

Media Trends in the Nordic Countries

Newsletter from NORDICOM

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Content

Media Use

- Nordicom-Sweden's Media Barometer 2013 2
- Norwegian Media Barometer 2013 [Statistics Norway] 3
- The Nordic Countries - Europe's Busiest IT Users [Statistics Denmark] 4
- Digital News Report 2014 [Reuters Institute] 5
- TV-Viewing in the Nordic Countries Decreases 7
- Use of Electronic Media in Denmark [DR Audience Research Department] 9

The Media Landscape

- The Danish Media Industry – a Thorough Overview [Danish Agency for Culture] 9
- The Norwegian Newspaper Year 2013 [Høst, Sigurd] 11
- Finnish Mass Media 2013 12
- Lack of Gender Balance in the Nordic Media Industry 12
- Men Still Dominate the Boards in Swedish Newspaper Industry 13
- Media Innovations. A Multidisciplinary Study of Change 14

Audiovisual

- The Value of Public Service Media 14
- A History of Swedish Broadcasting 15
- TV News Channels in Europe [European Audiovisual Observatory] 15

Media, Democracy and Freedom of Expression

- Freedom of Expression Revisited. Citizenship and Journalism in the Digital Era 16
- World Trends in Freedom of Expression and Media Development [UNESCO] 16

Outlook Europe

- European Media Policy Newsletter no. 1, 2014 16

Research Articles, Open Access

- Nordicom Review 1/2014 17
- Nordicom Review: Special issue 2013 - New Nordic Journalism Research 17

Media use

Nordicom-Sweden's Media Barometer: Increasing Digital Divide

Media Use | Sweden June 2014

At the same time as more time is spent on media online, the digital divides are increasing. This is shown in Nordicom-Sweden's media use report *Media Barometer 2013*, published in June.

The entry of smartphones has meant significantly increasing possibilities to obtain knowledge, exchange information and make one's voice heard. In 2010 access to smartphones was 14 per cent, and three years later, in 2013, 67 per cent. More and more time is being spent on both traditional and social media online, and for the first time in many years, growth in the population's total media time is noted (6 hours and 18 minutes).

At the forefront of development are men and women younger than 45. In this group 90 per cent have access to smartphones, and the phone has become an integrated tool for a condensed media and communication use. Men devote their media time mainly to sound and visual media and newspapers, while women more frequently use social networks and read blogs.

Digital divides between different educational levels

At the same time, new digital divides are emerging, mainly between different educational levels. The differences between the low- and high-educated are striking, in terms of access to not only a smartphone but also a laptop or tablet. This is evident in all media use online. Such a situation reinforces inequalities in, for example, obtaining information and participating in society.

Free media has long been a cornerstone of democracy. A democratic society demands informed citizens with a critical attitude, and informed citizens are dependent on reliable media and investigative journalism. But what impact will today's digital divides have on democracy and freedom of speech?

“One thing that is certain is that a media and communication culture which is undergoing such major changes requires a lot of media and information-literate citizens with a critical eye”, says Professor Ulla Carlsson.

Still a TV world

The digital media, with their moving images, are increasingly relegating reading to the background. Traditional media and new platforms exist side by side. The traditional media still dominate in media use, youths excepted. In many respects, we still live in a TV world. In 2013, 83 per cent of the population watched television on an average day. The majority, 81 per cent, still watch on a traditional TV set on the average day. The corresponding figure for web TV is 6 per cent, but the use during a typical week increased from 27 per cent in 2012 to 33 per cent in 2013.

Newspaper reading decreases

The reading of newspapers, especially the morning press, continues to decrease. In six years, the overall percentage of daily newspaper readers declined from 72 per cent in 2007 to 56 per cent in 2013 (print and/or online). The reading time for the morning paper varies depending on platform; on an

average day morning newspaper readers spend about 30 minutes on the printed newspaper, compared to 15 minutes on the Internet.

Different media and platforms thus complement each other in an increasingly fragmented and condensed media landscape – for those who have the resources to consume both.

The survey is published in Swedish, but a collection of [basic tables for 2013 are published in English](#). More information [about the report in Swedish](#).

About the survey: The Media Barometer is an annual reach survey, providing data on the share of the Swedish population that, on an average day during the respective years, has used a number of different media: radio, television, teletext, film, music, video games, newspapers, magazines and periodicals, and advertising and media on the Internet and mobile phone. The aim is to describe the trends and changes in people's media consumption. The survey is conducted through telephone interviews with a representative sample of the total population aged 9-79 years. In 2013, 4,797 people were interviewed. The Media Barometer started in 1979, and has since been conducted annually.

