



Media Trends in the Nordic Countries

Newsletter from NORDICOM

No. 1, 2018 (April)

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The Media Market

Newspaper trends in the Nordic Countries

Newspapers | Nordic March 2018 | EH

A new publication from Nordicom examines the newspaper trends in Denmark, Finland, Iceland, Norway and Sweden. Unique data time series, starting in the year 2000, present the Nordic newspaper landscape, the economy of the newspaper markets, and reading trends.

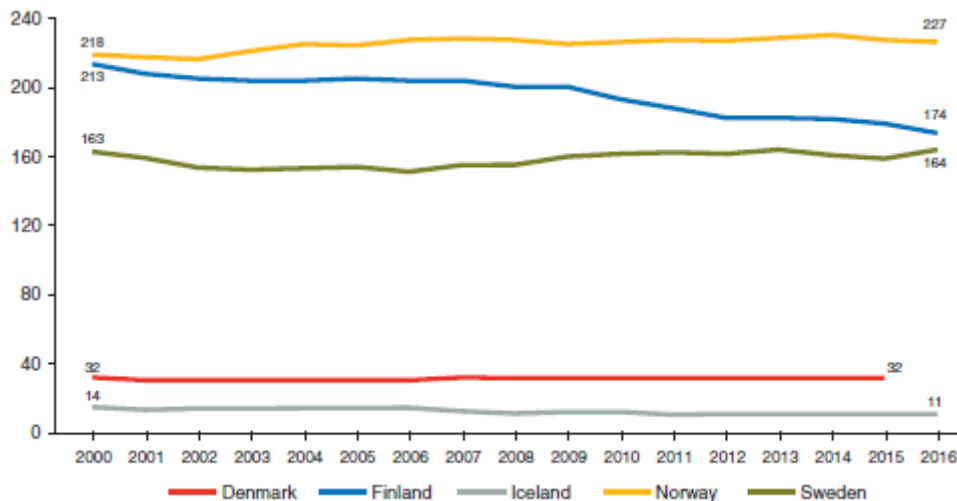
The Nordic region has traditionally been characterized as a “newspaper region”, with high circulation and extensive readership. But digitalisation and globalisation have rapidly changed the media landscape and media use – and challenged the strong position of the Nordic newspaper markets.

This report, *Newspapers in the Nordic Media Landscape 2017*, aims to map the development of the Nordic newspaper industries over the past two decades, from a comparative perspective. Some of the trends are presented below.

Stable number of papers – except for Finland

The overall numbers of newspapers in the Nordic countries are rather stable. But while the number of titles in Norway has increased since 2000, Finland has experienced the highest number of newspapers either closing or merging in the same period.

Number of newspapers (paid-for) 2000-2016



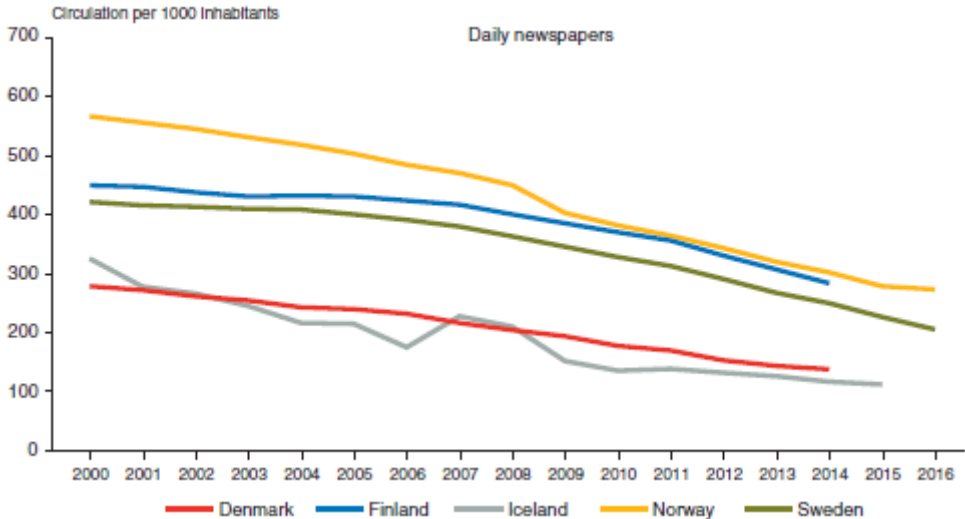
Source: *Newspapers in the Nordic Media Landscape 2017* (Figure 2.2, Tables 1-2).

The number of daily newspapers has decreased in all countries (except Denmark), but this is mainly due to newspapers changing from dailies to non-dailies.

Loss in circulation, but high online rankings

Circulation data indicate significant drops in circulation in all countries. Daily newspapers have been hit harder than non-dailies, and the largest circulation drop is found among the national single-copy-sold tabloids in each country. These have, on average, lost more than half of their circulation since 2000.

Daily newspaper circulation per thousand inhabitants 2000–2016 (including estimates)



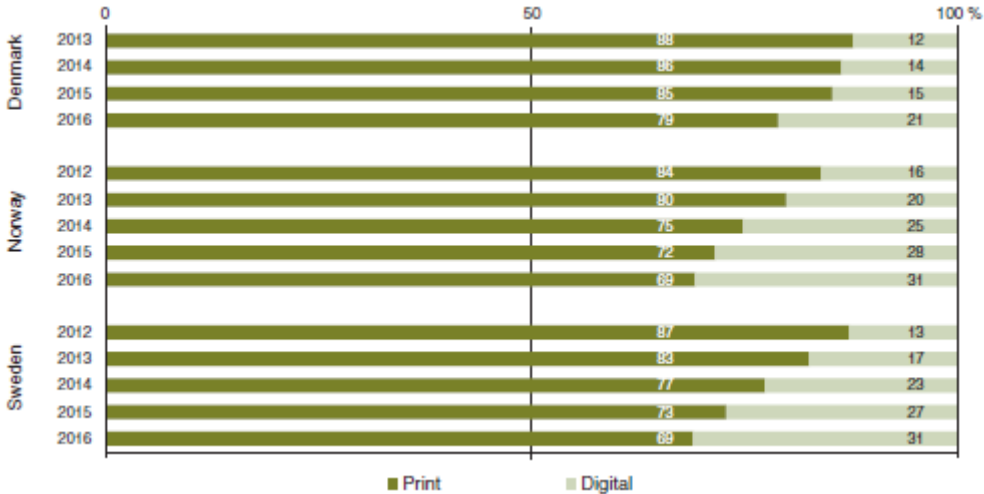
Source: Newspapers in the Nordic Media Landscape 2017 (Figure 2.6, Table 5).

