

Media Trends in the Nordic Countries

Newsletter from NORDICOM

No. 2, 2014 (November)

Content

Media Use

- Nordicom-Sweden's Media Barometer 2013, Special Issue: Young People and Media 2
- Swedes and the Internet 2014 [.SE, The Internet Infrastructure Foundation] 3
- Increasing Use of Social Media in Finland [Statistics Finland] 4
- Children and Parents: Media Use and Attitudes [Ofcom] 4

The Media Market

- The Nordic Countries Increasingly Mobile [Nordic Telecom Regulators] 4
- Top 25 Nordic Media Companies in 2013 6
- Media Development in Denmark - English summary [Danish Agency for Culture] 8
- Media Development in Sweden 2014 [The Swedish Broadcasting Authority] 8
- Decline in the Finnish Media Market [Statistics Finland] 9
- Norwegian Media Economy 2013 [The Norwegian Media Authority] 9
- A Tough Year for Swedish Newspapers [The Swedish Press Subsidies Council] 10

Nordic Statistics

- Nordic Statistical Yearbook 2014 [Nordic Council of Ministers] 11
- Nordic Cultural Statistics on the Agenda 12

Outlook Europe / International

- European Media Policy Newsletter no. 2, 2014 13
- Enabling Access to the Media for All [European Audiovisual Observatory] 13
- Mapping Digital Media: Global Findings & Country Reports [The Open Society Foundations] 14
- Measuring the Information Society 2014 [ITU, International Telecommunication Union] 14

Media & Journalism - Current Publications from Nordicom

- Access to Information in the Nordic Countries. A Comparison of Laws 15
- Defending Democracy. Nordic and Global Diversities in Media and Journalism 15
- New Wars, New Media and New War Journalism 16

Conferences

- Making change. Nordic Examples of Working Towards Gender Equality in the Media 17
- Speaking Is Silver - Hanasaari Freedom Of Expression Days 2014 17
- Nordmedia 2015 17

Media Use

The Media Barometer 2013, Special Issue: Young People and Media

Media Use | Sweden October 2014

How have young people’s media habits changed? This is highlighted in a special report from Nordicom, The Media Barometer 2013: Special issue Young People and Media, available online in PDF-format.

Nearly all of the young have access to Internet and smartphones. Young people devote an accumulated time of seven hours to media the average day – social media, music, television programs, YouTube and online games dominate. But, that young people spend a greater share of their daily lives with social media and other activities online hardly means that they have abandoned traditional media.

How young people's media habits have changed and the challenges this poses to democracy within a Nordic horizon is the theme of the keynote speech by Professor Ulla Carlsson, NORDICOM, at the EBU Knowledge Exchange conference in October 2014.



In conjunction with the conference, NORDICOM presented a special Media Barometer report on young people’s media use. This publication is a compilation of tables and figures on the developments in the young audience's relationship with public service media, commercial channels and the Internet, especially social media.

Read more and download publications and presentations:

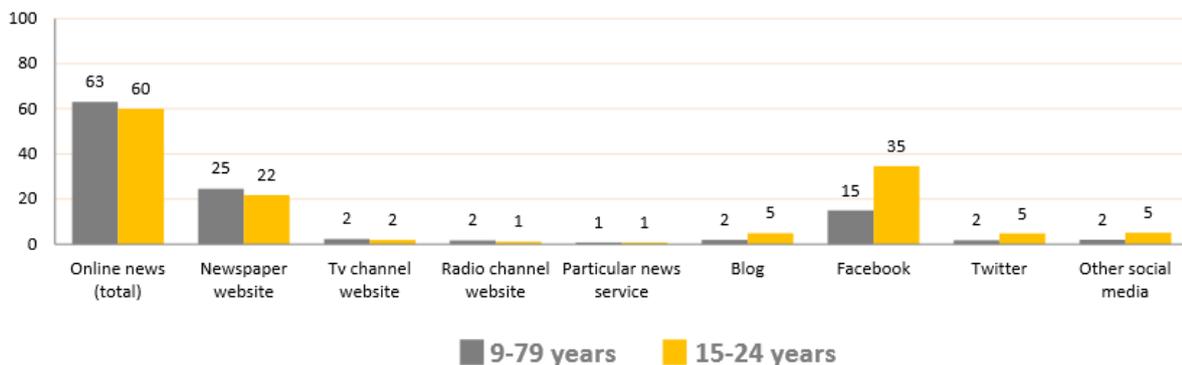
[The Media Barometer 2013: Special issue Young People and Media \(PDF\)](#)

[Public Service Media and the Young \(PDF\)](#), Prof. Ulla Carlsson’s keynote speech at the EBU-conference [Knowledge Exchange 2014](#)

More online material in English: Nordicom-Sweden’s Media Barometer is published in Swedish, but the web site provides some basic [facts and figures and overview images](#) in English from each survey.