Norwegian Media Barometer 2013: Steady Increase in Net Use

Media Use | Norway and Sweden March 2014

In Norway, Internet use is increasing in both reach and time. Reading of print newspapers shows a downward trend, while online reading is going up. These are some of the results from the *Norwegian Media Barometer 2013*, a survey conducted by Statistics Norway.

The share of Norwegians who use the Internet on an average day increased from 80 per cent in 2012 to 85 per cent in 2013. Time of use rose from 95 to 112 minutes. These increases are independent of gender and age, the elderly excepted.

Just as many read the newspaper online as on paper

Reading of newspapers' print versions has decreased, while the opposite is true for online reading. According to the Media Barometer, 52 per cent of the Norwegian population read the newspaper online, while 51 per cent read it on paper. The share of those who read the newspaper independent of platform, however, is rather stable, even over time. In 2001, 79 per cent read a newspaper on a daily basis, compared to 76 per cent in 2013.

TV viewing decreases, radio listening remains stable

TV viewing, which long remained stable at around 80 per cent, is now at 74 per cent, a decline from 77 per cent in 2012. Time spent watching TV also decreased somewhat. The largest decline is among the young, 16-24-year-olds, in both reach and viewing time.

The share who listen to radio, as well as listening time, have increased a bit in recent years. In 2013, 59 per cent listened to the radio on a daily basis, almost the same as the year before. Thirteen per cent listened to a DAB radio.

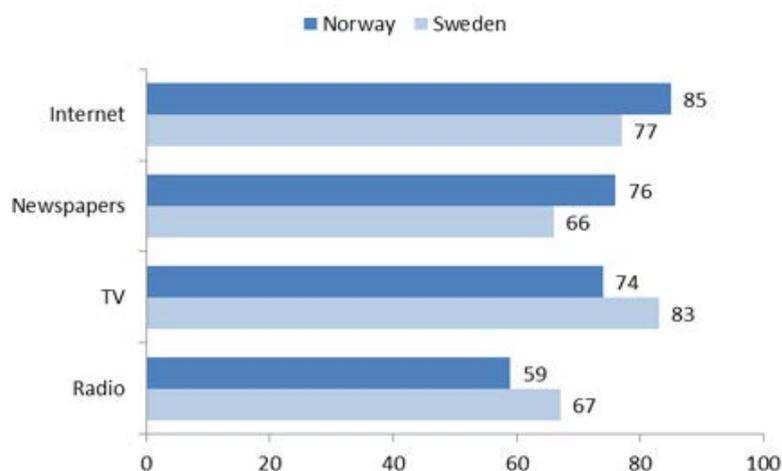
Internet increase also in Sweden

A comparison with preview results from Nordicom-Sweden's Media Barometer (to be published in May) shows similarities and differences between the countries. Daily Internet use increased in Sweden

as well, from 74 per to 77 per cent. Time spent online has also grown, with 2013 being the first year that Swedes spent more time online than on watching TV.

Total newspaper reading (print and/or online) declined from 69 to 66 per cent between 2012 and 2013. Radio listening decreased for some years, but has now kept a stable level of 67 per cent daily listening since 2011. The share of the Swedish population watching TV on an average day has stayed at around 83-85 per cent for some years.

Share of population aged 9-79 years who use different media on an average day in 2013 in Norway and Sweden (%)



Note: A selection. See the reports for more information.

Sources: The Norwegian Media Barometer 2013 (Statistics Norway), Nordicom-Sweden's Media Barometer 2013.

For more information and data:

[The Norwegian Media Barometer 2013, in Norwegian, abstract in English](#)

For a selection of *Norwegian Media Barometer* data in English, see [medianorway](#).

[About Nordicom-Sweden's Media Barometer, in English](#)

About the surveys: The annual Media Barometer surveys provide data on people's access to and use of different media types. The surveys are conducted through telephone interviews with a representative sample of the total population aged 9-79 years, in each country. The first Norwegian Media Barometer was conducted in 1991, and the report is published every year in March (PDF and print). The Swedish Media Barometer started in 1979 and is published every year in May/June (printed report, basic tables online).

The Nordic Countries - Europe's busiest IT users

Internet | Nordic Countries and Europe June 2014

Europe's most avid IT users live in the Nordic countries and the Netherlands. But Internet use is on a steady increase in all of Europe. More and more Europeans use a mobile phone to connect to the Internet, many have their own profiles on social networks, and online shopping is increasing. This is shown in Statistics Denmark's report on ICT development in the EU countries.