On the other hand, the single-copy-sold tabloids are the most successful domestic online newspapers. Newspaper titles also hold the top positions of the domestic online news outlets in all countries, except for Denmark, where the two public service broadcasters rank higher.

Total revenue drop, but digital growth

The newspapers’ digital sales are increasing. In Norway, where the press has been the most successful in transforming print revenues to digital revenues, a fifth of the revenues in 2016 were from digital sales. Looking at advertising sales only, the digital share amounted to a third in both Norway and Sweden, and a fifth in Denmark.

Newspaper advertising revenue breakdown by print and digital sales 2012–2016 (per cent)



Source: Newspapers in the Nordic Media Landscape 2017 (Figure 3.4, Table 18).

All the same, the newspaper industry’s revenue drop since 2010 has been substantial in all countries, and the industry still depends heavily on print revenues.

Online reading most popular in Norway

Total daily newspaper reach is falling. For a long time, 80 per cent of the respective countries' populations read a newspaper on the average day, but by 2016 this had shrunk to just over 70 per cent in Norway and roughly 60-65 per cent in Sweden and Finland (no data for Denmark or Iceland). The Norwegians are the region's most keen online readers, with well over half the population reading a newspaper online daily in 2016.

[Read more and download the publication](#)

[Download PDF directly](#) (124 pages)

More information: Newspapers in the Nordic Media Landscape is the 14th publication in Nordicom's Nordic Media Trends series, which documents, describes and analyses development in the media sector from a Nordic perspective. It is also a part of Nordicom's media trends service.

The media development in Norway 2016-2017

Media Market and Use | Norway January 2018 | medianorway

Media habits and the media landscape are changing at a surprising pace. In a recent report, medianorway summarizes some of the key trends and developments in the Norwegian media field in recent years.



Media use has moved to online platforms and is becoming increasingly mobile. We read news, watch videos, and stream audio books and music on our mobile phones, which has consequences for both our media habits and the media content. At the same time, Norwegian media companies are challenged by the growing pressure from global competitors.

Medianorway's report *Medieåret 2016-2017. Medieutvikling i Norge* [The Media Year 2016-2017. Media development in Norway] is an attempt to capture and describe some of the changes the media are experiencing. It is published in Norwegian, but [statistics in English](#) can be found on medianorway's website.

[The report can be downloaded here](#) (in Norwegian)

[Download PDF](#) (in Norwegian)

More information: [medianorway](#) is a public information centre located at the University of Bergen and financed by the Norwegian Ministry of Culture, with the objective of documenting media trends and development in Norway. medianorway compiles Norwegian media statistics from a number of different sources and publishes the data on the Internet, and is part of [Nordicom's Nordic media statistics network](#).

State of the Nordic Region 2018

ICT and Culture | Nordic April 2018 | EH

A new report from the Nordic Council of Ministers presents facts and figures about the Nordic region. Besides core facts on demography, economics, education, etc., the report also highlights the digitalisation and cultural habits in the Nordic countries.

The State of the Nordic Region report is published every second year, presenting the development in the Nordic countries and regions through statistics, maps, and analysis. It also places the Nordic region in a European context. Below, we present some of the results from the report's two focus chapters on digitalisation and culture.

Highest share of fast broadband in Iceland and Denmark

The chapter on digitalisation takes off from the EU 2020 target of achieving fast broadband for all households in Europe, and examines the Nordic situation.

Of the Nordic countries, Iceland and Denmark lead the way with almost total coverage of fast broadband (around 95 per cent of each country's population). Norway and Sweden, with 80 per cent coverage, are above the European average of 76 per cent, while Finland is just under with 75 per cent.

The differences between the Nordic countries are best explained by variations in geography, i.e. the size of the country, and by the concentration of their populations to the largest urban areas.

The Nordics are major cultural consumers

The chapter on culture concentrates on cinema, libraries, and museums. The data show, for instance, that Icelanders are the most frequent cinema visitors in the Nordic region, and that Finns are the most frequent library visitors. Three of the Nordic country capitals – Helsinki, Stockholm, and Copenhagen – are also the capitals of library visits.

[Read more and download the report via norden.org](#)

[Download the full report via Nordpub](#) (the Nordic Council of Minister's publication portal)

[Download the focus chapters on digitalisation and culture via Nordpub](#)

More information: *State of the Nordic Region 2018* takes a closer look at the facts and figures behind the current developments at the regional level in the Nordic countries, including Greenland, the Faroe Islands, and Åland. It also includes a Regional Potential Index, ranking the 74 administrative regions of the Nordic countries. The report is produced by [Nordregio](#), a [Nordic and European research centre](#) for regional development and planning, established by the Nordic Council of Ministers.

Household access to high capacity fixed broadband 2016

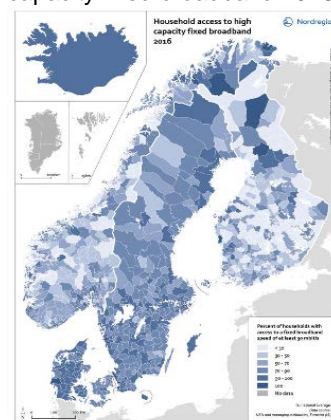


Figure 10.2 Household access to high capacity fixed broadband 2016

Source: [State of the Nordic Region 2018 \(PDF\)](#).

Nordic TV and media partnership sets new records

Public Service Media | Nordic March 2018 | EH

2017 was a record-breaking year for Nordvision, the Nordic public service partnership. Never before has so much TV been co-produced across the Nordic borders. In the future, a stronger collaboration in Nordic drama will meet the competition from global streaming giants.



In 2017, the Nordvision TV partnership generated 5,100 programme episodes, an increase from the 2016 record of 4,900 episodes, according to Nordvision's annual report. The advance has been in co-productions, up 40 per cent from last year.

Programmes for children represent more than half of the co-produced episodes, while drama, the second largest category, accounts for 14 per cent. The genres increasing the most in 2017 were factual programmes (up 150 per cent) as well as culture and investigative journalism (up 100 per cent, respectively).

Plans for more Nordic drama

With the rise of international streaming services, the supply of American fiction series is greater than ever. Therefore, in 2017, DR, Yle, RÚV, NRK and SVT agreed on a new strategy for [strengthened cooperation on Nordic drama productions](#), with the ambition to increase both the volume and the quality of Nordic drama, not least through the broadcasters' streaming services.

New radio app

Nordvision's cooperation also supports media research and media development across the Nordic boundaries. For example, in 2017 the research departments of DR and NRK launched a survey on the use of news across media and platforms. The same companies now also have the same radio app and share a technical platform for music.

