

# Media Trends in the Nordic Countries

Newsletter from NORDICOM

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# Media Use

## TV viewing in the Nordic countries in 2016

Television | Nordic March 2017 | EH

**Even though linear TV still attracts large audiences, the trend is clear: linear TV is decreasing while online TV is growing. And this is especially true for the young audience. This is shown in Nordicom's compilations of 2016 TV data from the national survey institutes in the Nordic countries.**

Around seven of ten Nordic people watch linear TV, or traditional TV, on a daily basis. Finland and Norway are on top with a 72 per cent daily reach, compared to Denmark and Sweden with 63-64 per cent. Last year saw a decreasing daily reach in all countries except Finland, which has a more stable TV viewing pattern than the other countries. In a longer perspective, from the year 2000, Sweden and Denmark are the countries with the largest reduction in daily reach, dropping 12 and 8 percentage points respectively. (Reach data for Iceland are not available.)

### *Highest TV time in Finland, lowest on Iceland*

On a daily basis, people in the Nordic countries spend 2.5 to 3 hours on TV viewing. The most avid TV viewers are found in Finland, where daily TV time even increased last year, while the downward trend continued in the other countries. The sharpest decline was noted in Denmark and on Iceland.

TV viewing time in the Nordic countries 2000-2016 (minutes/day)

	Denmark (Age 3+)	Finland (Age 10+)	Iceland (Age 12-80)	Norway (Age 12+)	Sweden (Age 3+)
2000	149	168	149	163	150
2005	152	169	147	164	146
2010	201	178	136	183	166
2011	198	178	134	178	162
2012	195	183	131	175	164
2013	180	182	121	168	159
2014	173	184	114	174	153
2015	172	179	117	173	155
2016	158	181	99	167	148
Change 2015-2016	-14 min.	+2 min.	-18 min.	-6 min.	-7 min.

DENMARK: If a minor change in the method is taken into account, the actual drop in 2016 is closer to 11 minutes. ICELAND: As the figures are based on a specific week instead of annual averages, the results are sensitive to individual television events.

Sources: Kantar Gallup Denmark, Finnpanel, Gallup Iceland, Kantar TNS Norway, MMS.

Download [the table including data for all years 2000-2016](#) (Excel)

### *Two channels reach half the population every day*

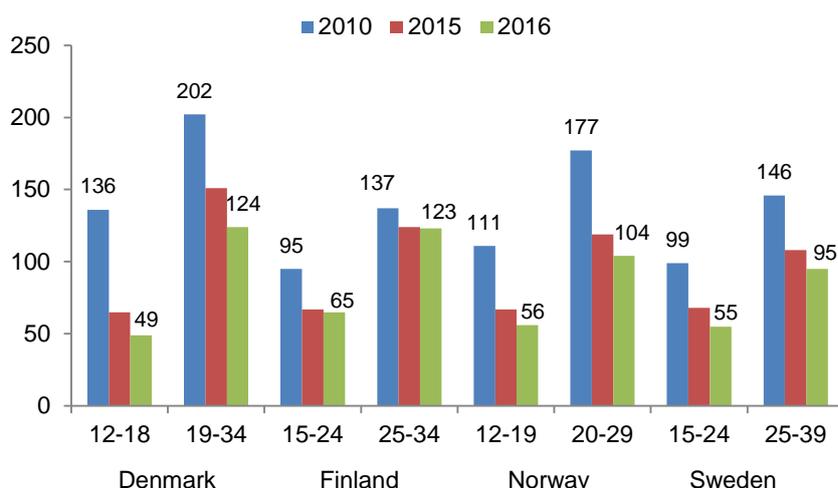
In a longer perspective, the daily reach of the large TV channels has declined; but the situation has remained relatively stable for a few years. In 2016, the major channels' daily reach and audience share stayed at the same level or declined by 1-2 percentage points (and in some cases even slightly increased) compared to 2015. The two largest channels – NRK1 in Norway and YLE TV1 in Finland – are watched by almost half the population in each country on an average day, with MTV3 in Finland close behind.

### *Declining TV viewing for the young*

Older people have increased their viewing time over the years, but in 2016 this trend continued only in Finland and Norway. In Denmark and Sweden, for the first time, the viewing time declined in all age groups. The largest drop was among Danish 19-34-year-olds, with 27 minutes less compared to 2015.

Among the young, linear TV viewing has steadily declined in recent years. Since 2010, the viewing time has decreased by half an hour among young people in Finland (15-24 years) and by 1.5 hours among young Danes (12-18 years).

TV viewing time among youth/young adults in the Nordic countries for 2010, 2015 and 2016 (minutes/day)



Sources: Kantar Gallup Denmark, Finnpanel, Kantar TNS Norway, MMS. (Data for Iceland are not available).  
Download [the table including data for all age groups, 2000-2016](#) (Excel)

### *Growing streaming services*

The TV-meter surveys include traditional TV only, but other studies show the increasing video-on-demand viewing in the Nordic countries. The growth includes both openly available and paid-for streaming services (SVOD), especially among the young.

### *YouTube, Netflix and public service at the top*

YouTube is the most popular streaming service. Half the population in Denmark, Finland and Sweden watch YouTube on a weekly basis (no data for Norway). Among the young audience, YouTube is more or less a daily habit. Among Swedish 9-19-year-olds, almost nine of ten (87 per cent) watch YouTube on a daily basis (93 per cent watch YouTube on a weekly basis).

After YouTube, Netflix and the open services offered by public service broadcasters have the greatest audiences. YouTube, and even more so Netflix, are also the services that Danes under 40 years would miss the most, according to a report from the DR Audience Research Department. It also shows that Danes under 40 prefer fiction and foreign content, while Danes over 40 prefer both Danish content and content from traditional TV channels.

**Download more tables** from Nordicom's database table (Excel or PDF):

LINEAR TV:

[Daily TV reach 2000-2016](#)

[The five TV channels with the largest daily reach 2016. Daily reach 2000-2016](#)

[The five TV channels with the largest audience share 2016. Shares 2000-2016](#)

[TV broadcasting companies' audience shares 2000-2016](#)

[TV broadcasting companies' audience shares 2016 – GRAPH](#)

[Public service TV audience shares 2000-2016](#)

[About TV surveys in the Nordic countries – definitions](#)

STREAMING SERVICES:

[Daily reach of streaming TV services in Norway and Sweden 2015-2016](#)

[Weekly reach of streaming TV services 2015-2016](#)

[The five largest streaming TV services by weekly reach 2015-2016 – GRAPH](#)

**About the statistics:** Nordicom's compilations for linear TV are based on TV-meter data from the national survey institutes responsible for the official TV surveys. The surveys measure linear TV viewing, but the reports also present, to various extents, other surveys and estimates for non-linear viewing. For video-on-demand viewing, for which there are no current industry standards, we have used openly available data from the survey institutes responsible for the official measurement of traditional TV, plus some complementary information.