Online News by Channel the Average Day 2013

(from the special issue *Young People and Media*)



See: [Facebook and Newspapers - Young People’s News Channels Online](#) (News, re: version 1)

Swedes and the Internet 2014

Media Use | Sweden November 2014

In the past twenty years, the Internet has become part of many Swedes' everyday life. And still, the Internet continues to spread to more and more Swedes, in both access and use. More people are also connecting more frequently during the day, and the time spent online is growing. Behind this trend is the increased use of smartphones and tablets, according to the report Swedes and the Internet 2014 by .se, the Internet Infrastructure Foundation.



Most striking in this year's survey is the rapid spread of tablets. Over half the population has access to a tablet, which is a record increase from five per cent over the past three years. Some 45 per cent of the population uses a tablet, and 25 per cent do so daily. Driving this trend are families with children; eight out of ten parents of children under ten have access to a tablet.

The access to and use of smart phones are also increasing. Today, 73 per cent of the Swedish population has a smart phone, which has become an increasingly common way to connect to the Internet. Among the young (12-35 years), over a third of total Internet time is spent on the smart phone. Among the elderly, however, interest in smartphones has been low; this group uses the mobile phone mainly as a telephone rather than an Internet connection.

More pay for content, fewer share files

More and more people are paying for online content. Of Internet users, 14 per cent subscribe to see video, film and TV online. Among 12-35-year-olds, this share is around 25 per cent. When it comes to music online, even more people are willing to pay. This area has seen rapid growth, from 15 per cent of Internet users in 2011 to 38 per cent in 2014. At the same time, the study shows a reduction in file sharing, especially among those under 35.

Internet an important source of information

The Internet's position as a source of information has increased. For those aged 45 and younger the Internet holds the dominant position as a source of information, but plays only a modest role for pensioners. For this group, traditional media – TV, radio and newspapers – are the most important. In between, in the ages 46 to 65, all media, including the Internet, are equally important.

A million non-users

Despite this increased use of the Internet, there are still about a million Swedes who do not use it. The most common reason given by non-users is lack of interest. Other reasons are that there is no Internet connection where they live, or that they do not have the time or money. Disabilities can also be a problem; five per cent of the population says they have disabilities that hinder their use of the Internet.

[Read the full web report here](#)

About the survey: Swedes and the Internet is an individual survey about Internet use. The report is published annually by .SE (the Internet Infrastructure Foundation), and the survey has been conducted since the year 2000. This year's survey ran from February to April. Swedes and the Internet is the Swedish contribution to the [World Internet Project](#), an international research project that maps the Internet's diffusion and use around the world.

Increasing Use of Social Media in Finland

Media Use | Finland November 2014

One half of Finnish residents aged 16-89 participated in social network services in 2014, according to Statistic Finland's annual ICT use survey. Among the population, 87 per cent used the Internet. Sixty-four per cent were online several times a day. The share of the population that had made online purchases or placed online orders in the past three months grew by four percentage points to 48 per cent. The use of social media, like blogs and chat groups is increasing.

[Read more](#)

Of the Nordic countries, also Norway has published 2014 ICT-data in English:

Statistics Norway [ICT usage in households, 2014](#)

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 2014. A first comparative presentation of European data from the current year is usually published by [Eurostat](#) during December.

Children and Parents: Media Use and Attitudes

Media Use | United Kingdom September 2014

This report from Ofcom, the British communications regulator, examines children's media literacy. It provides evidence on media use, attitudes and understanding among children and young people aged 5-15, as well as information about the media access and use of young children aged 3-4. The report also includes findings relating to parents' views about their children's media use, and the ways that parents seek - or decide not - to monitor or limit use of different types of media.

[Read more and download report](#)

[Ofcom press release, incl. some main results](#) 09 October 2014

The Media Market

The Nordic Countries Increasingly Mobile

Telecom | Nordic August 2014

Data volume over mobile networks is quickly increasing throughout the Nordic region. But there are differences between the countries in access and use of telecommunication services. Finland has the highest number of mobile subscriptions per capita and Denmark has the most fixed broadband subscriptions, while Sweden is at the top when it comes to fast broadband. This is shown in a joint telecommunication markets publication from the Nordic telecom regulators.



The data underline the high access and use of Internet and mobile telephony in the Nordic countries, and point at the growing interest in mobile services. The growth in mobile data traffic per subscription per year was above or equal to 50 per cent in all countries during 2013 (including both mobile broadband and telephones). At the same time the traditional services, such as access to a fixed telephone, are decreasing. There has also been a decrease in SMS messages, mainly due to the use of Skype and other mobile messages services.

The mobile Finland

So far, mobile services have had the greatest impact in Finland. The country has the highest number of mobile subscriptions (broadband and telephone) per capita, and Finns are the most vivid users of mobile telephony for speech, measured in mobile call minutes per subscription in a year. Finland also has the highest data consumption in mobile networks and the largest growth, closely followed by Sweden. However, the use of telephone and data transmission services in the fixed networks is not as common in Finland as in the other Nordic countries.