[Download PDF directly](#) (annual report in English)

[Nordvision's website: Newsletters & Annual Reports](#)

[Number of co-productions and programme exchanges among the Nordic public service media organisations 2012–2017](#), table from Nordicom's [statistical database](#) (Excel)

About: Nordvision is a TV and media partnership involving DR (Denmark), Yle (Finland), RÚV (Iceland), NRK (Norway), and SVT, SR and UR (Sweden), which started in 1959. Its 2017 annual report provides key data and information on co-productions, programme and knowledge exchange, and so on, for the year among the Nordic public service broadcasters.

The media is a male business

Gender and Media | Global and Nordic Feb 2018 | Nordicom

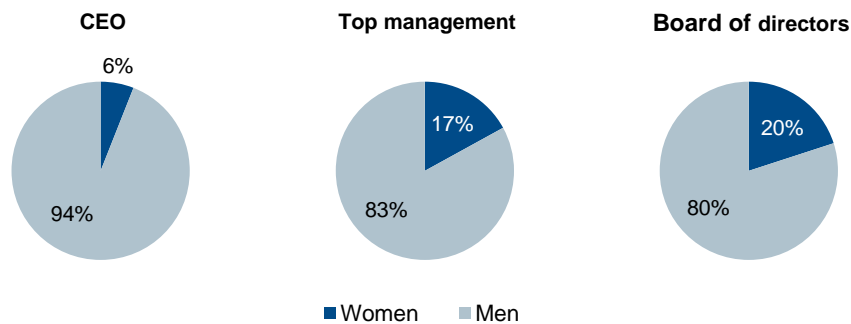
The leadership of the 100 largest international media corporations is dominated by men. A third of the corporations have no women whatsoever in their top management, according to new Nordicom statistics.

Nordicom has mapped men and women in CEO positions, positions in top management generally and seats on boards of directors, based on the list of the top 100 international media corporations published by the Institute of Media and Communications Policy in Germany. The result shows a significant lack of women among the leadership of these corporations.

Mostly men on all levels

The chart indicates a huge gender gap. The male dominance crosses national borders and is visible in all types of media corporations. On average, 80 per cent of directors are men, 17 per cent of top management officers are women and there are only six female CEOs leading corporations on the top-100 list.

Share of women and men in the top 100 international media corporations 2017



Sources: Nordicom (primary source www.mediadb.eu).

Although the chart shows no clear patterns based on the location of a corporation's headquarters, Asian corporations are more male-dominated than those in other regions, both in terms of their top management and their board members.

“Everyone is looking for new business models to save the media industry. Gender equality should be part of that equation”, says Maria Edström, one of the researchers behind the data.

The headquarters for the corporations on the top 100 list were located in 21 countries: USA, Japan, The Netherlands, China, Germany, Great Britain, France, Canada, South Africa, Brazil, Mexico, Italy, Sweden, India, Norway, Finland, Spain, Denmark, Portugal, Switzerland and Belgium.

[Download the fact sheet containing more information plus a Nordic appendix \(PDF\)](#)

[Download the list, with sex-disaggregated data on CEOs, top management and board members \(Excel\)](#)

Download the lists [via Nordicom's statistical database](#) (Choose: Nordic – Media Companies)

Nordicom's [press release 26.02.2018](#)

The data compilation was made by: Maria Edström (JMG, University of Gothenburg), Ulrika Facht (Nordicom, University of Gothenburg), Greta Gober (Center for Gender Research, University of Oslo), Gunilla Ivarsson (IAWRT – International Association of Women in Radio and Television), Suzanne Moll (Independent Media Consultant, Copenhagen)

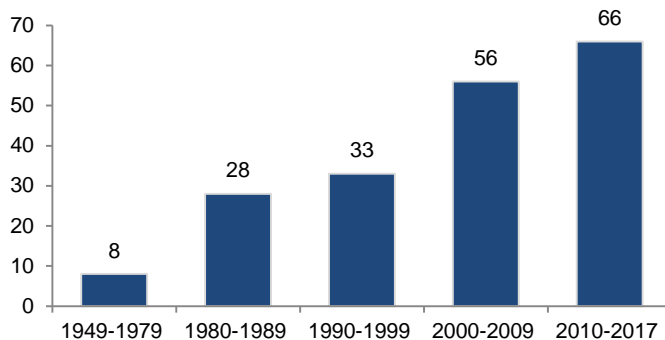
Women direct only one out of ten Icelandic films

Film; Gender and Media | Iceland March 2018 | EH

Since the mid-1950s, almost 200 Icelandic full-length cinematographic feature films have been produced in Iceland; and nearly all of them have been directed by men. This is according to data from Statistics Iceland.

The first Icelandic full-length feature film premiered in 1949, and the three decades that followed saw only eight domestically produced feature films. But since 1980 every year has seen premieres of Icelandic films, often more than just one or two a year. The number of premieres was the highest in 2011, when ten films were released for the cinema.

Figure 1. Number of full-length Icelandic feature films premiering 1949-2017

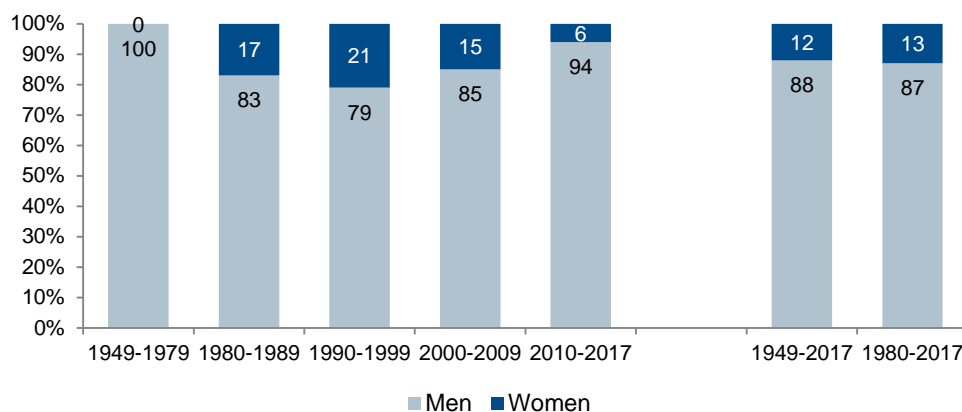


Source: Statistics Iceland.

Nine out of ten films directed by men

Among the 191 films since the mid-1950s, male directors greatly outnumber female ones. Of the total number of directors, there are only 25 women compared to 177 men; i.e., one woman director for every nine male ones. (The total number of directors is higher than the total number of films, as some films are co-directed.). In recent years, the share of women as directors has decreased somewhat; it was the highest in the 1990s, when women directed over 20 per cent of the films, compared to 6 per cent since 2010.