**Sources:** Data are compiled mainly from the following institutes and reports:

The DR Audience Research Department: Media Development reports

[Finnpanel: Television viewing in Finland 2016](#) (see TV Year 2017 Press Event)

YLE KMK survey 2015-2016 / Kantar TNS Finland

[Gallup Iceland](#) (in Icelandic)

[TNS Gallup Norway: Årsrapport for TV-seing i Norge 2016](#) (TV data in English are presented by medianorway)

[TNS Gallup Norway: Rikets medietilstand. Medietrender 2017](#)

[MMS: Årsrapport 2016](#) (annual report in Swedish)

MMS: Trend & Tema 2016:4

## EU28 becoming as online as the Nordics

Internet | Nordic April 2017 | UF

**While young people in the Nordic countries have been daily Internet users for many years, today older people are also becoming avid users. Compared to the EU average, young people in Europe are now on par with the young in the Nordics, while there are still major differences between older groups in the Nordic countries and the EU.**

By the end of 2016, Eurostat released the data from its annual survey on ICT use in the EU, including candidate countries and some EES countries. The average Internet use in the EU (EU28) in 2016 is 82 per cent, compared to more than 95 per cent in Denmark, Finland, Norway and Sweden. The data refer to 16-74-year olds having used the Internet during *the last three months*.

If we instead look at *daily* use of the Internet, there are greater differences between the Nordic countries and the EU average. Seven out of ten in the EU28, but almost nine out of ten in the Nordic countries, use the Internet on a daily, or nearly daily, basis.

Daily use of the Internet, share of population 16-74 years 2007-2016 (per cent)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Denmark	66	71	72	76	78	81	84	85	87	89
Finland	62	66	68	72	76	78	80	81	84	85
Sweden	58	69	73	76	80	80	81	83	82	85
Iceland	74	78	82	85	88	88	91	94	...	...
Norway	66	72	76	81	82	86	85	89	89	92
EU28	38	43	48	53	56	58	62	65	67	71

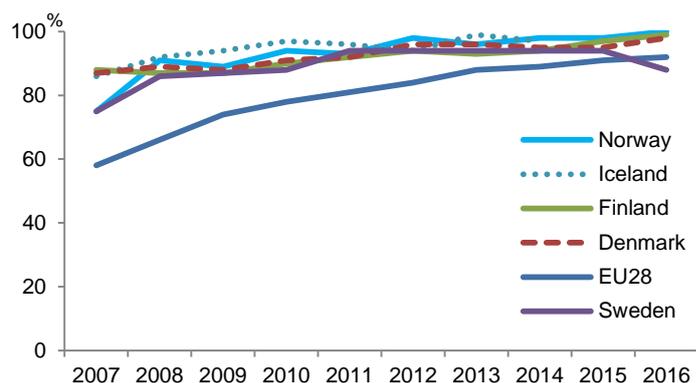
Source: Eurostat database.

### *No longer a difference among the young*

In 2007, 75 per cent or more of the Nordic 16-24-year-olds used the Internet daily, and in 2016 almost all are online daily. But while a large share of the Nordic youngsters have been daily users for ten years, the average for EU28 youth was considerably lower in 2007, with 58 per cent, compared to 92 per cent using the Internet daily in 2016.

This shows that in 2016 the shares of young people in the EU28 and in the Nordic countries using the Internet on a daily basis are more or less on the same level.

Daily use of the Internet, share of population 16-24 years 2007-2016 (per cent)



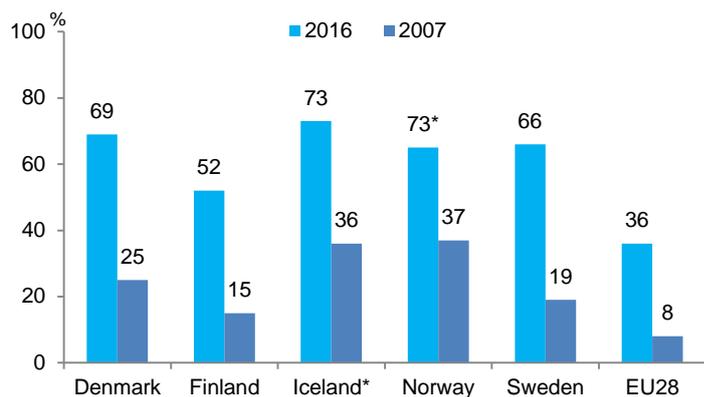
Source: Eurostat database.

### *A clear gap between the older groups*

In the Nordic countries, daily Internet use is high within all age groups, even including the oldest in the survey, 65 to 74 years. Two out of three 65- to 74-year-olds in Denmark, Norway and Sweden are daily users, and in Finland one out of two of the oldest are online daily.

Whereas there is little difference between young people in the Nordic countries and the average EU28 youth, there is a clear gap between the old in the Nordics and in the EU28. On average, 36 per cent of those aged 65 to 74 years in the EU28 use the Internet daily. Daily use of the Internet among the survey's oldest is increasing steadily, and will continue to do so – not so much due to new users among the elderly, but because the Internet users are ageing.

Daily use of the internet, share of population 65-74 years 2007 and 2016 (per cent)



\* Data for 2014. | Source: [Eurostat database](#).

### *Mobile devices popular for Internet use*

Considering the Internet users' ways of accessing the web, the use of a smart/mobile phone is much more common in the Nordic countries than in the EU on average. The lower EU28 average is mainly explained by the lower number of people aged 45 years and older using a smart/mobile phone to go online. Among young people, there are no differences between the EU28 and the Nordic countries when it comes to using a smart/mobile phone to access the web.

Using a mobile phone to access the Internet, share of population\* 16-74 years 2011-2016 (per cent)

	2011	2012	2013	2014	2015	2016
Denmark	37	55	61	72	78	81
Finland	37	50	57	64	74	76
Iceland	26	44	47	59	...	...
Norway	34	59	68	74	79	76
Sweden	36	63	68	76	81	82
EU28	26	37	47	57	65	68

\* Share of population who has used the internet during the last three months.  
Source: [Eurostat database](#).

**Download the tables** from Nordicom's table database (Excel):

[Internet daily use by sex and age in the Nordic countries 2005-2016](#)

[Internet activities in the Nordic countries 2011-2016: Online news, social networks, games, TV & video services](#)

[Internet activities by age 2016: Online news, social networks, games, TV and video services](#)

[Use of mobile/smart phone to access the Internet in the Nordic countries 2016](#)

**About the statistics:** The national statistical offices within the EU (plus candidate countries and some EES countries, e.g. 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 16-74-year-olds. The data above refer to use during the second quarter of each year.

## Mapping the reading habits in the Nordic countries

Book reading | Nordic March 2017 | HBBJ



**The Danish Book and Literature Panel has issued a report that maps the reading habits in the Nordic countries, as well as Germany and the UK. The report shows that education, age and gender influence how much we read – across the county borders.**

The report analyzes what data is available concerning reading habits of the population in Denmark, Sweden, Norway, Finland, Germany and England. It also reflects on the different methodological approaches for measuring reading habits.

### *Main points of the report*

Because of methodological differences, it's not possible to compare the countries directly. Still, a few general trends revolving reading habits in the five European countries can be indicated. And the same trends also apply for Denmark.

- Women read more than men. In Denmark, 47 per cent of women read fiction weekly or more often. This number is 29 per cent among men.
- The older generation read more. 25 per cent of the Danish population over the age of 70 read fiction daily or almost daily. Among the 15-19-year-olds, that number is only 12 per cent.
- Education does play an important part when it comes to reading habits. 49 per cent of the Danes with a long or medium long education read fiction weekly or more often. Among the population having elementary school as their highest education, that number is 33 per cent.

The president of the Danish Book and Literature Panel, Stig Hjarvard says: "The report gives us a good understanding of how we can work with bettering the research on reading habits among the Danish population in the future. The different reading habits among the European population are in some aspects similar, and for cultural politics it's important that we get better data to compare the situations in Denmark with, for example, the Nordic countries".

