

ICELAND



FJÖLMIÐLANEFND

Name of the Authority Fjölmiðlanefnd – Media Commission
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Basis for operation

Legal framework Media Act No. 38/2011

General remit TV radio networks and infrastructures
 Others (please specify)

Funding mechanisms ⁱ budget licence fee industry fee state
 mixed funding (please specify):
 other (please specify):

Composition

Number of members: Term of office: Re-election possible:
4 years

Proposal of members: *Two representatives are appointed in accordance with the nomination by the Supreme Court of Iceland, one in accordance with a nomination by the standing Committee of Rectors of Icelandic Higher Education Institutions and one in accordance with a nomination by the National Union of Icelandic Journalists. The fifth is appointed by the Minister without nomination. Alternates are appointed the same way.*

Appointment of members: *The Minister of Education, Science and Culture appoints five persons to the Media Commission for the terms of four years at a time. Alternates are appointed the same way.*

Revocation of mandate possible: based on: *Revocation of mandate is possible in the rare cases when a person does no longer fulfill the criteria according to Para 2 of Article 8 in the Media Law No. 38/2011.*

Number of staff: 3

Chairman: **Mr Einar Hugi Bjarnason**

Director: **Elfa Ýr Gylfadóttir**

Please describe your authority's structure if it does not have a board: The Media Commission has a board.

Competences

		national	regional	local
Granting of licences	terrestrial analogue broadcasters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	terrestrial digital broadcasters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	satellite analogue broadcasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	satellite digital broadcasters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	cable analogue broadcasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	cable digital broadcasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Others (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the areas where your authority is not competent to grant licences, please specify the authority in charge:

Please add any other relevant information:

Granting of registrations	terrestrial analogue broadcasters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	terrestrial digital broadcasters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	satellite analogue broadcasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	satellite digital broadcasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	cable analogue broadcasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	cable digital broadcasters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Others (please specify):	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Print media, on-line media

In the areas where your authority is not competent to grant declarations, please specify the authority in charge:

Please add any other relevant information:

Registration for other media than radio and television is only for the purpose of having an overview of the media market. Furthermore, all media entities in Iceland have to give information on ownership which is made public on the media commission's website.

Frequency allocation

Supervision of	private broadcasters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	public broadcasters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	others	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Handling complaints

Sanctioning issue warning impose fine demand to broadcast announcement
 revoke licence suspend licence reduction in the licensing period
 suspend a programme / broadcast
 other (please specify):

Rule making codes rules (please specify):
 other (please specify): Guidelines

Consultative powers please specify the areas covered: The Media Commission may bring a case to a conclusion by issuing its opinion, which shall be published on its website.

Power of nomination please specify:
(e.g. chairman of PSB)

Monitoring programming
 financial performance
 others (please specify): Monitoring of transparency of media ownership, registration of media, that rules regarding editorial independence for staff involved with news and news-related material are in place, ensuring the right to reply, that media take seriously their obligations in terms of the public interest (transmitting announcements from public Authorities when necessary), that media displays their name and distinguishing mark (identification obligations).

Others Please specify:

Please add any information you deem important:

The Media Commission is an independent administrative committee under the Minister of Education, Science and Culture. The Media Commission carries out the supervision according to the Media Law and attends day-to-day administration in the fields covered by the law.

The Audiovisual Media Services Directive governs EEA-wide coordination of national legislation on all audiovisual media. The Directive amends the Television Without Frontiers Directive in a number of areas including enlargement in scope, advertising rules, advertising “unhealthy” foods and beverages in children’s programmes, and promotes areas including media literacy and access for persons with a hearing or visual impairment. The Directive also makes provision for; the designation of major events, short news reporting, promotion of European works, rules relating to product placement, jurisdiction issues, self and co-regulation, and independent national regulators. The Audiovisual Media Services Directive has been transposed by the Media Law 2011.

The Media Commission thus monitors advertising, sponsorship and product placement in Icelandic audiovisual media. Furthermore it monitors programming that can be harmful for a child’s development and the use of advance warnings in television programming. The Media Commission also issues broadcasting licences in Iceland. Certain information about the media market and media companies must be available to the public according to the Media Law. This information is gathered by the Media Commission and made available on its website. This includes information about media ownership, list of media service providers and their rules on editorial independence.

ⁱ By “licence fee” we refer to the public service licence fee usually paid by the entire population, whereas the term “industry fee” implies all those funding mechanisms based on a contribution from broadcasters themselves, including, for example, licensing fees (i.e. an amount of money that is paid by the broadcaster for it to be able to carry out its broadcasting operations) and frequency taxes.