

EPRA plenary meeting

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# The Norwegian media landscape

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Director General

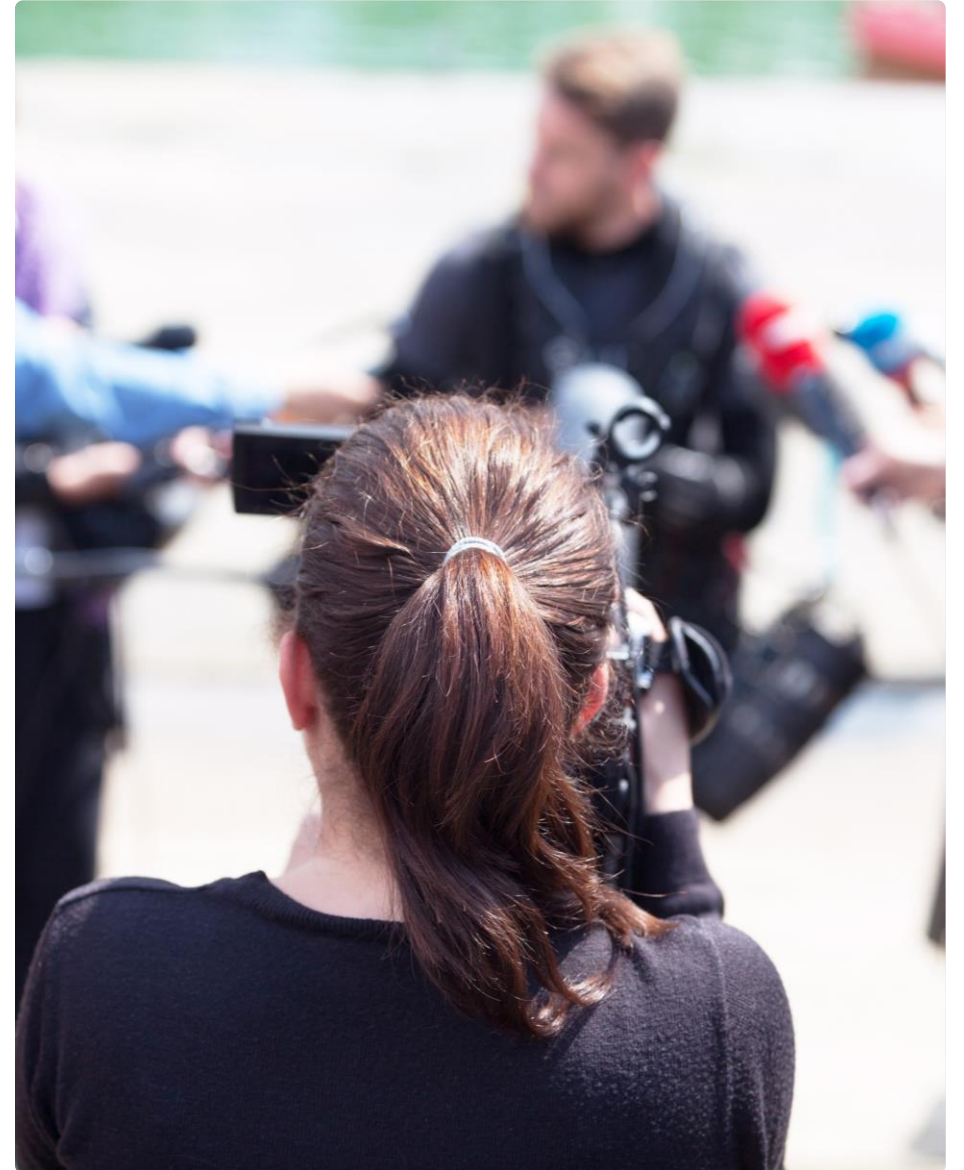
The Norwegian Media Authority

 Medietilsynet



# A rich media diversity

- Approximately 230 newspapers (online and print)
- Publicly funded public broadcaster (NRK)
- Commercial public TV broadcaster (TV 2)
- 5 national commercial broadcasters
- Approximately 560 local radio licences - largest percentage on DAB
- 9 local TV companies