Read more and download (in Danish):

[Læsning i tal – metoder og resultater fra udvalgte internationale læsevaneundersøgelser](#)

**The Nordic studies** that are described in the report are [Nordicom-Sweden's Media Barometer](#), [The Norwegian Media Barometer](#) (Statistics Norway) and [Book Readership in Finland \(the Cultural Database of Statistics Finland\)](#). The report also supplies inspiration to the work of analyzing reading habits in Denmark in the future, and it clearly states how the new digital services makes it possible to analyze the reading behaviors in detail.

### **IN ENGLISH – Report about the Danish book market in 2016:**

The Danes' reading habits are generally stable. As for the Danish book market, more literature than ever is being published and the number of new publishers has increased. This is shown in the Danish Book and Literature Panel's annual report for 2016, published in English. [Read more and download here.](#)

## Quick news fixes are making the Danes dizzy

Media Use | Denmark Feb 2017 | MVK

**The DR Audience Research Department annually publishes a report on the use of electronic media in Denmark. Media Development 2016 is now available, and one of its main points is that quick news fixes are making the Danes dizzy.**



The Danes watch the news to an enormous extent. While the printed newspapers' readership figures are on the decline, and the consumption of news on the radio and TV is relatively stable, Internet news consumption continues to rise. Three out of five Danes currently receive their news on smartphones, tablets or PCs at least every day, and by far most of them do so several times a day.

In visiting the various online news sources, consumers are in search of a quick fix. They describe their behaviour as erratic, superficial and fleeting, emphasising the fact that they only manage to read the headlines and look at the pictures. Consumers typically take a news trip when they are on a break or in need of distraction. Although the news is used to pass the time or for procrastination, this is not at all perceived as a sin. News users feel that they are using their breaks and breathing spaces in a sensible way.

However, news consumers also point out the disadvantages to their repeated and erratic news fixes. Some have the sensation of finding themselves in the middle of a whirlwind of news, in which they may easily become disoriented. Several news users point out that they do not reach a level where they understand what the news is about, since it is overview and not comprehension that takes priority.

The erratic use of digital news should be seen as a contrast to the use of the news that is characterised by deeper understanding, analysis and perspective. The two types of news consumption exist side by side and the erratic use of digital news does not remove the need for deeper understanding. The fact that the erratic use of the news is not in direct competition with the more classical news consumption is demonstrated by the remarkably strong continued status of the omnibus transmissions on DR1 and TV 2, despite a general decline in traditional TV.

**Among the other findings** in the report you can find:

- Traditional TV consumption fell by 15 minutes in 2016, but Danes continue to spend 2 hours and 38 minutes in front of the television every day. Streaming services are eroding traditional TV usage and challenging the way we both measure and talk about TV.
- After a slight increase in 2015, radio listening time fell again in 2016. Despite competition from streaming services and social media, radio listening is still strong and there are indications that listeners have become more adaptable.
- There has never been as much sport on TV as in 2016. But although consumption has risen over recent years, it is still a long way behind the number of broadcasting hours, which has more than doubled since 2012.
- Videos are becoming increasingly popular on social media such as Facebook, Instagram and Snapchat, but by far the majority of the videos are viewed without sound.

The Media Development 2016 report (English version) [can be downloaded at DR's website](#)

# The International Communication Market Report 2016

Media Use | International Sweden March 2017 | MJL

**Ofcom, the British media authority, has published its 11th international report. Among other things, the report shows that the Brits – to a greater extent than ever before – are using the Internet as their main source for some types of news; however, the Swedes prefer newspapers rather than both the Internet and TV (for local news).**

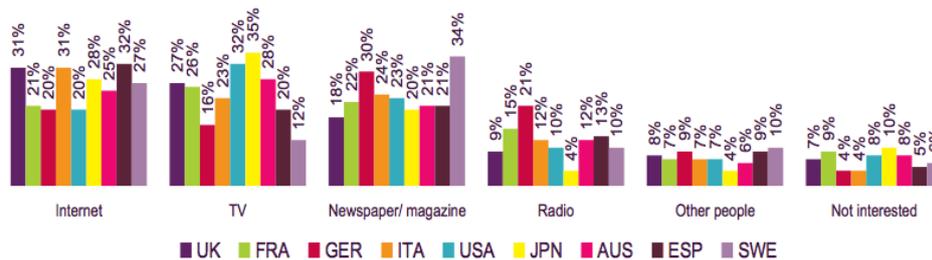
The International Communication Market Report examines the availability, take-up, and use of radio, TV, web, and telecom services in the UK and 17 comparison countries, with Sweden being the only Nordic country represented.

## News consumption

The report shows that the Internet has continued to increase in importance as the main source of news. In the UK, using the Internet as a main source of local and regional news is now more popular than TV. In Sweden, newspaper still ranked higher than both internet and TV. 34 per cent of Swedes are using newspapers as their main source of local and regional news, compared to 18 per cent in the UK. The report also shows that Swedes are more likely to read a local newspaper than the Brits. When it comes to international news, however, the Internet and the TV are still the main sources in both Sweden and the UK.

**Figure 1.9 Main sources of regional / local news: 2016**

Proportion (%) of all respondents



Source: Ofcom consumer research, October 2016

Base: All respondents, UK=1000, FRA=1008, GER=1010, ITA=1032, USA=1016, JPN=1011, AUS=1007, ESP=1016, SWE=1000

Q.11 Which, if any, is your main source for the following information? Regional / local news

Source: [Ofcom's International Market Report 2016](#)

Read more about Ofcom's annual [International Communication Market Report](#).

Other Ofcom reports: [Communications Market Report](#) about the UK and [Children and parents: Media use and attitudes report](#) about children's media literacy.

**About the report:** The aim of the international report is to compare the UK communication sector against a range of comparison countries in order to assess how the country is performing in an international context. The 17 comparison countries are: France, Germany, Italy, the US, Japan, Australia, Spain, the Netherlands, Sweden, Poland, Singapore, South Korea, Brazil, Russia, India, China, and Nigeria. Data in the report cover the 2015 calendar year. Read more [about Ofcom here](#).

## Nordicom-Sweden's Media Barometer: First Results 2016

Media Use | Sweden March 2017 | MJL

**The first results of Nordicom-Sweden's annual survey The Media Barometer show that readers of daily newspapers continue to decrease, and the use of digital platforms is increasing. Watching TV online is getting more popular – especially among youths, who also spend more and more time on social media.**

