

Media Trends in the Nordic Countries

Newsletter from NORDICOM

No. 1, 2019 (March)

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Media Use

Greenland: Highest media consumption in the Nordic region

Media Use | Greenland January 2019 | EH

In Greenland, the population spends far more time on TV and radio than in the rest of the Nordic region. But Internet use is lagging behind. This is according to a unique research report on the media in Greenland.

For the first time, a detailed mapping of the Greenlandic media landscape, media use, and the content of the news media is available. The report, *Tusagassiuitit 2018*, is published by the University of Greenland (in Greenlandic and Danish). Below we highlight some of the results, mainly concerning media use.

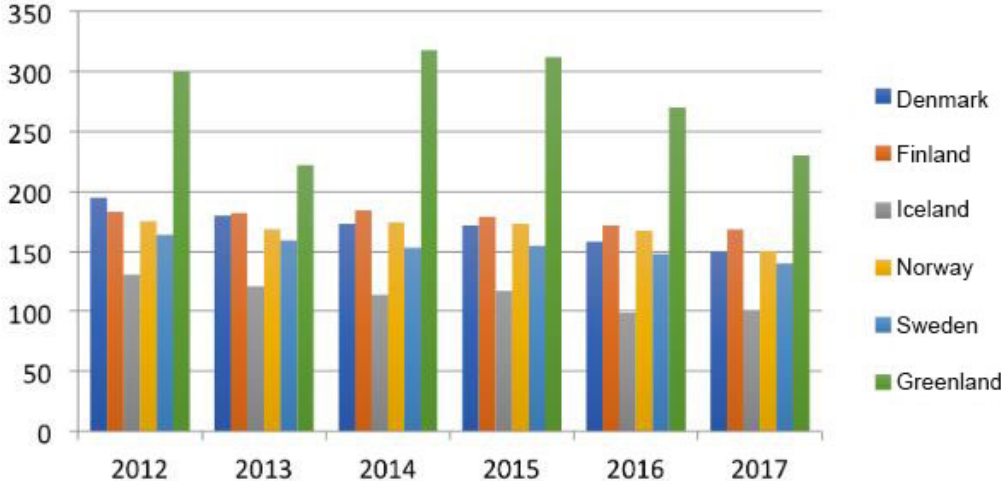
Small population and few media outlets

With 56,000 inhabitants, Greenland's media landscape is characterized by only a few, relatively small, media outlets. The two dominant media companies are KNR, the Greenlandic Broadcasting Corporation; and SermitsiaqAG, publisher of Greenland's two national newspapers. Both companies also publish news online. In addition to the national media, the population has access to free papers and other local media.

Highest media use in the Nordic region – except for online

Greenlanders spend more time on the media than others in the Nordic region do. They listen to the radio an average of five hours a day and watch TV for 230 minutes a day. This can be compared to less than two hours' radio listening and 140-170 minutes' TV viewing daily (see graph below) in the Nordic region.

Daily TV viewing in the Nordic region 2012-2017 (minutes)



Source: [Tusagassiuitit 2018. En kortlægning af de grønlandske medier](#) [A mapping of the Greenlandic media] Download and compare with Nordicom's tables (Excel):
[Daily TV viewing time in Denmark, Finland, Iceland, Norway, Sweden 2000-2017](#)
[Daily radio listening time in Denmark, Finland, Iceland, Norway, Sweden 2000-2017](#)

Geographical differences in Internet use

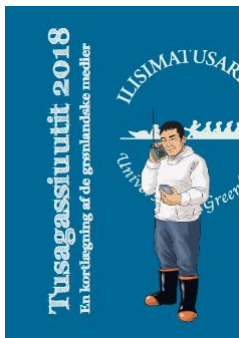
As for the Internet, half of the Greenlanders are online daily, compared to nine out of ten inhabitants in the other Nordic countries (2017)[1]. Place of residence, however, seems to have great importance to the population's online use. Among the population in the capital city of Nuuk, almost seven out

of ten use the Internet on a daily basis, compared to just over four out of ten among those living elsewhere in Greenland. Varying access to fast Internet across Greenland, as well as differences in price levels, may explain the geographical differences.

At the same time, data traffic is sharply increasing. According to the report, the use of mobile data was 600 times higher in 2018 than in 2009. Behind the increase, among other things, are large price reductions and expanded infrastructure. But again, there are important geographical differences in online use.

Changing media habits

Those living in the cities have different media habits than the rest of the population, and young people use more digital media than older people do. Younger people also both listen to and watch less of the programming from KNR. The researchers predict that the increase in Internet use will mean less TV viewing, less radio listening, and more streaming in the future. They also believe that the consumption of domestic media content will decrease over time.



Read more [about the report and the project in English](#)

Read more and download the report:

[Tusagassiuutit 2018 – en kortlægning af de grønlandske medier](#)

[Tusagassiuutit 2018 – Kalaallit Nunaanni tusagassiuutinik misissuineq](#)

Read more (Greenlandic versions available on the media sites):

[Sermitsiaq.AG: Grønlændernes medieforbrug ligger i top](#) (26 Oct, 2018)

[KNR: Medier har svært ved at få eksperter i hus](#) (27 Oct, 2018)

More information about the report: *Tusagassiuutit 2018* is published by the Department of Journalism at the University of Greenland (Tusagassiormut Immikkoortortaq / Ilisimatusarfik). The researchers behind the report are Naja Paulsen, Signe Ravn-Højgaard, Mariia Simonsen, Naimah Hussain and Ida Willig. The survey will be repeated every two years, in order to demonstrate how the Greenlandic media structure and the Greenlandic media content develop.

[1] Data for the other Nordic countries refer to Eurostat data about daily/almost daily internet use. Download the table (Excel) or find it [in Nordicom's table database](#) (choose: Nordic – Internet – Use).



