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## Commentary

### Internet – an unruly resource beyond democratic control?

**Can – and should – development of the Internet be governed? If the answer is yes: In what direction, how, and to the benefit of whom? The UN-affiliated body the Internet Governance Forum (IGF) will hold its annual meeting in November 2009 to discuss possible guidelines for Internet development. Many are concerned that the Internet, globally speaking, is not under democratic control.**

Too much power over the Internet is gathered in too few hands, says director of the Norwegian Post and Telecommunications Authority, Willy Jensen, in a recently [published article](#). He believes that the Internet, the most important global infrastructure for positive development, is not under democratic control. Jensen was the Norwegian representative at the World Summit on the Information Society (WSIS) in Tunis in 2005, where plans were made for how the Internet should evolve. Far too little has happened since then, he states.

**Internet Governance is a broad concept**, and it often gives false associations when translated to "control" in the Scandinavian languages. It is not about politically based control of Internet users' activities, as is the practice a number of countries have adopted, or wish to adopt. But management and control, in a positive sense, is needed. The following is [a definition](#) of Internet Governance issued by a working group prior to the Summit in Tunis in 2005: "Internet Governance is the development and application by Governments, the private sector and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programmes that shape the evolution and use of the Internet."

It is, in other words, a broadly based cooperation between governments, private companies and participants from organizations that have an interest in a well-functioning Internet. In line with many other resources, Internet access is not evenly distributed, neither nationally nor internationally. Knowledge – in the form of digital literacy – is required for dealing with the technology appropriately. The digital divide – nationally as well as internationally – must be removed.

Access or no access to the major Internet arena is one of the key issues of democratic development worldwide today, underlines Willy Jensen in his article. Moreover, our ambitions must be high, especially on behalf of all those who still do not have access to the Internet. Authorities that democratically represent the people must take a more active part in Internet Governance, emphasizes Jensen.

## **Internet governance on the global agenda**

ITU (the International Telecommunication Union), in 1998 initiated the global summits on the Information Society, and since then, two World Summits on the Information Society ([WSIS](#)) have been held, in Geneva in 2003 and in Tunis in 2005.

The Internet Governance Forum ([IGF](#)) was established to support the UN Secretary General in efforts to follow up on initiatives taken by the WSIS. The Forum, which has annual meetings, is open to all people who think they can shed light on the questions IGF is working to solve. IGF will hold its [fourth meeting](#) in Sharm El Sheikh, Egypt, 15 – 18 November 2009. The theme for the meeting is "Internet Governance – Creating Opportunities for all". The agenda includes security, transparency and privacy, access and diversity, how the Internet should be managed, when considered as a resource, and the effect of social networks. IGF's future and usefulness will also be discussed.

IGF is based on the principles adopted at the Summit in Geneva and the Agenda that was set by the Tunis Summit. The Sharm El-Sheikh meeting will focus particularly on paragraphs 29 and 31 in the Tunis Agenda. Paragraph 29 reads: "The international management of the Internet should be multilateral, transparent and democratic, with the full involvement of governments, the private sector, civil society and international organizations." Paragraph 31: "We recognize that Internet Governance, carried out according to the Geneva principles, is an essential element for a people-centred, inclusive, development-oriented and non-discriminatory Information Society."

**Important interplay between security, privacy and openness** European Dialogue on Internet Governance ([EuroDIG](#)) is a forum for European participants who wish to discuss common European challenges. The first meeting was held in Strasbourg in October 2008, the next in September 2009, as a preparation for the IGF meeting in Egypt. Among the EuroDIG supporters are the Council of Europe, the European Parliament, the EBU (European Broadcasting Union) and national authorities.

EuroDIG describes the special European approach to the interplay between security, privacy and transparency: These items should not be construed as "balanced" and exclusionary concepts in conflict with each other, but rather as principles that can exist side by side and mutually strengthen each other.

## **Nordic interest in Internet Governance**

The Nordic countries' postal and telecommunications authorities have working and reference groups on issues related to Internet Governance, and collaborate on the Nordic level. The Norwegian Post and Telecommunications Authority's work was mentioned initially.

The Swedish Post and Telecom Agency, PTS, leads the reference group for Internet Governance (RGIG). The reference group is "an open forum for stakeholders in Internet governance and management, often called Internet Governance. The purpose of RGIG is to provide opportunities for information exchange and discussion of Internet-related issues and Swedish positions before relevant international meetings," according to the website of PTS.

In Denmark, the Ministry of Science, Technology and Innovation held a conference on the future of the Internet in October 2009. The conference was inspired by the international concept of the Internet Governance Forum, the Danish National IT and Telecom Agency states. The topics of the four workshops of the conference were copyright, "green" IT, privacy and security.

Finland is involved in EuroDIG through its Foreign Ministry and the Ministry provides funding for the Internet Governance Forum through the UN Department of Economic and Social Affairs, DESA. Iceland also is involved in EuroDIG at the ministerial level, according to EuroDIG's website.