Within the EU almost half (47 per cent) of Internet users 16-74 years old use a mobile phone to go online. This is an increase from 27 per cent in 2011. In Norway, which is at the top, 68 per cent of net

users access the web via a mobile or smart phone, and in Denmark this figure is 61 per cent. Web access via a mobile phone device is most common among the young.

E-mail is the most common online activity. In Iceland 93 per cent of the population aged 16-74 years use the Internet to send e-mail, while in Denmark, Norway and Sweden the corresponding figure is 87-88 per cent, and in Finland 83 per cent. The EU average is 67 per cent.

More and more also choose to create a profile on a social network service. This is done by 43 per cent of EU citizens, an increase from 38 per cent in 2011. The Nordic countries once again score high on the list, together with Great Britain and the Netherlands. In Iceland, 79 per cent of the inhabitants have a profile on Facebook, Instagram, Twitter or similar, in Norway 68 per cent and in Denmark 64 per cent.

Statistic Denmark's report, in Danish: [IT-anvendelse i befolkningen – EU-sammenligninger 2013](#)

About the statistics The national statistical offices within the EU (plus non-members Iceland and Norway) conduct annual surveys on individuals' use of computers and the Internet. The surveys are part of a European project and the data are reported to Eurostat. The statistics can therefore, in broad terms, be compared between countries. The surveys cover 16- to 74-year-olds, and in some countries older people as well. The data above refer to use during the second quarter of 2013.

Links to data in English (databases or reports)

EUROSTAT - [Information Society Statistics \(database\)](#)

NORDICOM - [Media Statistics: Nordic and International \(table database\)](#)

Statistics Denmark - [ICT use by households and individuals](#)

Statistics Finland - [Use of information and communications technology by individuals](#)

Statistics Iceland - [Information technology \(database\)](#)

Statistics Norway - [ICT usage in households, 2013](#)

Statistics Sweden - [Use of computers and the Internet by private persons in 2013](#)

Digital News Report 2014

News Consumption | Finland and Denmark June 2014

In Finland, Denmark and the UK, traditional brands still dominate online news while pure players and social media have made comparatively few inroads. This is revealed in a report on online news consumption from the Reuters Institute for the Study of Journalism.

The *Digital News Report 2014* is the third annual report looking to track and compare changes in online news consumption across countries. This year's report looks at ten countries, of which two are Nordic: Denmark, included from the start in 2012; and Finland, which joined in 2014. The other countries included in the study are the UK, France, Germany, Italy, Spain, the US, Brazil and Japan.

Increasing news consumption via smartphones

The past year has seen rapid growth in both mobile and tablet use for news. On average, over a third of the survey's global sample (37%) is accessing news from a smartphone each week, and one in five (20%) from a tablet. Denmark led the way already in 2013 and has now surged further ahead, with 52% of the sample using a smartphone and 34% using a tablet for news on a weekly basis.

Correspondent figures for Finland are 41% using a smartphone and 23% a tablet for news, which is closer to the average but still comparatively high.

A fifth of online news users (20%) across all countries now say their mobile phone is their primary access point for news; in Denmark this figure is 24% and in Finland 15%.

Strong traditional brands in Denmark and Finland

The habits associated with news discovery vary greatly across the countries in the survey. Denmark and Finland, together with the UK, are countries with strong news brands, where online users tend to start their journey with a trusted news provider. The picture is different elsewhere, with, e.g., search as the main gateway in France, Germany, Italy, the US and Brazil.

The Danish media environment is characterized by a combination of strong domestic broadcasters and newspapers. The two public broadcasters DR and TV 2, together with national press – the two tabloids Ekstrabladet and BT in particular – are the most used sources of online news. Social media, which are widely used in Denmark, seem to play a limited role as a way of accessing news: a third of the sample use Facebook for news on a weekly basis, but only 4-5% use other social networks for this purpose.

The media environment in Finland is characterized by a strong regional press. Online news usage is dominated by the two afternoon tabloids Ilta-Sanomat and Ilta-Lehti. The largest national daily, Helsingin Sanomat, and the two large domestic broadcasters, MTV and YLE, follow. Social networks are used for news here to a higher extent than in Denmark: 36% of the sample says they use Facebook for news each week, and 12% Google+. In Finland there are also two important local networks, the news aggregator Ampparit (12% use weekly for news) and the most popular general discussion forum Suomi 24 (8%).