Figure 2. Directors of Icelandic full-length feature films premiering 1949-2017, by gender (%)



[Read more at Statistic Iceland's website](#)

About the data: The Statistics Iceland film report also provides data on film genres (of which drama is the most common) and co-productions with foreign partnership (in decline since 2010). Full-length feature film is defined as cinematographic film which at least one hour running time. TV movies and documentaries are hence excluded.

Media Use

Fake news has not broken the Danes' trust in the media

Media Use | Denmark March 2018 | MK

Despite a major focus on “fake news” last year, the Danes still have great trust in the Danish news media. This is one of the points made in Media Development 2017, the annual report on electronic media use in Denmark from the DR Audience Research Department.



In 2017, “fake news” was the subject of many troubling analyses. Therefore, it is relevant to ask whether anything demonstrable has happened to the Danes’ trust in the news media, either on the traditional platforms such as radio and TV, or online and in social media. The report concludes that no negative changes in the Danes’ trust of the major Danish news media can be identified.

On the contrary, there is a slight tendency towards increasing trust in the media – both as a whole and regarding the specific news products. The level of trust in Danish journalism is higher than it has ever been believed to be. Almost seven of ten Danes state that they have a very high or high degree of trust in the Danish news media; and although the Danes express concerns about fake news, they believe they are able to distinguish true news from false, and state that they are source-critical of social media content.

Streamers are also creatures of habit

Streaming services have not only gained ground in the everyday lives of the Danes, but have also increased the demands of viewers when it comes to selecting content. The choice has moved away from the remote control and switched over to a universe where the number of options has been multiplied; thus, it can be difficult to get an overview of the offering.

Looking more closely at the TV streamers’ decision-making strategies when selecting news content, it turns out that many of the patterns of behaviour fundamentally resemble those we know from traditional TV. To a great extent, we look for content we are familiar with.

According to a DR survey, the vast majority of people already know what they would like to watch before they turn on DR’s streaming service, and this particularly concerns programmes they keenly follow and are already familiar with. Aside from the habitual repurchase, trust based on previous experience is the most important means of choosing content.

[The report can be downloaded at DR’s website.](#)

About the report: *Media Development 2017* provides a status update on Danes’ use of media content – on TV and radio as well as online. Among other subjects, it deals with changes in media consumption in relation to fake and breaking news, gaming, and social media.

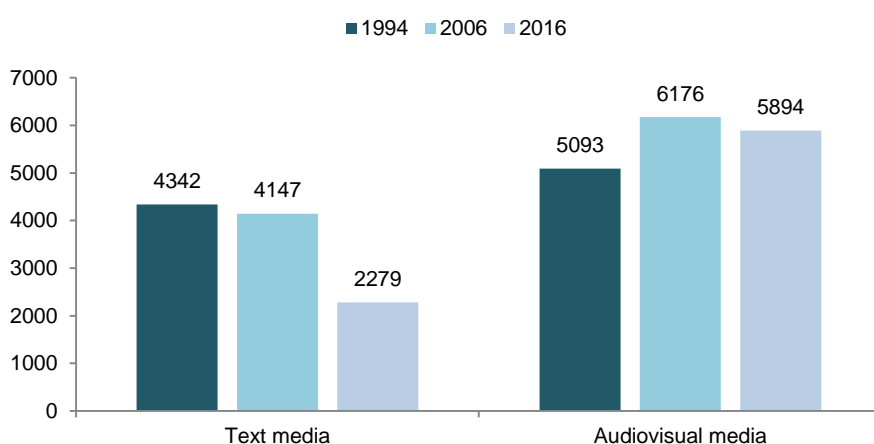
Changes in Danish households' media expenses

Media Expenses | Denmark February 2018 | MK

A new analysis from the Danish Agency for Culture and Palaces shows that in 2016, Danish households spent much more money on audiovisual media than on text media. The amount of money spent on text media – newspapers, magazines and books – has almost halved in ten years.

According to the report *Forbrug og priser* [Consumption and Prices], the total annual consumption of text media per household has fallen from 4,147 to 2,279 Danish kroner from 2006 to 2016, in fixed prices. At the same time, Danes strongly prioritize the consumption of media that is seen and listened to, such as TV and streaming services. (Danish kroner are hereafter referred to as kr.)

Danish households' annual media consumption (Danish kr., fixed prices)



Source: Statistics Denmark – Household Budget Survey (in the report *Forbrug og priser*).

It is especially the single-copy sales of newspapers and magazines that are declining. The annual per household consumption of single copy sales newspapers decreased by a third from 326 kr. in 2006 to 96 kr. in 2016; and the same development can be noted for magazine sales in kiosks and supermarkets, with a reduction from 990 to 312 kr. per household. Newspaper subscriptions per household saw a more stable development, however, with a decline from 1,247 kr. in 2006 to 917 kr. in 2016, and subscriptions to magazines rose from 110 to 134 kr. per household.

Convergence on the media market

The report also describes a tendency whereby the telecom and TV companies launch various types of combined telecom and media product packages. Thus, a mobile subscription today often also provides access to a number of digital media services, e.g. streaming services such as TV 2 Play and HBO, and digital news/magazine services such as Zetland, Pling or Wype. The Agency for Culture and Palaces' mapping of a total of 15 Danish telephony and TV providers shows that the majority of the companies have up to ten internal or external media services included in their total telecom and TV packages.

More conclusions in the report

- In 2016, the annual consumption of media-related items was almost 20,000 kr., of the total average consumption by Danish households of nearly 300,000 kr. Over time, the level of media consumption is relatively constant; though with an increase up to the financial crisis in 2007-2008, followed by a decline through 2015 (and an increase from 2015-2016).

- Over the years, there have been large displacements in how Danish households spend money on media, especially in the post-financial crisis period. For example, previous major consumer items such as CDs, DVDs and landline telephony are largely gone from the household consumption by 2016.
- Today, Danish households spend significantly more money on the telecom and TV companies: in 1994 they spent 5,694 kr., a figure which had risen to 9,393 kr. by 2016.

Read more in [Forbrug og priser \(in Danish\)](#)

Download [the analysis as PDF \(in Danish\)](#)

About the analysis: The report is part of the Danish Agency for Culture and Palaces' project [Reporting on the Media Development in Denmark](#) (read [about the English summary here](#)). The analysis is primarily based on [Statistics Denmark's Household Budget Survey](#) and EU harmonized price indices, as well as the Danish Agency for Culture and Palaces' data on convergence in the media industry. The comparisons above are expressed in fixed prices in Danish kroner (DKK). For calculations into Euro, download Nordicom's table (Excel): [Average exchange rates 1993-2017 \(1 Euro in national prices\)](#).