## **ICANN - the world's Internet administrator**

The US-based non-profit organization ICANN (Internet Corporation for Assigned Names and Numbers) manages the Internet's critical resources: Domain names and IP addresses. The direct cause for the creation of ICANN was the order from U.S. President Bill Clinton in 1997 to his commerce minister to privatize, increase competition and encourage international participation in the system that managed the domain system. This led to a great deal of discussion in the United States, and to the publishing of both a Green Paper and a White Paper, eventually leading up to the establishment in October 1998 of a new non-profit organization based in the United States: ICANN.

The U.S. National Telecommunications and Information Administration (NTIA) played a crucial role in the creation of ICANN, and ICANN has since had the responsibility to report to U.S. authorities. ICANN has partners throughout the world, and emphasizes on its website that the organization does not control the internal network's content, or decide who should be allowed to use the Net. Nevertheless, stresses the organization, ICANN plays a major role in development of the Internet by virtue of its role as coordinating body for the world's domain name systems. The ICANN Board of Directors consists, in addition to U.S. members, also of representatives from other continents, such as the Latvian ambassador to France and UNESCO, Janis Karklin, and the Norwegian researcher Harald Tveit Alvestrand.

Critics of ICANN's dominant role have pointed out that the organization does not take sufficient responsibility on a global basis and that the effect of the formal affiliation with American authorities has resulted in difficulties for outsiders to influence the way ICANN operates.

In late August 2009, the European Commission published a report entitled "[Internet Governance: the next steps](#)". The report proposes, among other things, that a new agreement between the U.S. government and ICANN must provide for a more independent position for ICANN.

On 30 September 2009, the U.S. government and ICANN presented a new agreement ([Affirmation of Commitments](#)) that allows for greater global participation in the process of allocating domain names. It turns out that ICANN will continue to be a non-commercial (non-profit) organization. The activities shall be investigated regularly by a specially appointed team, composed of representatives of the U.S. Government as well as independent experts.

The European Union takes a positive view on the agreement, reports [reuters.com](#). Åsa Torstensson, Sweden's Minister for Communications, said that the agreement is an important step towards a new and more open ICANN, and a good basis for further development.

## **Increasing concentration of Internet-power**

The New York Times recently reported on a survey conducted by Arbor Networks, with data from a continuous two-year period, the largest of its kind since the mid-1990s. [The survey shows](#) that five years ago, the Internet traffic was shared between tens of thousands of network companies. Today, 150 network companies control about 50 percent of all Internet traffic. Google is now (summer / fall 2009) creating 6 percent of all traffic on the Internet. 30 large businesses in addition to Google, like Facebook, Microsoft and YouTube, have a disproportionate share of internet-based activities: 30 percent.

Arbor Networks also pointed out that, over the past two years, large organizations purchased a number of smaller sites. The result is that in July 2009, the ownership of 30 percent of the Internet content providers was concentrated to a few hands. In the report, Arbor Networks used the term "hyper-giants" to designate these companies. The traditional large telecommunications companies are not involved, instead Arbor Networks found names unknown to most people, such as Akamai, Limelight, BitGravity, Highwinds and Gravity.

## **The fight for net neutrality**

The open Internet has provided a unique opportunity for freedom of speech, democratic engagement and cultural development. These feelings are expressed in a [Notice of proposed rulemaking](#) from the U.S. Federal Communications Commission (FCC) – explaining some of the reasons why the FCC proposes a set of rules that will ensure network neutrality. The proposal was adopted unanimously by the Commission on 22 October 2009 and is being circulated for comments, with a deadline in March 2010.

A brief explanation of net neutrality: Web operators cannot, with a view to distorting competition, limit content providers' (legal) online business or restrict net users' freedom to utilize the Internet for the (legal) activities of their choice.

The aim of the proposal is to ensure public access to the Internet, not to establish general regulation of activities on the Net, emphasizes the FCC. Internet's openness culture has been crucial to its success as an engine for creativity, innovation and economic growth. FCC wants to create a balanced set of regulations that provide both the users, the network operators and the content providers with predictable conditions – while the rules provide enough flexibility to meet new challenges.

The FCC has received support from major content providers, [reports the BBC](#), on 20 October 2009. In a letter to the Commission from the leaders of, among others, Google, Ebay, Skype, Facebook, Amazon and Sony Electronics, they state that net neutrality is necessary to give everyone equal opportunities to deliver content to customers.

Opponents of a policy advocating net neutrality maintain, among other things, that differentiation of access and required services needed is necessary to ensure that the internet does not collapse under the weight of the ever-increasing traffic.

In the EU system, net neutrality has long been [a subject of debate](#). During a lunch debate in Brussels on 6 October 2009, Viviane Reding, EU Commissioner for Information Society and Media, presented the EU plans for the Internet's future and the EU digital strategy.

She pointed out that in "general, consumers and service providers in Europe seem to be in a relatively good position overall with regard to Net Neutrality, compared to the situation in the US where the debate is just really starting now. This is because European consumers generally have, thanks to pro-competitive EU regulation, a greater choice of competing broadband service providers available to them than US consumers under the strongly deregulated US telecoms market. The European Commission and national telecoms regulators have jointly ensured over the past years that the market is further opened to competition, that consumer offers are made more transparent and that competition is progressively strengthened."

