedish Agency for Cultural Policy Analysis and the Swedish Press and Broadcasting Authority. The reports are published in Swedish, with the first one listed below including a summary in English. (For statistics presented in English, see links at the bottom of this article.)

Culture and Media Habits [the Swedish Agency for Cultural Policy Analysis]



The Space of Culture and Media Habits in Sweden 2015

Rummet av kultur- och medievanor i Sverige 2015 analyses whether and how cultural and media habits are intertwined: whether there are groups of cultural and media habits which relate to each other, whether there are variations and polarizations between different groups, and how cultural and media habits relate to occupation and social class. [Read more \(summary in English\)](#)



Cultural Habits in Sweden 1989-2017

Kulturvanor i Sverige 1989-2017 is a statistical report showing the population as eager consumers of cultural activities. For example, the vast majority (85 per cent) have read a book, seven of ten have gone to the cinema, and more than half the population have been to the library in the past twelve months. The report is based on data from the SOM Institute. [Read more \(in Swedish\)](#)

Media Use and News Habits [the Swedish Press and Broadcasting Authority]



Media Consumption 2018

Mediekonsumtion 2018 shows how the use of both digital and traditional media is changing, and that the gap between the oldest and the younger generations' media use is becoming more apparent. Its conclusions are based on statistics from Nordicom, MMS, Kantar Sifo, the Internet Foundation in Sweden, and others. [Read more \(in Swedish\)](#) or [download PDF \(in Swedish\)](#).



Swedish News Habits 2018

Svenska nyhetsvanor 2018 analyses the interest in and consumption of news. The report shows that the digital platforms have come to play an increasingly central role in Swedes' news consumption, but that the choice of news media and platforms varies greatly between different groups in society. The report is based on data from the SOM Institute. [Read more \(in Swedish\)](#) or [download PDF \(in Swedish\)](#).

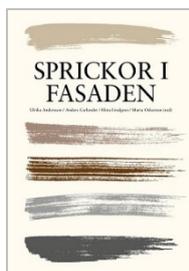
Cont. Four reports on media and cultural habits in Sweden:
Find some of the statistical sources in English

- **The SOM Institute** surveys Swedes' habits, opinions and values regarding society, politics and the media. Reports are mainly in Swedish, but main trends presented in English can be found in [Swedish Trends 1986-2017 \(see below\)](#).
- **Nordicom's Media Barometer** is an annual survey that analyses daily media use in Sweden. Reports are mainly in Swedish, but [basic data in English can be found here](#).
- **Nordicom's table database** provides Nordic media statistics in English, including data on Sweden from Nordicom, MMS, Kantar Sifo, etc. [Search for statistics here \(choose Nordic and Media Use\)](#).

Sweden: Stable media trust, but cracks in the facade

Media Use | Sweden Summer 2018 | EH

In Sweden, there is a clear divergence in media trust and news usage between different groups in society. These are some of the findings in a new research anthology, which points to an increased polarisation, but also an underlying long-term stability in Sweden.



For three decades, the SOM Institute has surveyed Swedes' habits, behaviours, opinions and values regarding society, politics and the media. Their new book, *Sprickor i fasaden* [Cracks in the Facade], presenting the results and analyses of the 2017 national SOM survey, consists of 25 chapters by 30 researchers in different disciplines.

The analyses show an overall stable trust in the media institutions, but there are cracks in the facade. For example, political polarisation in media trust is greater than ever, with increased trust among voters on the left scale and decreased trust among voters on the right scale. The digital divide between youth and elderly in their choice of news media is also significant.

Other media-related chapters cover local media and the importance of Facebook for local news, changes in newspaper reading during the last three decades, traditional and digital book reading, the role of libraries in the digital world, Internet use and Internet users' attitudes to the collection of personal data.

The report is published in Swedish, but a set of basic time series on opinions, media use, etc., is available in English under the title *Swedish Trends*.

[All chapters are available for download \(in Swedish\)](#)

[Download Swedish Trends 1986–2017 \(PDF in English\)](#)

About the SOM Institute: The institute is an independent survey research organisation at the University of Gothenburg. It collaborates with researchers from a range of disciplines, aiming to explore Swedes' attitudes and habits in a range of areas and to understand the evolution of Swedish society. [Read more](#).

European study: Large divergence in media trust

Media Use | Denmark Sweden June 2018 | EH

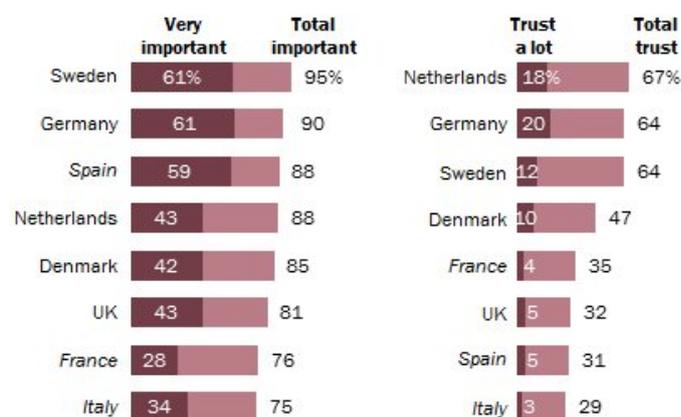
Most Europeans consider the news media to be important to society, but the level of media trust differs by both country and populist leaning. A new study from the Pew Research Center reveals the news habits in eight European countries, including Denmark and Sweden.

