

# Minors'advertising literacy in the digital age

What have we done in Norway?

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

Mari Velsand

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:

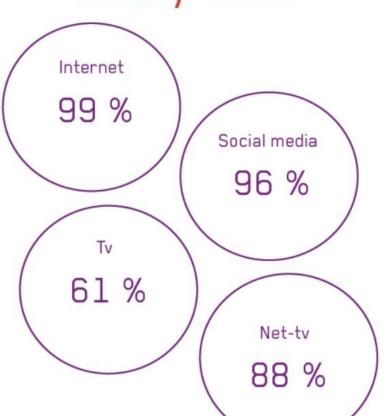
- Press subsidies
- Licensing of broadcasters
- Supervision
- Media Literacy
- Protection of minors from harmful content
- EU projects on Safer Internet
- Reports on Media economics

Number of staff: 47

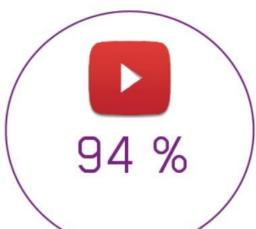




### Daily use



Weekly use







Ages 12 - 17

\* Source: Kantar TNS: Medietrender Ung (June 2017), In 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 fullfil 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
    - Catalouge of programmes
    - Reaching the general public via electronic communication networks
    - The provider has editorial responsibility)





## Need for guidelines



- The Norwegian Media Authority and the 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



#### Guide for Youtubers ar Video Bloggers about of Advertisements





#### Guide for Youtubers and Video Bloggers about Labelling of Advertisements

The Broadcasting Act includes rules concerning hidden advertising, product placement and sponsorships. These rules apply for those who post videos on their own separate channel. If you do not follow these rules, you isk financial penalty, coercive fines or time-limited prohibition of sending advertisements in your videos.

#### Advertising and product placement

If you receive money or other benefits for presenting or talking about a product or service in the video, you must label the video in writing with "reklame' og "annonse" ("advertisement") or "produktplassering" ("product placement"). Examples of benefits other than money include:

- · You receive the product or service free of charge
- You receive the product or service on loan
- You receive the product or service at a reduced price especially for you
   You receive special invitations to various events such as launches

The way you produce the video will determine how it must be labelled:

Option A: If you are marketing the product in your video, for instance if the product is the main focus, if you recomment that people purchase the foot or if you praise it, you must clearly label the video "reklame" or "annonse" ("advertising") either before you present the product or at the beginning of the video.

Option B: If the product is not the main focus of the video, and the video mostly consists of other content, you must clearly label the video "P – Inneholder produktplassering" ("P – Contains product placement") both at the beginning and end of the video. In this instance, you cannot advertise the product by recommending that people purchase it, or by praising it.

Advertisement links must be labelled "reklame" or "annonse" ("advertisement") in writing.

#### Sponsorships

If you are paid to produce a video without the video containing advertising for the party who paid you, and you also do not discuss or present their products or services, this constitutes a sponsorship. The sponsor cannot have any influence over the content of the video.

The sponsor must be clearly identified at the start and/or end of the programme. Examples of identifying the sponsor include "Sponsored by X", or "Thanks to X for the contribution".

Click here for more information about labelling videos

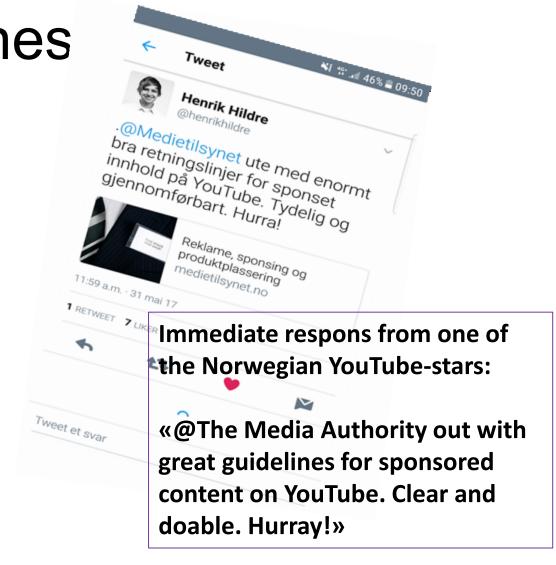




Launching the guidelines

 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)





## Before...



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







VLOG: JEG KLIPPER MEG KORT!? | Celina Karine



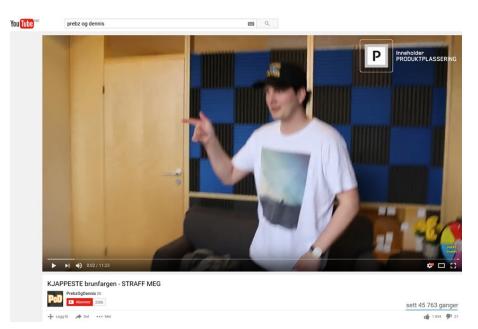
sett 22 990 ganger



LMTD LOOKBOOK!









### What next?

- Continous 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!



Mari Velsand

<u>mari.velsand@medietilsynet.no</u>

@MaVels