Viviane Reding then explained in detail the tools the EU now has to restrict tendencies in the direction of neutrality, and said that in particular the new EU telecoms package "is in many instances a quite robust answer to such new threats to net neutrality. However, I also know that technology and regulation will evolve further in the years to come. And I plan to be Europe's first line of defence whenever it comes to real threats to net neutrality. You can count on me and on the European Commission as a whole to keep developments under close scrutiny and report regularly on the state of play of net neutrality to the European Parliament and the Council of Ministers."

The Norwegian Post and Telecommunications Authority has chosen to invite participants to agree on a voluntary basis instead of regulation: The Authority has succeeded in getting the consumer authorities and the large Norwegian Internet players (Telenor, Get, etc., on all platforms), to agree on a unique agreement on net neutrality. The guidelines for the agreement define the term net neutrality as follows:

1. Internet users are entitled to an Internet connection with a specified capacity and quality.
2. Internet users are entitled to an internet connection that provides access to
  - retrieve and deliver content as desired
  - use services and applications as desired
  - connect equipment and use software that does not damage the network, as desired.
3. Internet users are entitled to an Internet connection free of discrimination with regard to the category of application, category of service, category of content and who the sender or recipient might be.

On 28 October 2009, the Swedish Ministry of Enterprise, Energy and Communications held a seminar in Stockholm on "net neutrality and openness on the Internet". The Minister for Communications, Åsa Torstensson, was the government's representative, and the background of the workshop is that the Swedish Post and Telecommunications agency, PTS, in June, was commissioned to look into the transparency concept. During the seminar, PTS accounted for the work done and listened to arguments from participants that had different approaches to this question. PTS produced a report in January 2009 entitled "Nätneutralitet", where the concept is reviewed and defined.

The Danish view on net neutrality was expressed by Finn Petersen, vice president of the National IT and Telecom Agency, in a statement to business.dk on 22 September 2009: "We have not really seen any real competition problems in Europe yet, and the industry itself has started the process to see if some basic principles should be established. We do not intend to make regulations, but of course we keep an eye on the area. It does not seem to be a problem in Denmark – here the competition ensures that consumers get what they want."

The National IT and Telecom Agency in cooperation with businesses and organizations in the Danish IT sector organized [a conference](#) on net neutrality on 30 September 2008, "Network Neutrality – Implications for Innovation and Business Online." The participants came from European countries and the United States.

### **A new Internet – and new opportunities**

A fundamental question remains: Can development of the Internet be governed? The concept of opportunities for absolute freedom offered users by the anarchistic, unruly Internet has had to give way to harsh realities during the past decade.

Both individuals, organizations, businesses and entire communities are exposed to great danger through Internet-based fraud, identity theft and well-organized hacker attacks. Children and adolescents are a particularly vulnerable user group. Intellectual property rights are violated on a large scale because it is easy to spread illegally reproduced digitized works via the Internet. Network operators are in a squeeze, as they may in some cases be made accountable for net users' offences. Many people see authorities' requirements for the storage and monitoring of Internet-based data and services as violations of privacy and the freedom of expression. Critics of such measures maintain that it does not matter that they are introduced in connection with the explosion of Internet-based crime.

The Internet is in itself a neutral tool. Like all tools, it can be abused and become less effective for positive purposes. Now we need new tools.

New technological and administrative solutions must be developed to prevent online services from crashing under the loads of traffic that today's Internet is not designed to handle. In a few decades, new solutions should be in place, hopefully with the opportunity to avoid the current disadvantages and harmful effects. This may give responsible authorities the opportunity to regain control and establish effective management. It will benefit network operators and content providers, who may

see incentives to offer new services. Web users may be able to recognize the freedom from the original Internet's pioneering days, when viruses, spam and large-scale identity theft were unknown concepts.

Both within the EU and the United States, there are intense activities in framework programmes and projects that will create new networks. The EU has a website, [The Future of the Internet](#), which provides an overview of activities in many quarters.

An important requirement for those who finance and develop new networks must be that all countries be able to participate – on an equal basis – from the outset. Technology and services must be coordinated – on a global basis.

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## Media Notebook

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### Nordic cooperation

#### Nordic cooperation

##### Strategy for campaign to promote Nordic culture [Nordic cooperation]

The Nordic ministers of culture's globalization strategy has kick-started a number of initiatives focusing on the creative industries and the promotion of Nordic literature, film and design. The strategy is part of the prime ministers' desire to make the Nordic Region visible internationally.

The ministers of culture's strategy "The Creative Nordic Region" has broad political support from all the Nordic countries, and funding and structuring of the specific projects are in place. The start date for these projects will be the beginning of 2010.

"We have all kinds of reasons to be proud that we have succeeded in making the decision and implementing such an ambitious and operative globalization strategy, as the one we have in the cultural sector. This shows that Nordic co-operation in culture is fully prepared to be at the forefront to meet the challenges posed by globalization; culturally, artistically and economically", says Katrín Jakobsdóttir, the Icelandic Minister of Culture. Iceland has held Presidency of the Nordic Council and Nordic Council of Ministers in 2009.