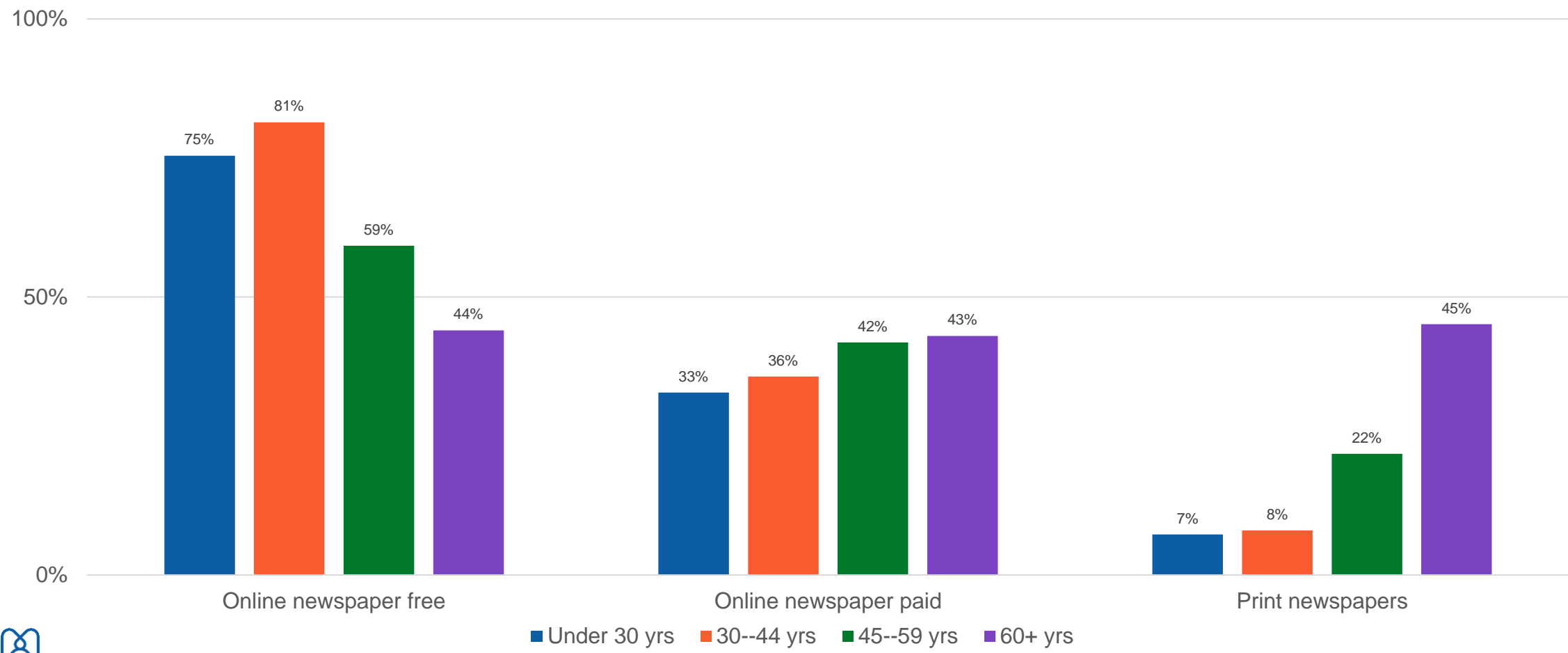




Use the internet on  
a daily basis

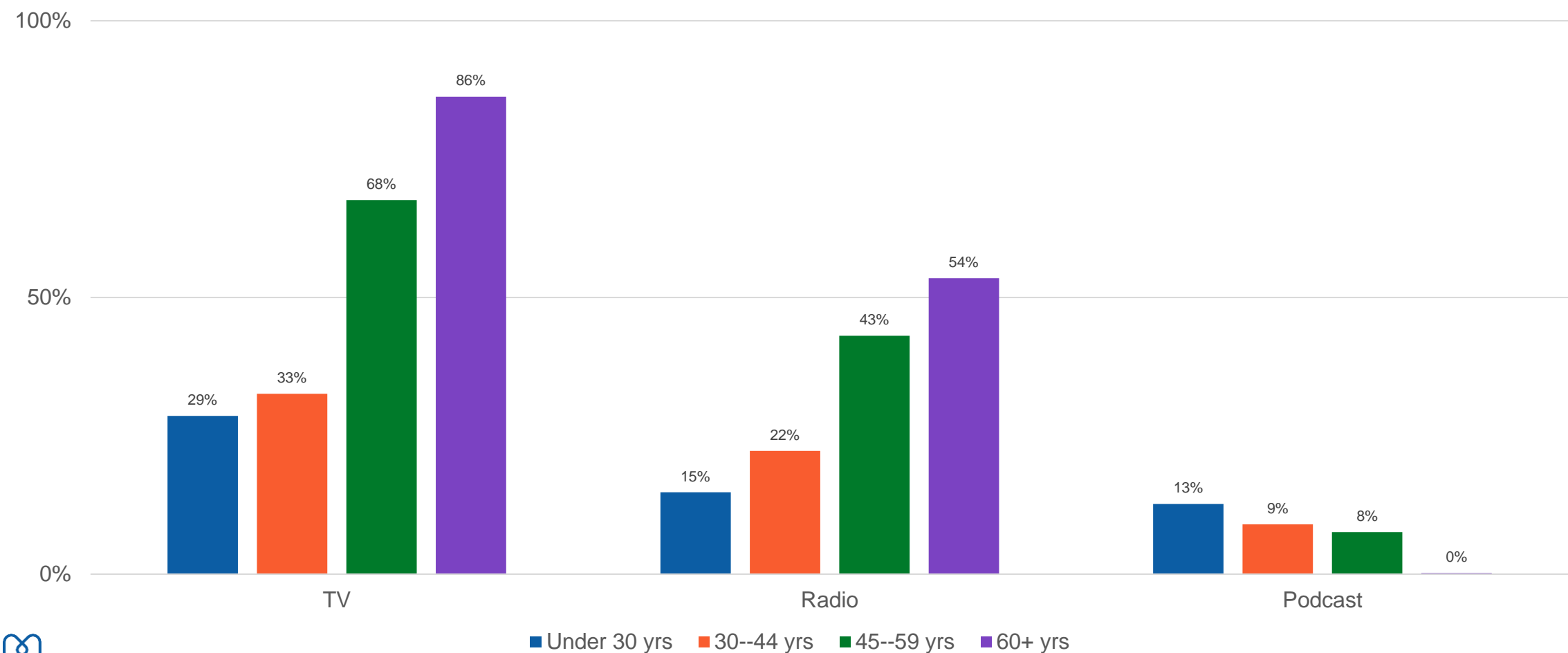


# Most people use **free