The Pew Research Center, an American fact tank, has studied public attitudes toward the news media, main sources of news, trust in media outlets, and use of social media for news, as well as divides in media trust according to populist leanings and left-right political positions. The countries included are Denmark, France, Italy, the Netherlands, Germany, Spain, the UK, and Sweden.

Southern European countries express low trust in the news media

% who say the news media are ...

% who trust the news media



Note: Southern European countries are in italics. Total important is the sum of "very" and "somewhat" important. Total trust is the sum of "a lot" and "somewhat" trust.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "In Western Europe, Public Attitudes Toward News Media More Divided by Populist Views Than Left-Right Ideology"

PEW RESEARCH CENTER

Across all countries, broad majorities regard the news media as important to the functioning of society (see graph). In Sweden, almost all people (95 per cent) consider the media to be important. Six of ten Swedes even say they are very important, compared to four of ten Danes.

As for media trust, there is more divergence (see graph). The highest media trust is found in the Netherlands, Germany and Sweden, where around two-thirds of the population trust the news media, compared to almost half the population in Denmark. The lowest dip for media trust is found in Spain and Italy.

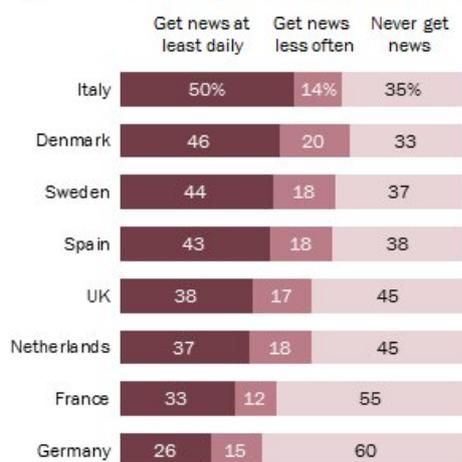
The Nordic news outlets get high ratings on their core functions. In Sweden, 85 per cent say their news media do a good job

of covering the important stories of the day (placing Sweden at the top of the list), compared to 76 per cent in Denmark (fifth place). Around 70 per cent of both Swedes and Danes give the news media good marks for investigating the actions of the government (first and third places, respectively). And for getting the facts right and being editorially independent and politically neutral in their coverage, the Swedish and Danish media also rank high (second and third places, respectively).

Those who hold populist[1] views value and trust the news media less (compared to less divergence between people on the left-right scale). This is true across all countries, with the largest gap in Sweden, where 74 per cent of non-populists compared to 49 per cent of people with populist leanings say they trust the news media. In Denmark, the corresponding ratio is 56 per cent among non-populists and 34 per cent among populists having confidence in the news media. However, it is only in the Netherlands that the proportion of populists trusting the news media (62 per cent) is larger than in Sweden.

Majorities in most European countries get news from social media

% of adults in each country who ____ from social media



Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"In Western Europe, Public Attitudes Toward News Media More Divided by Populist Views Than Left-Right Ideology"

PEW RESEARCH CENTER

The share getting daily news via social media is highest in Italy (50 per cent), followed closely by Denmark and Sweden (see graph). More younger than older people use social platforms for news, the list being topped by Denmark where three quarters of 18-29-year-olds receive news via social media. Facebook is the platform that is used most often.

Both Danes and Swedes seem to be conscious consumers of news through social media, as a majority say they are familiar with the sources of news they encounter on social platforms. Still, a fifth (21 per cent in Denmark, 16 per cent in Sweden) say they do not pay attention to the sources, while this figure is less than a third in France, the Netherlands, and Italy.

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

[Read the report online](#)

Fact Sheet Denmark: [News Media and Political Attitudes in Denmark](#)

Fact Sheet Sweden: [News Media and Political Attitudes in Sweden](#)

[1] A person's views were defined as populist if they replied that "Most elected officials don't care what people like me think" and "Ordinary people would do a better job solving the country's problems than elected officials."

The survey was conducted from Oct. 30 to Dec. 20, 2017 through telephone interviews with around 2,000 people (age 18+) per country. Read more [about the methodology](#) and the national surveys here.

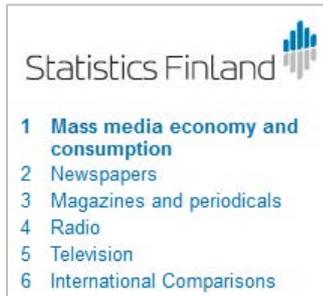
The Pew Research Center is a nonpartisan fact tank which, among other activities, publishes the annual [State of the News Media](#) reports presenting data and trends involving key sectors in the US news media industry. Read more [about the Center](#).

The Media Market

Find facts about Finnish media

Media Landscape | Finland June 2018 | EH

Do you want to know more about media economics, newspapers, magazines, radio and television in Finland? Download Statistic Finland's five articles on the development of the Finnish media market.



During the spring, Statistics Finland has added new articles on the media development to its online media statistics service. The articles cover structure, economy, media companies and ownership changes, access to media and equipment, and media use. They also deal with how digitization and media policy have influenced the development of the respective sectors, and highlight some questions for the future. And for those wanting to supplement the reading with more data, the articles link to the underlying tables in the statistics database.

The articles, together with the statistics service, replace the previous publication *Finnish Mass Media*, which was last released in 2014. All the content of the database is available in both Finnish and English.

The database (the articles are found under each media section, at the bottom of the page):

[Finnish mass media statistics' table service / Joukkoviestintätalaston taulukkopalvelu](#)

Statistics Finland is a member of [Nordicom's statistical network](#), and contributes data to the comparative [Nordic media statistics](#). Moreover, the Finnish table database also provides a selection of Nordicom's Nordic statistics in Finnish and English under [International comparisons](#).