The upcoming Danish Presidency of the Nordic Council of Ministers looks forward to starting up the concrete projects in the ministers' globalization strategy: "We are looking forward to continuing the tangible implementation of the exciting cultural projects, which will take off in earnest in 2010. Experience from this autumn's international launching of the strategy in Toronto and our promotion of Nordic films there show that Nordic cultural co-operation has both concrete cultural value and has actually created an international response", explained the Danish Minister of Culture, Carina Christensen.

Source: [The Nordic Council/The Nordic Council of Ministers](#) (29 October 2009)

## **Nordic Game Program a success**

[Nordic cooperation]

The Nordic computer games programme, launched by the Nordic culture ministers, is one of the biggest successes of Nordic cultural cooperation, both in terms of public-mindedness and industry, states Mogens Jensen, head of the Nordic Council Culture and Education Committee. The Committee - during the Nordic Council Session in Stockholm - has [discussed](#) the Nordic Games Program that was launched in 2006. The goal of the programme is to improve access to Nordic computer games for Nordic children and young people. The programme is in year four of its six-year course.

It was just the right initiative to improve children and young people's media skills. It is also an initiative that points the way forward on both the Nordic and international level. We therefore urge the ministers, in the strongest possible terms, to re-think and to make computer games a permanent part of Nordic cultural policy, said Mogens Jensen, who receives support from Iceland's Minister of Culture [Katrín Jakobsdóttir](#). Iceland has had the chairmanship of the Nordic Council and Nordic Council of Ministers in 2009, and the Nordic culture ministers also met in Stockholm during the Nordic Council Session. [Katrín Jakobsdóttir states](#) that she is particularly pleased that the Nordic Game Program has been so successful, because the programme had its origins during Iceland's chairmanship programme in 2004.

The committee wants to make the scheme permanent and proposes, for example, that the ministers set up a proper funding system in line with the Nordic Film & TV Fund, etc. The committee also stresses that the content of Nordic games helps to break the heavy U.S. dominance of the market.

The extent to which the [Nordic Game Program](#) has been a success has been remarked upon by the industry itself and is reflected in the number of applications for funding. In 2009 alone, 170 projects applied to the Nordic Game Program for funding.

Source: The Nordic Council (28 and 29 October 2009)

## **Nordic Council's prizes handed out in Stockholm**

[Nordic cooperation]

Recipients of this year's film, literature, music and environmental prizes were honoured [in Stockholm on 27 October](#) during the Nordic Council's autumn session. The main purpose of the prizes is to strengthen interest in the neighbouring Nordic countries' language and culture.

The Film Prize was accepted by director and screenplay writer Lars von Trier and film producer Meta Louise Foldager for the film "Antichrist". The prize is worth DKK 350,000. The Film Prize was first awarded in 2002, to the Finnish director Aki Kaurismäki in connection with the 50th anniversary of the Nordic Council.

The Nordic Council Literature Prize was established in 1962 and is one of the most prestigious and prolific cultural prizes in the Nordic countries. Norwegian author Per Petterson received the Literature Prize for 2009 for his work "Jeg forbanner tidens elv".

Source: The Nordic Council (27 October 2009)

## **Nordvision turns fifty**

[Nordic cooperation]

The cornerstone of Nordic television collaboration, Nordvision, marks the occasion of the organization's fiftieth anniversary with a conference and a party in the new concert hall of Danish public service broadcaster DR in Copenhagen on 4 November 2009, according to [Nordvision's website](#).

The Nordic public service broadcasters, Finnish YLE, Swedish SVT (originally SR), Norwegian NRK and Danish DR were the founders at the outset in 1959. Later Icelandic RUV (1966), broadcasters based in Greenland and the Faroe Islands (through DR) and Utbildningsradioen via SVT have joined the co-operation. Co-production, programme exchange and the sharing of knowledge form the basis for the organization's work. The collaboration, unique in its kind, provides annually about 1,800 transmission hours, of which 400 hours are TV drama, and 3,600 TV programmes. Common culture and history as well as similarities between the Nordic peoples are the main explanation for the success of the co-operation and for the fact that it has been able to grow steadily, states Nordvision's secretariat.

At the same time, "international TV stations are increasingly acquiring packages of hours of Nordic programmes, hungry for quality programmes about climate, current affairs, science, plus drama series," writes [the newsletter](#) of Nordisk Film & TV Fond, reporting from last month's television market in Cannes; MIPCOM.

Source: Nordvision/Nordisk Film & TV Fond (22 and 30 October 2009)

## **Printed media**

### **Full liberalization of the book market**

[Printed media] [Denmark]

The Government has agreed with the Danish People's Party, the Social Democratic Party, the Liberal Alliance, the Danish Social-Liberal Party and the Socialist People's Party on a new agreement that provides for full liberalization of the book market, which will come into effect 1 January 2011. To date, book prices have been determined through a voluntary agreement between the Danish Publishers' Association and the Danish Competition Authority - in practice, a fixed-price exemption from competition law.