The Media in the Faroe Islands and Greenland 1980-2008

Ten years ago, with the [Nordic Media Trends-series](#), Nordicom was proud to release a publication with extensive media statistics from Greenland and the Faroe Islands. The volume examines the trends of the media in the Faroe Islands and Greenland covering almost three decades (from around 1980 to 2007/2008), and offering detailed statistics on a wide range of media – newspapers, periodicals, books and public libraries, radio, television, video, film and cinema, PCs, and the Internet. The author is Ragnar Karlsson.

Read more and download (open access):

[Faroe Islands and Greenland 2008. Media and Communication Statistics](#)

Media use in Denmark 2018 – focus TV, radio, web

Media Use | Denmark March 2019 | EH

The Danes' media use is becoming increasingly digital. At the same time, their daily media time is decreasing. One of the explanations for this is the streamlining of media use due to digitalisation, according to a report from the DR Audience Research Department.

Seven hours and 16 minutes. This is how much time the Danes on average spent daily on media use in 2018, according to DR's annual Media Development report. But even though this sounds like a lot, it is half an hour less compared to 2017. According to the DR researchers, one explanation behind the decrease is that, with subscribed VOD (SVOD) services, media use becomes more time-efficient than traditional advertising-based media. For example, an hour-long TV programme with advertising breaks on traditional TV is only 45 minutes long when streamed through an SVOD service (without advertising).

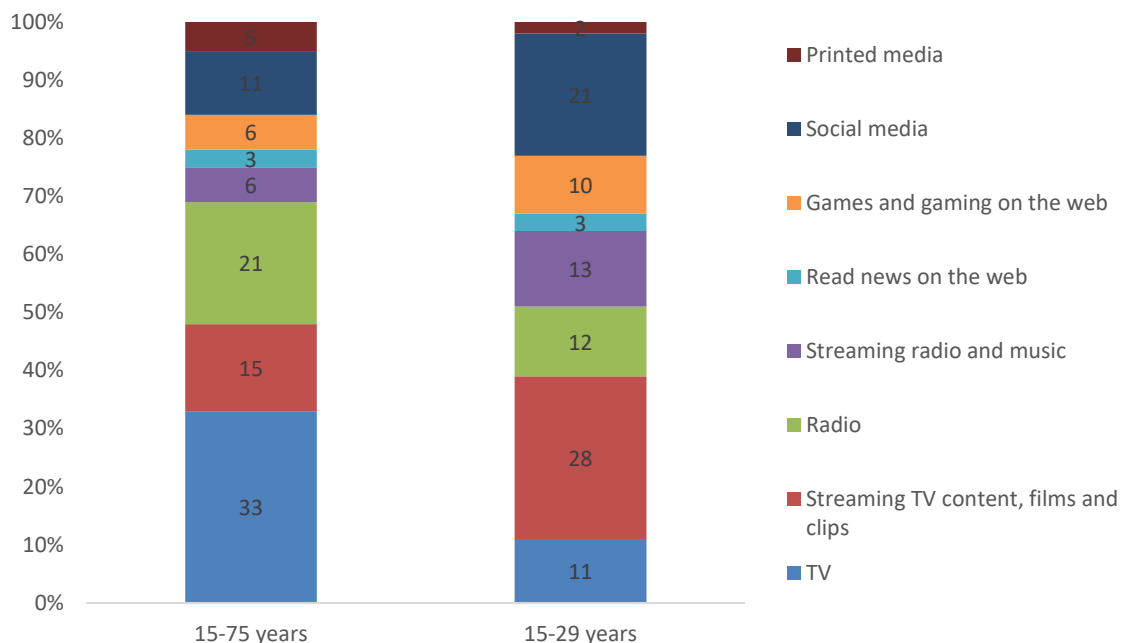
Decrease for all media – streaming excepted

Streaming services are increasingly popular. In 2018, streamed content was the only media category that increased in time, while all other media categories declined. Still, it is traditional media that account for the largest share (60 per cent) of the Danes' daily media time.

For young people, streaming is the thing

Not surprisingly, age affects how time is distributed among different media. Whereas traditional TV is still the dominant media among the whole population (one-third of the media time), it is more peripheral among the younger Danes. Only slightly more than every tenth minute is spent on traditional TV among the 15-29-year-olds. Here, twice as much time is used on streaming (see graph below).

Distribution of the Danes' media use in 2018 (share of media time, per cent)



Note: The data are DR's estimates, based on a variety of sources, including the official market measurements on radio and TV, but also a number of questionnaire surveys in which time consumption is not measured directly but calculated based on the replies of the respondents. Source: [The Media Development 2018, DR Audience Research Department](#).

For young people, streaming takes place from many platforms, but YouTube is an especially strong presence. As a rough rule of thumb, the young people's media use is made up of one-third traditional TV, one-third streaming services, and one-third YouTube.

Included in the daily media time are also online games and gaming. Among the whole population aged 15-75 years, games account for six per cent of the media time, which is more than for print media. Among young people, games and gaming make up ten per cent of the media consumption. Fortnite, Counter-Strike, and similar pursuits are major phenomena.

The elderly are listening more digitally

Radio listening is quite stable in Denmark, with just over nine of ten Danes listening to flow radio every week. Digitalisation marks its presence here, too; but unlike other media types, the oldest listeners are more digital than the younger ones.

In 2018, the digital share for the oldest Danes increased while it decreased for the younger Danes. According to the DR report, one of the reasons for this is last year's reorganisation of the DAB standard in Denmark. When older DAB devices became obsolete, the younger Danes were not as likely to buy a new device as the elderly, among whom listening to the radio is more firmly embedded in their media use.

Education one of the factors behind podcast listening

In turn, the young people are more interested in podcasts than older generations are. In 2018, three of ten 15-31-year-olds listened to podcasts every week, compared to just under two of ten in the entire population.