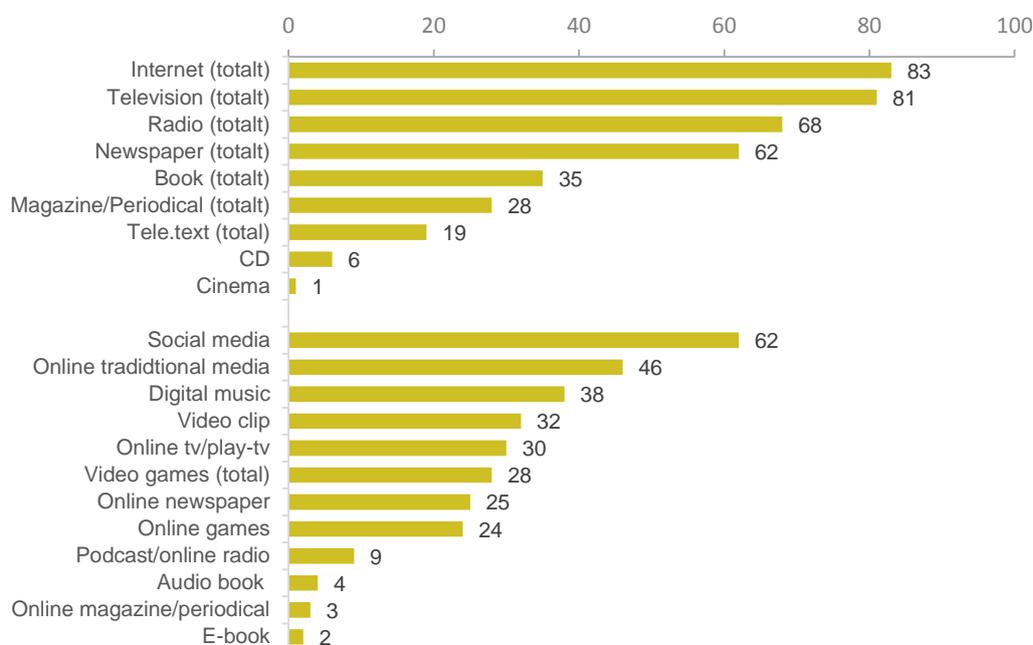
The use of media among the Swedish population during an average day in 2016 does not show any surprising patterns compared to previous years. The readers of daily newspapers continue to decrease, from 65 per cent reading a daily newspaper during an average day in 2015, to 62 per cent during 2016. At the same time, digital platforms are increasing in popularity. For example, the use of social media during an average day has strongly increased, from 52 per cent in 2015 to 62 per cent in 2016.

### *Use of online TV more popular*

A clear trend that is visible from the first results of the Media Barometer is that the use of traditional media on digital platforms has increased, up from 24 per cent during 2015 to 46 per cent in 2016. This means that almost half the population use newspapers, radio, TV, or magazines on a digital platform.

TV watching is a clear example of how user patterns are changing: the total time spent watching TV has declined slightly during the past few years, from 86 per cent in 2010 to 81 per cent in 2016. At the same time, more people are watching web-based TV; this proportion increased from 22 to 30 per cent between 2015 and 2016. The increased online TV watching becomes particularly clear among the younger generation. Among the 15-24-year-olds, 55 per cent watch TV online, and only 45 per cent watch regular TV, during an average day.

Daily media reach in Sweden 2016, share of population 9-79 years (%)



Source: [Nordicom-Sweden's Media Barometer 2016 – the first results \(PDF\)](#)

### *More time using media*

The Media Barometer shows that the Swedish population spent 6 hours and 20 minutes using different media during an average day in 2016. This is an increase of 7 minutes compared to the previous year. However, there are big differences between the age groups. For example, the average time spent using media among the age group 15-24 years is 445 minutes a day, almost 7.5 hours.

### *Media time among children and youth*

Young people have completely different media habits than the older generation. In particular, social media and video clips make up a larger part of the media use among young people. In the age group 9-14 years, 74 per cent used social media during an average day in 2016, and 70 per cent watched video clips online. Among the 15-24-year-olds, 94 per cent used social media, and 69 per cent watched video clips.

Where children and youth access their daily news is also different from the older generations. Today, the web is the main platform for children and youth to get in contact with news. In the age group 9-14 years, 33 per cent are getting their daily news on the internet, and that number is 69 per cent in the age group 15-24 years. The survey also shows that among 15-24-year-olds, 47 per cent get their news via Facebook.

**Download** the first results from [Nordicom-Sweden's Media Barometer 2016](#) (PDF, English version). Read more [about The Media Barometer and reports from previous years here](#).

The main report with more results from 2016 will be released in April/May 2017.

**About the Media Barometer:** The survey was started in 1979 by SR/PUB in cooperation with the Newspaper Research Programme based at Gothenburg University. In 1994 the responsibility of The Media Barometer was taken over by Nordicom. The survey is based on telephone interviews with a random sample of the population aged 9-79 years. During 2016, a total of 6,002 interviews were done. 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. The Media Barometers also follows up questions about possession and availability of different media/media technology.

## **The Media Market**

### **New study: The Nordic Advertising Market in a Digital World**

Media Market | Nordic March 2017 | MJL

**NORDICOM, COMING PUBLICATION: Great changes are taking place on the global ad market. The digitalization of advertising is rapid and more advertisers choose to advertise online instead of in traditional media. In May, Nordicom will release a unique study that reviews how the competition from global digital ad platforms, such as Facebook and Google, affect the media and journalism in the Nordic countries.**

The project, referred to as The Nordic Advertising Market in a Digital World, was initiated by the Nordic Council of Ministers and the Norwegian Minister of Culture in September 2016. The project background is the new competitive conditions that have occurred on the advertising market as a result of the digitalisation, and what consequences it brings for the commercial news media in the Nordic countries.

### *Unique study*

The study builds on comprehensive data and it will be unique in its kind, says Jonas Ohlsson, researcher in charge. This will be the first comparative study on the development of the Nordic advertising markets. The result will be reported at a ministerial meeting in April, but it is already clear that for the first time we are able to show estimated market shares for the big global actors like Google and Facebook in the Nordic countries.

The report will be presented during the [Nordic Media Festival in Bergen](#) on the 10-12 of May 2017. After that, it will be possible to download or order a print copy on [Nordicom's website](#). (An English version will be available before the summer.)

**About the study:** The aim of the report is to produce a broad and current mapping of the Nordic advertising market, with regards to size, constitution and main actors. The perspective is broad and includes media, advertisers, media agencies and to some extent public/consumers. Researcher in charge is Jonas Ohlsson and assistant researcher is Ulrika Facht.

## **New record for Nordic TV and media partnership**

Public Service | Nordic March 2017 | EH

**Never before has so much TV been co-produced across Nordic boundaries. This is reported in the 2016 annual report from Nordvision, the partnership among the Nordic public service broadcasters. The youth drama series *Shame* and journalistic collaboration around the so-called Panama Papers are two examples of Nordic projects from last year.**



In 2016, the Nordvision partnership generated 4,909 programme episodes, an increase from the 2015 record of 4,849 episodes. The advance has been in co-productions, up 13 per cent from last year, which has meant more programmes mainly for children and young people as well as involving investigative journalism.

The 2016/2017 annual report highlights the Norwegian drama series *Shame* (Skam), produced by the youth editors of NRK, as an example of Nordic co-production.

Other new joint ventures were in the fields of investigative journalism – including the so-called Panama Papers story – as well as the renewal of radio cooperation and digital collaboration on Euro 2016 football.

Nordvision also supports media research across the Nordic borders. In 2016, the research departments of DR, YLE, NRK and SVT conducted a study on TV streaming, showing that even though broadcast TV is still popular among the wider population, the under-40s prefer streaming to broadcast. (In 2015, the research departments conducted a study on [young people's media use in the Nordic countries](#).)

[Read more and download Nordvision's annual report](#) (available in English)

[Number of co-productions and programme exchanges among the Nordic public service media organisations 2012–2016](#), table from Nordicom's statistical database (Excel)

**About:** Nordvision is a TV and media partnership involving DR (Denmark), Yle (Finland), RÚV (Iceland), NRK (Norway), and SVT, SR and UR (Sweden). The annual report provides key data and information on co-productions, programme and knowledge exchange, and so on, for 2016 among the Nordic public service broadcasters.