The largest media groups in Norway 2017

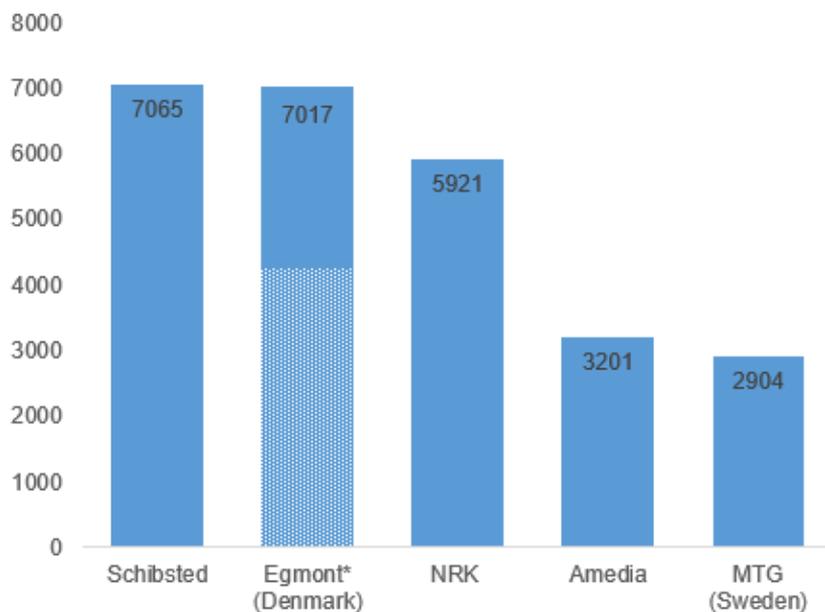
Media Market | Norway Sep 2018 | medianorway

In 2017, Schibsted was again Norway's largest media group after Danish Egmont, which took the top position in 2016. It is the Schibsted media houses – that is, the newspapers – that account for most of the group's sales in Norway.

Three quarters of Schibsted's turnover in Norway come from newspapers, while online classifieds (including Finn.no) make up one quarter. Still, classified ads are far more profitable than newspapers. The profits from the classified ad companies are twice as high as for the newspapers: 657 million NOK compared to 331 million NOK.

Schibsted's international classified ad businesses outside the Nordic region are also profitable, accounting for more than half the group's total profit. But as Schibsted Media Group is now being reorganized into two companies, the classified ad business outside the Nordic region is separated as a company of its own, with the "old" Schibsted as its owner. However, Schibsted will retain its strong position in the Norwegian media sector, since both media houses and Finn.no are retained in the company.

The largest media groups by turnover on the Norwegian media market 2017 (million NOK)



* The TV 2 Group's turnover of 4,257 million NOK is marked. Source: medianorway

See [the full overview of the largest media groups in Norway 2017](#)

More information: [medianorway](#) is a public information centre, located at the University of Bergen and financed by the Ministry of Culture. The business is funded by the Ministry of Culture. medianorway is a member of [Nordicom's statistical network](#), and contributes data to the comparative [Nordic media statistics](#).

Nationwide commercial radio starts in Sweden

Media Market | Sweden Aug 2018 | EH

As the last Nordic country, Sweden now has nationwide commercial radio channels. The three companies that have been granted licences to broadcast throughout the country are Bauer Media, NRJ and NENT Group (MTG).



From 1 August, Sweden has a new commercial radio landscape, for the first time including nationwide commercial channels. In addition, 35 regional/ local broadcasting licences have also been granted. All licences will run for eight years, August 2018-July 2026, and have been distributed to seven companies. [1]

Previously, only licences for local broadcasting areas have been issued. Amounting to just over 100 licences, these were, however, controlled by two major radio networks (Bauer Media and MTG Radio).

Two dominant players

Bauer Media (Mix Megapol), NRJ Sweden (NRJ) and NENT Group (Rix FM) are the three companies that have been granted the three national broadcasting licences. In addition to their national licences, Bauer Media and NENT Group have been granted 26 of the 35 regional/local licences. By agreements

with the other licensees, these two companies also have access to the remaining licences in order to broadcast their own radio formats and/or for advertising sales. [2]

Closed tender process – and fees

The companies pay a broadcasting fee for the entire licence period. The sum was determined in a closed tender process, meaning that the applicants submitted a specified tender for each requested licence. The process resulted in the three national licence holders together paying just over 900 million SEK (Bauer Media 408; RBS Broadcasting 306; and NENT Group 201 million SEK). Calculated as an annual amount, the total fees paid for all licences – national and regional/local – end up at approximately the same level as in the earlier system.

What's in it for the listeners?

Following the shift, most areas in Sweden get more radio channels. This is especially true of smaller cities, where there were often only one or two local radio stations to listen to in addition to the channels of SR, the Swedish public service broadcaster. SR broadcasts four national channels, regional windows and some local channels, and there are also about 150 community radio stations operated mainly by non-commercial organisations.

More information from the Swedish Press and Broadcasting Authority:

[Analogue radio 2018: Licences, application process, etc. \(in Swedish\)](#)

[Press Release 01.08.2018 \(in Swedish\)](#)

[Strategy for licensing for analogue commercial radio 2018-2026 \(in English\)](#)

[1] **The following companies** have been granted broadcasting licences: Bauer Media AB, NRJ Sweden (previous name: RBS Broadcasting AB), Kilohertz AB (NENT Group, a part of MTG), DB Media AB, Nya Radio City (previous name: Mad Men Media AB), Radio Nova AB (NTM) and Svenska Medietjänster AB. The list of licence holders is available at the [Swedish Press and Broadcasting Authority's website \(in Swedish\)](#).