In addition to age, education seems to be an important factor. Almost one-third of Danes with a higher education listen to podcasts every week, compared to just over one-tenth of those with a vocational education.

Read more in the report

The results above refer to the chapter *The Danes are streamlining the media use*, but the Media Development 2018 report also offers reading about news users with a guilty conscience, how relationships control young people's media day, what makes YouTube one of the most popular streaming services, and more.



[Download the *Media Development 2018* report via DR's website](#) (in English)

About the report: Media Development 2018 provides a status update on Danes' use of media content – on TV and radio as well as online. The report is part of DR Media Research's annual report series on the Danes' media use. All reports from 2010 and onward are available for download on DR Media Research's web.

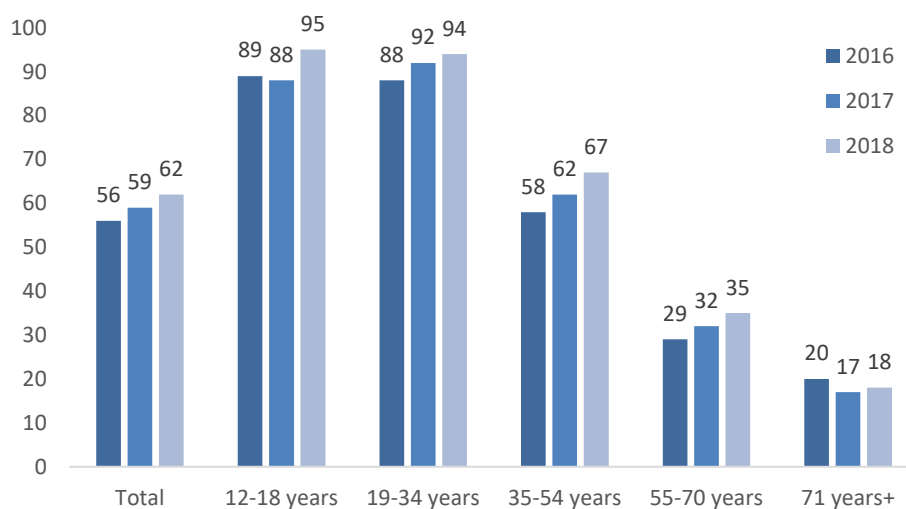
Growth in streaming services in Denmark

Media Use | Denmark February 2019 | EH

In 2018, almost all young Danes watched streamed content – films, series, TV, or other online videos – at least once a week. And, independent of age, the use of streaming services shows an overall growth, according to a new Danish report.

The Danish Agency for Culture and Palaces has published a special report on streaming in Denmark (in Danish). It shows that six of ten Danes watch streaming services weekly or more often. Especially popular are streaming services among the young, with almost everyone aged 12-34 watching streamed content at least once a week. The use of streaming services is growing in all age groups, however, with the largest increase in 2018 among 12-18- and 35-54-year-olds (see figure below)

Figure: Share of the population who have streamed film, series, TV, and online videos at least once a week (%)



Data from Index Denmark / Gallup 1. Half year 2016/17/18. Share of the Danish population 12+.
Source: [Streaming. Audiovisuelle tjenester](#) (Danish Agency for Culture and Palaces, 2019)

The time spent on streaming services is also growing. Again, the young top the list. Four of ten 12-18-year-olds, as well as 19-34-year-olds, say they streamed two hours or more the previous day, compared to half an hour (or less), which is the most common answer among the older age groups.

YouTube, Netflix and DRTV (streaming service of DR, Danish Broadcasting Corporation) are the three most popular services. Nearly half, 46 per cent, of the Danes watch YouTube several times daily/daily/almost daily, followed by Netflix and DRTV, with 38 and 26 per cent respectively. Visits to YouTube are the shortest (half an hour or less on average), while Netflix makes viewers stay the longest (one hour or more).

The households are also willing to pay for streaming services. The report shows that more than half of the Danish households subscribe to one or more SVOD services, such as HBO, Netflix and ViaPlay. Moreover, just over a third of the households subscribe to two or more SVOD services.

The full report in Danish: [Streaming. Audiovisuelle tjenester](#)
[Press release, in Danish, from the Danish Agency for Culture and Palaces Jan 21, 2019](#)

About the report: This study is published as part of the Danish Agency for Culture and Palaces' reporting on [media development in Denmark \(summary in English\)](#) available on the site).

Norwegian children's media use

Media Use | Norway February 2019 | EH

In a recent newsletter, medianorway summarises some of the key trends in Norwegian children's and young people's media use – in a country which is among the world's best digital performers.



In Norway, access to the Internet, and to smartphones, is almost universal. When it comes to Norwegians' media use, especially smartphones have proven to be very important.

What does it mean for children's media habits, when nine of ten children aged 10-11 years – and almost half of the children aged 6-9 years – have their own smartphone; and when almost all children have access to a tablet? Do the children still read books and watch the big TV screen?

In the newsletter, medianorway looks at both the equipment children use and have access to, and which media children use the most. Whether online media beat the traditional media, and whether children's media habits deviate much from those of adults, are also in focus.

The data used are taken mainly from three different media use surveys: Kantar TNS' survey Mediebarn [Media Children], Statistics Norway's survey Norwegian Media Barometer, and the Media Authority's survey Barn og Medier [Children and Media – more information in English here].

The newsletter *Fremtidens mediebrukere* [Media users of the future] is available in Norwegian only, but some of the statistics can be found in English on medianorway's website.

Download the [newsletter via medianorway's website](#) (in Norwegian)

Download the [newsletter in PDF directly](#) (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](#).