Sharp increase in household media expenses in Sweden:

In December 2017, the [IRM \(Institute for Advertising and Media Statistics\)](#) published a study which shows a sharp increase in Swedish households' media expenditure over the past three years (report: *Hushållens medieutgifter*).

Mobile and Internet subscriptions, i.e. the two largest expense items, together account for 40 per cent of households' media spending budget. The fastest growing expenses are for streaming services for film, TV and music, as well as digital subscriptions for news and books.

The IRM report is for sale only, but [brief information and a press release are available here](#) (in Swedish).

Digitization of local media use in Norway

Media Use and Trust | Norway April 2018 | BH

Local newspapers still play an important role for most people, though only a few find it reasonable to pay for online news. At the same time, Facebook has become the most widely used source for community information, while NRK's online offering is not considered a threat to local newspapers. These are some of the findings in a new report on digital media use in Norway.



The research project [Digitization and Diversity](#) (BI: CCI) examines how public and private digitization initiatives affect diversity in the culture and media sector. The project's first report, *Digitalisering av lokal mediebruk* [Digitization of Local Media Use], seeks answers to the question of how small newspapers can survive in the new global news market.

Generally great interest in local news

About 60 per cent of the population express a high interest in local news, while only 10 per cent indicate a low interest. Interest in local news increases with age, and it is only after the age of 40 that there is a clear majority of people with high interest.

Facebook has the highest use and lowest confidence

Half the population use Facebook on a daily basis for updates on what is happening in their community, while just under a third use the local newspaper's online edition and just as many follow the local newspaper on Facebook. Trust does not, however, follow the most widely used information sources in society, i.e. the social media platforms. Instead, trust is rooted in traditional media such as the public service broadcaster NRK, local newspapers, and the municipalities' websites. Over 60 per cent say they have high confidence in local newspapers, while only a few per cent report low confidence. By comparison, just over a third say they have low confidence in Facebook.

Disapproval of payment walls

Even though a majority report high interest in local news, 60 per cent of the population argue that news should be free and only a third think it is reasonable to charge for news online. 60 per cent claim they read less news since user payment was introduced by the local newspaper, and half of the respondents say pay walls have led them to use other news sources more often than before.

NRK no threat to local newspapers

NRK's local radio and TV broadcasts are used on a daily basis by half of the people aged 50 years and over, while this is the case for only 4-7 per cent under 40 years. NRK's online news also has low support among younger people. Compared to the use of local newspapers, NRK's online news offerings are less used for daily updates and likely function more as a supplement than a substitute for local newspapers.

[Download the report from the research project's website](#)

[Download the report here](#) (PDF, in Norwegian)

More information: The report on digital media use is published by BI: Center for Creative Industries (BI: CCI), a research centre created by BI Norwegian Business School. The report is written by Ragnhild Kr. Olsen, Mona Solvoll and Anne-Britt Gran. See [more reports \(on e.g. libraries/books and film\)](#) from the Digitization and Diversity project here.

Nordicom-Sweden's Media Barometer: First Results 2017

Media Use | Sweden March 2018 | KH

Media usage has become more digital and is increasingly taking place via phones and tablets. Digital development divides the population and we see clear generation gaps in media usage. These are some of the first results from Nordicom-Sweden's annual media use survey.

Media use in Sweden 2017: what has happened? In March, Nordicom-Sweden presented the first results of the annual report *The Media Barometer 2017 (Nordicom-Sveriges Mediebarometer 2017)*.

Reach

- The percentage of people subscribing to a printed newspaper has decreased. More and more people read newspapers online, even though the total proportion of newspaper readers is declined.
- The total radio listening numbers have decreased in the past year but digital radio listening is increasing. In the age groups between 15 and 44 years, almost 20 per cent listen to a web radio/podcast on a regular day.
- Social media has long been a natural part of young people's and young adults' everyday media habits but even retirees use social media. The proportion is 33 per cent in the age group 65-79 years.

Time

- Media time is increasing. We spend almost six hours on media on an average day, this is an increase of 19 minutes from the previous year.
- Media usage times are different among different age groups. The average for the age group 15-24 years is 454 minutes, just over 7.5 hours.
- Time usage for traditional media on digital platforms has increased from 38 to 47 minutes on an average day. Pensioners spend a slightly longer time than other age groups on the digital daily newspaper.

The main report of The Media Barometer will be released in April/May 2018, reporting on, e.g., differences in media usage between different generations, news consumption on different platforms, social media and YouTube, and subscription to digital services.



[Read and download the first results of the Media Barometer 2017](#)
(basic tables, English version)

About the Media Barometer: The survey is based on telephone interviews with a random sample of the population aged 9-79 years. The Media Barometer asks people if they were using a specific medium yesterday and they then get to estimate for how long they used it. Based on the result, the media use among the population during an average day is measured. The Media Barometers also consist of follow up questions about possession and availability of different media/media technology.

The Norwegian Media Barometer 2017

In April, Statistics Norway published its annual survey about media use in Norway.
Read more in English: [About the publication](#) | [About the statistics](#)

Media Policy

Proposal for a new media agreement in Denmark

Media Policy | Denmark April 2018 | EH

The Danish Government has presented its proposal for a new media policy agreement. Reduced funding for the current public service institutions, more money to public service production outside DR (Denmark's main public service company), and a closedown of the FM radio networks are some of the proposals.



In Denmark the framework for media policy is established in [political media agreements](#), which are based on agreements between the government and one or more parties in the Folketing (Parliament). The new agreement will cover the period 2019-2023, including a mid-term assessment.

The proposal entails, among other things, an increase in the public service fund, which allocates financing to public service production outside DR, from 35 to 220 million Danish kroner annually. The money may be used for the production of audiovisual content regardless of platform, and a portion of the money is earmarked for content for children and young people.

At the same time, the funding for DR, Denmark's main public service broadcaster, is to be reduced by 20 per cent. DR must also cut its number of TV channels from six to four at the most, and increase collaboration with private media, including a common app with content directed at children and young people. Furthermore, the government wishes to sell 40 per cent of TV2, Denmark's second state-owned public service broadcaster, and expand the TV output by issuing a concession for a new cultural channel.

In the radio field, the government wishes to enhance the transition to digital radio and therefore close down the FM network when 50 per cent of listening takes place on digital platforms, but by 2021 at the latest. The allocations to Radio24syv, Denmark's privately owned public service channel, will be reduced by 33 per cent; instead, the channel will be allowed to sell advertising. At the same time, radio output will be expanded with a new DAB radio channel focusing on culture and classical music.

Other suggestions include increased support to new media initiatives in both digital and printed form, VAT exemption for digital news media, and a new fund for local newspapers in order to strengthen local and regional news distribution.

The cut in DR's financing is part of a [previous agreement](#) from March between the government and Dansk Folkeparti, which also included a decision to replace the license fee with tax financing. The other media policy proposals are to be negotiated between the government and other parties.