[2] **See the respective company** site for more information on stations and radio formats: [Bauer Media](#) (which cooperates with RBS/NRJ) and [NENT Group](#).

Media Policy

The Danish media agreement is set

Media Policy | Denmark Sep 2018 | EH

In June, Denmark's new media policy agreement for the next five years was set. The agreement includes, among other things, new public service channels focusing on culture, more money for public service production outside DR (Denmark's main public service company), and increased support for news media. The funding for DR is to be cut by 20 per cent.

The Danish Government and Dansk Folkeparti have reached an agreement on the media policy for the period 2019-2023. Some of the key points are presented below.

Less money for DR – and more streamlined content

The funding for DR, Denmark's main public service broadcaster, is to be cut by 20 per cent over the five-year period, and the licence fee will be replaced by tax financing. DR must reduce its number of flow-TV channels from six to four, and focus on news, information, culture, education and content for children and young people. (In September, a new public service contract was set – see the next page.)

New radio and TV channels

A new TV channel focusing on culture and information and a new digital radio channel focusing on culture and classical music will be established. Both channels are to be funded by grants and advertising, and both are to be located somewhere other than Copenhagen (in Funen or Jutland). By the end of October 2019, the concession for Radio24Syv, Denmark's privately owned public service channel, will expire. A renewal of the concession includes reduced allocations together with a demand to locate the channel's headquarters somewhere other than Copenhagen (Jutland).

More money to the public service fund

The public service fund, which allocates financing to public service production outside DR, will be increased. The money is to be used for the production of audiovisual content regardless of platform (but not text-only).

Increased support to news media

Other points of the agreement aim to strengthen digital as well as local and regional news media. The plan is that digital news media in the future will be VAT-exempt – bringing it into line with printed newspapers – but as this does not comply with current EU regulations, the digital media will receive other financial support. There will also be increased money to local and regional news media via an earmarked fund.

No closedown of the FM radio networks

Other parts of the government's proposal did not make it through the negotiations, one of them being the suggestion to close down the FM network already in 2021. This means that the FM network can be shut down at the earliest two years after digital listening reaches 50 per cent. Neither will the state-owned TV2 be sold, even if the agreement opens for partial privatization in the future.

Read [the entire media agreement here \(PDF, in Danish\)](#)

[Ministry of Culture: Press release 29.06.2018](#) | [The Government: News 29.06.2018 \(both in Danish\)](#)

[More information on the government proposal presented in April](#)

New public service contract in Denmark: Drastic changes for DR

Media Policy | Denmark Sep 2018 | EH

In Denmark, a new public service contract establishes DR's public service goals for the next five years. Fewer channels, a more streamlined content, and a stop for long articles online are parts of the contract. Moreover, large budget cuts mean around 400 job losses.

The Minister of Culture, Mette Bock, and DR, the main public service broadcaster in Denmark, have signed a new public service contract, presented on 18 September. The contract stipulates cuts in DR's budget by 20 per cent over five years. For DR this means major changes to its media output, distribution, and organization.

Below are some of the points in the contract.

- *In terms of content*, DR should prioritize news, content for children and young people, education, and culture – Danish-produced drama and Danish music – as well as regional broadcasts.
- *As for online service*, DR should focus on their own Danish productions with sound, images and text. They can offer text-based news, but must refrain from long and in-depth articles.
- *The number of flow-TV channels* is to be cut from six to three channels by 2020: DR1, DR2 and DR Ramasjang. This will be done by fusing DR2 and DRK into one (DR2), with a focus on current affairs and culture, while DR Ultra and DR3 will be referred to the digital universe only. At the same time, DRTV online is to be developed.
- *The number of radio channels* is to be reduced from eight to five by 2020. P1, P2, P3, P4 and the digital channel P5 will continue their broadcasts, while the three digital-only channels P6 Beat, P7 Mix and P8 Jazz channels will be shut down.

DR's savings and development plan, prepared to handle the reduced appropriations, also includes a cut of 375-400 jobs. Sports, entertainment, lifestyle and foreign fiction are the areas affected by the biggest cuts.

DR's public service contract, equivalent to a broadcasting license, follows the 2019-2023 media agreement reached by the Government (consisting of three parties: Venstre, Liberal Alliance, and Det Konservative Folkeparti) together with Dansk Folkeparti in June. The contract will enter into force on 1 January 2019, when the current 2015-2018 contract expires.

Read more (in Danish):

[DR's public service contract for 2019-2023 \(PDF\)](#)

[Ministry of Culture, Press Release 18.09.2018: Ny public service-kontrakt for DR \[New Public Service Contract for DR\]](#)

[DR 18.09.2018: Omfattende forandringer i DR \[Comprehensive changes in DR\]](#)

[DR: Det nye DR – spare- og udviklingsplan \[The new DR – Savings and Development Plan\]](#)

New media policy guidelines in Finland

Media Policy | Finland July 2018 | EH

The Finnish Government has taken a decision on a new media policy programme, aiming to strengthen media diversity, journalism and media literacy – and to safeguard democracy and freedom of speech.

In July, the Government adopted a policy decision on a national media policy programme, including a series of goals and measures extending to the year 2023. The policy programme is the result of extensive collaboration with the industry, ministries, researchers, and others.

In the preparations, there have been consultation meetings with various stakeholders participating, and a recent study of media policy in Finland, [The State of Media and Communications Policy and How to Measure It](#), has served as a foundation. When published in April, the authors of the study called for a holistic view on media policy, a strengthening of the citizen’s perspective, and a systematic assessment of the developments.