Higher broadband capacity in demand

The penetration of fixed broadband is highest in Denmark, followed by Norway and Iceland. The increase in the number of fixed broadband subscriptions has stagnated, with at most only a few per cent of growth. Instead, the trend is towards a greater demand for more broadband capacity in all countries. Especially among Swedish broadband users, very fast broadband (100 Mbps) seems to be in demand. Sweden is well above its neighbouring countries when it comes to subscriptions per capita, although Finland also shows a large growth in the number of fast subscriptions.

IPTV largest in Iceland

The report also includes an overview of IPTV and pay TV. As for the number of IPTV subscriptions per capita, Iceland is far ahead of the other Nordic countries, with an average of 26 of 100 people who have IPTV compared to 6-7 of 100 in the other Nordic countries. The overview of the number of pay TV subscriptions in Sweden, Denmark and Norway shows a stable trend over the past five years. The order of magnitude between the countries also stands firm: Sweden has the most subscriptions (54 of 100 inhabitants in 2013), followed by Denmark (50 of 100 inhabitants) and Norway (43 of 100 inhabitants).

[Nordic Telecommunications Market database and report](#)

[Nordic Telecom Markets 2013 – Links to Nordic national reports and databases](#) (Excel file from Nordicom's statistical database)

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

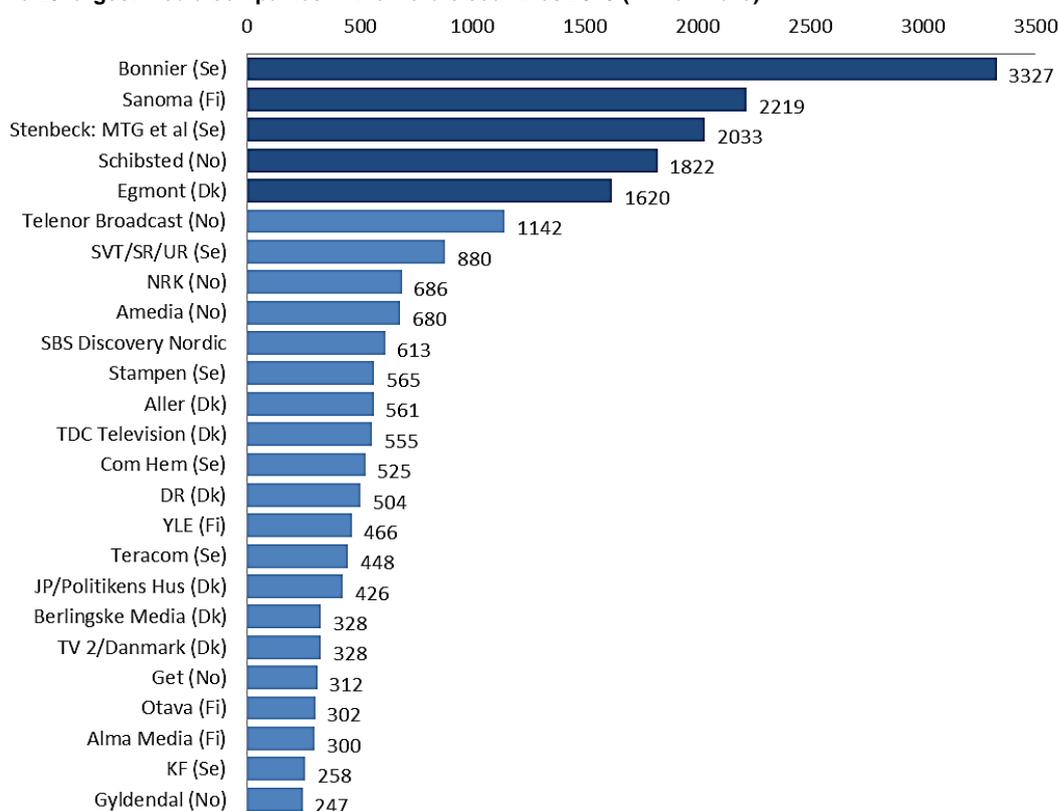
Top 25 Nordic Media Companies in 2013

Media Companies | Nordic October 2014

Five Nordic media companies are significantly larger than the other players on the market. At the top is Swedish Bonnier, with revenues of 50% more than Finnish Sanoma, which ranks second. Most profitable, however, are some TV distribution companies. This is shown in Nordicom's list of the 25 largest Nordic media companies in 2013.

For many of the media companies on the top 25 list, revenues declined in 2013 or remained at about the same level as in 2012; but still, most were making profits. Behind the largest profit margins (gross margin) were two distribution companies, Com Hem being the most profitable with 28%, and Teracom 16%. Schibsted followed, with 15%. Two companies on the list reported results largely in red: Swedish Stampen Media Group with a gross margin of minus 16%, and Finnish Sanoma with minus 12%.

The 25 largest media companies in the Nordic countries 2013 (million Euro)



Source: Nordicom (based on companies' annual reports and web sites).