More key findings

Read the full report to learn more about key findings, such as: still only one of ten in the global sample pays for online news – but more of these are now subscribers; new kinds of journalistic organizations are emerging; and the different behaviours of young and old are becoming more pronounced.

[Digital News 2014, full report](#)

Explore the 2014 data [at the interactive site](#)

About the methodology: The report is based on an online survey – and as such the results will underrepresent the consumption habits of people who are not online (typically older, less affluent, and with limited formal education). The core purpose of the survey is not to deliver absolute numbers, but rather to track the activities and changes over time within the digital space – as well as gain an understanding of how offline and online media are used together.

TV Viewing in the Nordic Countries Decreases

Television | Nordic countries February 2014

TV-viewing in the Nordic countries decreased in 2013. Denmark shows the largest change, while the situation in Finland is rather stable. This is shown in data from the national survey institutes, compiled by Nordicom.

Viewing of traditional television decreased last year in the Nordic countries, though the development differs somewhat from country to country. In Denmark the viewing time declined by 15 minutes from 195 to 180 minutes, compared to only one minute in Finland, where viewing time went from 183 to 182 minutes. In the other countries the decrease was five to ten minutes compared to 2012. However, one should note that recent years have had the largest TV-viewing times ever; so when the minutes spent in front of the TV screen go down, this is from a high level.

TV-viewing time in the Nordic countries 2003-2013 (minutes/day)

Year	Denmark (Age 3+)	Finland (Age 10+)	Iceland (Age 12-80)	Norway (Age 12+)	Sweden (Age 3+)
2003	157	173	153	164	150
2004	162	167	151	166	151
2005	152	169	147	164	146
2006	150	169	149	156	154
2007	148	166	126	154	157
2008	167	177	183	174	160
2009	189	176	158	184	166
2010	201	178	141	183	166
2011	198	178	136	178	162
2012	195	183	128	175	164
2013	180	182	118	168	159

Note: TV-meter-data, except for Iceland in 2003-2007 (diary surveys). Yearly averages, except for Iceland (data for one week during autumn). *Sources:* TNS Gallup Danmark, Finnpanel, Capacent, TNS Gallup Norge, MMS.

Reach has also decreased, but approximately seven of ten Nordic people still watch television on a daily basis, from 66 per cent in Norway to 73 per cent in Finland.

Overall, Nordic people are rather eager traditional TV viewers, but they also watch series and films in other ways. In 'Medieudvikling 2013', DR Audience Research Department reports that Danes in 2013 began seriously embracing the new streaming services, and this is seen as a reason for the loss regular TV has experienced. Both Netflix and HBO Nordic were launched in the Nordic countries in autumn 2012 and, together with a series of national streaming services, have taken hold among viewers. The services have gained many subscribers relatively quickly, but according to the Danish report, there are still relatively few who use the services a great deal.

Popular public service channels

Generally, most channels have lost some of their daily reach. The size ratio between the channels is quite stable, however, and the public service channels are doing well in the

competition. In Denmark and Norway, three of the five largest channels (measured in daily reach) are public service channels; in Finland and Sweden this is true for two of the five largest. Most viewers have Yle TV1 and NRK1, which are seen daily by nearly half of the population in their respective country.

Domestic and pan-Nordic channel families

Each Nordic country has a number of large channel groups or channel families. In Iceland, primarily two companies compete for viewers: public broadcaster RÚV and the private 365 ehf, which broadcasts Stöð2 and its sister channels. In the other countries there are four major channel families, respectively: a national public service company, one or two companies built around the commercial TV channels which were previously broadcast in the analogue terrestrial networks, and two companies – MTG and SBS Discovery Media – with pan-Nordic operations.

The public service broadcasters have the largest viewing shares in all countries except Denmark. Instead, the largest group in Denmark is TV 2, which broadcasts the commercially funded public service channel TV 2 plus five channels without public service obligations, while DR (which is fully public service) is in second place. In second place in the other countries are MTV Media - followed by Nelonen Media on third place - in Finland, TV 2 Group in Norway and TV4 in Sweden. (Both MTV and TV4 are owned by Swedish Bonnier.) The next companies are SBS Discovery Media, which is present in all four countries, and MTG, which is among the largest in Denmark, Norway and Sweden. SBS Discovery Media is the result of Discovery Communications buying SBS Nordic; and with the group now including the Discovery channels, this has meant a strengthened position in the battle for audience share. SBS Discovery Media has its strongest position in Denmark, with 17 per cent of the viewing time.