## The Nordics peak in 2017 digital EU index

ICT | Nordic March 2017 | EH

**Denmark, Finland and Sweden are Europe's best-performing countries in digitization, according to the European Commission's digital index of 2017. Norway, not included in the ranking, is at the same high level as its neighbouring Nordic countries.**

The European Commission's annual Digital Economy and Society Index (DESI) monitors Member States' development towards a digital economy and society. It is a tool for assessing the States' progress towards the objectives of the Digital Agenda for Europe, and pictures each country based on five dimensions:

- Connectivity shows how widespread, fast and affordable broadband is;
- Human capital includes, e.g., share of net users, basic digital skills and share of ICT specialists;
- Use of Internet refers to citizens' use of content, including a variety of activities, such as news reading and online shopping;
- Integration of digital technology refers to business digitizing and eCommerce,
- Digital public services or e-government

*Nordic region tops three of five areas*

Denmark, Finland and Sweden rank a respective first, second and third in the index, with the Netherlands close behind in fourth place. Together with Luxembourg, Belgium, the UK, Ireland and Estonia, these belong to the cluster of high-performing countries.

DESI Index: The Nordic countries' rankings among the EU28

Rank	Denmark	Finland	Sweden
<b>DESI Index, total</b>	<b>1</b>	<b>2</b>	<b>3</b>
<i>Five dimensions:</i>			
Connectivity	4	12	5
Human Capital	5	1	4
Use of Internet	1	5	2
Integration of Digital Technology	1	3	4
Digital Public Services	4	2	8

Source: [DESI Index 2017 \(European Commission\)](#)

The matrix above shows the Nordic countries' ranking in the overall index and for the five components. Denmark is best in the EU in the integration of digital technologies and the population's Internet use, and Sweden ranks second. Finland ranks first in human capital (Internet skills) and second in the level of digital public services in the community (e-services). Norway and Iceland, as non-EU members, are not included in the ranking. But a Norwegian country report shows that Norway scores equally high as its Nordic neighbours, and would have come second behind Denmark (and first in Internet use) if included in the ranking. The latest figures for Iceland are from 2015.

[European Commission press release March 3, 2017](#) | [About DESI 2017](#)  
[Country profiles EU28 plus Norway and Iceland](#)

**More about the index:** DESI 2017 combines more than 30 indicators and uses a weighting system to rank each country based on its digital performance and is based on data mainly from 2016. Detailed results for the indicators are included in the different areas presented in the profiles for each country. For more information about the methodology, see the [DESI 2017 Fact Sheet](#).

## The media industry responds to changing conditions

Media Market | Denmark March 2017 | HBBJ



**A recent analysis from the Danish Agency for Culture and Palaces shows that several media are significantly challenged by the new conditions in the media market. This analysis is part of the "Reporting on media development in Denmark" project.**

The new reality that the media must relate to is caused by the development of digital technology and by the structural changes that technology brings, such as changed media habits and the decrease in subscribers.

### *The media industry adapting to the changing market*

Overall, the analysis of the economy and employment in the media industry shows that the industry has managed to adapt to the changing market. From 2008-2014, the Danish media industry experienced a decrease in revenue of DKK 3.2 billion. However, during the same period the industry managed to increase its profits and net worth was strengthened.

In 2014 the media industry employed a total of 25,023 people, defined as both full- and part-time employees. However, the number of jobs in the media industry in Denmark fell by 1,552 employees between 2008-2014. During the same period, employment increased for the sub-sectors 'TV' and 'independent journalism', while it decreased in the area of written media, including 'newspaper publishing', 'local and advertising newspapers' and 'magazines and weeklies'.

Read more and download [Mediebranchens økonomi og beskæftigelse](#) (in Danish).

**About the analysis:** This analysis is based on the most recent numbers from Statistics Denmark (2008-2014). It is the second in a series of reports on the economy and employment in the media industry, which is prepared as part of the Danish Agency for Culture and Palaces' project "Reporting on the media development in Denmark".

## The state of Danish local media

Media Market | Denmark March 2017 | MVK

**What is the state of the local media – and are the local media still local? These questions are the focus of two new reports published by the Danish Agency for Culture and Palaces in cooperation with the Danish School of Media and Journalism.**

What is the role of local media in a changing media landscape? What content do local media provide? And what are the consequences connected to an increasing number of mergers on the local and regional media markets?

The answers to these questions can be found in the reports Local and regional media content, role and importance in local areas and Media mergers' effects on local and regional media strategy and content, both published in late March.

### *Fewer independent news media*

In line with the media industry development, newspapers are fusing into larger media groups. The reports show that mergers are often motivated by synergies, economies of scale, and a stronger capital base.

Some of the reports' highlights, illustrating the state of local and regional media, are:

- Journalists and editors of local and regional media have a professional and interest-held commitment to the communities where they live and work.
- Only half of the news in local and regional media covers the local area or region; the other half of the news has either a national focus or one that is not geographical.
- Local and regional media primarily provide information about events or incidents. They have a curating role, sorting which local events to present as news.
- Many citizens would like to see local investigative reporting, but agenda-setting, critical investigative journalism is virtually absent in the local news.
- Media mergers and a larger media organization can have unintended consequences on the journalistic coverage of local areas.

Read more and download (in Danish): [Lokal- og regionalmediers indhold, rolle og betydning i lokalområder](#) [Local and regional media content, role and importance in local areas] [Mediefusioners effekter på lokal- og regionalmediers strategi og indhold](#) [Media mergers' effects on local and regional media strategy and content]

**About the reports:** The studies are conducted by the Danish School of Media and Journalism, as part of the Danish Agency for Culture and Palaces' project "Reporting on the media development in Denmark", which publishes factual knowledge about media use, media content and media industry developments and conditions in Denmark.

## Paywalls strengthened local newspapers' ad potential

Media Market | Norway March 2017 | EH

**Norwegian local newspapers have strengthened their opportunities to earn online advertising revenue after having introduced digital subscription fees. This is reported in a new study by the BI Centre for Creative Industries (BI:CCI).**



BI:CCI, a research centre at the BI Norwegian Business School, has conducted a study on the ad potential of digital local newspapers with pay models for online content. The study shows that neither readers nor advertisers disappeared after the papers started charging users for their online reading.

According to the report, ad opportunities improved for online newspapers after the introduction of user payment. The newspapers also succeeded in getting their local, loyal print readers to become digital users. The readers who disappeared were mostly volatile, random and distance readers, who are not particularly interesting to local advertisers.

[Read more and download the report](#) (in Norwegian)

**More about the study:** The report is based on interviews with people from the advertising and marketing departments at 23 local newspapers, and a survey among readers of four local newspapers. [The BI Centre for Creative Industries \(BI:CCI\)](#) is a research centre for the creative industries established by the BI Norwegian Business School in 2014 to promote research and education in this field in Norway.

# The Swedish newspaper market during the 21st century

Newspaper Market | Swedish March 2017 | MJL



**The current newspaper market consist of large-scale owners although fewer in number, at the same time the competitive conditions are transforming and the revenue is falling. A report from Nordicom shows that the structural transformation of the Swedish newspaper market during the 21st century has been extensive and has resulted in great changes.**

What has the structural and economic development of the daily press looked like during the 21st century, and what actors are best equipped to meet the challenges that the newspaper market is facing? These are questions that are being considered in the report titled *Svensk tidningsmarknad under 2000-talet*

[The Swedish Newspaper Market During the 21st Century: Structural Transformation and Economic Development], written by PhD Jonas Ohlsson, media researcher at Nordicom.

