Minors’ advertising literacy in the digital age

What have we done in Norway?

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About me:

• Director General since 1st 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

- Internet: 99%
- Social media: 96%
- TV: 61%
- Net-tv: 88%

Weekly use

- YouTube: 94%

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
  - 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 response from one of the Norwegian YouTube-stars:

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

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