Stability among the elderly, mobility among the younger

Nordicom's tables do not report on the development in different age groups, but according to national reports the smallest differences occur in the age group 60+. In Sweden the daily reach in this group went down by only 0.2 per cent and in Norway viewing time increased slightly. The Danish report states that the decline in TV viewing takes place across gender, age and lifestyle, but is most apparent among men and young viewers.

About the statistics

The tables are based on TV-meter data from national survey institutes responsible for the official TV surveys. For differences in methods, see notes in the tables. Tables are available in [Nordicom's statistical database](#) (Nordic – Television). Data for 2013 are compiled mainly from the following institutes and reports:

[DR Audience Research Department: Media Development 2013 \(report\)](#)

[Finnpanel](#)

[Capacent](#)

[TNS Gallup Norway: Tv-sening 2013](#) (for TV-data presented in English: [medianorway](#))

[MMS: Årsrapport 2013](#)

Use of Electronic Media in Denmark

Electronic Media | Denmark February 2014

Streaming has become mainstream. Year 2013 will be remembered for the breakthrough for streaming video, both when it comes to people's knowledge and media usage. This is stated in DR Audience Research Department's report *Media Development 2013* on the use of electronic media in Denmark.

Traditional linear TV viewing has declined in Denmark during the last year. At the same time four out of ten Danes report that they use video streaming services, even though relatively few are extensive users. In line with this development Netflix has grown to be Denmark's sixth-largest TV 'channel' during the year.

The report also shows an almost explosive growth of mobile network usage, where almost half of the population connects to the internet via mobile phones every day. Access to and use of tablet devices is also increasing sharply. For example, three quarters of all 5-12 year olds had access to a tablet in 2013, compared with 51 percent in 2012. And four in ten 5-12 year olds use apps almost daily.

Google and Facebook dominate the Internet use, and although the Danish media sites like dr.dk, tv2.dk and eb.dk all have more than a million users on a monthly basis, they are still far behind the American giants.

[The Media Development 2013 report \(English version\) can be downloaded at DR's website.](#)

[Direct link to the PDF-report.](#)

The Media Landscape

The Danish Media Industry – a Thorough Overview

Media Development | Denmark June 2014

Half of Internet advertising revenues in Denmark go to foreign operations. Of the total advertising spending, a fifth goes outside the country. This is one of many challenges for the media, as described in a new report from the Danish Agency for Culture.

For the first time, a broad overview of the Danish media industry is available. The report includes statistics and analysis with a focus on media consumption, the industry's economy and major media companies.

Industry economy trends

In 2011 the industry's overall turnover was 24.4 billion Danish kroner, down by 2.5 billion since 2008. It is the print media that have been the vulnerable. As the Internet and the major international actors have gained ground, a significant change has occurred in the earning structure of ads, which hits newspapers, magazines and other advertising-driven media. Approximately half of every Danish krona spent on online advertising goes to foreign operations. In 2013, the amount accruing to foreign countries represented 20 per cent of the total advertising spending.

Despite the development the industry has, through consolidation and other adjustments, shown continued positive results.

Media use on more platforms

The Danish Agency for Culture also analyses how the use of different media has changed with digitization. Trends differ between the media and in different groups of the population. A deep dive into the report is recommended for those seeking answers about: who is reading printed newspapers and who prefers to read digital media; which programmes the Danish population prefers to see on TV; and how it's going for public service media compared to commercial media, etc. However, some major trends are presented below.

- Viewership of traditional TV is decreasing, and part of the TV-viewing has moved to other platforms. The range of viewing on other platforms is not included in the official measurements and is difficult to estimate, but the trend is not quite as fast as you might think – for example, 43 per cent of Internet households never watch TV online.
- Listening time on nationwide radio in 2013 was 117 minutes per day, down by just two minutes since 2012. Denmark has decided to switch to digital radio and shut down the FM network by 2019, provided that 50 per cent of listening is digital by mid-2018. There is still a way to go to the goal – in 2013 a majority of the radio listening (64 per cent) remained on FM, compared with 11 per cent on DAB, 4 per cent on the web, 6 per cent on cable and 15 per cent on an unspecified platform.
- The largest decline in use has hit the printed papers. From 2010 to 2013 the Danish national newspapers lost 27 per cent of their readers. Reading has largely moved to the web, which has created a breeding ground for new web-based media, challenging newspaper publishers to seek new business models to secure revenue and content production.
- Nine out of ten Danes have access to the Internet, and 84 per cent of 16- to 74-year-olds use it on a daily basis. Studies also show a considerable interest in downloading news on the Internet and mobile devices.