The Danish Publishers' Association, the Danish Booksellers' Association, the authors' associations and the Danish Arts Council's expert committees on literature, with secretarial support from the Ministry of Culture, will examine the status of the book market and future challenges, in the form of digital commerce with e-books and audiobooks, and return to the Ministry of Culture with an analysis and necessary proposals in early 2011.

Source: The Ministry of Culture (23 October 2009)

## **Quality prizes for culture magazines presented for the first time**

[Printed media] [Finland]

Culture magazines in Finland, seen as a whole, are of very good quality. It is not easy to edit a cultural journal in a small country, and it is difficult to increase sales and make them profitable in a small language area, the State Secretary, Marcus Rantala, said when he presented the quality prizes for culture magazines to Hiidenkivi, Photo Raw and Sarjainfo. The prizes, worth €10,000 each, were presented for the first time. The Ministry of Education awards the prizes after having consulted with the culture magazine committee.

Source: The Ministry of Education (3 September 2009)

## **Media houses give priority to the printed newspaper and the Web**

[Printed media] [Norway]

The 2009 edition of the annual report on Norwegian media houses, a cooperation between BI - the Norwegian School of Management and the Norwegian Institute of Journalism, shows that the financial crisis has given Norwegian media houses an impetus to change their strategy, from an emphasis on multi-media to bi-media, in practice the printed newspaper edition and online activities.

Channels that, at the moment, do not have great potential when it comes to earning money are not being prioritized, i.e. television and radio. Downsizing in the form of redundancies is now being considered by several media houses, according to the report.

Source: Mediehus.org (13 October 2009)

## **Time limitation of the Swedish press subsidies seems likely**

[Printed media] [Sweden]

The Swedish government accepts the European Commission's requirement to set a time limit - a certain number of years - on the duration of the Swedish press support, writes the Swedish news journal Riksdag & Departement. A study of the impact of the subsidies on media diversity and competition should also be carried out. In June 2009, a new round of the European Commission's assessment of the Swedish press support began, when the Commission, among other things, proposed a gradual lowering of the limits of support for metropolitan newspapers and a limitation on the operating costs, see Nordic media Policy 2-2009.

Erik Kristow, a political expert at the Ministry of Culture, told Riksdag & Departement that a time limit seems reasonable and in compliance with EU rules for state support. However, it seems apparent that the Swedish government will maintain the current level of support for metropolitan newspapers - that is, Svenska Dagbladet and Skånska Dagbladet, which each receive about SEK 60 million a year.

An important partial victory of the Swedish government is that the commission, in the summer of 2009, for the first time realized the importance of support to local newspapers outside the big cities, said Kristow. He also believes that the Commission's understanding of the necessity for state press subsidies has increased as the economic crisis has spread in the newspaper industry.

The Swedish government should have responded to the European Commission's latest initiative by September, but now has a new deadline for replying, 22 December 2009.

Source: Riksdag & Departement (23 September 2009)

## **Audiovisual media**

### **New support conditions give a broader platform for film launches**

[Audiovisual media] [Denmark]

Director Johan Melin's "Profetia" - opening night on 25 October 2009 - was the first film launched with support from New Danish Screen's new programme for launching movies. The film premiered at the cinema, on DVD and video-on-demand - at the same time. Usually around half a year passes before a movie intended for cinemas is launched on other platforms.

New Danish Screen is a support scheme for the development of new talent. It is natural to experiment with new release forms for films that have benefited from support from this scheme, the Danish Film Institute emphasizes.

Source: The Danish Film Institute (22 October 2009)

### **The Danish terrestrial television network goes digital**

[Audiovisual media] [Denmark]

On 31 October 2009, the Danish analogue terrestrial network for television is closing down. In mid-September 2009, 94% of Danes were aware of this, according to a survey conducted for the Secretariat for the New TV signal. 79% of Danes had at that point clarified whether they would be affected by the transition. This is better than expected.

In September, approximately 200,000 households of the 627,000 affected did not have the necessary equipment to receive digital TV signals.

The Radio and Television Board has decided to award 220 permits for non-commercial television programming in the new digital terrestrial network, starting on 1 November 2009. The Board received 303 applications and when allocating the licenses, among other things, emphasized versatility and plans for self-produced programmes. The new channels include both regional and national TV. Before 1 November, 150 non-commercial TV channels were transmitted in the analogue network in smaller areas.

Source: The Danish Agency for Libraries and Media (27 August / 15 September 2009)

### **Network licences for terrestrial television transmission to Digita Oy**

[Audiovisual media] [Finland]

The Government of Finland has issued television network licences for multiplexes A, B and C to Digita Oy, according to a press release from the Ministry of Transport and Communications. The licence terms ensure that the current transmission and packaging standards for distribution of television programmes will be used at least until the end of 2016. This means that consumers will not have to purchase any new terminal devices until at least 2017.

The television programme coverage will improve significantly with the new licence terms that ensure and improve the channel coverage. Digita is obliged to ensure that new shadow areas of 50 people or more will be covered by the national channels. Furthermore, to improve the coverage area of multiplex C, Digita will have to construct 92 new gapfillers by 31 December 2010.

