



# Minors' advertising literacy in the digital age

What have we done in Norway?

46 EPRA MEETING, Vienna, Oct. 13th, 2017

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Director General  
Norwegian Media Authority



# Norwegian Media Authority



## About me:

- Director General since 1<sup>st</sup> of September
- 30 years work experience from the Norwegian media business (mostly management positions)

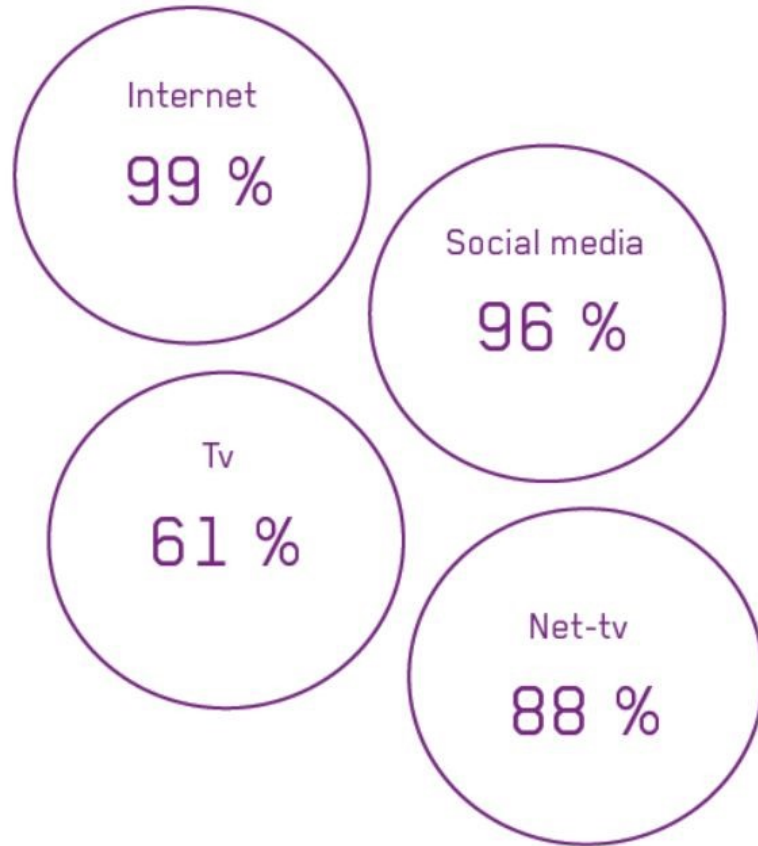
## NMA - main tasks:

- Press subsidies
- Licensing of broadcasters
- Supervision
- Media Literacy
- Protection of minors from harmful content
- EU projects on Safer Internet
- Reports on Media economics

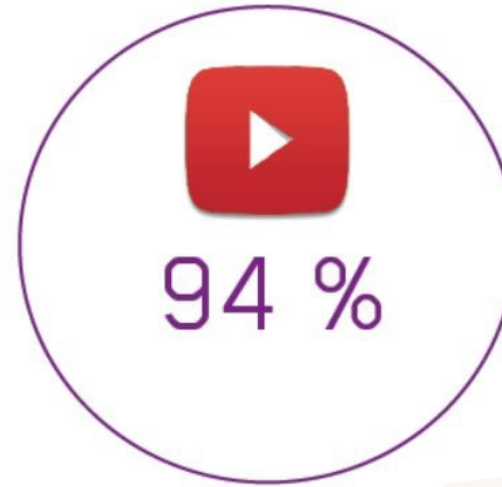
Number of staff: 47



## Daily use



## Weekly use



Ages 12 - 17

\* Source: Kantar TNS: Medietrender Ung (June 2017),  
|n Kommunikasjon: 4/2017, p. 11



# Why do we care about YouTube?

- Advertisers spend an increasing amount of their budget on influencers (Youtubers, bloggers)
- Reaching their target group directly and with great influence
- Advertising can be difficult to reveal