Below are some of the goals and actions of the media policy programme:

Supporting responsible journalism

As soon as amended EU rules make it possible, the VAT on e-papers and other e-publications will be reduced to the same level as for printed versions. The current support programme for cultural journals and newspapers will be extended to apply to new actors and publications that produce news. Moreover, the Finnish national news service, STT, will receive a [one-time lump sum \(in Finnish\)](#) to secure its news business in the new digital media landscape. (A media outlet conducting “responsible journalism” is one that commits itself to following the self-regulatory journalism rules; read more at the [Finnish Council of Mass Media – in Finnish](#).)

Working for predictable regulation

Media regulation should aim to create a stable business environment for the industry. Among other things, the forthcoming [decision on radio concessions](#) will aim to contribute to continuity and diversity in the radio sector, and also take into account the possibilities for non-commercial radio stations. At EU level, Finland will work actively in matters of regulation of global platforms, privacy and copyright.

Promoting media distribution and accessibility

Availability of fast broadband is to be promoted. This goal leans on the Ministry of Communications’ [strategy for digital infrastructure](#), which is also important for the distribution of media services. Making media content more accessible to different language groups, including sign language, is another goal. The media programme highlights the state’s task of securing media services for special groups and encourages Yle, the public service broadcaster, to develop technologies available for commercial actors to use as well. Incentives for the development of media services’ accessibility may also be considered.

Strengthening MIL and fighting disinformation

The [national guidelines for MIL](#) (media and information literacy) will be updated, and efforts will also be made to reach out to new groups, i.e. improve the critical media reading skills of adults and special groups. MIL is to be included in the education of professionals, especially teachers and other educators, and at all levels. A fact-checking service to counter disinformation will be developed together with the

industry. Actions against hate speech are to be reviewed within the framework of the [National Action Plan on Fundamental and Human Rights](#).

Creating a network for media policy

The extensive cooperation behind the media policy programme was a new step in Finnish media policy – and this kind of collaboration will now continue in a new media policy network with regular meetings (with the first meeting starting in September). There will also be a systematic assessment of the development in different policy areas, and a model for monitoring the changes, as outlined in the [media policy study above](#), will be developed.

No extra funding

The actions of the media policy programme will be implemented within the financial framework and through existing appropriations. Actions requiring increased appropriations are decided on within the framework of government finances and annual budgets.

[Read more and download the media policy programme – in Finnish](#)

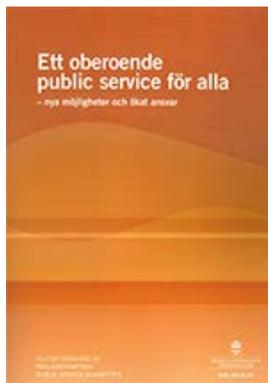
[Lue lisää ja lataa mediapoliittinen ohjelma suomeksi](#)

[Ladda ner det mediepolitiska programmet på svenska \(PDF\)](#)

Proposals for public service broadcasting remit 2020–2029

Media Policy | Sweden July 2018 | UF

Public service activities on digital platforms should be clarified and public service companies become more important for local journalism in less covered areas, as proposed by the Swedish Public Service Committee in its final report.



Public service broadcasting in Sweden is carried out by three companies: Sveriges Radio (SR), Sveriges Television (SVT), and Utbildningsradion (UR). In June a committee of inquiry on public service broadcasting, made up of representatives of all parties in the Swedish parliament, released its proposal for an update of the public service remit for the new period 2020–2029. The following are the main proposals in the final report.

The core business is audio and audiovisual

The current structure of public service broadcasting – its licenses, terms and conditions – should mainly consist in the coming period. The companies SR, UR and SVT should concentrate their business on their core competencies; that is, audio and audiovisual content. In particular, SVT's and SR's news activities should be concentrated on sound and moving images. The purpose of this emphasis is to clarify how companies' activities and investments on the Internet should be pursued in order to not compete with commercial media carrying out journalism.

Clarification of the business in pending technologically neutral regulation

Public service will continue to reach 99.8 per cent of the population via broadcasting in the terrestrial network. Radio and television programmes on the companies' digital platforms should be freely

available on open parts of the Internet. The companies should continue to develop these platforms to make their programming available on-demand.

Use social media to interact with the audience

The Committee also believes that social media and global distribution platforms should be used to inform about the companies' offerings and to interact with the public. Companies should not publish material exclusively for such platforms, especially if it means users have to sign up to access public service content. Exceptions are only possible if they are deemed necessary to reach a particular audience when their own platforms do not have this reach.

Public service should strengthen local news service

It is important to maintain the trust in public service media, and the task of reflecting the whole country and variations in the population is especially important. The Committee also points out that the aim of the programming should focus on community needs that commercial companies cannot meet.

Several reports have pointed out a reduced journalistic presence in, and monitoring of, many Swedish municipalities. In order to increase local news media diversity, public services should strengthen journalism in blank spots throughout the country. The investigation also opens for more collaboration between public service and commercial media in local markets.

Pre-trial for supplementary activities

During the 21st century, the pre-testing of new services developed by public service companies has been a recurring issue. The Committee states that ex ante testing does not apply to the core business of public service companies, but should only be used to test complementary activities.

Programme companies' funding stable

It is proposed that in 2020, public service companies be allocated more than SEK 8.5 billion, which is in line with how much the companies usually get. As in the previous period, the average allocation would continue to increase by 2 per cent per annum and company. The Government has previously proposed that the current radio and television licence fee, paid by all households with a television, be replaced by a public service fee that is individual. This public service fee would be paid by everyone who is aged 18 or over and has taxable earned income. The parliament will vote on this proposal in the autumn.