The Swedish Media Barometer: First results 2018

Media Use | Sweden March 2019 | KH



The Swedish Media Barometer is an annual survey that analyses daily media use on different platforms among the Swedish population. Here are the first results from the 2018 survey. [Basic tables in English](#) are available.

The digital shift: Traditional media platforms such as FM radio, traditional TV, and print newspapers continue to lose listeners, viewers and readers, while the media's streaming and digital versions are increasing. It is only in terms of television that overall use remains stable despite the platform shift, with the increased number of viewers of online TV compensating for the decrease in those of traditional TV.

Online TV consumption is growing

Ten years ago, about 85 per cent of Swedes watched TV on a regular day. In 2018, the proportion of TV viewers is 82 per cent. At the same time, traditional TV has a falling curve. Five years ago the proportion who watched traditional TV on an average day was about 80 per cent, while the Media Barometer 2018 shows that the proportion of viewers of traditional TV decreased from 64 per cent in 2017 to 57 per cent in 2018. Instead, Swedes watch television through streaming services on the Internet. Five years ago about 10 per cent of the population watched online TV on an average day, while in 2018 the proportion of online viewers is 36 per cent.

Fewer read newspapers

The trend we have seen for many years continues. Ten years ago, 80 per cent of Swedes read at least one daily newspaper on a normal day. In 2018, 55 per cent read a daily newspaper on a regular day, regardless of platform. Print newspapers are losing readers, while more people read newspapers digitally. In 2018 the proportion of readers of a daily newspaper on paper is 38 per cent, and the proportion of readers of a digital daily newspaper is 29 per cent.

Online radio is increasing

Radio listening in Sweden was at its highest during the second half of the 1990s when 80 per cent of the population listened to radio on an average day. In 2018, the total share of listeners is 61 per cent. Most people listen to traditional radio, while the proportion of listeners of online radio, directly or as downloaded podcasts, has increased in recent years. In 2018, the share of this latter group is 18 per cent. Listening to streaming radio is highly related to age and is highest among 25- to 44-year-olds, at 28 per cent.

Social media

Ten years ago, every fourth Swede used social media on an average day. The largest proportion of users, 64 per cent, was made up of those aged 15 to 24 years. In 2018, over 70 per cent use social media on a regular day. The use of social media is still heavily age-related: among young people aged 15 to 24, the proportion is 95 per cent on an average day.

[Find the basic tables in English here](#) | [Find the report in Swedish here](#)

The Media Barometer's main publication will be presented on May 24.

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.

Difficult for teenagers to identify fake news online

Youth and News | Sweden February 2019 | MJL

According to a new study published in *Nordicom Review*, many young people in Sweden find it difficult to identify fake or partial news online. The young people who considered themselves good at finding information online were the ones who did worst in the survey.

Swedish students self-report that they are quite good at finding and assessing information online. In a new study published in the scientific journal *Nordicom Review*, researchers have examined the ability of Swedish teenagers to determine the credibility of news online. Four hundred and eighty-three students aged 16–19 participated in the study.



68 per cent of the teenagers who participated in the study rated their fact-checking ability as good or very good, and 79 per cent rated their searching ability as good or very good. Despite this, 88 per cent could not distinguish news from advertising in one of Sweden's most read newspapers. Many had difficulty distinguishing factual text from biased text and identifying manipulated images. It is clear that digital source criticism can be difficult for anyone, but perhaps most so for those who are overconfident in their own abilities.

– The fact that teenagers are not so good at determining the credibility of a source also underlines the importance of having access to reliable news, says Thomas Nygren, Senior Lecturer in Didactics at Uppsala University, who conducted the study.

Attitude to reliable news is important

The students who considered it particularly important to have access to reliable news were the ones who best managed to distinguish between credible, biased and fake news. Respect for the knowledge and curiosity of others also seems to be important in order to be able to navigate among digital news wisely.

Education plays an important role

Students in the aesthetic program were more successful than others in evaluating news, which indicates better critical thinking among these students. Education plays an important role in reducing the knowledge gap that exists.

– The results indicate that teaching source criticism is crucial for promoting critical and constructive assessment of news online among all young people, regardless of background and home conditions, Nygren says.

The article [Swedish teenagers' difficulties and abilities to determine digital news credibility](#) (PDF) is written by Thomas Nygren and Mona Guath, and is [published in Nordicom Review](#).

The Media Market

MedieSverige 2019 – an overview of the Swedish media landscape

Media Market, Media Use | Sweden March 2019 | UF

Nordicom-Sweden's publication *MedieSverige 2019* is a comprehensive overview of today's media landscape in Sweden. Read a summary in English.



Since the millennium, digitalisation has been a major game-changer for the media industry as well as for its audiences. The publication *MedieSverige 2019* [MediaSweden 2019] gives the reader an up-to-date and broad overview of today's Swedish media landscape.

Nordicom-Sweden's *MedieSverige 2019* is rich in data from a variety of sources. The report targets students, teachers, researchers and journalists, as well as decision-makers and everyone who wants to learn more about the development in the Swedish media market.

This report is the 13th volume [in the series](#), and is written (in Swedish) by Ulrika Facht and Jonas Ohlsson.