[Read more and download the media policy proposal](#) (in Danish)

[Download the proposal "Nye tider, nye vaner, nye medier"](#) [New times, new habits, new media] (PDF)

Report: Finland's media policy lacks a citizen's perspective

Media Policy | Finland April 2018 | MJ

In comparison to the other Nordic countries, Finland has shortcomings in how the citizen's perspective is incorporated into the national media and communications policy. This is pinpointed by a study on media policy in Finland, in which the authors assert that the citizen's perspective should be strengthened through systematic assessment of the development in different policy areas.



The report *The State of Media and Communications Policy and How to Measure It*, published on 29th March, will serve as the foundation of a new national [media policy programme](#). The report was written by researchers at the universities of Tampere, Helsinki, Jyväskylä and Turku on assignment by the Ministry of Transport and Communications and in cooperation with actors in the media field.

The goal of the project was to conduct a transdisciplinary study, based on the social sciences, on current media policy questions in Finland using a holistic approach. The report does not, e.g., discuss public service media as separate from the other media structures.

Seven basic principles for media policy

The description of the current state of affairs is based on [seven principles of media and communications policy](#), as presented by the researchers Robert Picard and Victor Pickard (2017). The topics addressed in the report are thus: 1) citizens' fundamental communication rights and media freedom; 2) access to media and communication services; 3) diversity in media structure and media content; 4) the protection of citizens and society; 5) media transparency; 6) economic and structural development of the media; and 7) equitable and effective communication policy decision-making.

The report also includes a Nordic comparison in which Finland's media policy is juxtaposed with the latest media inquiry reports in Sweden, Norway and Denmark.

A model for measuring policy developments

Moreover, the report presents a model for monitoring the changes in the seven areas of Finnish media and communication politics. The authors suggest [a framework](#) with 26 variables and 52 indicators. Many of the indicators, however, require a foundation of knowledge that is not currently available. The researchers thus suggest a number of subareas in which the collection of data should be initiated. According to the authors, one of the problems with the follow-up measures is that data related to media and communication are often collected only if commercial interests exist. If commercial secrets are included, collected data might remain non-public.

Work continues in the spring

During the spring, the themes of the study will be addressed by media industry representatives and interest groups from related fields, under the leadership of the Ministry of Transport and Communications. The aim is to discuss the development trends, and particularly the necessary practical actions and policies. An open meeting will also be organized.

The media policy programme is to be completed by summer 2018.

Read the report (in Finnish, including a summary in English):

[Media- ja viestintäpolitiikan nykytila ja mittaaminen – loppuraportti](#)

(The State of Media and Communications Policy and How to Measure It – A Final Report).

Authors: Ed. by Marko Ala-Fossi; contributors: Anette Alén-Savikko, Mikko Grönlund, Paula Haara, Heikki Hellman, Juha Herkman, Jockum Hildén, Ilmari Hiltunen, Johanna Jääsaari, Kari Karppinen, Aino Koskenniemi, Heikki Kuutti, Katja Lehtisaari, Ville Manninen, Janne Matikainen and Markus Mykkänen. (Series: Publications of the Ministry of Transport and Communications 4/2018.)

NRK's contribution to media diversity analysed

Media Policy | Norway April 2018 | EH

The public service media house NRK makes a positive contribution to media plurality in Norway, and its online operations do not seem to place significant constraints on the market competition. These are the Norwegian Media Authority's main conclusions in a report presented in April.



Commissioned by the Ministry of Culture, the Norwegian Media Authority (Medietilsynet) has carried out an analysis of NRK's role and contribution to Norwegian media diversity in terms of both content and consumption. The analysis has also assessed NRK's cooperation with commercial actors and the competitive effects of its output of news and current affairs online.

Besides the main conclusions – that through its public service mission NRK makes a positive contribution to media plurality and that it constitutes no direct harm to its competition in the media markets analysed – the analysis also finds that there is no correlation between NRK's online offering and the willingness to pay for digital news, and that NRK's cooperation with commercial actors is developing in a positive way.

The Media Authority also concludes that even though the commercial media players are still in a demanding transformation phase – in which local and regional journalism is particularly vulnerable – the solution is not to weaken public service media. This would not make commercial media more competitive, but might instead have negative effects on the overall Norwegian media diversity.

[Download the report from the Media Authority's website](#) (in Norwegian)

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

[About the commission from the Ministry of Culture](#), Dec 2017 (in Norwegian)

External research reports: In addition to its own assessments, the Media Authority has brought in analyses from independent media researchers and consultants. Researchers from the **University of Bergen** have contributed two reports: *Brukerperspektiv på NRKs bidrag til mediemangfoldet og innvirkning på andre aktører* [User Perspective on NRK's Contribution to Media Diversity and Impact on Other Actors] by Hovden, Moe, Rosenlund and Holm, and *NRKs bidrag til mediemangfoldet* [NRK's Contribution to Media Diversity] by Sjøvaag and Pedersen. A third analysis, on the competitive economics of NRK's news online in three selected markets, has been conducted by Menon Economics. The reports can be downloaded [from the Media Authority's website](#).

New media subsidy scheme suggested in Sweden

Media Policy | Sweden March 2018 | EH

The Swedish government has suggested platform-neutral media subsidies, aiming to strengthen local journalism. Over a transitional period, the current press subsidy system will run parallel to the new scheme. The proposals are expected to enter into force in early 2019.

In March, a new Government Bill on media subsidies was submitted to the Riksdag (the Swedish Parliament). It proposes two new forms of media subsidies open to all general news media, regardless of type or distribution. One of the subsidies aims specifically to strengthen local journalism in insufficiently covered areas, while the other is an expanded innovation and development support that replaces the current development subsidies for printed newspapers.

The government also proposes that the current press subsidy system continue over a transitional period, including raised support levels: the operating subsidies for papers issued at least three times a week should increase by 10 per cent and the distribution support (a smaller proportion of the subsidy schemes) by 50 per cent.

In order to receive the new support, the applying media must have a publisher, follow good media ethics, and be generally accessible to all. The management of the support should still be handled by the Press Subsidies Council (link is external) at the Swedish Press and Broadcasting Authority, after a name change to the Media Subsidies Council (Mediestödsnämnden).

The current support schemes are approved by the European Commission until the end of December 2019 (the press subsidies) and until the end of December 2020 (the development subsidies). The new forms of subsidies, the increased support levels, and the extended period for the current press subsidy scheme also need to be approved on the European level before they can come into force.