Much of the public service mission remains

There is great parliamentary agreement on the investigation's proposals, and few changes have been made to the assignments. Matters such as broad content assignments, mirroring and production from across the country, minority programmes, accessibility, film production, and sponsorship remain unchanged. It is proposed that news broadcasts in foreign languages will continue to be handled by Sveriges Radio.

The proposal (in Swedish):

[SOU 2018:50 Ett oberoende public service för alla – nya möjligheter och ökat ansvar](#)

Future financing of public service in Sweden

Media Policy | Sweden July 2018 | EH

The radio and television fee, which finances SR, SVT and UR, should be abolished and replaced with an earmarked tax. This is the Swedish Government's proposal in its Government Bill 'Long-term funding and strengthened independence for public service'.

The Government's proposal, presented at the end of May, is that the household license fees connected to the possession of a TV set should be abolished and replaced with an individual public service fee. The fee should be a special tax, kept out of the state budget and earmarked for public service, to be paid by all persons from 18 years of age who have a taxable income (persons with no income pay no fee).

The sum paid will be related to the amount of a person's taxable income, with a ceiling, which for 2019 is expected to be just over SEK 1,300 (compared with the current household fee of SEK 2,400). The amount of the tax will be calculated annually in relation to the income base amount, which means that it follows the general income development.

Other proposals involve extending the broadcasting license period from six to eight years; making Parliament's decision on the fee amount valid for the whole license broadcasting period, replacing the current annual assessment; and clarifying that the fee may only be used for public service operations.

The proposals aim to create a long-term stable financing system which is perceived as legitimate by taxpayers and which protects the independence of public service. The proposals are expected to enter into force on 1 January, 2019.

Read more: [Government Bill 2017/18: 261: Långsiktig finansiering och stärkt oberoende för public service](#) [Long-term funding and strengthened independence for public service]

Public service funding in the Nordic countries

In Iceland and Finland, the license fee was replaced with a special tax in 2009 and 2013, respectively.

In Denmark a [political agreement \(in Danish\)](#) was reached in March to replace the license fee with tax financing (the licence fee system will be gradually phased out beginning in 2019, to be fully abolished in 2022). The agreement is included in the full [media agreement 2019–2023](#).

In Norway, alternative financing models are being discussed (see the [Government proposal](#) to replace the license fee with a platform-neutral media fee and the [report by the Norwegian Commission for Media Pluralism](#)), but the issue is still under review.

Download from Nordicom's table database (Excel):

- [Public service funding systems in the Nordic countries in 2018 \(January\)](#)
- [Television licence fees or special taxes in the Nordic countries 2002-2018 \(local currencies and Euro\)](#)

Three Nordic countries to increase MIL among all citizens

Media Policy | Nordic July-Sep 2018 | EH

Three Nordic countries are now expanding their media literacy initiatives – from focusing on children and young people’s media skills to include adults and different special groups. For strengthening democracy and freedom of expression, media and information literacy (MIL) is identified as an increasingly important means.

Since June, the Finnish, Norwegian and Swedish Governments have taken initiatives to increase MIL among all citizens – regarding it as lifelong learning. The Swedish initiatives are rooted in a [knowledge overview about MIL](#) by UNESCO Professor Ulla Carlsson, published by Nordicom on behalf of the Ministry of Culture. MIL in Finland and Norway is also covered in the report.

Finland: New media policy programme to strengthen MIL

Strengthening MIL, and counteracting disinformation and networking, are two goals in the [Government's Media Policy Programme 2019–2023](#). Among the measures are: updating the [National Policy Guidelines 2013–2016 for Media Literacy](#); directing efforts concerning new groups such as adults and special groups; and accentuating MIL in the education of professionals, especially teachers and other educators. Actions against hate speech are to be reviewed within the framework of the [National Action Plan on Fundamental and Human Rights](#).

Norway: MIL - a priority area for the Media Authority

In the Norwegian Media Authority’s regulation letter for 2018, MIL is emphasized as one of the most important initiatives for 2018. According to a new [strategic plan \(in Norwegian\)](#), the Media Authority’s MIL actions, previously limited to children and young people, should promote democracy and freedom of expression through supporting media diversity and critical media understanding in the whole population; i.e., the authority has the task to guide all sectors of the population to increase media literacy.

Sweden: Two new national MIL initiatives

In August, the Swedish Government decided on a [national initiative to increase MIL \(in Swedish\)](#), commissioned to a special investigator, to increase people’s resilience to disinformation, propaganda, and hate speech online. As there is also a need for an authority with a permanent task to work long-term with MIL, the Government has [commissioned the Swedish Media Council \(in Swedish\)](#) to develop “forms of enhanced cooperation of efforts for MIL”. The two government assignments are to be reported on in October 2020 and May 2019, respectively.

MIL is also included in a national [strategy for a strong democracy \(in Swedish\)](#) decided by the Government on 20 June. The strategy states that, ultimately, MIL is about maintaining a sustainable democracy and safeguarding the respect for freedom of expression; it also makes reference to a future MIL organization.

MIL in the digital age – a knowledge overview (published in Swedish)



[This publication about MIL](#) in a digital age maps MIL initiatives and actors in Sweden. Furthermore, it explores today’s media culture, the MIL concept and current research on MIL, as well as best practices (in public service media, in libraries, education, etc). The report also describes the MIL work in Finland, Norway and Ireland, and on the European and international levels. The editor of the report, published by Nordicom in August, is [Ulla Carlsson, Professor and UNESCO Chair on Freedom of Expression](#).

