

Norwegian Media Authority Country report to EPRA - October 2021

LEGAL, REGULATORY AND POLICY FRAMEWORK

The EFTA side of the EEA has adopted a [policy position](#) on the **Digital Services Act** (DSA) and is in the process of developing a position on **Digital Markets Act** (DMA), which will be handed over to the European Commission in October-November 2021. The legislation is expected to have a positive impact on editorial media in Norway.

EFTA is still in the process of incorporating the **AVMS Directive 2018** into the EEA Agreement. The EEA Joint Committee is expected to take its decision this autumn. In Norway, most of the provisions of the directive are to be implemented in the Broadcasting Act (*kringkastingsloven*) and the Broadcasting Regulation (*kringkastingsforskriften*).

On 1 January 2021, an act relating to financial support for the media entered into force, the **Media Support Act** (*mediestøtteloven*). The [new act](#) provides increased independence for the Norwegian Media Authority in managing media support and contributes to establishing predictable financial frameworks for media activity. The act stipulates the purpose behind five grant schemes for direct media support. A new political instrument comes in the form of a four-year governing plan for media support. A fixed, long-term financial framework for NRK, the state-owned public service broadcaster, as well as fixed, long-term frameworks for the direct grant schemes for media support will be included in this four-year governing plan.

The Norwegian Media Authority is working on [two major studies](#) that are expected to form the basis for media policy in the future. A **report on NRK** and a **review of the media support schemes** will be submitted to the Ministry of Culture this autumn.

REGULATORS

The Media Authority has implemented its [new strategy](#) for the period 2021-2023. Promoting media plurality and media literacy is prioritized, with more emphasis on international collaboration, technology, and regulation of global actors.

In 2020 the Ministry of Children and Families assigned the Media Authority with the responsibility of developing a **strategy for a safe digital childhood**. The [strategy](#) was launched in September 2021. Participation and inclusion of children and youth in decision making information and capacity building are main points of the strategy. The Ministry of Children and Family has overall responsibility for the strategy on behalf of the Government, while the Media Authority will follow up and coordinate efforts at directorate level.

The [state budget](#) for 2022, which the Government presented on 12 October 2021, proposes an **increased allocation** to the Media Authority of NOK 2.5 million (EUR 250 000) for its work in the media literacy field. The Government emphasizes that the need to strengthen media literacy in the population is increasing.

RESEARCH, METHODOLOGY, MONITORING

The Media Authority has conducted a [survey](#) on **media literacy**, revealing that youths and elders are least capable of identifying fake news and disinformation. Prior to the national elections in September, the Media Authority, having a role the Government's action plan against unwanted influence in the election period, developed a tool kit on media literacy targeting the two groups. The [teaching material](#) for senior citizens is accompanied by a PowerPoint presentation and guidance for instructors. Posters for the [campaign](#) "Stop, think, check: How to expose fake news and misinformation" were distributed in six languages in addition to Norwegian. The Authority has also developed an [online game](#), Star Colony, with digital dilemmas to be discussed by parents and children. Another [finding](#) from the survey is linked to the use of personal data with the purpose of targeting ads. In 2021 only 6 percent of the respondents stated that such targeting "is OK", compared to 16 percent in 2020.

The Media Authority continues its work with **reports on media plurality**. The first annual [report on exposure diversity](#), from January 2021, indicates clear differences between generations. Youth and young adults prefer online news, podcast, and streaming, while adult users prefer linear TV, radio and newspapers. There is an increase in digital subscription on editorial news, while fewer use social media to access editorial news. The first report on content diversity is forthcoming in December.

COOPERATION

The Media Authority continues to have **annual meetings** with other national regulatory authorities, with media associations and stakeholders on the Norwegian markets and with the academia.

COMPLIANCE & ENFORCEMENT

The Broadcasting Act was amended from 1 January 2021 giving the Media Authority competence to take measures against **illegal advertising for gambling** on tv and audiovisual on-demand services. Early spring, the Media Authority in co-operation with the Gambling Authority (*Lotteritilsynet*) controlled the recordings of broadcasts from two companies and found that four of Discovery Communications' TV channels had extensive marketing of gambling that is not permitted in Norway. The Media Authority is considering ordering distributors of the four TV channels to remove the advertisements. An advance notification of such decisions was sent to the distributors in June. The distributors and Discovery Communications have now given their [opinions](#).

Fredrikstad, 13 October 2021