## *The concentration of ownership*

The report shows that the concentration of ownership for the Swedish newspaper market has increased during the 21st century. The eight largest newspaper groups now control 76 out of Sweden's 93 mid- and high-frequency daily newspapers. However, this is not a situation unique to Sweden. The concentration of ownership in the country does not differ much in comparison to the rest of the Nordic countries.

## *A tougher market climate*

The report shows that tougher competitive conditions when it comes to users and advertisers have resulted in falling revenue. The numbers show that the total industry revenue during 2015 was the lowest it has been since the beginning of the 1980s. A tougher economic situation has forced companies to lower costs. For example, the newspaper industry is not employing as many people anymore, and the number of local editorial offices has decreased.

## *Gazing ahead*

The report identifies two critical aspects when it comes to the survival of the newspapers companies during upcoming years. These aspects include both the market position of the individual daily newspaper and the economic standards of the individual newspaper company. One of the actors that is best equipped for the future is the family-owned NWT Group, who owns all the local newspapers in Värmland and Dalsland. The NWT Group shows a continued profit and financial stability. In addition, the NWT Group has comparatively retained most reporters during the past decades.

[Download \(open access\) or order a print copy here](#)

Media statistics regarding the Swedish daily press can be found in [Nordicom's table database](#).

**About the report:** The report is carried out on behalf of [The Swedish Media Inquiry](#) (Ku 2015:01). The analyses are mainly built on data and results collected from the annual accounts of the newspaper companies, and the yearly compilation of structural and economic development of the daily press done by the Press Subsidies Council (nowadays a decision-making organisation serving as part of the [Swedish Press and Broadcasting Authority](#)).

# Media Policy

## Current Nordic media policy issues – an overview

Media Policy | Nordic April 2017 | EH

**Since December, when the last issue of this newsletter was published, the level of activity on the media policy field in the Nordic countries has been high. New investigations have been appointed, ongoing investigations have delivered final reports, and governments have presented white papers or bills.**

**Issues in focus include** how the media should be funded, the balance between public service and commercial media, and as a baseline the role of the media and journalism in a democratic society. Below we point to some common threads in the reports and proposals, followed by their individual descriptions.

**Support to commercial public service media:** In Finland and Norway financial support to commercial media undertaking news broadcasts, as an alternative to the public service channels, has been suggested. In Finland a working group suggests support for developing/producing news programmes on linear TV, while the Norwegian Government wants to support a commercial TV operator outside the capital. In its final report, the Norwegian Commission for Media Pluralism suggests that the support apply to linear broadcasting only, and proposes similar compensation to commercial radio as well.

**Future financing of public service media:** In December 2016, the Norwegian Government proposed new future financing (a platform-neutral media fee) for NRK. At the same time, the Swedish Government appointed a committee to review the future funding of SVT, SR and UR.

(See also previous articles from 2016: In August, a Finnish working group proposed that the [YLE tax be retained](#), and in Denmark the Public Service Committee [presented five future scenarios for public service media](#), which lay the groundwork for the preparation of the next political media agreement in Denmark.)

**Support to media, journalism and democracy:** In March, the Norwegian Commission for Media Pluralism proposed a number of financial measures to safeguard media pluralism and quality journalism in Norway. Last autumn, the Swedish media inquiry (assigned with proposing new media policies tools to replace the press subsidies) suggested opening up the subsidies to all general news media, in order to support vital public journalism. The Norwegian proposal has been sent out for [consultation with a June deadline](#), while the consultation of the Swedish report was recently completed (to be followed by a Government Bill).

# Finnish proposal for support to commercial TV news

Public service Journalism | Finland March 2017 | EH

**A Finnish working group appointed by the Ministry of Transport and Communications suggests financial support to commercial TV news broadcasting. They propose a three-year support programme for commercial TV channels with a programme licence to operate a public interest channel.**



On March 1, 2017, the working group submitted its final report, Pluralistic news service requires actions, to the Minister of Transport and Communications, Anne Berner. The group's task was based on the proposal submitted in June 2016 by a parliamentary working group, which assessed the public service company Yle's duties and fundings, to form a new working group.

### *Support for development or production*

The new proposal suggests a temporary three-year support programme, either funding specific projects aiming to develop news and current affairs services, or covering a certain percentage of the cost of producing news and current affairs content.

The aim is to ensure that news is broadcast on other broad linear TV channels besides those of the Finnish Broadcasting Company (Yle). Among the commercial channels, only MTV3 currently broadcasts longer daily TV news programmes. Nelonen has only a short tv news service (5 minutes) and online news service today, following a merger with the newspaper Helsingin Sanomat's editorial office in 2013.

### *For public interest channels only*

To apply for the suggested support, applicants must be licensed as a channel serving the public interest. Such a concession can be applied for by all channels willing to meet free-to-air distribution and content requirements, including daily news programmes. In return, all operators are obligated to distribute the channel for free (must carry).

However, as the programming licences for [terrestrial TV operations in 2017-2027 were granted](#) in January this year, there were no applications for licences for channels serving the public interest. But according to the Ministry of Communications, it is [still possible to apply](#) for such a licence.

### *The proposal calls for negotiations*

It is the working group's estimate that EUR 8 million should be reserved annually for supporting the news broadcasting. The final report states that no budgetary funds are reserved for media support at the moment. A possible support programme would first require a political decision in the government discussion on spending limits.

Read more:

[Pluralist news service requires action. Report of the working group on commercial television news services](#) (summary in English) (PDF)

Press release, Ministry of Transport and Communications March 1, 2017 in [English](#) / [Finnish](#)

# How should Norwegian public service be financed in the future?

Media Policy | Norway Jan 2017 | EH

**The Norwegian Government has proposed a platform-neutral media fee for the future financing of NRK, the Norwegian public service company. It also suggests financial support to a single operator for broadcasting commercial public service television.**

In December 2016, the Norwegian Minister for Culture Linda Hofstad Helleland presented two white papers (Stortingsmeldinger) on public service media. The proposals aim to create a long-term financing for NRK, as well as to ensure the continuation of commercial public service television.

## White paper on NRK's financing and content



In this report to the Parliament, the Government proposes that the licence fee which funds the NRK be abolished. The current rapid changes in technology and media habits make the current licence fee, which is connected to the ownership of a TV set, obsolete for the future. A new funding model should be based on an earmarked, platform-neutral media fee.

Three options should be examined: a household fee, an earmarked tax like the Finnish model, and an individual media fee (fixed rate). When examined, the alternatives should also be assessed in relation to funding via the state budget.

The final proposal should prioritize low administration costs, less bureaucracy, stable funding and independence for NRK, and, moreover, the model should not result in disproportionate distributional effects. A new financing model can take effect January 1, 2019, at the earliest.

Link to the white paper (in Norwegian): [Meld. St. 15 \(2016-2017\): Eit moderne og framtidsetta NRK. Finansiering og innhaldsplikter](#) [A modern and progressive NRK. Financing and content duties]

## White paper on commercial public service television



This report proposes financial compensation for a single commercial public service operator, which should provide daily news broadcasts and have its headquarters outside the capital city.