In May, the report served as the basis for a [MIL conference, organized by the UNESCO Professorship](#) at the University of Gothenburg and the Swedish National Commission for UNESCO in order to discuss and find models to promote media and information skills based on a democracy perspective. During the conference, with a broad participation of actors and four government ministers, the conclusions from the knowledge overview were presented, traces of which can also be found in a national strategy for a strong democracy decided by the government on 20 June, see above. [Read more about the content and download the publication here \(in Swedish\)](#)

The state of cultural policy governance in the Nordic countries

Cultural Policy | Nordic May 2018 | EH

A report investigating cultural policy governance throughout the Nordic region has been published by Kulturanalys Norden. It shows, amongst other things, that the responsibility for cultural policy is increasingly shifting from the national to the regional level.



This new report on the governance of cultural policy and cultural policy reforms in the Nordic countries is published by Kulturanalys Norden (the Nordic Agency for Cultural Policy Analysis), tasked by the Nordic Council of Ministers. The report presents five texts by researchers from the five Nordic countries, which map how the responsibility for cultural policy is divided between the national, regional and local levels in each country. Major cultural policy reforms that have been implemented over the past 20 years, and general political changes that have affected the relationship of responsibilities and relations between the different levels, are also described.

Amongst other things, the summary points at differences in the national descriptions of goals (whereby e.g. Sweden has the most clearly stated objectives for cultural policy). But similarities are also identified, such as two main goals of cultural policy: to give everyone in the country opportunities to engage with a broad range of cultural provision, and to create a good climate for artists.

Another common trait is an ongoing shift, in which the national level is transferring economic power and responsibilities to regions and groups of municipalities. One of the assessments by Kulturanalys Norden is that, when financing is split between more than one level, it should be clearly stated which political level bears responsibility for cultural policy, in order to make it easier for cultural bodies on the ground.

An introduction and a summary, as well as the chapters on Finnish and Icelandic cultural policy, are presented in English.

Download: [Cultural policy management. Responsibility and reform within the Nordic countries' cultural policy in the 21st century \(PDF\)](#)
[Read the press release \(in Swedish\)](#)

The report was presented at the [Nordic Cultural Political Summit](#) in Malmö on 8-9 May 2018, which brought together politicians from the whole Nordic region. The aim of the summit was to formulate perspectives on the co-operation regarding the Nordic cultural policy and exchange knowledge around the interaction between the local, regional and national, as well as the Nordic, levels in cultural policy and to identify cultural policy challenges and opportunities. The summit was organised within Sweden's presidency of the Nordic Council of Ministers in 2018.

National Research Journals, Open Access

New issue: Media & viestintä 2/2018

Research Journal | Finland Aug 2018 | MJL

This year's second issue of the Finnish research journal *Media & viestintä* has been published. Among other things, this issue deals with the ethical and practical difficulties facing researchers in their work.



This year's second issue of *Media & viestintä* contains two scientific articles. The first one investigates how Finnish cultural journalists perceived the US TV series *Mad Men* and contributed to its cultural acceptance by serving as gatekeepers, marketers and reviewers. The second article examines the role of blocking in political debates of social media. Blocking restricts specific social media users from following and participating in ongoing debates. The journal also contains presentations of the history of the journal, written by six former editors, and three book reviews.

[Read Media & viestintä 2/2018](#) (articles in Finnish, but English abstracts are available)

This year, the journal notes its 40th anniversary by expanding its digital archive. [Read Tiedotustutkimus \(1978-1989\) and Media & Viestintä \(1990-2014\) digitally here](#) (in Finnish).

New issue: Norsk medietidsskrift 3/2018

Research Journal | Norway Sep 2018 | BH

How can journalism help solve the climate crisis? What do the news media tell children about the media users of the future? And how can experiences with managing critical media coverage contribute to a knowledge-driven debate about press ethics? These are among the topics covered in this year's third issue of *Norsk medietidsskrift*, the Norwegian research journal in the media and communication field.



The issue starts with an editorial reflection on the science of looking forward. As most research is based on data concerning what has already happened, it is necessarily a backwards-looking practice. But by drawing a line up to today, we can assume something – and suggest something well informed – about the course of the future. Thus, the editorial also sets the tone for the journal's next issue, which will be devoted to the increasing importance of algorithms for the media.

The first article in this issue is written by Katherine Duarte and Elisabeth Eide, and discusses how journalism handles climate and environmental issues at a time when the media logic makes the interaction between researcher, journalist, and audience challenging. The next article is written by Linda Therese Rosenberg, who has explored how news is communicated to children in *Aftenposten Junior*. She shows how children are very much being taken seriously, and that it is strategically smart to shape tomorrow's media users as early as possible. Psychologists Kim Edgar Karlsen and Fanny Duckert have written the third article, which addresses how people choose to deal with the pressure that comes with being the subject of critical media exposure.

This year's regular commentator, Hege Lamark, challenges us with different perspectives on local journalism, and discusses whether this is something that winds up in researchers' "blind zones". In addition, a guest comment by Lotta Johansson offers exciting insight into how the term "Swedish conditions" is used in the Norwegian media.