[Read a summary in English online and download the publication.](#)

Media revenue in Iceland – new analysis

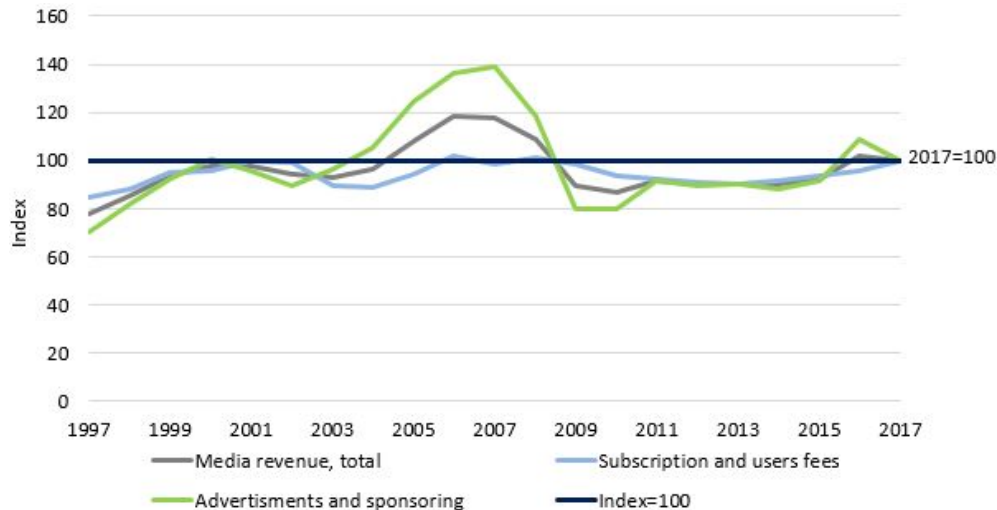
Media Economy | Iceland March 2019 | EH

In 2017, the Icelandic media revenue decreased by two per cent. Since the market's all-time high in 2006-2007, the total media revenue has decreased by almost a fifth. This is according to a new report from Statistics Iceland.

In 2017, the revenues for Icelandic media companies amounted to 27,900 million ISK (approx. EUR 230 million), a two per cent decline compared to 2016. Revenues for newspapers and magazines have dropped, while the situation for TV and radio is rather stable.

Compared to the market's all-time high in 2006-2007, the total media revenue has decreased by almost a fifth (see figure on the next page). Dropping by nearly half since 2006, the revenue of newspapers and magazines has suffered a more severe fall than that of other kinds of media. At the same time, radio revenue increased by 13 per cent and television by four per cent, while the web media revenue increased fourfold.

The Icelandic media revenue in fixed prices (index)

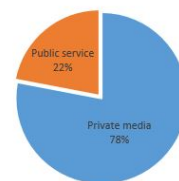


Source: [Media Revenue 2017, Statistics Iceland \(March, 2019\)](#)

Another trend highlighted in Statistic Iceland’s report is the growing importance of user payment. In 2017, revenue from users’ fees was nearly 15,000 million ISK and revenue derived from advertisements and sponsoring was over 13,000 million ISK. This development is mainly due to shrinking advertising revenues. Since 2006-2007, revenue derived from advertisements has fallen 28 per cent in real prices, while revenue from users has increased by only one per cent.

RÚV, the national public service company, receives approximately one third of its funding from advertising. Of the Icelandic advertising revenues in 2017, RÚV accounted for 16 per cent while the private media sector accounted for 84 per cent. Of the media's total revenue, RÚV captured 22 per cent and the private sector captured 78 per cent.

Media revenue in Iceland 2017 (%)



[Read the analysis: Media Revenue 2017 \(in English\)](#)

Media revenue is defined as revenue from users (subscription fees, single-copy sales and pay-per-view, as well as broadcasting fees levied upon all eligible individuals and companies), advertisements and sponsoring. The data does not include foreign media. Information about individual private media is not provided due to rules of confidentiality.

Statistics Iceland’s data on Icelandic media revenue is derived from the media companies’ information to Fjölmiðlanefnd, the Icelandic Media Commission, from 2011 onwards (previously Statistics Iceland), and annual accounts. In instances when information is missing from media operators, revenues are estimated based on VAT reports and other available information. (Statistics Iceland is part of Nordicom’s [Nordic media statistics network](#).)

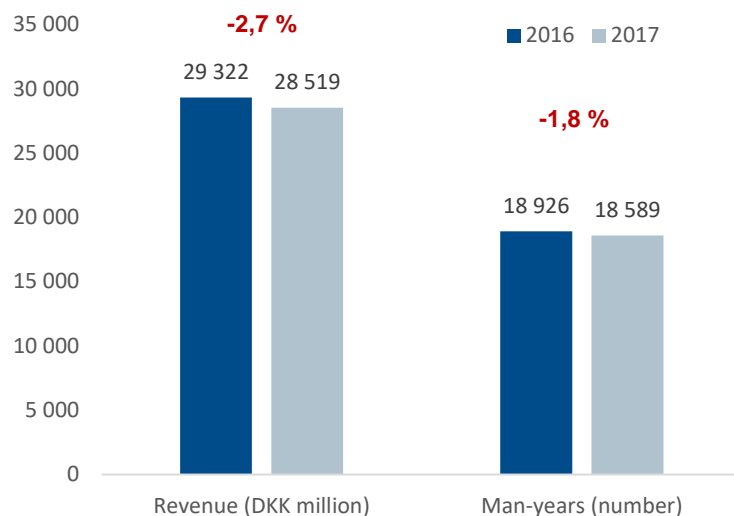
Revenue loss for the Danish media industry

Media Economy | Denmark March 2019 | EH

The revenue of the Danish media industry declined by three per cent from 2016 to 2017. Written media, such as newspapers, local newspapers and magazines, were the media sectors most affected by the decline.

While the overall Danish economy has seen progress in recent years, the media industry's revenue fell from 2016 to 2017 by three per cent. In the same period, employment in the industry fell by two per cent (see figure below). The data are from a new analysis by the Danish Agency for Culture and Palaces, titled *Mediebranchens omsætning og beskæftigelse* [The media industry's turnover and employment].

Figure: Media industry revenue (DKK millions) and man-years (number)



Based on 1,079 content-based and Danish registered companies in the media industry.
Source: Statistics Denmark and the Danish Agency for Culture and Palaces.