Multiplexes A, B and C will transmit free terrestrial television channels and a majority of pay-TV channels. The network licence for multiplexes A, B and C is held by Digita until 31 September 2010, and the new licences were issued for the period 1 September 2010 to 31 December 2016.

The licences will cover the whole of Finland excluding the Region of Åland. Licence applicants included Digita Oy, and Teracom AB from Sweden.

Source: The Ministry of Transport and Communications (8 October 2009)

### **Agreement on YLE's financing and management**

[Audiovisual media] [Finland]

The coalition parties forming the Finnish government have agreed on the targets for reform of the Finnish public service broadcaster YLE's financing, and the management and legislative changes that are necessary in this context. From 2012, a media fee will be introduced, affecting 2.5 million households, to be quantified in the autumn of 2011. A working group has proposed about 175 euros per household. Businesses should pay a fee graded according to the company's turnover.

YLE's management model will be reformed; an independent council will be appointed to monitor YLE's public service activities.

There was also agreement in the government parties to increase the current TV fee by 3% in 2010. This, and the fact that the funding from 2012 is still open, was described by YLE's Managing Director Mikael Jungner as "one cold shower for YLE. The decision means that YLE next year will account for a significant loss," says Jungner to [svenska.yle.fi](http://svenska.yle.fi). A four percent increase in 2010 would be a level YLE could live with.

Source: The Ministry of Transport and Communications / [svenska.yle.fi](http://svenska.yle.fi) (1 October 2009)

### **Proposal for 34% cut in film grants**

[Audiovisual media] [Iceland]

Allocations to the Icelandic Film Fund should be decreased by 34% from the level in 2009, according to the proposal for the 2010 budget put forward by the Icelandic government, the newsletter of Nordisk Film & TV Fond reports. In 2006, the government presented a plan to double the film fund's budget by 2010. From 2008 to 2009, the budget only increased by 5%, and if the proposal for the 2010 passes in the Parliament, the budget will almost be back at the 2006 level.

Representatives of Icelandic filmmakers have had a meeting with the Minister of Culture, Katrín Jakobsdóttir, and they pointed out that the budget proposal for other cultural activities either involve budgets at a 2009 level or small cuts of up to 5%. An estimated 100 jobs in the Icelandic film industry are in danger, it was maintained. The Minister of Culture said that the budget proposal may be due to a misunderstanding, and that she will work to amend the proposal prior to the debate in the Parliament on next year's budget, due in November.

Source: Nordisk Film & TV Fond (16 October 2009)

### **Focus on film for children and young people**

[Audiovisual media] [Norway]

The umbrella organization Film & Kino has, in cooperation with the Norwegian Film Institute, prepared an action plan for efforts to promote film for children and adolescents during the period 2009-2011.

The initiative is in line with the White Paper on film policy issued by the Ministry of Culture and Church Affairs. Children and young people should be able work with film as a medium both at school and in their leisure time, at a level that makes them both a better audience and proficient creators of their own films.

Source: The Ministry of Culture and Church Affairs (22 October 2009)

### **Invitation to tender for commercial public service TV**

[Audiovisual media] [Norway]

The commercial national TV channel TV2's concession period expires at the coming turn of the year. In that context, the Ministry of Culture and Church Affairs has announced an opportunity for Norwegian broadcasters to apply for status as a commercial public service broadcaster - in addition to the state-owned public broadcaster NRK.

It is expected that TV 2 - which must be assumed to be among the applicants - will be a favourite when the Ministry determines which company, by taking on public service tasks, will be ensured access to all broadcast networks (must-carry). TV 2 has had public service obligations according to the current concession arrangement.

TV 2 stands to lose advertising revenue of about NOK 400 million in 2009 compared with 2008 - the worst economic crisis in the channel since its establishment in 1992. This implies a reduction of NOK 150 million in the budget for 2010, according to Managing Director Alf Hildrum's statement to the newspaper Aftenposten. One consequence is that TV 2 has to eliminate 130 full-time positions before the turn of the year, and among other things, lay down its own production of documentaries.

In the course of 2009, the Norwegian analogue terrestrial network for TV will be closed down. TV 2 is co-owner of Norges televisjon and Riks-TV, companies that own and operate the new digital terrestrial network.

Source: Aftenposten / the Ministry of Culture and Church Affairs (9 and 20 October 2009)

### **The Film Agreement is extended by two years**

[Audiovisual media] [Sweden]

Ten of the parties in the Film Agreement have agreed on a two-year extension of the agreement from 2006, up to and including 2012. The commercial broadcasting company Channel 5 is not included in the new agreement.

The Ministry of Culture will now begin a process that involves assessment of different options for the future film policy. On 7 October 2009, the report Vägval för filmen - SOU 2009:73 was presented (i.e. "Crossroads for film").

As one of the elements that can be used to secure a stable film deal, the report proposes increasing VAT on cinema tickets from 6 to 25 percent. This gives leeway for increasing the total resources so that they are equal at least to the current level.