# YouTube-channels are in the scope of regulation

- Most of the YouTube influencers established in Norway fulfil the criterias in the Broadcasting act (on demand audiovisual media services)
  - We mapped the norwegian YouTube channels (2016)
  - Purpose: Determine which channels are in the scope of regulation
  - Most of them:
    - Primary purpose is providing audiovisual programmes
    - Viewed at a moment chosen by the user
    - Catalogue of programmes
    - Reaching the general public via electronic communication networks
    - The provider has editorial responsibility)



# Need for guidelines

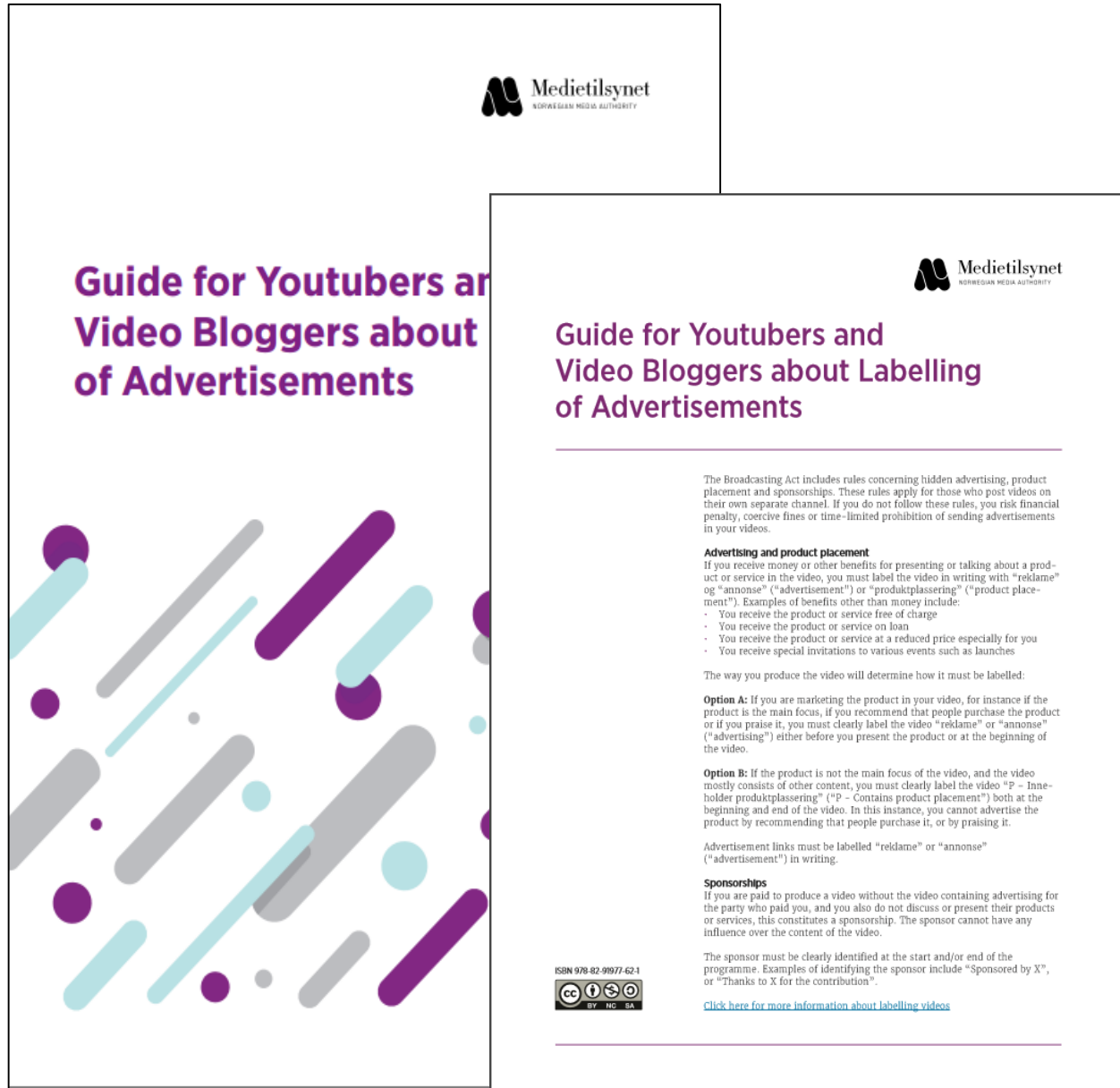


- The Norwegian Media Authority and the Consumer Ombudsman discussed areas of responsibility
- The Norwegian Media Authority: Videobloggers and YouTubers
- Focus on channels where content and advertising are mixed in videos
- The Consumer Ombudsman – other social media, such as Facebook, Instagram, Snapchat



# The guide:

- Short and simple
- Based on various situations
- Examples



# Launching the guidelines

- Distributing the guidelines to all the influencer agencies, requesting them to report back on how they would implement it
- Direct distribution to youtubers without an influencer agency
- Coordinated media strategy with the Consumer Ombudsman
  - Articles
  - Social media
  - Special focus on childrens media channels (NRK Super)