online newspapers** as their main news source



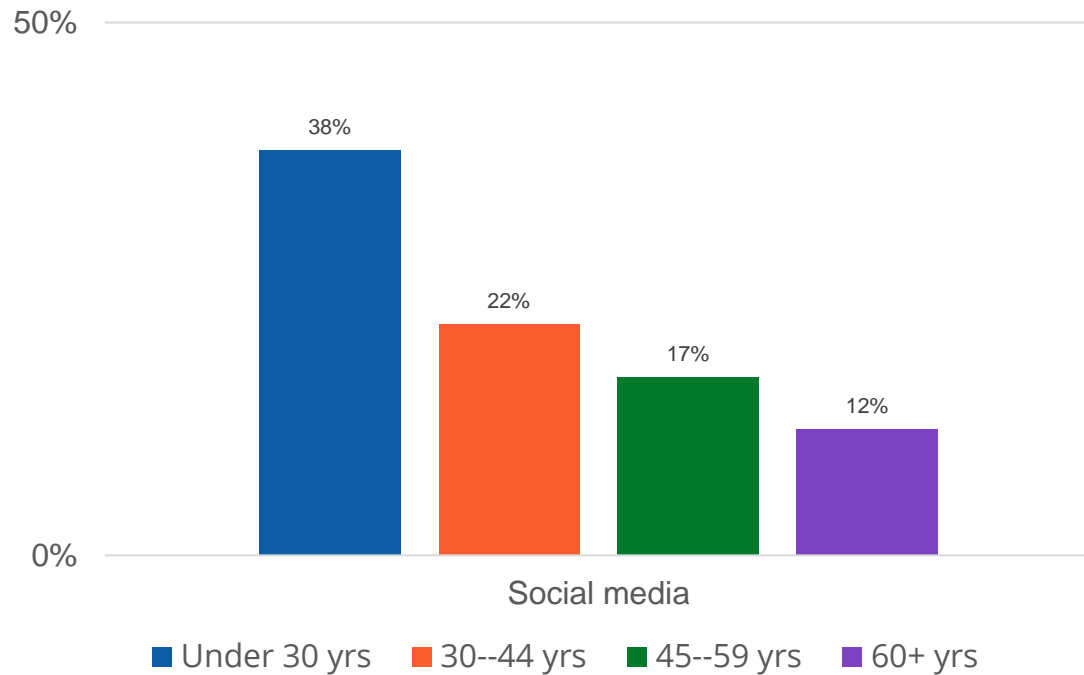
(‘What are your main news sources?’ Kantar 24Timer 2022).