The background is that the state's contract with TV 2, which has broadcast commercial public service since its inception in 1992, expired at the end of 2016. When a new agreement for the January 2017-December 2019 was announced last year, TV 2 chose not to apply. The cost of meeting the public service obligations in the agreement was considered greater than the benefits offered as compensation (must-carry on the cable networks). Ultimately, no player applied for the new agreement.

The Government now wishes to, through a temporary agreement, secure commercial public service in the short term. The economic aid will serve as compensation for additional costs over five years, and can be applied from 2018.

Link to the white paper (in Norwegian): [Meld. St. 14 \(2016-2017\): Kommersiell allmennkringkasting](#) [Commercial public service]

# Norwegian Commission for Media Pluralism delivers its final report

Media Policy | Norway March 2017 | EH

**On March 7th, the Commission for Media Pluralism presented its final report, “Norwegian media pluralism – a stronger media policy for the public”. It proposes a number of financial measures to ensure media pluralism and quality journalism in Norway, and calls for politicians to speed up their media policy work.**



The commission was appointed in mid-2015 to assess how government measures in the media sector should be arranged to encourage media diversity and a broad public debate, with special focus on news and current affairs media.

In its final report, the commission argues that media policy must be about both democracy and media policy. It believes there is a risk that journalism, which is essential for the public discourse, may diminish before sustainable business models are developed, and therefore suggests a number of initiatives and schemes. Most of the proposals are for measures to be enacted for a limited period of time, during which their impact should be evaluated. The measures are expected to cost around NOK 800 million per year.

## *More news media to be VAT-exempt*

In Norway newspapers are exempt from VAT, which since March 2016 also applies to electronic news. However, this indirect support applies only to news media offering a broad coverage of society. The commission now proposes that the VAT exemption be extended to encompass all news and current affairs media, including in-depth media and the sale of single articles. Furthermore, the commission proposes a temporary exemption for Norwegian news media from the obligation to pay the Social Security Contribution.

## *Support to local media and innovation projects*

When it comes to direct support, the commission finds that the production subsidy scheme should be extended. It especially emphasizes the scheme's contribution to the emergence of local newspapers and proposes, amongst other measures, raising the minimum rate for local newspapers' support. A number of new grant schemes aiming, e.g., to support news media innovation projects are also suggested.

## *New ownership for NRK*

In relation to a government proposal from December 2016 on the future funding of NRK, the commission proposes that the ownership of NRK (the state-owned public service company), as a matter of principle, be transferred to an independent foundation.

## *Support to commercial public service TV and radio*

The commission underscores the important contribution of commercial public service broadcasters, as an alternative to NRK. In October 2016, the commission issued an interim report on commercial public service. It suggested that if the authorities want to ensure the continued presence of a commercial public service broadcaster outside Oslo, they should be prepared to provide financial compensation to such an operator, which, in December 2016, was proposed in a government report. The commission argues that the compensation should be restricted to linear TV.

Moreover, the commission proposes a similar compensation to a radio operator; i.e., that a national radio service should be offered temporary compensation for additional expenses associated with providing public service content and maintaining offices outside the capital of Oslo.

#### *Regular reports on the state of the media*

The commission also suggests that the government should submit a report to the Storting (parliament) every four years, reviewing media policy objectives and instruments in the light of recent media developments.

[English summary of the commission's final report \(PDF\)](#)

[Full report: Det norske mediemangfoldet. En styrket mediepolitikk for borgerne \(NOU 2017:7\)](#)

## **Financing of Swedish public service should be investigated**

Media Policy | Sweden Jan 2017 | EH

**The Swedish Government has assigned a parliamentary committee to review alternatives for public funding of the public service media. The inquiry will report by September 30, 2017.**

The aim of the inquiry is to create a stable and long-term system of funding for the public service media. The programme companies SR, SVT and UR should be given opportunities to develop "an independent operation of high quality and relevance in the modern media landscape."

**The reason behind** the inquiry is the rapid development of technology and changing media habits. Fewer and fewer people have a TV set, more and more content is distributed on several platforms, and especially young people watch audiovisual content on screens other than the television. As the current financing system is based on a licence fee connected to the possession of a TV set, this is not considered a sustainable model for the future.

**The parliamentary committee** will assess various alternative financing models and submit a concrete proposal, with the funding still kept outside the state budget. Among other things, the committee will consider whether a new fee should be paid by households or individuals, if low-income groups should pay a lower amount or nothing at all, and whether the fee should be linked to specific receiving equipment and, if so, how the equipment should be defined. The committee will deliver its report by September 30, 2017.

During spring, a supplementary directive concerning how public service should be structured in the future will follow. This part of the committee's work will be reported at a later date.

Read more:

[Ministry of Culture: Press Release, December 20, 2016](#) (in Swedish)

[Radio och tv i allmänhetens tjänst, Directive 2016:111](#) (in Swedish)

From Nordicom's table database (excel):

[The public service funding systems in the Nordic countries - an overview, 2017 \(Jan.\)](#)

## Swedish government wants more diversity in the radio sector

Media Policy | Sweden March 2017 | EH

**In Sweden, commercial radio permits refer to local broadcasting areas. Nevertheless, over time large radio networks have been created, with MTG and Bauer Media as the current dominating players. The Swedish government has now proposed allowing larger broadcasting areas, in order to promote diversity and competition in the radio field.**

When commercial radio was introduced in Sweden in 1993, only concessions for local broadcasting areas were issued. The idea was to create a radio market with locally based and independent radio broadcasters, but the development soon took the opposite direction. As it was difficult to generate a good income based on small broadcasting areas, the licence holders created networks to give their advertising a larger market, which resulted in increasing market concentration. At the end of 2015, MTG Radio and Bauer Media Group together controlled all of Sweden's 103 broadcasting permits.

A new Government Bill on commercial radio now suggests that the Swedish Press and Broadcasting Authority – which issues the radio licences – should no longer need to take into account local boundaries, but should instead regard competition and diversity on the radio market as a whole. It is hoped that, with larger broadcasting areas, more players will be able to benefit from a profitable commercial radio business.

The government also proposes a change to the rules regarding how many permits an operator can hold per area, and to the rules for the transfer and revocation of licences. The aim is to prevent individual players from having too much influence on the radio market to the detriment of competition and diversity. The proposals are expected to enter into force on 1 August 2017. The new licence period begins a year later, and will run for eight years.

Read more:

[Government Bill 2016:17:136: Vissa frågor om kommersiell radio](#) [Some issues of commercial radio]  
[The Swedish Press and Broadcasting Authority's reports on the Swedish media development](#) (in English and Swedish)

**Find Swedish and Nordic radio statistics:** Nordicom's table database provides overviews of the Swedish radio market and radio listening (in Swedish). Moreover, there are Nordic overviews of the major radio players, stations and radio listening (in English). [Go to the table database.](#)

## European Media Policy Newsletter no. 1, 2017

Media Policy | Europe March 2017



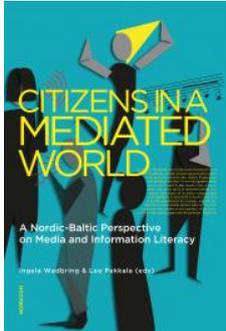
Nordicom's European newsletter provides an up-date on policy developments at the European level. The latest issue (March) gives an overview of some current media questions such as copyright rules, actions against fake news and hate speech, media concentration, net neutrality rules, and more.