Production support given in advance for feature films and children and youth films should be given to films that are to be premiered in other channels than the cinema, it is maintained. A new scheme for production support - New Film - is introduced for innovative films that are meant to appear in different channels, not just movie theatres. A national commitment to the introduction of digital cinemas should be prioritized.

Source: The Ministry of Culture (7 and 12 October 2009)

## **Freedom of speech and copyright**

### **"Archive pearls" secured for new DR channels**

[Freedom of speech and copyright] [Denmark]

Public service broadcaster DR and the joint collecting society Copydan have signed an agreement that ensures that DR may send reruns from its archives in the new channels Ramasjang DR and DR K, which premier 1 November 2009.

Behind the agreement is the most important of Danish organizations for licensees. The agreement covers both DR's own productions and external productions ordered by DR, which have been transmitted before 1 January 2007. A similar agreement came into force in 2008. It ensures that DR can offer large parts of the organization's programme archive on the Web, in full length or as clips. Website Bonanza on dr.dk is one of the results of this agreement.

Source: DR Kommunikation (17 September 2009)

### **Simplified procedures for the reuse of public information**

[Freedom of speech and copyright] [Finland]

Private companies should have easier access to reuse information from the public sector in online services, a working group states in a report to the Ministry of Transport and Communications. This could concern maps, legislation, statistics or records of different kinds.

The working group supports the European Commission's goal to make it easier to use public information in new contexts, and proposes that Finland draw up political guidelines to this end during 2010.

Source: The Ministry of Transport and Communications (22 October 2009)

### **National digital archive for music to be established**

[Freedom of speech and copyright] [Norway]

The public service broadcaster NRK and the Norwegian National Library have signed an agreement to establish a national digital music archive. The two institutions have, between them, an almost complete collection of Norwegian recordings.

The agreement marks the continuation of a partnership that includes the digitization of NRK's historical radio archive. NRK has digitized their entire CD collection, while the National Library has carried out the digitization of 78 discs (vinyl-based) and tape (cassettes).

Source: The Norwegian National Library (20 October 2009)

### **Norwegian internal telecommunications traffic should not cross borders**

[Freedom of speech and copyright] [Norway]

Suppliers of telecommunications services of all kinds are encouraged by the Ministry of Transport and Communications "to facilitate that electronic communication between citizens in Norway does not cross the borders." This is meant to prevent e-mail or SMS messages from being monitored by other countries' intelligence authorities.

The Ministry of Transport and Communications explains the background: "The Swedish Parliament adopted, on 14 October 2009, some changes in the Swedish surveillance legislation - the so-called FRA Act, named after the National Defence Radio Establishment (FRA), which is the name of Sweden's surveillance authority. Originally, the FRA Act came into force on 1 January this year and is aimed at electronic communications that cross Sweden's border via cables. The main purpose of the amendments to the law is the strengthening of Swedish citizens' rights and integrity protection in connection with Swedish authorities' intelligence surveillance on signals.

The dialogue that Norwegian authorities have had with the Swedish authorities about the FRA Act will continue."

Source: The Ministry of Transport and Communications (15 October 2009)

### **Regulation of the responsibility system in the media field to be assessed**

[Freedom of speech and copyright] [Norway]

The Ministry of Culture and Church Affairs has appointed a committee to review the rules on allocation of responsibility for statements in the media. Today's regulations are complicated and fragmented, the Ministry emphasizes.

The background for the review includes the Parliament's consideration of the constitutional protection of freedom of expression in 2004 and that the Freedom of Expression Commission recommended studying the need for regulation of issues related to the liability position, the protection of sources, etc. The work on a new penal code and the Privacy Commission's newly published report have further underlined the need for an overall review.

The committee will provide recommendations to the Ministry by 1 October 2010.

Source: The Ministry of Culture and Church Affairs (17 July 2009)

## **New chapter in the FRA Act debate**

[Freedom of speech and copyright] [Sweden]

On 13 October 2009, the Parliament amended the FRA Act, which came into force on 1 January 2009. (See Nordic Media Policy 3-2008)

In short, we are talking about adopting several new measures to control how the National Defence Radio Establishment (FRA) will conduct signal surveillance in cables, reports the newspaper Dagens Nyheter.

The government had a majority vote in favour of the changes, which will limit FRA's ability to monitor all data and telecommunication, leading to better protection of the individual citizen's integrity, according to Dagens Nyheter.

The opposition - the Social Democrats, the Left Party and the Greens - said that the monitoring of telecommunications traffic is an important tool in the struggle to discover, among other things, plans for terrorist attacks, but the parties believe that the government lacks a solid legal analysis of the field. They, therefore, request a parliamentary investigation of the case.

Many still believe that the FRA Act does not provide adequate protection of personal privacy. Journalists are concerned about the statutory source protection, and Dagens Nyheter has talked to lawyers who believe that the FRA Act may go against the European Convention on Human Rights.