# TV and radio are more popular news sources among older adults than younger adults



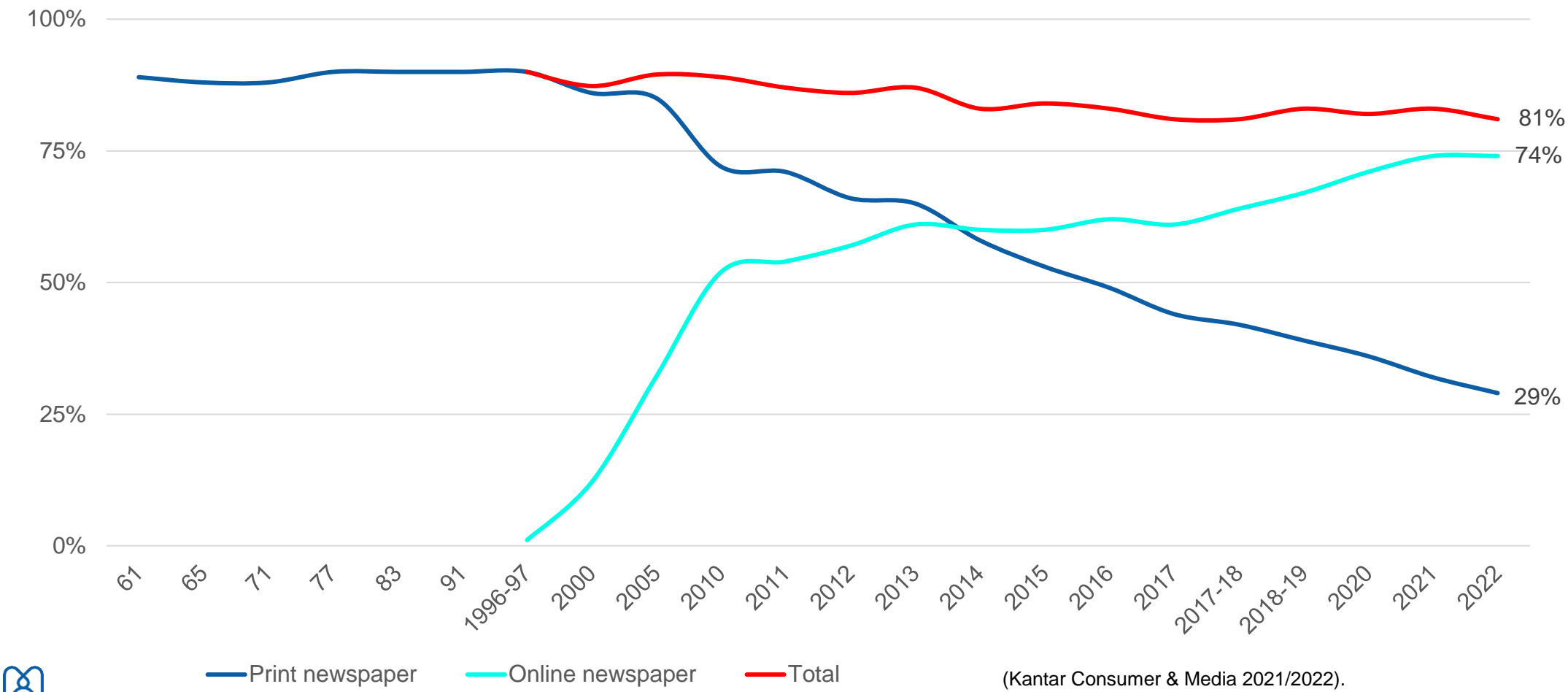
(‘What are your main news sources?’ Kantar 24Timer 2022).