[Full table including revenues, results and profit margins \(Excel\)](#)

The five largest companies

The five largest Nordic media companies – Bonnier, Sanoma, MTG with its sister companies in the Stenbeck sphere, Schibsted Media Group and Egmont – are those that have the greatest breadth in their business operations and geographical spread. This group has kept its position at the top of the list from year to year, although the ranking between them has shifted. Other companies are active on fewer markets, either geographically or in terms of activity.

Programme companies, TV distribution and print

All Nordic television companies are included in the list, either as subsidiaries of large groups (Bonnier's TV4 in Sweden and MTV Finland, Sanoma's Nelonen in Finland, the Stenbeck sphere's channels in the Nordic countries and Egmont's TV2 in Norway) or as their own units, such as SBS Discovery Nordic with television and radio channels in all Nordic countries except Iceland, and TV2 Denmark (partly public service TV) owned by the Danish state. The Nordic public service companies are also on the list, with the exception of RÚV in Iceland.

Five distribution companies are among the top 25. These include cable, satellite, broadband and terrestrial operators. Norwegian Telenor, which distributes TV in the Nordic countries (Canal Digital), and Danish TDC are both parts of major telecom corporations, but are ranked here based on their TV-related activities. Com Hem is active in Sweden, while Teracom (owned by the Swedish state) owns and operates the terrestrial networks in Sweden and Denmark, and stands behind Boxer TV. Get is active in Norway. In addition, MTG is also a significant player on the Nordic TV distribution market.

Another group is a number of companies with core businesses in the print media. The largest is Amedia in Norway, followed by Aller, JP/Politikens Hus, Otava, Alma Media, KF and Norwegian Gyldendal.

Nordic ownership

The Nordic media market is also Nordic concerning ownership structure: only five of the 25 largest companies have owners outside the region. The three distribution companies Com Hem, TDC television (which includes Denmark's largest distributor YouSee) and Get are all owned by foreign private equity firms; the fourth is SBS Nordic Discovery, subsidiary to US-based Discovery Communications; the last is the Danish newspaper group Berlingske Media, owned by British Mecom.

Events in 2014

When it is time for a 2014 list, one foreign owner is likely to be replaced by another, as Mecom has sold Berlingske Media to the Belgian media group De Persgroep this year. Among the television distributors, TDC in Denmark has acquired Get in Norway (ranking 13 and 21, respectively, in 2013), which decreases the number of companies on the list to 24, leaving room for a new entrant. Most likely, this gap will be filled by the Norwegian newspaper company Polaris, which now ranks 26th with revenues of 229 million Euro.

Another possibility may be a new newspaper group in Denmark. In September 2014 the country's three regional newspaper publishers Jyske Medier, Fynske Medier and Syddanske Medier announced that they will merge into a new company, Jysk Fynske Medier, which is estimated to become the third largest newspaper publisher in Denmark after JP/Politikens Hus and Berlingske Media. (At the time of writing, the above transactions are pending decisions by competition authorities).

[The 25 Largest Media Companies in the Nordic Countries 2013](#) (direkt link Excel file)

[More tables on the largest Nordic media companies](#) (choose Nordic – Media Companies – Companies/Ownership)

More statistics and analysis from Nordicom: A new report about the Nordic media market is scheduled to be published early in 2015. For information on previous reports, [see Nordicom's web](#).

Media Development in Denmark - English summary

Media Development | Denmark September 2014



The Danish Agency for Culture published in June a thorough report on the Danish media landscape and industry, including statistics and analysis with a focus on media consumption, the industry's economy and major media companies. A summary is now available in English.

[English summary in PDF](#)

More reading: [What is the State of the Media in Denmark?](#) (Nordicom News June 2014, incl. links)

Media Development in Sweden

Media Development | Sweden November 2014

The Swedish Broadcasting Authority's annual report *Media Development 2014* describes the Swedish media market with a focus on media consumption, industry structure and regulation.



The media market is changing. Technological development affects how we consume media, which also changes the conditions for media industry players. The report *Media Development 2014* highlights different aspects of this media development.

Under the headline "The paradoxical media development", Media Professor Jesper Strömbäck writes about a media landscape where access to media is becoming an increasingly important democracy issue. For each individual it is becoming easier to select and deselect news, according to interest.

Jonas Ohlsson, media researcher at Nordicom, analyses developments in the Swedish media market, where the established media companies are facing major challenges due to changing audience and advertising patterns.

The report also deals with the increasing individualization of media consumption and how content is becoming an increasingly important competitive factor for media companies. And at the same time as the competition for the audience's time is sharpening, differences in media consumption between age groups are growing.

The shift in consumer patterns is also reflected in household expenditures on media. Today, the cost of digital media greatly exceeds that of print media; the highest amounts Swedish households currently pay are those for mobile telephone services and Internet connections.

[The report can be downloaded in PDF format here](#)
[Direct link to PDF-report](#)

Nordicom has contributed statistics and information about ownership, market structure and media consumption.