The industries "Written news and current affairs media" (which include daily newspapers and local newspapers) and "Magazines and weeklies" lost six per cent and five per cent of their revenue, respectively, in 2017. The industry "TV and streaming" also regressed, losing four per cent of its revenue in 2017, while other industries such as "Publishing houses" and "Radio" saw increased revenue.

[Read the report online \(in Danish\)](#) | [News release 26 March, 2019 \(in Danish\)](#)

More about the report: The analysis covers the industries "TV and streaming", "Written news and current affairs media", "Publishers", "Magazines and weeklies", "Film producers", "TV producers", "Radio", and "Record companies". This study is published as part of the Danish Agency for Culture and Palaces' [reporting on media development in Denmark](#), summary in English available on the site. (The Danish Agency for Culture and Palaces is part of Nordicom's [Nordic media statistics network](#).)

The impact of digitalisation on the Norwegian music industry

Music Industry | Norway February 2019 | EH

Norwegian music sales are shrinking, and the conditions for Norwegian artists and rights-holders are getting tougher. This is reported in a recent investigation of the impact of digitalisation on the music industry in Norway.



Digitalisation has changed how music is distributed and listened to, and these changes have affected the Norwegian music industry. This is evident in a new report on the effects of digitalisation on the Norwegian music industry.

The aim of the report – carried out by the [Center for Creative Industries at BI Norwegian Business School](#), together with Menon Economics, on behalf of the Ministry of Culture – was to map the music field. It was also to examine how digitalisation has affected the industry's value systems, market structures, and competitive situation.

One of the main results is that, despite the growth in the overall music market, the conditions for Norwegian musicians have become more difficult. Although the total music market in Norway increased from NOK 5 billion to 7.6 billion during the period 2011-2017, the sales share for Norwegian music decreased from 39 to 33 per cent.

The growing presence of global streaming services is mainly to blame for the negative development for Norwegian music. Since people listen less to domestic music and more to foreign music via these platforms, the report claims, the growth of streaming services is a threat to the Norwegian music industry. For the period 2011-2017, the streaming services' share of the music industry turnover increased from 5 to 14 per cent.

Radio is still the most important platform for listening to music, with streaming services in a clear second place. Four of ten Norwegians have streaming services as their first choice for music. In addition, every third Norwegian Spotify user says they always or frequently use Spotify's recommendations and/or playlists. This means that the streaming services exercise great power over users' listening patterns.

The report concludes with a number of proposals for strengthening the Norwegian music industry. One entails reintroducing the Norwegian music quota into the national radio licenses, a requirement that disappeared with the transition from FM to DAB standard in 2017. Another involves introducing better coding of music on the digital platforms, in order to allow the rights-holders to identify and thus demand payment for their music. The writers also suggest support for the EU proposal for new copyright legislation.

Find the [report here \(in Norwegian\): Hva nå – digitaliseringens innvirkning på norsk musikkbransje](#)
[News from BI Norwegian Business School, February 1, 2019 \(in Norwegian\)](#)

More information: *Hva nå – digitaliseringens innvirkning på norsk musikkbransje* [What now – the impact of digitalisation on the Norwegian music industry] is published by BI Center for Creative Industries, a research centre for the creative industries at BI Norwegian Business School. The report was written by Irina Eidsvold-Tøien, Øyvind Torp, Marcus Gjems Theie, Audun Molde, Terje Gaustad, Harald Sommerstad, Anne Espelien, and Anne-Britt Gran.

A strong boost for Nordic TV drama collaboration

Public Service Media | Nordic March 2019 | EH

Never before has so much TV drama been co-produced across Nordic boundaries. The Nordvision 2018 results show a new record for collaboration on drama between the Nordic public service companies.



The past year turned out to be the second-best year in Nordvision's history, after the record-breaking year of 2017. Drama and programmes for children are the two largest categories, accounting for almost one third each of the co-productions in 2018.

Moreover, the drama collaboration hit a new high with a total of 511 Nordic drama episodes, equivalent to 410 hours of Nordic drama content. This corresponds to an increase of over 60 per cent in both the number of programme episodes and hours, compared to 2017.

The focus on drama is a response to the growing competition from global streaming giants. It was in April last year that DR, Yle, RÚV, NRK and SVT [launched Nordic Twelve](#), a strategy for increasing Nordic drama production. The expanded cooperation means that the Nordic public service TV channels co-produce a minimum of twelve new Nordic drama series every year. Each month, a new Nordic drama series will be available to viewers in all five Nordic countries, as both traditional broadcast and streamed content; and every series will be available in all the Nordic countries for twelve months.

In 2018 a hot topic was voice control and voice assistants, even [within the Nordic media partnership](#). During the past year Google launched its voice assistant in Swedish, Danish, and Norwegian, and now four public radio broadcasters – SR in Sweden, Swedish-speaking Yle in Finland, NRK radio in Norway, and DR radio in Denmark – have developed apps for radio listening via voice assistants.

Find [Nordvision's annual report 2018 here \(in English\)](#)

Nordvision news January 28, 2019: [Nordvision in great shape](#)

[Number of co-productions and programme exchanges among the Nordic public service media organisations 2012–2018](#), table from Nordicom's statistical database (Excel)

About: Nordvision, established in 1959, is a [TV and media partnership](#) involving DR (Denmark), Yle (Finland), RÚV (Iceland), NRK (Norway), and SVT, SR and UR (Sweden). Its 2018 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.

Outlook Europe

New issue: European Media Policy 1/2019

Newsletter | Europe March 2019 | AC



Welcome to this year's first issue of our European Media Policy newsletter. 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:

- EU negotiators struck a deal on the controversial copyright reform.
- Platforms are not doing enough to tackle disinformation. Now there are calls for regulation.
- Soon there will be EU-wide rules to protect whistleblowers but journalists' organisations are disappointed.
- EU-rules to get terrorist content off the web are in the pipeline. There are concerns about risks for freedom of expression.
- Many are calling for competition law to be used to reign in the power of the tech giants. In February the German competition authority did just that in a ruling against Facebook.
- Facebook and Google are not the only ones making billions off the personal data we happily give away in exchange for some convenience and fun. Now regulators are beginning to turn their attention to data brokers.