[The Danish Agency for Culture](#)

[The report in Danish](#)

About the report The political media agreement for 2012-2014 allocated money for an annual reporting on media development. This first report aims to create a basic structure of data and knowledge, while future reports will follow up on the results and also add new surveys. [The political media agreement for 2015-2018](#) (pdf in Danish) has allocated money for four more years for reporting on the Danish media development.

The Danish Agency for Culture is a member of [Nordicom's statistical network](#), and contributes data to the comparative [Nordic media statistics](#) (in English).

The Norwegian Newspaper Year 2013

Newspapers | Norway June 2014

The year 2013 was a less successful year for newspapers in Norway. Their circulation dropped heavily and advertising revenue from print fell even more, as presented in an annual report on the Norwegian newspaper year by media researcher Sigurd Høst.

The total newspaper circulation for 2013 was just over 2.2 million copies, a decrease by almost 8 per cent since 2012. Half of this loss can be attributed to the closure of Aftenposten Aften, but even if Aften is excluded this is the largest drop ever. Those that lost the most were the two single-copy selling newspapers VG and Dagbladet.

Steady number of newspapers

Norway has the highest number of newspapers among the Nordic countries, and even with falling circulation this high number has remained. By the end of 2013, 229 newspapers with at least one issue per week were being published, which is in fact two more titles than the previous year.

More videos on the web

In early 2014, numerous newspapers had locally produced video content on their websites and 70 newspapers published their own videos online at least once a week. The year before, only 45 newspapers were publishing video content as often.

Different strategies for digital payment

With declining circulation and advertising revenue, user payment for web news and e-papers is becoming increasingly common. Which solution to choose in order to receive payment for digital material is a major ongoing issue for the newspaper publishers.

New for this year's newspaper report is a review of the various pay models the Norwegian newspapers have chosen. The most common system, which half of the Norwegian newspapers have adopted, offers separate paper and digital subscriptions, with a digital discount for paper subscribers. The next most common model, used by 33 newspapers, is to offer both types of subscriptions but with the same digital price for all. Nineteen newspapers have chosen to place all channels in a single subscription package, so that readers buy all or nothing.

Avisåret 2013 (report no. 48) [can be downloaded here](#).

About the report: *Avisåret 2013* [The Newspaper Year 2013] is the 19th report in order and is published in Norwegian only. The author, Sigurd Høst, is a newspaper researcher associated with Volda University College. The report contributes Norwegian data to Nordicom's comparative [Nordic media statistics](#) (in English).

Finnish Mass Media 2013: Papers Are Increasingly Read Online

Media Development | Finland June 2014

Nine of ten Finns read printed press every week, but reading on digital platforms is growing. This is reported by Statistics Finland in the newly published *Finnish Mass Media 2013*.

In 2013, 92 per cent of Finns were reading printed newspapers and magazines at least weekly. However, papers are increasingly followed digitally, as reading of papers particularly with smart phones and tablets has fast become widespread. Newspapers and magazines were read at least weekly via PC by 57 per cent of Finns, via mobile phone by 28 per cent and via tablet or other eReader by 15 per cent.

In 2012, there were nearly 400 publications classified as papers on the Internet, most of which were online versions of some conventional printed papers. A total of 171 newspapers had at least some kind of web version. There were around 210 magazine websites with editorial content.

Summary data on mass media

These data derive from Statistics Finland's freshly published Finnish Mass Media publication, which is an exhaustive review based on articles and statistics on mass communication in Finland. The publication examines the consumption and economy of the mass media, as well as diverse means of mass communication. International comparison data are also included. It contains summaries in Swedish and English, and its tables are in Finnish and English.

Joukkoviestimet – Finnish Mass Media 2013: [Read more, order or download as pdf](#).

Statistics Finland is a member of [Nordicom's statistical network](#), and contributes data to the comparative [Nordic media statistics](#).

Lack of Gender Balance in the Nordic Media Industry

Gender and Media | The Nordic Countries Spring 2014

Men still dominate many of the media sectors in the Nordic countries. In order to get an idea of the situation, Nordicom has compiled gender-based statistics. But whether there is progress towards gender equality is difficult to say, due to a lack of consistent and comparative data.

The Nordic Gender & Media Forum, a project run by Nordicom during 2014, aims to create a platform for the discussion of gender equality in the media. The forum can be seen as a regional follow-up to the 1995 Beijing Platform for Action, in which all UN member states agreed on the need to increase the participation of women in the media and to work against stereotypes. The project is financed by the Nordic Council of Ministers.