Decline in the Finnish Media Market

Media Economy | Finland November 2014

In 2013, the value of the Finnish mass media market amounted to around EUR 4.1 billion. It was nearly three per cent less than the year before. Except for television and web advertising, all media sectors showed negative changes 2012-2013, according to annual data on the mass media market by Statistics Finland.

The largest decline in market value concerned daily newspapers (-9%) and video recordings (-11%). Television and Internet (advertising) increased by 2 per cent and 7 per cent, respectively.

The share of print media in the mass media market has fallen from 74 to 60 per cent from the turn of the millennium, while electronic media – TV, radio and Internet – has increased its share from 18 to 33 per cent during the same period. Recorded media – phonograms, video, cinema – has been at the level of 6-8 per cent over the 2000s. (Newspapers, books and phonograms include digital sales.)

[Read more](#)

About the statistics: Print media/Publishing activities include paid-for newspapers, free papers, magazines and periodicals, books and direct mail. Electronic media include television, radio and internet advertising, while phonograms, video and cinema are included in recorded media. The calculations describe the mass media market at the end user level.

Norwegian Media Economy 2013

Media Economy | Norway October 2014

Profitable newspapers, a strengthened position for commercial television, increasing revenue for advertising in online newspapers – but also major cost reductions. These are some of the characteristics of the Norwegian media development, as described in a report on media economy by the Norwegian Media Authority.

The Norwegian media industry is profitable. The Norwegian Media Authority has analyzed the financial situation of newspapers, television and radio, and notes that in 2013 these news media had a turnover of 26 billion NOK and an operating profit of 1.2 billion NOK. However, sales and earnings have declined since 2012, and there is great variation between the different media channels and companies.

Newspapers

Norwegian newspaper publishers, the country's biggest media players, saw reduced ad revenue from their paper issues in 2013. While ad revenue from net has increased, this could not compensate for the decline in print. Nonetheless, the Norwegian newspapers are profitable, largely explained by cost cuts.

Digital revenues are the most important for the economy of the newspapers sold in single copies, whose advertisers have greatly switched from paper to online. Of the single-copy newspapers' advertising revenues in 2013, online revenues accounted for 60 per cent and paper for 40 per cent. For most other Norwegian newspapers, digital ad revenue represents about 15 per cent of total ad revenue.

Digital circulation revenue tripled from 2012 to 2013 but is still small, accounting for 2.5 per cent of newspaper companies' total revenue. For printed newspapers, advertising and circulation revenue each represent around 50 percent of the total. For digital newspapers, ad revenue stood for 91 per cent and circulation revenue for nine per cent of the total.

TV and radio

The TV and radio industry's share of the media is increasing, and in 2013 accounted for 45 per cent of overall media sales. It is mainly commercial television that has grown significantly in recent years, due partly to expanded distribution capabilities, as both the digital terrestrial network and an expansion of cable and fiber have made room for more TV channels and content.

Advertising is the commercial television industry's most important source of revenue, with 2013 showing the highest television ad revenue ever. Distribution and pay-TV revenue are also growing, and are becoming increasingly important to companies. (However, due to changes in ownership, restructuring of organizations and so on, it is difficult to get a comprehensive picture of the development.) Despite the good economic figures for the TV industry, the result in 2013 was weaker than the prior year, due mainly to higher operating costs.

Commercial national radio (P4, Radio Norway) was also profitable in 2013, but with a weaker result than the previous year. The main reason for this was costs related to the establishment and operation of digital broadcasting (DAB) in Norway.

[Økonomi i norska medievirksomheter 2009-2013](#) (in Norwegian)

[All media reports on economic development](#) (in Norwegian)

[About the Norwegian Media Authority](#)

About the report: The Norwegian Media Authority publishes annual reports on the Norwegian media industry with a focus on newspapers, radio and television. The latest report, *Økonomi i norske medievirksomheter 2009-2013*, has analyzed the following groups: Schibsted, Amedia, Polaris Media, Aller (Dagbladet), NHST Media Group, Mentor Media, NRK, MTG, Egmont (TV2) and SBS Discovery. The reports are available in Norwegian.

A Tough Year for Swedish Newspapers

Media Economy, Newspapers | Sweden September 2014

2013 turned out to be the worst year in modern times for the Swedish newspaper industry, with declines in both circulation and revenue. The economic drop is mainly due to decreasing advertising revenues. This is shown in a report on newspaper economy by the Swedish Press Subsidies Council.

The Swedish newspaper industry experienced a weak year in 2013. The industry's profit levels have been in decline since 2011 and this downturn was reinforced in 2013. Overall, the industry's revenues fell by approximately 5 per cent, or around 900 million SEK.

The falling profits are mainly due to a dramatic drop in advertising sales in print. Although the newspaper groups' revenues from digital advertising have continued to increase, this contribution does not compensate for the decrease in ad sales on paper. Moreover, online sales are uneven among the newspapers. The report estimates that about half of the newspaper advertising revenues from the Internet, go to the national tabloids *Aftonbladet* and *Expressen*, especially the former.