Download [European Media Policy 1/2019 \(PDF\)](#) – published March 18, 2019

[All issues of the European Media Policy newsletter](#)

New online database of film and cinema in Europe

Film and Cinema | Europe March 2019 | EH

The European Audiovisual Observatory and the European Film Agencies Research Network (EFARN) have launched a database of film industry research and statistics. It is accessible online (open access).

The EFARN Film Research Library, launched in March, contains over 130 research articles on European cinema from members of EFARN. The European Audiovisual Observatory has also uploaded its latest market reports on European cinema (including TV and video on-demand). The research reports are searchable by topic, publishing organisation, language, country or publication year. The database will be constantly updated with new research and statistics from EFARN and the European Audiovisual Observatory.

[Visit EFARN Film Research Library](#)

The European Film Agencies Research Network (EFARN) is a non-formal group bringing together researchers from film agencies and other cognate organisations. The EFARN Research Library is a tool developed by the European Audiovisual Observatory, in its capacity as EFARN's secretariat. The Observatory also provides other online databases in the film and TV field, such as [MAVISE](#), [LUMIERE](#) och [AVMS Database](#). The EFARN Research Library is the latest addition to [Nordicom's online service External Sources](#). Find more organisations providing media statistics at national, Nordic, European, and global levels in the database.

Research Conferences and Journals

Upcoming Nordic media conferences

Event | Nordic March 2019 | MJL

During spring and summer, several media conferences will be held in the Nordic countries. The themes include international media trends and challenges facing the media industry, fake intelligence and challenges from both outside and within the media field.

The [Nordicom conference calendar](#) regularly presents conferences in the field of media and communication research, both Nordic and International. Here are some of the Nordic conferences taking place during spring and summer 2019:

- [Fake Intelligence Summit 2019](#), Pori, Finland (7 May)
- [The Nordic Media Festival 2019](#), Bergen, Norway (8-10 May)
- [The Dark Side of Communication](#), Aalborg, Denmark (14-16 August)
- [NordMedia 2019](#), Malmö, Sweden (21-23 August)

[Read the full article for more information](#)

Find more media conferences in [Nordicom's conference calendar](#)



Nordmedia 2019, 21-23 August, Malmö

Nordicom is co-organizing the [NordMedia conference](#). This year, Nordicom's [new digital research platform](#) will be launched.

New issues of *MedieKultur* and *Media & viestintä*

Research Journals | Nordic March 2019 | MJL

The research journals *MedieKultur* and *Media & viestintä* in Denmark and Finland, respectively, have published new issues. *MedieKultur*'s theme is "Cultural Critique: Re-negotiating cultural authority in digital media culture"; on the other hand, the theme of *Media & viestintä* is "Media, hope and future".



MedieKultur: Journal of media and communication research

MedieKultur is a double-blind peer-reviewed journal with the objective of contributing to critical reflection and the development of theories and methods in media and communication research. The format is open access, with older issues digitised and available online.

The latest issue consist of four articles written in English and two in Danish. The articles discuss the definition and reassessment of intellectuals within the new digital media landscape. One article reflects on the cultural criticism apparent on digital platforms and analyses the YouTuber PewDiePie as a culture-critical actor. They also discuss the use of Facebook by cultural Danish media personalities and the reviews that ordinary people publish online.

[Read the latest issue](#) | [Read more about *MedieKultur*](#)



Media & viestintä

Media & viestintä is a peer-reviewed scientific journal for Finnish media, communication and journalism research published by the Finnish Association for Media and Communication Studies, Mevi. Its content is published in Finnish, with English abstracts for the reviewed articles. It is released four times a year, and from 2014 operated as an open-access journal.

The latest issue, 4/2018, contains five peer-reviewed articles whose common theme is hope and future scenarios in the media. The articles discuss how the future is constructed as an ideal in journalism and how digital media can increase the participation of young media users. Other themes are: a comparative methodology for the comparison of foreign journalism in Finland and the United States, the relationship between sports journalism and changing elite sports, and the historical perceptions of daily articles about organic and locally produced food.

[Read the latest issue](#) | [The journal archive](#)

Publications and Journals from Nordicom

Digital Media Inequalities

Policies against divides, distrust and discrimination



Inequalities are the unwanted companions of media and communication. Traditional analogue mass media were criticized for creating inequalities by being biased, serving hegemonic interests, and accumulating far too much power in the hands of mighty industrial conglomerates.

Under the digital regime, most inequalities survived, and new ones occurred. Knowledge gaps transformed into digital divides, news journalism is challenged by social networking sites, and global corporate monopolies outperform national media companies. Algorithmic selection, surveillance, Big Data and the Internet of Things are creating new inequalities which follow traditional patterns of class, gender, wealth and education.

This book revisits old and new media and communication inequalities in times of digital transition. It has been written in a collective effort by the members of the [Euromedia Research Group](#).

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

Read Nordicom's interviews with:

[Josef Trappel, Professor of Media Policy and Media Economics](#) at the University of Salzburg, Austria, and editor of the publication;

[Sara De Vuyst, postdoctoral assistant and a member of the Center for Journalism Studies](#) at Ghent University in Belgium, and one of the authors of the chapter *Transforming the News Media. Overcoming Old and New Gender Inequalities*

Among the articles in Digital Media Inequalities:

Country	News lovers	Daily readers	Casual users
Denmark	17	44	39
Finland	28	50	22
Norway	5	55	40

Why free news matters for social inequality

Comparing willingness to pay for news in the Nordic region

This chapter discusses inequality from the perspective of media use. It analyses patterns of news consumption and willingness to pay for news in the small Nordic welfare states of Finland, Denmark and Norway – and reveals significant dissimilarities between the countries.