During spring 2014 the project has arranged seminars with a focus on gender balance in the Nordic media industry, and collected [gender-based statistics on film, journalism, advertising and computer games](#), including a fact sheet produced by [NIKK](#).

Examples of good practice from the Nordic countries and Nordic statistics will also be compiled in a publication. The launch is planned for December, in cooperation with the Nordic Council of Ministers' office in Lithuania. [Read more about the project Nordic Gender & Media Forum](#)

Men Still Dominate the Boards in Swedish Newspaper Industry

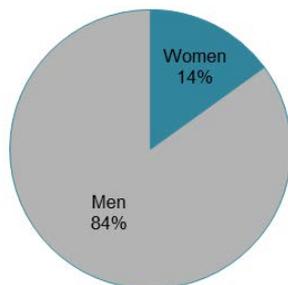
Gender and Media | The Nordic Countries March 2014

Three of four board members in the Swedish daily newspaper companies are still men. As for CEOs, 84 per cent are men compared to 16 per cent women. This is shown in a Nordicom survey covering the Swedish daily press.

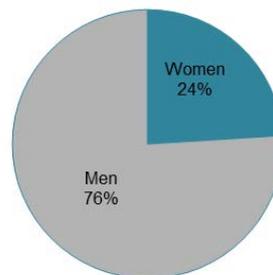
Nordicom has examined gender representation for 49 Swedish media companies publishing 93 daily newspaper titles, based on their annual reports in 2012. Gender inequality increases with higher positions in the companies. The male dominance is especially evident in the local and regional press. However, the position as Editor in Chief is now more likely to be held by a woman: in 2012, 42 per cent of the Editors in Chief in Sweden were women.

Earlier research from 2001 (*Maktens Kön*, 2007, ed. Göransson) and 2006 (SOU 2007:108) also shows a clear dominance by men, and the change has been marginal in both boardrooms and CEO positions.

Proportion of women and men as CEO of in daily newspaper companies in Sweden 2012 (per cent)
(Note: 2% are unknown)



Proportion of women and men as board members in daily newspaper companies in Sweden 2012 (per cent)



Note: Data based on 49 companies with 93 daily titles.

Source: Annual reports processed by Nordicom.

The full report [Gender Balance in Nordic Journalism \(pdf\)](#) comprises, besides Nordicom's own research, a compilation of data available from Nordic statistical offices, journalist unions and European or global studies. The report is part of the project [Nordic Gender and Media Forum](#).

Media Innovations. A Multidisciplinary Study of Change

Media Development | May 2013



Innovation is about change, and media products and services are changing. The processes of production and distribution of media are changing. The ownership and financing of media are changing. The roles of users are changing. And our ideas about media are changing.

This book argues that innovation theory provides better tools for media researchers who wish to understand and explain current developments in the media landscape – tools that not only allow them to see completely new things, but also to investigate aspects of new media that would otherwise not be as accessible.

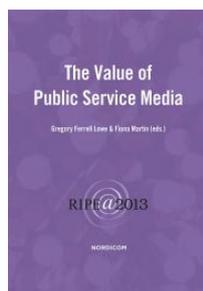
The various chapters of the book present selected studies that together illustrate how a more explicit focus on innovation and innovation theory can provide new insights into and generates knowledge about how media innovations develop, the sociocultural conditions of such innovations, the role of technology, and power relations in media developments. Editors are Arne H. Krumsvik and Tanja Storsul.

[Read more and order](#)

Audiovisual

The Value of Public Service Media

Ripe 2013, Audiovisual | March 2014



The worth of public service media is under increasing scrutiny in the 21st century as governments consider whether the institution is a good investment and a fair player in media markets. Mandated to provide universally accessible services and to cater for groups that are not commercially attractive, the institution often confronts conflicting demands. It must evidence its economic value, a concept defined by commercial logic, while delivering social value in fulfilling its largely not-for-profit public service mission and functions. Dual expectations create significant complexity for measuring PSM's overall 'public value', a controversial policy

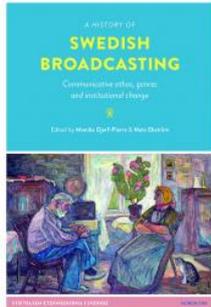
concept that provided the theme for the RIPE@2012 conference, which took place in Sydney,

This book, the sixth in [the series of RIPE Readers on PSM](#) published by NORDICOM, is the culmination of robust discourse during that event and the distillation of its scholarly outcomes. Chapters are based on top tier contributions that have been revised, expanded and subject to peer review (double-blind). The collection investigates diverse conceptions of public service value in media, keyed to distinctions in the values and ideals that legitimate the public service enterprise in media in many countries. Editors of The Value of Public Service Media are Gregory Ferrell Lowe & Fiona Martin. [Read more and order](#)

RIPE, an acronym for Re-Visionary Interpretations of the Public Enterprise, is a non-profit network of scholars and practitioners involved with the study, development and management of public service media organisations. [Read more.](#)

A History of Swedish Broadcasting

Radio and Television | Sweden Dec 2013



This book analyses the historical development of Swedish broadcasting from the introduction of radio in the mid-1920s until the early 2000s.