Read more in Swedish:

[Government Bill 2017/18:154: Journalistik i hela landet](#) [Journalism throughout the Country]
[Questions and answers about the extended press subsidies and new media subsidies](#)

Table in English: [Government subsidies to newspapers in the Nordic countries 2000-2016](#), from Nordicom's [table database](#) (Excel)

Nordic media policy inquiries – find the reports here

Media Policy | Nordic March 2018 | EH

Are you interested in media policy in the Nordic region? Nordicom's compilations of government reports in Denmark, Finland, Norway and Sweden provide links to public inquiries over several decades. The lists, newly updated, are available on Nordicom's website.



Nordicom documents official reports on media and freedom of speech in Denmark, Finland, Norway and Sweden on a continuous basis. [The compilations](#) link to both current and historical reports in each country.

The most comprehensive collection is the Swedish list, linking to almost a [century of official government reports](#) (from 1922 on), while the Norwegian list goes nearly 50 years back in time (from 1972 on). The Danish and Finnish lists include official reports and studies as of the year 2000.

Media policy in the digital society – current examples

Today's urgent media policy issue – what should media politicians do in relation to the digital development and competition – is analysed, inter alia, in two broad official reports: the Norwegian [report on media pluralism](#) (2017) and the Swedish one on [a media policy for the future](#) (2016).

All countries focus on the conditions and role of public service media in the changing media landscape. Some current examples are reports analysing different future scenarios for public service media (Denmark), the role and governance of Yle (Finland), the financing of NRK and the conditions for commercial public service TV (Norway) and public service funding (Sweden).

In Denmark, a new media policy agreement is underway, and is expected to enter into force at the turn of 2018/2019. The Danish list links to a number of reports contributing to the groundwork in the preparation of agreements, including e.g. the above-mentioned public service report and an analysis of the [impact of global companies' on the Danish media industry](#).

Most of the reports are available in the national languages only.

[Read more and download the lists](#)

More about the lists: The compilations for Denmark, Finland, Norway and Sweden contain documents of different types – partly because the investigation procedure can look different, but also because the lists are limited to what is systematically published in digital format. Updates are done in May/June and December/January each year. The documentation of the official reports is a part of [Nordicom's media trends service](#).

EU report on how to counter fake news

Media Policy | Europe April 2018 | MJL

A new report from the European Commission presents advice on how to counter fake news and disinformation spread online.



In January 2018, the European Commission set up a high-level [group of experts](#) (the HLEG) to advise on policy initiatives to counter fake news and disinformation spread online. The report, which was released in March, is titled *A multi-dimensional approach to disinformation* and starts from a shared understanding of disinformation as a phenomenon that goes well beyond the term "fake news".

Disinformation as defined in the report includes all forms of false, inaccurate, or misleading information designed, presented and promoted to intentionally cause public harm or for profit.

No simplistic solutions

The HLEG recommends a multi-dimensional approach, resting on five pillars designed to:

- enhance *transparency* of the digital information ecosystem;
- promote *media and information literacy* to counter disinformation and help users navigate the digital media environment;
- develop tools for *empowering users and journalists* to tackle disinformation and foster a positive engagement with fast-evolving information technologies;
- safeguard the *diversity and sustainability* of the European news media ecosystem; and
- promote *continued research* on the impact of disinformation in Europe to evaluate the measures taken by different actors and constantly adjust the necessary responses.

Short- and long-term recommendations

Any form of censorship, either public or private, should clearly be avoided. The HLEG's recommendations aim instead to provide short-term responses to the most pressing problems, and longer-term responses to increase societal resilience to disinformation in the long run. The short-term responses are designed to, for example, foster transparency and algorithm accountability, while contributing to empower users and journalists. The longer-term response instead refers to, for example, improve the media and information literacy in Europe.

[Read the Final report of the High Level Expert Group on Fake News and Online Disinformation](#)

The Eurobarometer on fake news and online disinformation

Trust in the Media | Europe April 2018 | MJL



In March 2018, the first results of a Eurobarometer on disinformation online were presented. The survey was conducted via telephone interviews early February in all EU Member States. Over 26,000 citizens were interviewed about their perception of fake news and their trust in news media sources. The first findings show a clear concern for the spread of disinformation online in Europe. [Read the first results here.](#)

European Media Policy – the March issue

Media Policy | Europe March 2018

European
Media Policy

A Newsletter from NORDICOM

This year's first issue of Nordicom's newsletter European Media Policy is out. The newsletter provides an update on policy developments at the European level, concentrating on news from the European Union.

Some of the contents in this March issue:

- So far the European Commission has only encouraged voluntary measures in the fight against hate speech and terrorist content online. But now it is taking a tougher approach.
- Fake news and disinformation continues to be a hot topic in media policy discussions. The EU Commission is working on the issue but many MEPs want more to be done.
- Media freedom and pluralism is declining rapidly in Europe. Even the country presiding the EU Council is now near the bottom in an annual press freedom ranking covering 180 countries.

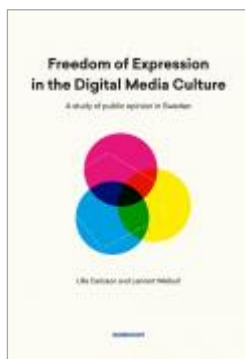
[Download European Media Policy 1/2018 \(PDF\)](#) | [All issues of the newsletter](#)

Publications from Nordicom, Open Access

Freedom of Expression in the Digital Media Culture

Book | Sweden March 2018 | MJL

In the national SOM-survey that was reported in 2017, it was shown that Swedes considered protecting people's integrity more important than free speech. Nordicom is now publishing the book *Freedom of Expression in the Digital Media Culture*, which investigates the position of free speech in our digital society.



According to the national SOM-survey, almost two thirds of the Swedes expressed the view that there were grounds for restricting freedom of expression in order to protect children and young people, and a majority believed that restrictions were motivated to prevent the violation of individuals, combat racism and protect national security.

“Globalization, geopolitics and technology shape free speech in today’s society, but when freedom of expression meets technological development, such as digitalization, a dilemma arises. Particularly difficult is the balance between freedom of expression and integrity,” says Ulla Carlsson, one of the authors of the book and UNESCO Chair of Freedom of Expression at the University of Gothenburg.

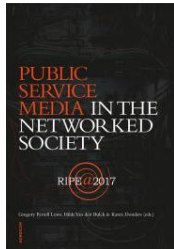
[Read more and download the publication here](#)

This book is written by Ulla Carlsson, Professor and UNESCO Chair in Freedom of Expression, Media Development and Global Policy at the University of Gothenburg, and **Lennart Weibull**, Professor Emeritus in Mass Media Research and Senior Professor at the SOM-Institute. The results were first presented in a chapter in the research anthology *Larmar och gör sig till*. Nordicom is now publishing an edited version of the chapter as an independent publication, which is also [available in Swedish](#).