[Download European Media Policy Newsletter no. 1/2017 \(PDF\)](#)  
[Read previous issues or subscribe to the newsletter](#)

# Media Literacy and Freedom of Speech

## Citizens in a Mediated World

A Nordic-Baltic Perspective on Media and Information Literacy



NORDICOM: Digital technology has become a natural part of our daily lives and requires new skills, knowledge and attitudes. Everyone can create their own media content and share it with others, and the distinction between reception and perception is erased.

This development represents a marked departure from the traditional media use of people, and challenges the perceptions about what it means to use and produce media in appropriate and meaningful ways. Critical media literacy, communication skills and competencies for creative and responsible content production have become increasingly important means for empowering people with Media and Information Literacy (MIL) in present media culture.

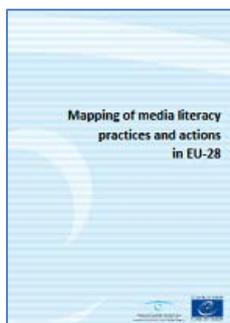
**This book presents** the discussions and conclusions from a conference on Media and Information Literacy that was held in Helsinki in May 2016, financed by the Nordic Council of Ministers. The event was organized by the NORDICOM together with [KAVI \(National Audiovisual Institute\)](#) in Finland, jointly with the Nordic media and media education authorities: [Media Council for Children and Young People in Denmark](#), [Fjölmiðlanefnd \(The Media Commission\)](#) of Iceland, [Norwegian Media Authority](#) and the [Swedish Media Council](#). Editors are Ingela Wadbring and Leo Pekkala.

[Read more and download: Citizens in a Mediated World](#)

## Mapping media literacy in Europe

Media Literacy | Europe April 2017 | EH

**A new report by the European Audiovisual Observatory maps practices and actions to encourage media literacy in the EU28. Initiatives to develop critical thinking and initiatives related to media use are identified as the two main trends.**



Media literacy – our capacity to access, have a critical understanding of, and interact with the media – has never been as important as today. So what is Europe doing to encourage our media literacy?

The answers are found in a new report by the European Audiovisual Observatory, which maps and analyses various media literacy initiatives on a national or regional level in the EU member states, aiming to provide an overview of what is currently being undertaken.

The report is based on a selection of 547 projects involving 939 stakeholders across the EU. It finds that the majority of the projects are aimed at developing critical thinking, followed by media-use projects aiming at improving the ability to search, find, navigate, and use media content and services.

**The Nordic data** are provided by the [Media Council for Children and Young People in Denmark](#), the [Finnish Society for Media Education](#), and the [Swedish School of Library and Information Science](#) at the University of Borås.

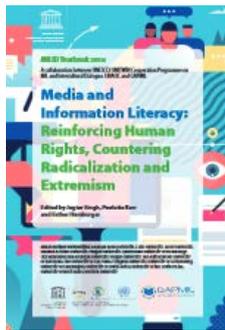
[Read more and download the report](#)

**About:** The [European Audiovisual Observatory](#) is part of the Council of Europe in Strasbourg. The study has been financed by the [European Commission](#)

## UNESCO releases: MILID Yearbook 2016

Media Literacy | International March 2017 | MJL

**This year's edition of the MILID Yearbook analyses how media and information literacy (MIL) can be used as a tool to strengthen human rights and work against radicalism and extremism. The book is published by UNESCO in cooperation with several different partners.**



The MILID Yearbook 2016 offers a local, as well as a national and global perspective on media and information literacy. The different parts of the book draws on relevant research findings as well as theories and practices of MIL, focusing on this year's theme: Media and Information Literacy – Reinforcing Human Rights, Countering Radicalization and Extremism.

The year 2016, being the first year of implementing the [UN's Sustainable Development Goals](#), has provided a renowned emphasis on human rights-based approach to development, wrote the editors in the preface of the yearbook.

Further, the increased levels of national and global conflicts, as well as new forms of extremism and radicalisation have led to questions on the role of MIL in this global environment.

The 2016 yearbook contains five parts:

- Community Empowerment and Sustainable Development
- Hate Speech and Incitement
- Radicalisation and Extremism
- Human Rights and Gender Equality
- Inter-religious and Intercultural Discourses in the Media

Download [MILID Yearbook 2016](#) (PDF)

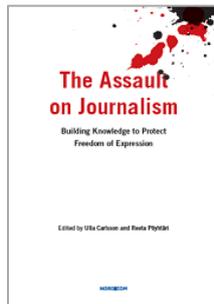
Read [UNESCO press release 14.02.2017](#)

The MILID Yearbooks 2013-2015, published by NORDICOM, are [available for download here](#)

**Partners:** This fourth yearbook is a collaboration between [UNESCO](#), UNITWIN Cooperation Programme on MILID, the [United Nations Alliance for Civilizations](#) (UNAOC) and the [Global Alliance for Partnerships on Media and Information Literacy](#) (GAPMIL). A number of universities have also been involved, Gothenburg University being one of them.

# The Assault on Journalism

Building Knowledge to Protect Freedom of Expression



**NORDICOM, COMING PUBLICATION: The aim of this publication is to highlight and fuel research about *journalist safety*, encourage worldwide participation and inspire new research initiatives. It will be launched at the [World Press Freedom Day main event in Jakarta on May 3](#).**

Violence and threats against journalists constitute an attack on freedom of expression. In an era of globalization and digitization, no single party can alone carry the responsibility for protection of journalism and freedom of expression.

Instead, this responsibility must be assumed jointly by the state, the courts, media companies and journalist organizations, as well as by NGOs and civil society.

To support joint efforts to protect journalism there is a growing need for research-based knowledge. It is hoped that this collection of research will contribute to highlighting and fueling journalist safety as a field of research, to encourage worldwide participation, as well as to inspire further dialogues and new research initiatives.

Editors are Ulla Carlsson, Professor and holder of the UNESCO Chair on Freedom of Expression, Media Development and Global Policy at the University of Gothenburg and Reeta Pöyhtäri, PhD and Post-Doctoral researcher at the University of Tampere (former Expert, Division for Freedom of Expression and Media Development at UNESCO).

**Collaboration partners:** This publication is the result of collaboration between the UNESCO Chair at the University of Gothenburg, UNESCO, IAMCR and a range of other partners.

## Online resource centre on media freedom in Europe

Freedom of Expression | International Feb 2017 | EH

**The Online Media Freedom Resource Centre is an open platform that provides information related to media freedom and pluralism in Europe. It was developed by the European Centre for Press and Media Freedom (ECPMF) and Osservatorio Balcani e Caucaso Transeuropa (OBCT).**

This online repository collects and systematises current and existing news, reports and legal tools on media freedom and the right to freedom of expression. It also publishes media alerts, campaigns and practical instruments related to the safety of journalists in Europe (e.g. Media Pluralism Monitor, Index of Censorship, annual reports by Freedom House). The aim is to make these resources accessible and easily searchable for journalists, the larger community of media practitioners, policy-makers, scholars as well as the general public. Contributions from organisations or individuals working on media freedom topics are welcome.

[Online Media Freedom Resource Centre](#) | [Contact site for contributions](#)

**About:** [The European Centre for Press and Media Freedom](#) was founded by 25 organisations from all over Europe to fight for press and media freedom. [Osservatorio Balcani e Caucaso Transeuropa](#) is a think tank focused on South-East Europe, Turkey and the Caucasus, which reports on socio-political and cultural developments.



## 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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