Results in red

For newspapers receiving no press subsidies (leading newspapers or the only newspapers in their place of issue), profit levels decreased. The joint gross margin for these companies – 32 in total – was -0.8 per cent in 2013. This is the first time the performance of this newspaper group has ended up in the red during the 38 years the Press Subsidies Council has analyzed the development.

For the provincial no. 2 newspapers, for which the press subsidies were originally introduced and intended, the downturn was particularly troublesome. Even if press subsidies (the operational subsidies) are included, the joint gross margin of the group ended at -9.0 per cent.

Stampen Group and Bonnier largest among newspaper companies

The two largest newspaper units were the Stampen Group and the newspaper division of the Bonnier Group. These two accounted respectively for 24 and 21 per cent of the total revenues of the daily newspaper industry. The third and fourth largest newspaper units were the Schibsted Group (15%) and Norrköpings Tidningars Media (9%). Consequently, the two largest units accounted for 45 per cent of the industry's revenues and the four largest for 69 per cent.

[About the Press Subsidies Council](#)

[Download the report Dagspressens ekonomi 2013 \(PDF\)](#) (in Swedish, summary in English)

About: The Press Subsidies Council (Presstödsnämnden) is a government agency that aims to preserve the diversity of the newspaper market. It distributes the state's subsidy to the press, follows and analyses the development within the newspaper market and publishes facts about newspaper circulation in Sweden. The Council presents an annual analysis of the economic performance of the Swedish newspaper industry in the report *Dagspressens ekonomi*. Jonas Ohlsson, media researcher at Nordicom, is one of its authors.

Nordic Statistics

Nordic Statistical Yearbook 2014

Statistics | Nordic November 2014

Nordic Statistical Yearbook is published for the 52nd time. The book, which is published by the Nordic Council of Ministers, provides a comprehensive statistics on the life in the Nordic countries and shed lights on both similarities and differences.

Nordic Statistical Yearbook 2014 contains comprehensive and easily accessible statistics of various aspects of social life in the five Nordic countries, i.e. Denmark, Finland, Iceland, Norway and Sweden. In addition data are also presented on the Faroe Islands, Greenland and the Åland Islands.

The aim of the yearbook is, as far as possible, to present comparable data on the Nordic countries. Examples of issues covered are population, health, education, labour market, environment and energy, etc. Moreover, data on conditions in the Nordic in relation to other Western European countries are also provided in a number of areas.

[Read more and download the publication](#)

[The Nordic statistical database is accessible via Nordic Council of Minister's homepage](#)

Nordic Cultural Statistics on the Agenda

Cultural Statistics | Nordic November 2014

Is there a need for coordinated Nordic cultural statistics? If so, what are the possibilities to create such a knowledge resource? This was discussed by a group of representatives of politics, practice and research at a Nordic expert meeting in October, organized by Nordicom.

The Nordic Council of Ministers' strategy for Nordic cultural cooperation 2013-2020 addresses the need for more research and broader knowledge when culture policy is to be formulated and implemented. An important part of this may be more developed Nordic cultural statistics.



Report on a Nordic knowledge resource

With the Nordic cultural strategy as a background, Nordicom was asked by the Nordic Council of Ministers to map the need and possibilities for a better coordination of Nordic cultural statistics. This mission resulted in a report by Christian S. Nissen on a Nordic culture knowledge resource, mapping the needs and possibilities for as well as the obstacles to a better coordination of Nordic cultural statistics. (Report title in Danish: "En kundskabsressource for nordisk kulturpolitik. Forundersøgelse om behov, muligheder og barrierer for en bedre samordning af nordisk kulturstatistik").

Expert meeting on needs, willingness and possibilities

A possible development of a Nordic cultural knowledge resource is an issue for many concerned parties. In order to move one step further, Nordicom invited representatives of ministries and agencies, statisticians and researchers from the Nordic countries, and representatives of Nordic organizations active in the cultural field, to a Nordic expert meeting in Stockholm on October 29.

With Christian S. Nissen's report as a basis and starting point, the meeting aimed to evaluate the need, desire and realistic opportunities to move forward with a Nordic initiative on the coordination of knowledge, with statistics in focus.

The conclusions of the meeting will be summarized by Ulla Carlsson, Nordicom, and Christian S. Nissen, in a report to the Council of Ministers by the end of the year.

[Download the report \(direct link PDF in Danish\)](#)

[Nordic Council of Ministers' Strategy for Nordic Cultural Co-operation 2013–2020](#)

Nordic Culture Forum: The question about coordinating Nordic cultural statistics was also presented by Christian S. Nissen at a Nordic Culture Forum arranged by Nordic Culture Point on November 30, under the conference theme "How do you quantify the impact of a work of art?" [Read more](#)

Further Reading, Swedish Cultural Statistics: Total public spending for culture in Sweden amounted to approximately SEK 25 billion in 2013. During the period 2007-2013, spending increased by 6.2 percent, according to the report *Samhällets utgifter för kultur 2012–2013, including a summary in English*, by Swedish Agency for Cultural Policy Analysis.