# Social media is a quite popular news source among young adults

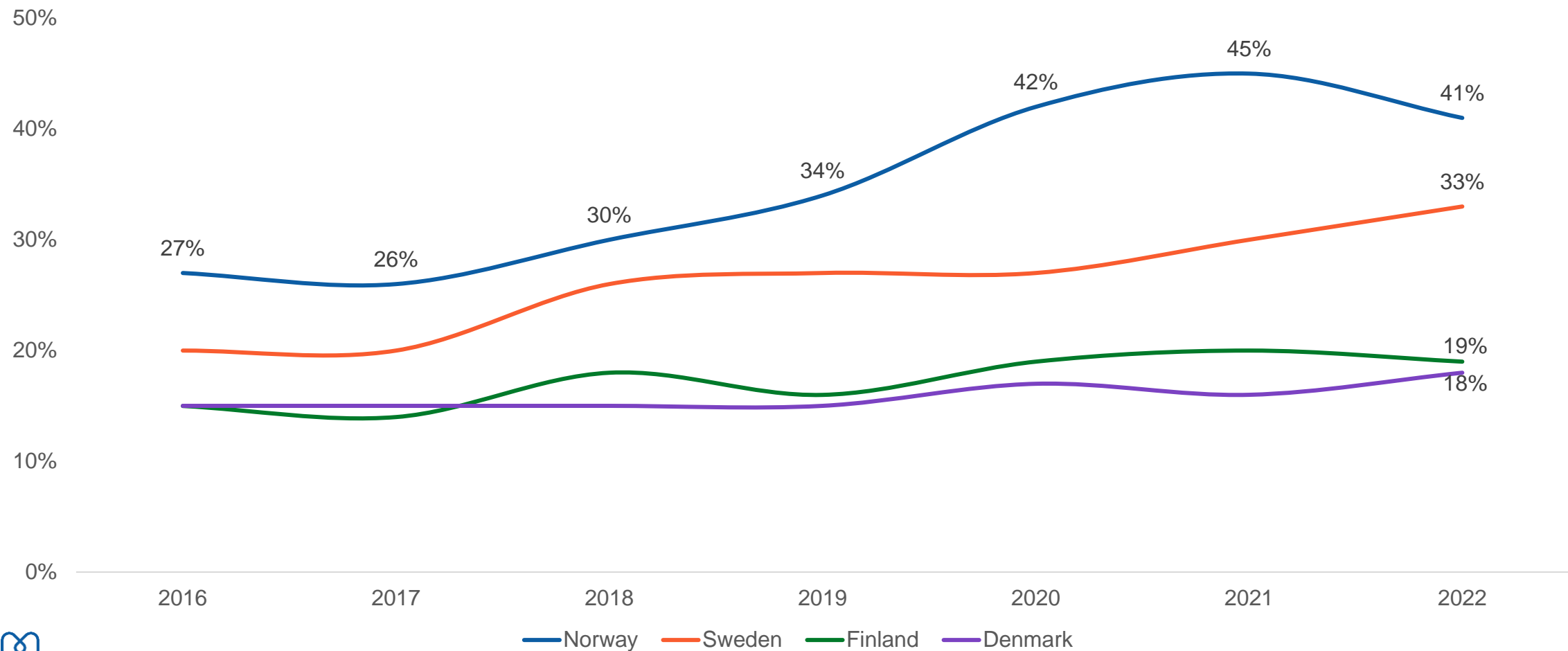


(‘What are your main news sources?’ Kantar 24Timer 2022).