Public Service Media in the Networked Society

Anthology | International April 2018 | MJL

Nordicom now launches the eighth book in the RIPE series: Public Service Media in the Networked Society. The book critically examines the ‘networked society’ concept in relation to public service media.



The eighth RIPE Reader critically examines the ‘networked society’ concept in relation to public service media. Although a popular construct in media policy, corporate strategy and academic discourse, the concept is vague and functions as a buzzword and catchphrase.

This Reader clarifies and critiques the networked society notion with specific focus on enduring public interest values and performance in media. At issue is whether public service media will be a primary node for civil society services in the post-broadcasting era? This Reader prioritises the public interest in a networked society. The authors examine the role of public media organisations in the robust but often contradictory framework of networked communications. The departure point is both sceptical and aspirational, both analytical and normative, both forward-looking and historically-grounded. While by no means the last word on the issues treated, this collection provides a timely starting point at least.

This anthology is not only addressing the current state of affairs; it also presents ideas and suggestions about what ought to be done in order for public service media to remain relevant and healthy.

Editors: Gregory Ferrell Lowe, Hilde Van den Bulck and Karen Donders.

[Read more and download the book as open access or order a print copy](#)

All previous books in the RIPE series [are available for free download](#).

What’s the Problem in Problem Gaming?

Nordic Research Perspectives

Anthology | Nordic April 2018 | MJL

This new Nordicom anthology, titled What is the problem in problem gaming?, tackles the debate about young people’s gaming habits and the highly contested concept of “video game addiction”.



In January 2018, the World Health Organisation (WHO) proposed to include “gaming disorder” and “hazardous gaming” in the 11th International Classification of Diseases, which means that game addiction is officially classified as a disease.

This anthology questions the concept of video game addiction as a psychological pathology ascribed to the individual. Such a research focus builds on the idea that excessive amount of gameplay can be a sign of “addiction” in a manner similar to the way that, for example, the drug addict is addicted to a

chemical substance. In this way, the majority of research on video game addiction has emerged by applying concepts and definitions of addiction from existing disciplines to the field of video games.

Instead, this anthology helps to steer the research agenda towards a situated understanding of problem gaming as something that takes place between people in the socio-cultural context of everyday life. The authors argue that the “addiction approach” is in danger of seriously missing what is really at stake in a problematic use of video games. In this anthology, the authors instead explore the many possible ways “problem gaming” may be studied once letting go of the “addiction” as the primary framework. The chapters provide a number of perspectives on the issue, such as players’ life conditions and lifestyle choices, problem gaming from a family perspective, the voice of treatment professionals, and how game design can become problematic.

The book is a timely contribution and an essential read for researchers in the field as well as for policymakers, social workers, clinical psychologists, teachers and other who encounter problem gaming in their profession.

Editors: Jessica Enevold, Anne Mette Thorhauge and Andreas Gregersen.

[Read more and download the book as open access or order a print copy](#)

Nordicom Review – online first

Research Journals | Nordic April 2018 | EH

Nordicom’s journal Nordicom Review is a traditional scientific journal in English, applying double-blind peer review, and is issued twice a year. The latest articles are published online first (open access).

A few examples of current articles online (PDF):

[The Norwegian Twittersphere. Structure and Dynamics](#) [Axel Bruns, Gunn Enli]

[Hyperlocals and Legacy Media. Media Ecologies in Transition](#) [G. Nygren, S. Leckner, C. Tenor]

[More of the Same or a Different Breed Altogether? A National Comparison of Role Perceptions and Ethical Stances among Finnish Political Journalists](#) [Jari Väliverronen]



See [all the latest articles online](#).

Read more [about Nordicom Review](#).

Nordic Research Journals, Literature & Conferences

New issues of Media & viestintä and Norsk medietidsskrift

Research Journals | Finland Norway March 2018 | MJL

This year's first issues of the national research journals in Finland and Norway have been released. The Finnish journal *Media & viestintä* 1/2018 covers themes such as cyber security, online discussions on the Suomi24 forum and participatory journalism. *Norsk medietidsskrift* 1/2018 deals with topics like law and ethics, digital radio and methodical criticism.



Media & viestintä 1/2018

This year, *Media & viestintä* celebrates its 40th anniversary and this first issue consists of four peer reviewed articles: cyber security as an area of business, the reporting on the cellulose factory in Lievestuore near Jyväskylä in the 1970's, online discussions on the Suomi24 forum and participatory journalism. This issue also contains knowledge overviews covering the concept of multiliteracy in the Finnish national curricula and ethics in social media research.

Read [Media & viestintä 1/2018](#) | More about [Media & viestintä 1/2018](#)



Norsk medietidsskrift 1/2018

This issue consists of three scientific articles. The first one deals with the boundaries of press ethics in relation to the law. The second one offers methodological criticism with regards to measuring TV consumption, while the third article takes us to the future of audio media and looks at the opportunities offered by radio and audio media on the Internet and in the mobile phones.

Läs [Norsk medietidsskrift 1/2018](#) | Läs mer [om Norsk medietidsskrift](#)

New Nordic research literature

Research Literature | Nordic March 2018 | MJL

Another year of new Nordic research literature has passed. As usual, we have compiled lists of selected publications that was released in Denmark, Finland, Norway and Sweden during 2017.



Social media, digital methods, journalism, politics, drama, language and propaganda – there is a lot of new research to keep up to date with in the field of media and communication research. To make it easier to navigate among the new titles, we annually compile lists with a selection of new literature from the Nordic countries. The titles from

last year covers, among other things: language in a digital era (DK), media and global climate knowledge (FI), populist communication (NO), sustainable journalism (SE), drama, theater and democracy (NO) and e-books (SE). In addition, topics like social media is addressed in relation to marketing (DK), fake news (DK) and politics (FI). Find [the 2017 lists from the respective countries here](#).

The Nordic research associations' annual conferences 2018

Events | Nordic Spring 2018 | MJL

The national research associations in the field of media and communication in Finland and Sweden are holding their annual meetings/conferences this spring, in [Jyväskylä, Finland, on April 27-28](#) and on [May 2-3, 2018 in Uppsala, Sweden](#). The [research association in Norway](#) holds its annual meeting on October 18-19 in Bodø and the annual meeting of the [research association in Denmark](#) will take place on November 15-16 at Hindsgavi Slot.

[Read the full article about the annual conferences 2018](#)

[Other news from Nordicom's conference calendar](#)

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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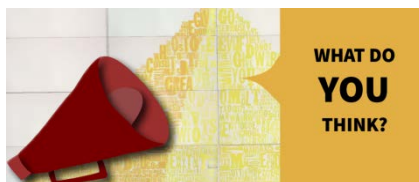
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