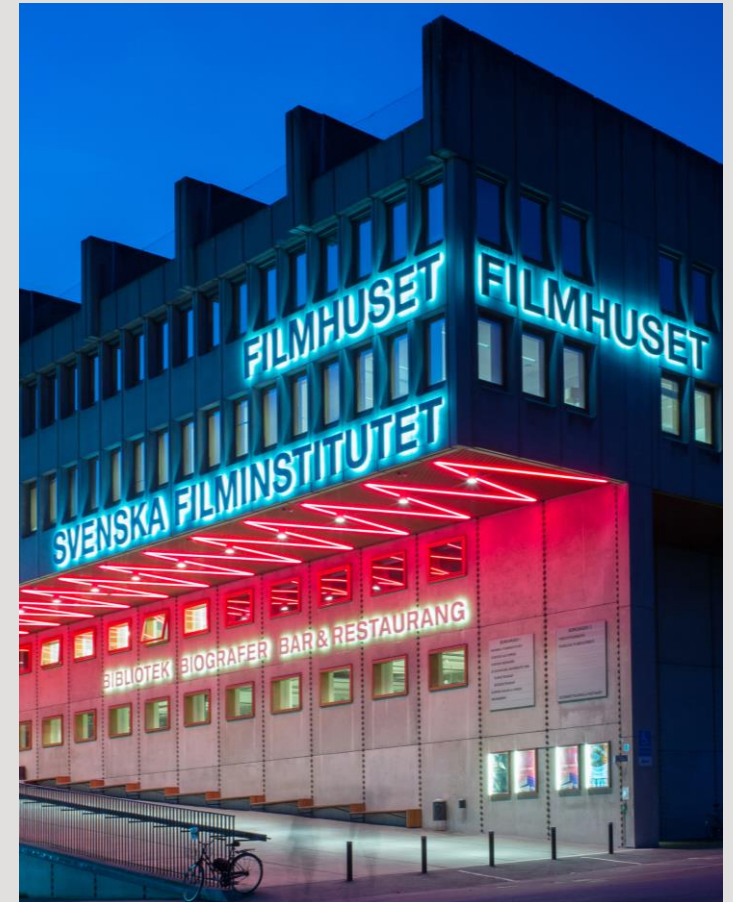


Swedish Media Council

Statens medieråd

What is SMC?

- Government agency under the Swedish Ministry of Culture.
- Established 2011, merger of The Swedish National Board of Film Classification & the committee The Media Council.
- First instance in film classification matters.
- Sweden's Safer Internet Center.



Formal tasks

- Promote the empowerment of minors as conscious media users and to protect them from harmful media influence
- Follow media development.
- Classify films for public screening (law 2010:1882)
- Enhance work for increased MIL, map and report the efforts and assist the industry in developing a system for content warnings

(appropriation directions 2021: Ku2020/02624, AVMSD and law 2010:696 with amendment SFS 2020:875)



- **Developing mapping and measurement methodologies for MIL and media use.**
- **Launching national MIL resources portal**
- **Coordinating and developing the national MIL network (+ 20 members)**
- **AI project: Computer vision detecting online harm in video**
- **Establishing the Swedish Safer Internet Center with Bris**

Some ongoing activities