# 81% read Norwegian newspapers online or in print daily

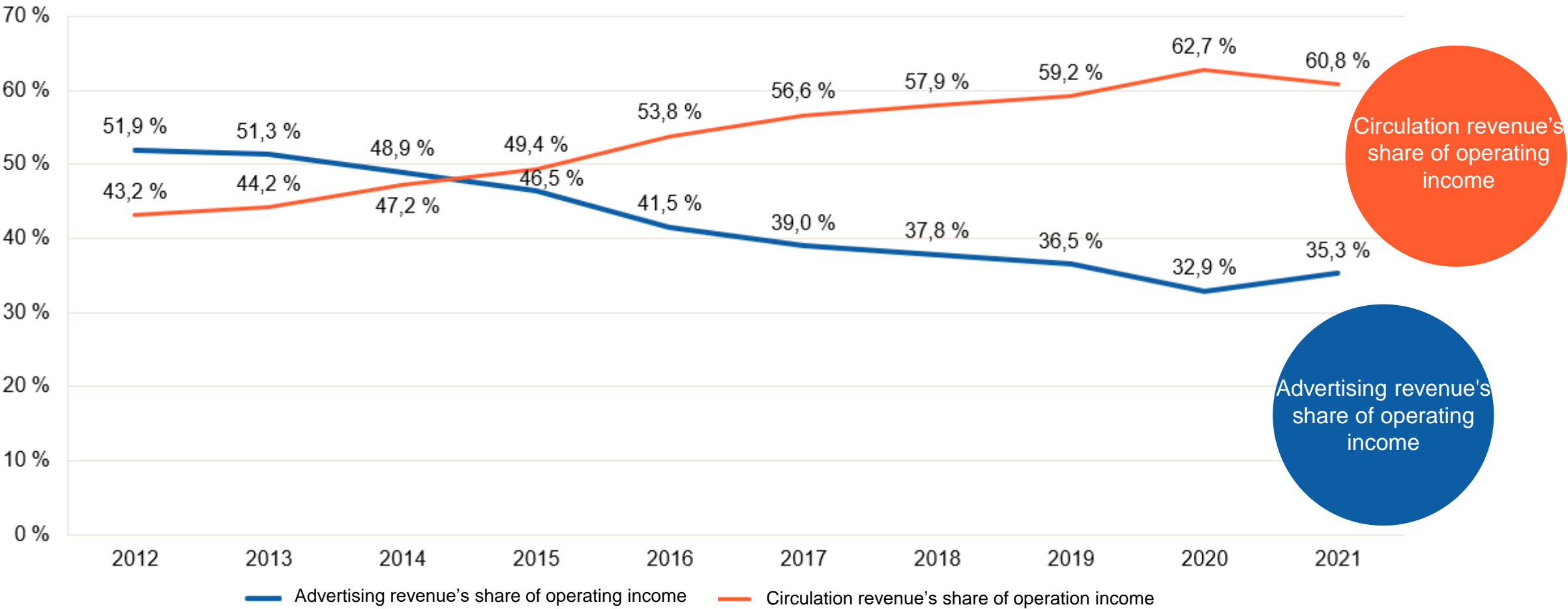


# High willingness to pay for digital news in Norway



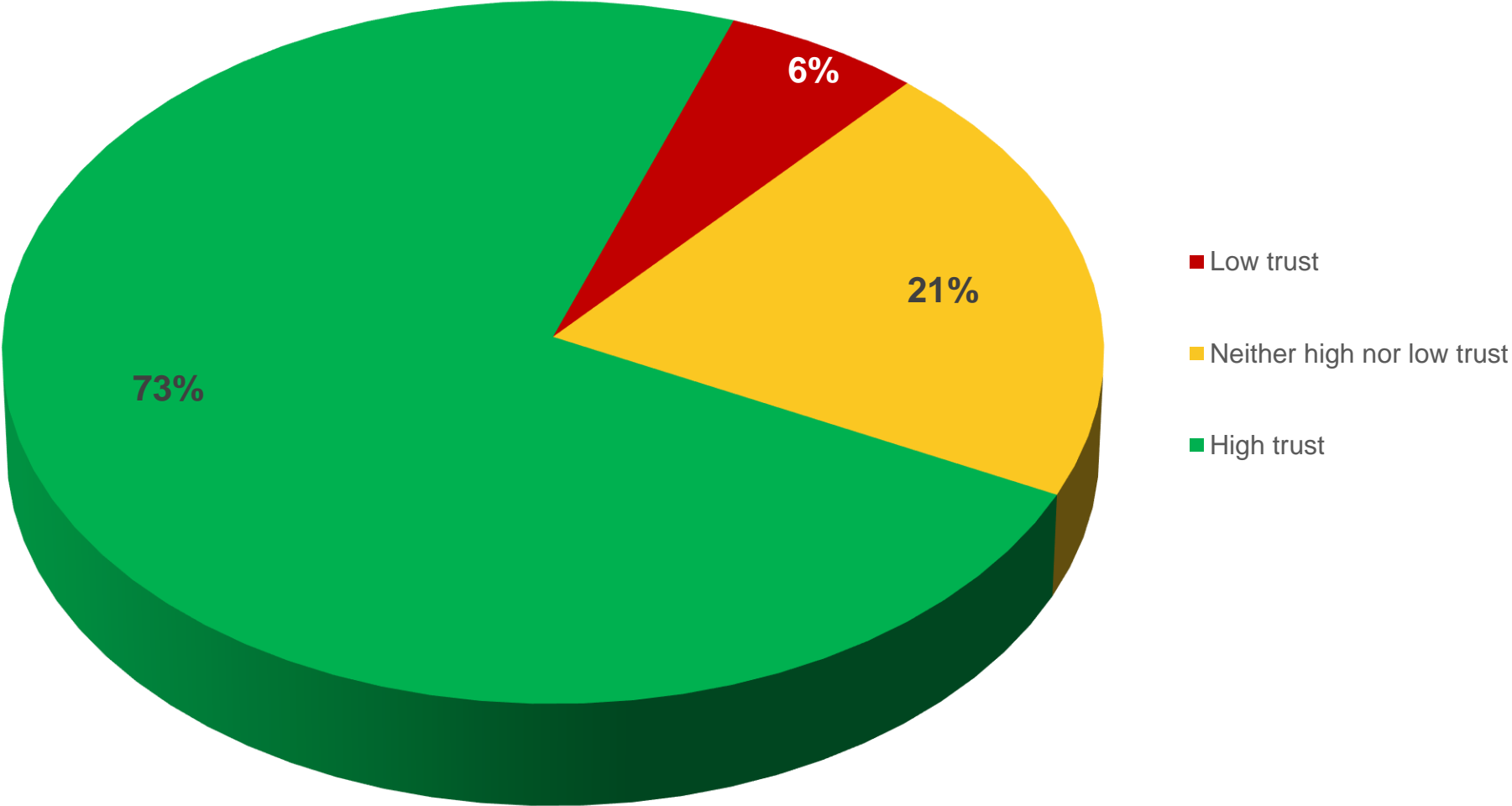
(Reuters Digital News Report 2016–2022).

# User revenue is now the main source of income for newspapers



(The Norwegian Media Authority's report on newspapers' finances 2021).

# High level of trust in Norwegian news media



(Norwegian Media Authority/Kantar Oct.2022).



# Media policy is enshrined in the Norwegian constitution

*‘The authorities of the state shall create conditions that facilitate open and enlightened public discourse.’*

The Norwegian Constitution Article 100, sixth paragraph



“

The government's goal is to ensure robust Norwegian media and to facilitate conditions that enable a good media provision for all groups in society.

The need for credible, editor-controlled media of a high standard is greater than ever.