Source: Dagens Nyheter (14 October 2009)

## **Information Society**

### **The Danes should take more care of their online privacy**

[Information Society] [Denmark]

Social network services are used increasingly by the Danes, but users show somewhat too often that they can put their own and other people's privacy in jeopardy, according to a survey that Statistics Denmark carried out for the Ministry of Science, Technology and Innovation.

Fifty percent of Danish adult Internet users are connected to a social network service, and 40 percent of the population between 16 and 74 has a profile on Facebook, according to the survey. An example of behaviour that should be avoided: Sixty percent of the adult Internet users have posted photos of other people on their profile in a network service, without the permission of the person depicted.

A campaign was conducted in late September-October that provides, among other things, advice on safe behaviour when using social networking services.

Source: The Ministry of Science, Technology and Innovation (29 September 2009)

## **Access to a minimum of 1 Mbit Internet connection available to everyone**

[Information Society] [Finland]

As of 1 July 2010, 1 Mbit Internet connection will be defined as a universal service, according to a press release from the Ministry of Transport and Communications.

This means that telecom operators defined as universal service providers must be able to provide every permanent residence and business office with access to a reasonably priced and high-quality connection with a downstream rate of at least 1 Mbit/s.

The length of the transition period before the universal service obligation starts has been reduced by six months from the previous plan.

A decree of Finland's Ministry of Transport and Communications states that, by the end of 2009, the Finnish Communications Regulatory Authority will determine the telecom operators on which a universal service obligation will be imposed. The service providers may decide the technology they wish to use for the service.

Ms Suvi Lindén, Finland's Minister of Communications, believes that the definition of universal service and minimum connection speed will improve the quality and availability of connections in sparsely populated areas. This will promote the vitality of rural areas, provide a good environment for businesses, and enable electronic communications.

Some variation will be allowed in the universal service connection speed to enable services also in mobile networks. The Finnish Communications Regulatory Authority will be responsible for monitoring compliance with the connection speed requirement.

The average speed of downstream traffic must be at least 75 per cent of the required speed in a measuring period of 24 hours. In a four-hour measuring period, the speed must be at least 59 per cent of the required speed.

Source: The Ministry of Transport and Communications (16 October 2009)

## **More and more seniors are online users**

[Information Society] [Norway]

The growth in use of PC's and Internet is now greatest among the oldest users, according to a survey conducted by Statistics Norway (SSB). While the proportion of daily computer users aged 65 to 74 years was 28 percent last year, it has now grown to 45 percent.

39 percent of the older people were Internet users every day or almost every day in the second quarter of 2009. 52 percent of them had been searching for information on the websites of public institutions.

Source: The Ministry of Government Administration and Reform (24 September 2009)

## **The Swedish Post and Telecom Agency gives priority to broadband development**

[Information Society] [Sweden]

In a report, Strategic Agenda 2010, the Swedish Post and Telecom Agency (PTS) points out the needs for increased efforts in creating suitable conditions for broadband development and greater competition in this field.

The prioritization is prompted by the demands for capacity among web users that are expected to continue to increase in line with the new and increasingly capacity demanding services that are becoming common. This requires investment in both fixed and wireless networks over the coming years.

Source: The Swedish Post and Telecom Agency (18 September 2009)

## **Media support**

### **Study of public media support presented**

[Media support] [Denmark]

A comprehensive report on future public media support, which includes both electronic and print media, has been presented to the Danish government.

The assessment is part of the media agreement for 2007-2010, where the printed press is not included, and is being conducted by Rambøll Management A/S in collaboration with Professor Anker Brink Lund, CBS (Copenhagen Business School). During the preparations for the government media initiatives for the years 2011-2014, the report will be included as one of several elements.

Three scenarios are outlined in the report: A base scenario, which describes the next four years without any changes to the current support system. A reconstruction scenario, where among other things, DR radio channel P3 will be offered by tender, where other media types than television can receive support from the so-called Public Service Pool, and where the newspaper board will get an opportunity to support Internet- and mobile-based media, which have functions similar to newspapers. A third, merit scenario, implies that the current support reforms will be changed gradually, ending in a practice that provides support on the basis of the applicants' achievements. A basic scheme will be maintained, to ensure the economy of media that have certain media policy purposes.

In the background material for the report, there are also reports of the Norwegian and Swedish media support schemes.

Source: The Danish Agency for Libraries and Media (2 October 2009)

## **Committee appointed to evaluate public media support**

[Media support] [Norway]

A comprehensive assessment of "the use of economic instruments in the media area" shall be made by a committee that is appointed by the Ministry of Culture and Church Affairs. The development of technology, media usage and media economy in recent years has led to changes, which should be taken into consideration during the committee's work.

Press support and zero rate of VAT on newspapers is part of the assessment basis for the committee. A report is expected by 1 January 2011.

The Norwegian Media Businesses' Association (MBL) has also appointed a media policy committee. The report must be ready before 1 May 2010 and will be adopted by MBL's general assembly in 2010. The committee's conclusion will be part of MBL's media policy manifesto for the years to come.

Source: The Norwegian Media Businesses' Association / the Ministry of Culture and Church Affairs (15 and 19 October 2009)

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## **Nordic Media Policy**

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