

# Effective functioning of Regulators: Approaches to Monitoring

34th EPRA Meeting  
Brussels 2011-10-07  
Lottie-Ann Lindström

the swedish  
broadcasting  
authority



# Topics

- The market and the audience
- The resources available
- How to prioritize
- Cooperation with Ofcom



# The Audience

- 9,4 million people
- All households have at least on TV-set
- 23 % have access to and may watch tv via internet
- 9 % may watch tv on their cell-phone
- In average, people watch tv 1,5 hours a day and spend 1 hour and 15 minutes on the Internet



# The market

- Six public service channels
- Around 20 commercial channels in the terrestrial network
- 13 notified on-demand services.
- Impossible to overlook the number of on-demand services



# The resources

- 8 people work at the department dealing with content regulation
- Approximately 800. 000 euro a year is spent on monitoring
- The monitoring system is based on complaints. In addition the Authority takes initiatives to monitor certain programs and issues



# How to prioritize

- Monitoring following a complaint shall in the first place regard those complaints which examination will contribute to an effective control and observance of the law
- No examination if it is clear from the start that there has been no violation or if examination is not of importance for the application of the law or of principal importance
- Always examination if the complaint regards privacy issues or is of direct interest to a featured company



# Memorandum of understanding

- All complaints regarding UK-licensed channels are forwarded to Ofcom
- No examination
- The SBA is informed about the result
- Monitoring is secured
- Distortion of competition is avoided



Thank you

the swedish  
broadcasting  
authority