*From the platform of the current government (2021).*

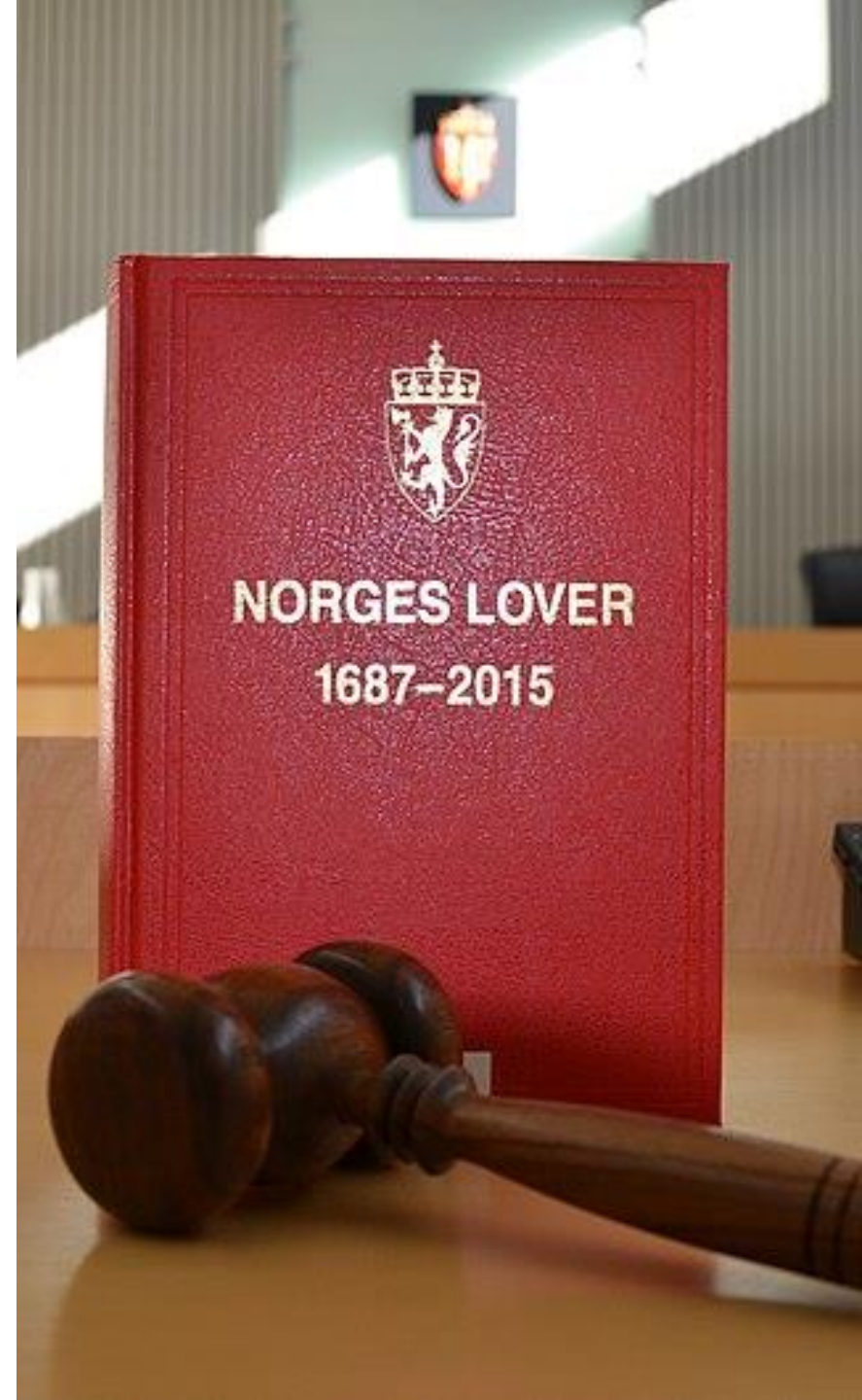
# Government instruments

- VAT exemption
- Direct media support schemes
- Public service broadcasting
- Financial support for commercial public broadcasting
- Broadcasting licences
- Protection of children from harmful content in audiovisual media services