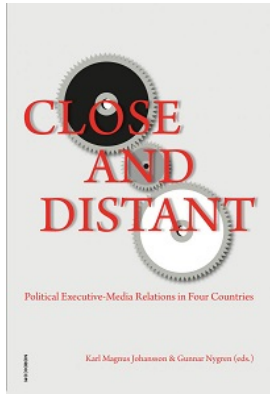
The chapter is written by Hallvard Moe, professor of Media Studies at the University of Bergen, Norway.

[Download: Why free news matters for social inequality \(PDF\)](#)

Complex relationship between the media and politics

Research Anthology | Finland, Lithuania, Poland, Sweden January 2019 | MJL

In a new study, researchers examine how close, or far apart, media and political power are from each other in four different countries. The complex relationship between media and politics has consequences with regard to shaping the public image of politics and individual politicians.



In a new study, published by Nordicom, researchers from Sweden, Finland, Poland, and Lithuania analysed the relationship between media and political power in their respective countries. The study shows a complex relationship and a mutual interdependence between the actors.

– Political power needs media attention in a complex society with an abundance of information. Media, on the other hand, need information and credible sources inside the political establishment in order to produce news and information, according to Gunnar Nygren, Professor of Journalism at Södertörn University.

The anthology *Close and Distant: Political Executive–Media Relations in Four Countries* is the result of a three-year research project for which more than 80 political journalists, political advisors, press secretaries, and politicians from the four countries were interviewed, mainly during the years 2015–2016.

Editors are Karl Magnus Johansson, Professor of Political Science, and Gunnar Nygren, Professor of Journalism, both in the School of Social Sciences at Södertörn University, Stockholm.

Read more about and download the anthology: [Close and Distant: Political Executive–Media Relations in Four Countries](#)

Nordicom's press release 2019-01-28 [Complex relationship between the media and politics](#)

Nordicom Review – the latest articles

Research Articles | Nordic March 2019 | EH

Nordicom's journal *Nordicom Review* is published both as a print journal and online. The next printed edition is planned for May/June, but six new research articles are already available for reading on Nordicom's web.

Below are links to the latest Nordicom Review articles published as online-first:

- [Covering regional blind spots: Commentary journalism in the regional public sphere](#) [Birgitte Røe Mathisen & Lisbeth Morlandstø]
- [Crowning moments: Transformative populist use of the media and the case of Carl I. Hagen](#) [Hilmar Mjelde]
- [Picturing two modernities: Ecological modernization and the media imagery of climate change](#) [Jarkko Kangas]
- [Swedish teenagers' difficulties and abilities to determine digital news credibility](#) [Thomas Nygren & Mona Guath]
- [Logics of the Icelandic hybrid media system: Snapchat and media use before the 2016 and 2017 Althing elections](#) [Birgir Guðmundsson]
- [Experiences of external interference among Finnish journalists: Prevalence, methods and implications](#) [Ilmari Hiltunen]

Here, two of these articles' authors tell us more of their findings:



Experiences of External Interference Among Finnish Journalists.
Prevalence, methods and implications.

Published in November 2018, this *Nordicom Review* article sheds light on how different external actors try to influence journalism and journalists in Finland.

Here, the author [Ilmari Hiltunen](#) answers a few questions about the findings.



Logics of the Icelandic hybrid media system: Snapchat and media use before the 2016 and 2017 Althing elections

Published in January 2019, this *Nordicom Review* article looks at some characteristics of the relations between politics and the media in Iceland.

Here, the author [Birgir Guðmundsson](#) answers a few questions about the findings.

About the journal: *Nordicom Review* is a traditional scientific journal published in English, applying double-blind peer review, and issued twice a year in print. The latest articles are [published online first](#), in open access format. In addition, Nordicom Review publishes special theme issues, edited by external researchers.

Call for papers:

Nordicom Review and Nordic Journal of Media Studies

Research Journals | Nordic March 2019 | MJL



Call for papers: Nordicom Review – Behind the Paywall

Nordicom Review Special Issue (open access)

Title: Behind the Paywall: Implications of the Budding Market for Paid-for Online News.
Special issue editors: Aske Kammer (IT-University of Copenhagen), Carl-Gustav Lindén (University of Helsinki), Jonas Ohlsson (Nordicom) and Helle Sjøvaag (University of Stavanger).

[For more information about the call for papers, see Nordicom's website](#)

About the journal: *Nordicom Review* is an international peer-reviewed open access journal published by Nordicom at the University of Gothenburg. The publication of *Nordicom Review* is supported by the Nordic Council of Ministers. Nordicom Review is indexed by SCOPUS.



Call for articles: Media Studies in a Nordic Context

The 2020 issue of *Nordic Journal of Media Studies*

Which topics would a journal called *Nordic Journal of Media Studies* address in a global, interconnected and postcolonial world of rapidly changing media systems and user patterns? With this question we want to invite articles on the state of the art of media research, on the relation between the regional and the global, and on what is Nordic and what is not. Is there a specific Nordic perspective in media research? What would be the scholarly advantages of pursuing a question like this – and what would be the challenges? In which ways do questions of the regional – and national – contribute to our understanding of global media? And vice versa.

Issue editors: Professor Göran Bolin, Södertörn University, Professor Anne Jerslev, University of Copenhagen.

[For more information about the call for articles, see Nordicom's website](#)

About the journal: *Nordic Journal of Media Studies* is published once a year and each volume focuses on a particular theme. All submitted articles are subject to double-blind peer review by two external reviewers. This digital-only open access journal is published by Nordicom, and supported by the Nordic Council of Ministers.

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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