[Read Norsk medietidsskrift 3/2018 \(in Norwegian, incl. English abstracts\)](#)

About the journal: *Norsk medietidsskrift* is a peer-reviewed scientific journal that publishes articles by Norwegian, Nordic and international media scholars. The journal, owned by the [Norwegian research organization](#) (in Norwegian) in the media and communications field (Norsk medieforskerlag), is published by Universitetsforlaget. [Read more.](#)

Nordicom Publications, Journals and Conferences

A knowledge overview of MIL, Media and Information Literacy

Knowledge Overview | Sweden (incl. Finland, Norway) Aug 2018 | CM

It is time that Sweden, just like many other countries, develop a national policy framework to strengthen media and information literacy (MIL) among the citizens. Ulla Carlsson, Professor and UNESCO Chair on Freedom of Expression at the University of Gothenburg has submitted a knowledge overview to the government containing suggestions and actions on how to increase MIL.



Discussions on how media and information literacy can be strengthened and developed in Sweden have been going on for several years. It is an important issue in a democratic society built on well-informed, committed, involved and critical citizens. The digitalization of society places high demands on everyone to understand, value, use and express themselves through media and information channels.

– In view of the rapid media development, which includes questions about artificial intelligence, it is important that Sweden develop a national MIL policy as soon as possible, just like many other countries have already done, says Ulla Carlsson.

Ulla Carlsson has submitted a knowledge overview of MIL to the government, a task which was assigned to Nordicom by the Ministry of Culture. As a former director of Nordicom and now UNESCO Chair on Freedom of Expression at the Department of Journalism, Media and Communication, JMG, Ulla Carlsson has been responsible for the accomplishment of the knowledge overview.

The overview seeks to capture challenges and opportunities regarding MIL in the time of digitalization. It is based on a survey of MIL efforts in Sweden, both in research and in practice, as well as European and international outlooks. The final chapter presents conclusions that can be drawn from various parts of the knowledge overview. A forward-looking scenario is also presented.

[Read the knowledge overview here \(in Swedish\)](#)

[Read about the Swedish Government's MIL initiatives in August/September](#)

Coming in 2019: Nordic Journal of Media Studies

Research Journal | Nordic International



A new journal, the Nordic Journal of Media Studies, has been added to Nordicom’s portfolio of scientific publications. This journal is an online, open-access journal. The first issue will be published in Spring 2019, with the theme “Disrupting media infrastructures: Transforming media industries and public spheres”. The new journal is supported by the Nordic Research Council, NOP-HS.

Aims and Scope: The *Nordic Journal of Media Studies* is a peer-reviewed international publication dedicated to media research. The journal is a meeting place for Nordic, European, and global perspectives on media studies. The editors stress the importance of innovative and interdisciplinary research, and welcome contributions on both contemporary developments and historical topics. The journal is open for theoretical contributions and empirical research, and combinations thereof. The editors also welcome critical approaches to media studies addressing questions of power, inequality, participation, and voice.

The Nordic Journal of Media Studies focuses on the interplay between media and their cultural and social contexts. We are interested in the media as industries and institutions of modern society, but also in how they are woven into the fabric of everyday life as mobile and interactive technologies. The emergence of new social networks, changes in political communication, intensified datafication and surveillance of human interaction, and new dynamics between media, popular culture, and commercial markets are important aspects of the changing relationship between media, culture, and society.

Editors are: Stig Hjarvard (University of Copenhagen), Göran Bolin (Södertörn University), Kirsten Frandsen (Aarhus University), Anne Jerslev (University of Copenhagen), Risto Kunelius (University of Tampere), Mette Mortensen (University of Copenhagen), Eli Skogerbø (University of Oslo).

[Read more about the *Nordic Journal of Media Studies*](#)

The history of the journal: Although the *Nordic Journal of Media Studies* is a new journal, the editors have longstanding experience in academic journal publishing; together they published the journal *Northern Lights: Film and Media Studies Yearbook* (published 2002–2006 by Museum Tusulanum Press and 2008–2018 by Intellect Press; from 2002–2008, the chief editor was Ib Bondebjerg and, from 2009, the chief editor was Stig Hjarvard). In 2018, the entire editorial committee of *Northern Lights* moved to Nordicom to continue their work at the *Nordic Journal of Media Studies*.

Welcome to publish with Nordicom Review

Nordicom Review | Nordic International

NORDICOM REVIEW

The editorial team of Nordicom Review cordially invites scholars interested in advancing the media and communications sciences in the Nordic region to engage with the journal as authors, book reviewers or guest editors of thematic special issues.

Nordicom Review is an international peer-reviewed journal published by Nordicom. The journal is interdisciplinary and publishes both empirical and theoretical articles. It offers a dedicated forum for new Nordic media and communications research, open access and online-first publication, a SCOPUS indexed title, a full time editorial team, and a distinguished editorial board and a broad network of expert reviewers. *Nordicom Review* welcomes contributions from a worldwide authorship.

Read [the full article Welcome to publish with Nordicom Review](#)

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Articles published online first: The latest articles in Nordicom Review are published online first (open access). See all the [latest articles online here](#) | [All issues of Nordicom Review](#)

Conference Call: Behind the Paywall 2019

Conference | Nordic Jan 2019



Behind the Paywall:

A Cross-Thematic Conference on the Implications of the Budding Market for Paid-for Online News

Host: Nordicom

Venue: The University of Gothenburg (Sweden)

Date: January 23–24, 2019

Deadline for extended abstracts: November 15, 2018

[Visit the conference website for more information](#)

Special issue of Nordicom Review in 2019: The conference will be followed by an open call-for-papers to a 2019 special issue of Nordicom Review devoted to the implications of online news media paywalls, edited by Aske Kammer (IT-University of Copenhagen), Carl-Gustav Lindén (University of Helsinki), Jonas Ohlsson (Nordicom) and Helle Sjøvaag (University of Stavanger).

Media Trends in the Nordic Countries

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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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