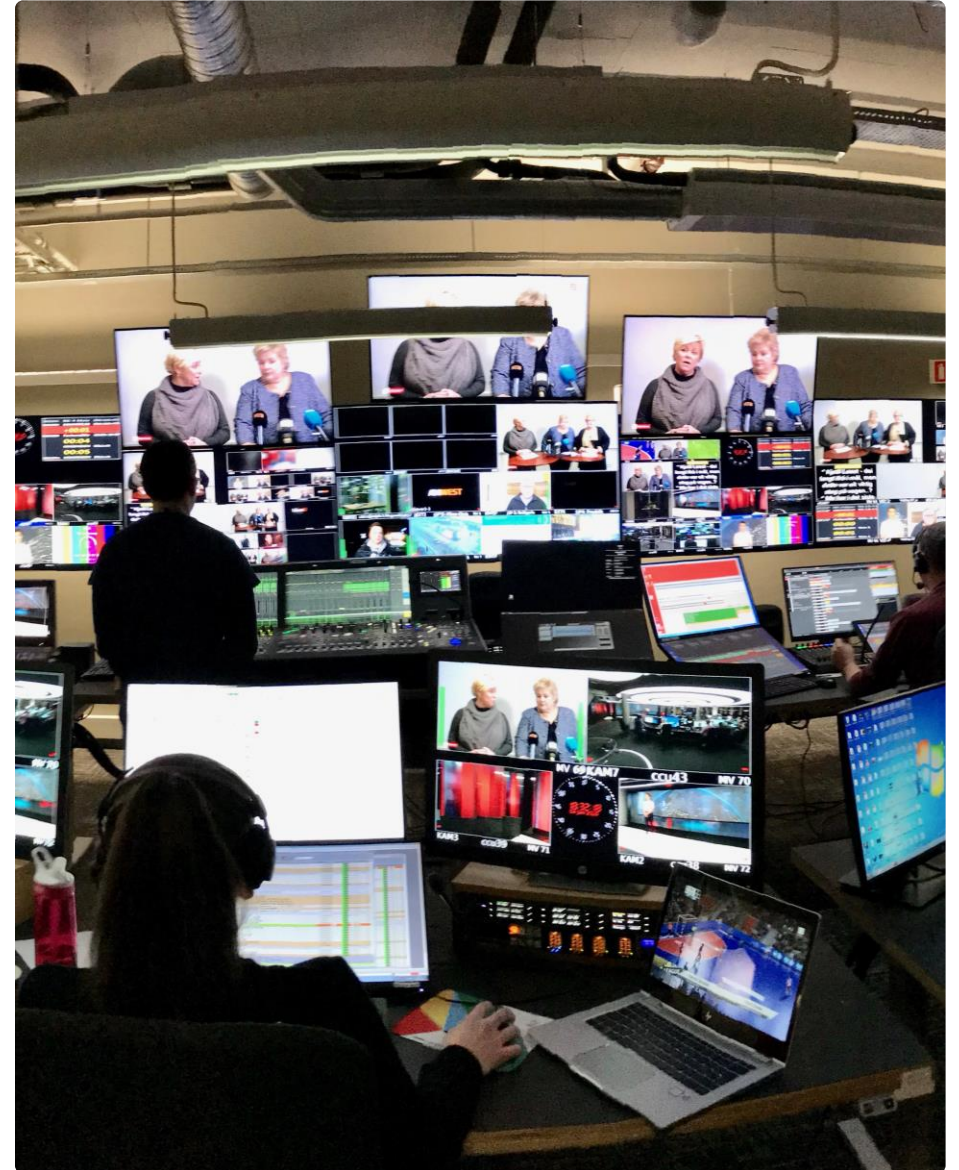
# The Media Liability Act

- **Purpose:** To facilitate an open and informed public discourse by ensuring *editorial independence* and by establishing *clear lines of liability* for content that is published in editor-controlled journalistic media.
- **Scope:** Media engaged in regular journalistic production and publication of news, current affairs, public debate or other content of general interest.



# The Broadcasting Act: regulates audiovisual media

- Regulates Norwegian radio, TV and audiovisual on-demand services
- The Act includes rules on, for example:
  - Advertising, sponsorship and product placement
  - Facilitation for people with disabilities
  - Licences (approval) for broadcasting



# The Audiovisual Programmes Act aims to protect children

- **Purpose:** To protect minors against harmful effects of exposure to moving images.
- **Measures** can include:
  - Age limits
  - Transmission time restrictions
  - Access control



# The media Support Act

- **Purpose:** To promote a *diversity* of editor-controlled journalistic media throughout Norway by contributing to predictable financial frameworks for media activity and increased independence in managing the media support.
- **Mandatory:** Every four years, the government will propose a long-term financial framework for media support, including NRK (Norwegian Broadcasting Corporation), as part of the budget proposal.



# The Norwegian Media Authority's mission

The Norwegian Media Authority shall promote democracy and freedom of expression by fostering **media diversity** and **media literacy**.



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- Insights and analyses on children and media, media diversity and media literacy
- Communication, advice and guidance for media actors and media users

Presentation of the Medietilsynet:  
[https://studio.youtube.com/video/z\\_W5qy7ntbk/edit](https://studio.youtube.com/video/z_W5qy7ntbk/edit)



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