Outlook Europe - International

European Media Policy Newsletter no. 2, 2014

Media Policy | Europe September 2014

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

[Read the whole newsletter 2-2014 \(link to PDF\)](#)

[All issues](#)

Enabling Access to the Media for All

Media Policy | Europe September 2014

Enabling Access to the Media for all – how does European law take care of disabled media users? The European Audiovisual Observatory, part of the Council of Europe in Strasbourg, examines the current legal state of play in its latest IRIS plus report.

Barrier-free access to audiovisual content is paramount to our fundamental right to freedom of expression and information. But how does guaranteeing maximum access for the disabled members of our society work in practice? What steps have European lawmakers taken, and are taking, to ensure that the 15% of our society with some form of impairment can enjoy optimum access not only to traditional TV, but also the internet and the increasing number of on-demand services?

The lead article in this IRIS publication offers an analysis of the legal instruments at international and European levels concerning barrier-free access, including various provisions provided by the UN Disability Convention, the Council of Europe's European Convention on Human Rights (ECHR) as well as EU primary and secondary legislation. The reporting section provides short articles on the latest developments in legislation related to access issues in Albania, Spain, Ireland, Italy, Romania, Slovakia and the United Kingdom. The final Zoom section concentrates on the specifically German national practices to ensure access free media.

[Press release from the European Audiovisual Observatory 2014-09-04](#)

Mapping Digital Media: Global Findings & Country Reports

Journalism| International September 2014

Is a world where there are almost as many mobile phones as people, more than half the globe can access digital TV signals, and almost 3 billion people are online a better place for journalism? The Global Findings of the Mapping Digital Media project from the Open Society Foundations' assess these and other forces affecting digital media and independent journalism worldwide.

The global findings report, *Digital Journalism: Making News, Breking News*, by The Open Society Foundations is researched and written by a team of local experts. The 56 country reports, from which these global findings are drawn, examine the communication and media environments in 15 of the world's 20 most populous countries, covering more than 4.5 billion of the world's population, and in 16 of the world's 20 largest economies. Nordic countries included in the Mapping Digital Media project are Finland and Sweden.

Read more and download PDF-reports:

[Mapping Digital Media: Global Findings](#) (September 2014)

[Mapping Digital Media: Finland](#) (January 2014)

[Mapping Digital Media: Sweden](#) (September 2011)

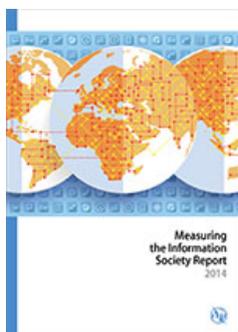
[All 56 country reports](#)

Background: The Open Society Foundations' [Mapping Digital Media project](#) examines the global opportunities and risks created by new and digital media. Covering 56 countries, the project assesses how these changes affect the core democratic service that any media system should provide—news about political, economic, and social affairs—and how they can help advance open society values.

Measuring the Information Society 2014

ICT Development| International November 2014

The MIS Report, which has been published by ITU annually since 2009, features key ICT data and benchmarking tools to measure the information society, including the ICT Development Index (IDI). The IDI captures the level of ICT developments in 166 economies worldwide and compares progress made during the last year.



The MIS 2014 highlights the relationship between ICT development (as measured by the IDI) and the MDGs, a contribution to the ongoing discussions on the potential of ICTs as development enablers. The report includes the results of the ICT Price Basket (IPB) and new mobile-broadband price data for over 140 economies. Price data are analysed to provide insights into the relationship between affordability and income inequality, competition and regulation. The report also looks at new ICT data sources for measurement and examines the possible role of ICT big data for monitoring and development.

[Read more and download PDF report](#)

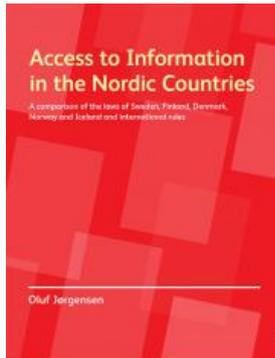
[Press release: Denmark ranks in first place in global ICT Development Index \(IDI\)](#)

Media & Journalism – Current Books from Nordicom

Access to Information in the Nordic Countries

Law | Nordic, International November 2014

Access to Information in the Nordic Countries. A comparison of the laws of Sweden, Finland, Denmark, Norway and Iceland and International laws.



Principles of freedom of information require authorities and other public agencies to provide access to authentic documents and data. The demand for authenticity is the *raison d'être* of the right-of-access principle.

This publication *Access to Information in the Nordic Countries* explains and compares the legal rules determining public access to documents and data in Sweden, Finland, Denmark, Norway, and Iceland. In addition, international rules emanating from the United Nations, the Council of Europe and the European Union are elucidated.