Broadcast communication has had a profound effect on modern society in the 20th and early 21st centuries. A growing international field of research has examined the historical development of broadcasting within various social and historical contexts, but also has made significant contributions to the understanding of media communication in general. Central topics in this discussion concern the relationships between technological innovations, institutional arrangements, social relations and culture.

In relation to international research, this book explores key aspects of how broadcast media emerged as a way to communicate over distance, connected to audiences, and evolved into central institutions and socio-cultural universes in society. The chapters are arranged in five thematic sections focusing on the invention and early development of radio and television, audience orientation, professional practices, broadcast genres, and institutional change.

The book derives from a large-scale research programme on Swedish broadcast history comprising about 50 studies and led by the "Swedish Foundation of Broadcast Media History". Editors are Monika Djerf-Pierre and Mats Ekström.

[Read more and order](#)

TV News Channels in Europe

Television | Europe Nov 2013

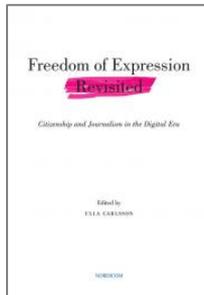
Almost 300 news channels are currently available in Europe. Private channels dominate the national TV news landscape with more than 80% of news channels belong to private companies, according to a report on the TV news market in Europe (covering 38 countries – including Denmark, Finland, Iceland, Norway and Sweden), published by The European Audiovisual Observatory.

[Read more and download.](#)

Media, Democracy and Freedom of Expression

Freedom of Expression Revisited

Media, Democracy, Freedom of Expression | June 2014



The Internet and the ongoing digitization of media have transformed media landscapes and in turn the social functions of media and the structure of both governance and markets. In recent years, there has been widespread concern about the ability of the media to maintain and develop their role as a pillar of democracy. Issues regarding freedom of expression, freedom of information and freedom of the press are more complex than ever.

The Nordic region – Denmark, Finland, Iceland, Norway and Sweden – is among the most technology-intensive and “wired” regions in the world. These countries are similar in many respects, including their media systems. In the era of globalization, however, the Nordic countries are undergoing change on many fronts. From the point of view of welfare politics and democratic processes, these changes pose numerous challenges.

The theme of this volume – Freedom of Expression Revisited. Citizenship and Journalism in the Digital Era – could be summarized as critical perspectives on experiences and conceptions of freedom of expression and the media in contemporary communication societies. The book reflects Nordic as well as global perspectives. The contributors are leading Nordic scholars, but also professionals outside the Nordic region, who have been engaged for years in research on freedom of expression from different angles. The publication is edited by Ulla Carlsson. [Read more and order.](#)

World Trends in Freedom of Expression and Media Development

Media, Democracy, Freedom of Expression | Global March 2014

The UNESCO report *World Trends in Freedom of Expression and Media Development* offers a new look at recent evolutions in media freedom, pluralism, independence and the safety of journalists. [Read more and download pdf.](#)

Outlook Europe

European Media Policy Newsletter

Media Policy | Europe April 2014

European Media Policy, a newsletter from Nordicom, provides an up-date on policy developments at the European level. The latest issue (April) gives an overview of some main media questions - such as Internet governance, data protection and copyright - that have been discussed during the last months or will be on the agenda in the near future.

[Read the whole newsletter 1-2014 \(link to PDF\)](#)

[All issues](#)

Research Articles, Open Access

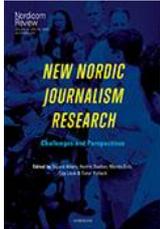


Nordicom Review 1/2014

[The whole publication](#)

Reading tips:

[The Growth of Leading Regional Newspapers](#) [Tom Björkroth, Mikko Grönlund]



Nordicom Review special issue 2013: New Nordic Journalism Research

[The whole publication](#)

Media Trends in the Nordic Countries

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Nordicom is an institution within 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 four times a year.

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