**Immediate respons from one of the Norwegian YouTube-stars:**

**«@The Media Authority out with great guidelines for sponsored content on YouTube. Clear and doable. Hurray!»**





# Before...



Caroline Berg Eriksen by HCHair: Se hvordan tape-extension fungerer





VLOG: JEG KLIPPER MEG KORT!? | Celina Karine

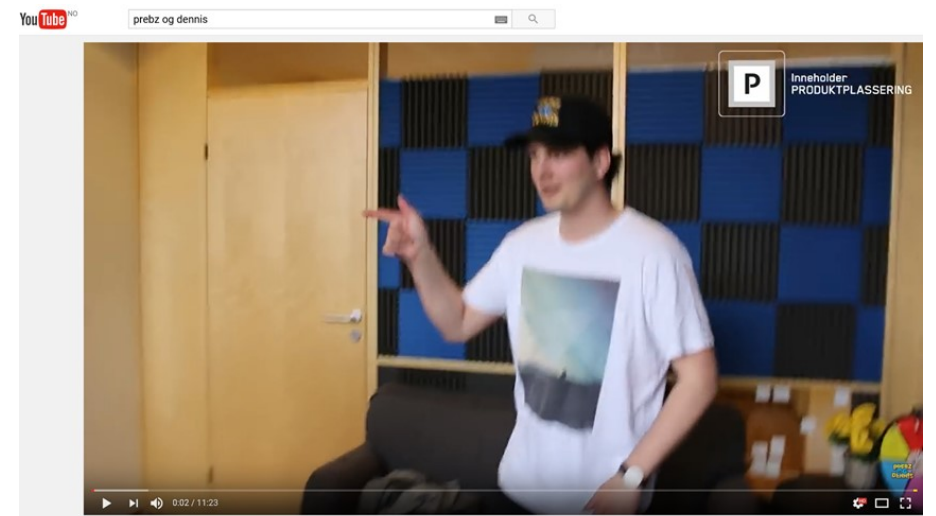


sett 22 990 ganger



LMTD LOOKBOOK!

Linnéa Rindén



KJAPPESTE brunfargen - STRAFF MEG



sett 45 763 ganger



GAMINGKVELD med Preben, Ruben og Sondre



sett 28 399 ganger

# What next?

- Continuous follow-up, keeping the topic hot
  - Presentations
  - Dialogue
  - Q and A's
- Control autumn 2017
  - Supervising a wide range of YouTube-channels



# Changes in the use of media - changes the role of the regulator

Media development leads to a need for the media consumers to be more critical and aware to media content

The Media Authority: **Wants to focus more on dialogue and guidance**

Increase the media literacy level in the population;

- Guidelines on advertising for children who watch YouTube - and their parents
- Guidance towards children and youth on safe use of digital tools
- Counseling on age ratings on videogames towards youth clubs and LAN gatherings



# Thank you for your attention!



## Medietilsynet

NORWEGIAN MEDIA AUTHORITY

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