Free access to public records is crucial to democratic control and participation. Rules of law and legal practice concerning access and secrecy are of far-reaching significance to all sectors of society and to the relationship between citizens and the state. Access to Information in the Nordic Countries demonstrates that, in the five Nordic countries, right-of-access rules are very different and show no consistent pattern. A country with the best conditions in some areas may have poor conditions in others.

This publication in English is based on a more comprehensive version in Danish published in Nordicom-Information No 3/2014, Nordicom, University of Gothenburg.

[Read more, order or download PDF](#)

Defending Democracy. Nordic and Global Diversities in Media and Journalism

Nordicom Review: Special Issue 2014 | Nordic August 2014



The 2013 NordMedia conference in Oslo marked the 40 years that had passed since the very first Nordic media conference. Focusing on the relationship between journalism, other media practices and democracy, the plenary sessions raised questions such as:

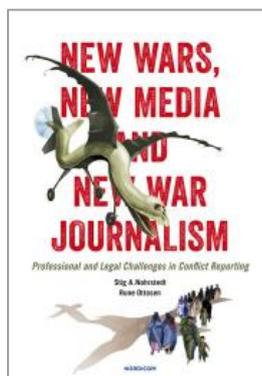
- What roles do media and journalism play in democratization processes and what roles should they play?
- How does the increasingly complex and omnipresent media field affect conditions for freedom of speech?

This special issue of *Nordicom Review/Nordicom Information* contains the keynote speeches plus a number of articles based on conference papers. Together, the articles presented should give the reader an idea of the breadth and depth of current Nordic scholarship in the area. Editors: Harald Hornmoen and Kristin Skare Orgeret

[Read more, order or download articles in PDF-format](#)

New Wars, New Media and New War Journalism

Journalism | Nordic, International October 2014



New Wars, New Media and New War Journalism. Professional and Legal Challenges in Conflict Reporting

In this book, the authors discuss media coverage of major conflicts, from the Gulf War in 1990/91 to the NATO military operations in Libya in 2011 and the now ongoing civil war in Syria. Through in-depth analysis of Norwegian and Swedish media coverage of the Kosovo conflict in 1999, the Afghanistan War from 2001, the Iraq War from 2003 as well as more recent conflicts, the authors claim that legal issues are poorly covered in the running news coverage of major conflicts.

Underreporting of legal issues is especially problematic in relation to new forms of warfare involving extra-judicial killing by drones of targets in Pakistan, Afghanistan, Yemen and Somalia. While historically Sweden and Norway have had different security policy orientations, the tendency is toward the two countries becoming more closely oriented through Nordic defense co-operation and participation in the wars in Afghanistan and Libya. Authors are Stig A. Nohrstedt, Rune Ottosen.

[Read more and order](#)

Conferences

Making Change. Nordic Examples of Working Towards Gender Equality in the Media

Gender & Media | Nordic December 2014



Vilnius, 4 december. How can the media industry promote gender equality? What difference can activists make? How can research contribute to developing and sharing knowledge? These issues are in focus at a seminar in Vilnius, when the project Nordic Gender & Media Forum is launching the anthology *Making change. Nordic Examples of Working Towards Gender Equality in the Media*. Register for participation by Thursday, November 27.

[Read more](#)

Speaking Is Silver - Hanasaari Freedom Of Expression Days 2014

Freedom of Expression | Nordic, International December 2014

Hanasaari, Espoo 8-9 December. 3rd Hanasaari Freedom Of Expression Days is organized in cooperation with, among others the Norwegian Embassy, Nordicom, Finnish Union of Journalists, International Media Support and Reporters Without Borders. Simultaneous translation into Finnish and Swedish. Register for participation by Friday, November 28. [Read more](#)

Nordmedia 2015

Research Conference | Nordic August 2015

Copenhagen 13-15 August. The biannual NordMedia conference is arranged by the Nordic media research associations in cooperation with Nordicom and the host university. The conference was first arranged in Oslo in 1973, and has ever since been arranged by the Nordic countries (Sweden, Denmark, Finland, Norway, and Iceland) in turn. University of Copenhagen invites to the 2015 NordMedia conference under the theme Media Presence – Mobile Modernities. [Read more](#)

More conferences, Nordicom's website

Nordicom presents upcoming conferences in the field of media and communication research , under the headings International and regional, Nordic, and National (meetings in Denmark, Finland, Iceland, Norway and Sweden, respectively).

[To the conference database](#)

Please contact [Karin Poulsen](#) with details of current conferences in the field of media and communication.

Media Trends in the Nordic Countries

Editor: [Eva Harrie](#)

Publisher:

NORDICOM

University of Gothenburg

E-mail: info@nordicom.gu.se

www.nordicom.gu.se

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.

Follow Nordicom Media News Online

[Media Trends News](#)

[Media Trends Further Reading](#) (links)

[Publications from Nordicom](#)

[Subscribe to newsletters](#)

