

Welcome to

The Swedish Broadcasting Authority

27 June 2012

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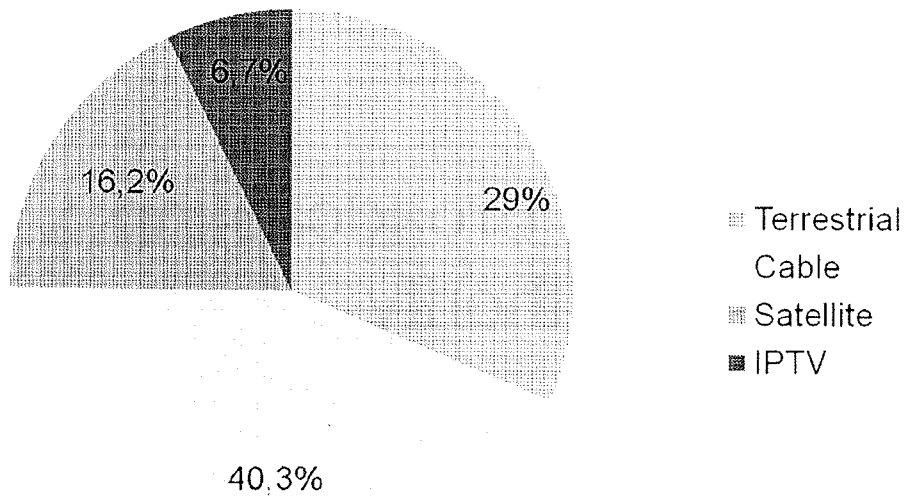
The Swedish Broadcasting Authority

- Issues licenses to broadcast terrestrial radio and TV to all but Public Service
- Register other broadcasts (satellite, cable) and on-demand services
- Supervises that 'non-content' regulation and conditions are followed by the license holders
- Is led by a director-general, appointed by the government
- 25 employees, three sections
- A broadcasting commission within the authority supervises content

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Share of TV households per platform



Approx. 4 million TV households

Source: MMS Mediemätning i Skandinavien AB

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Platform development 2005-2011



Source: MMS Mediamätning i Skandinavien

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Licenses for DTT

- The government allocates spectrum and issues licenses for public service broadcasters.
- The Swedish Broadcasting Authority issues licenses for other broadcasters.
- Teracom AB owns and operates the terrestrial network (state owned)
- Boxer TV Access AB is the only company selling pay-tv subscriptions (owned by Teracom AB)

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Licenses for DTT

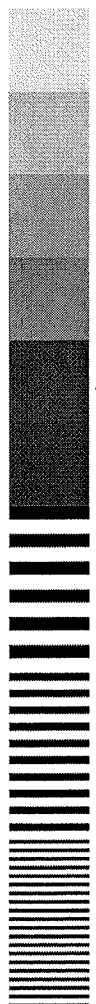
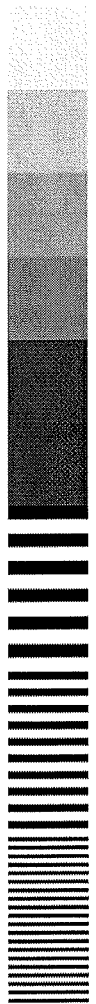
A license may only be granted to someone who:

- Has financial and technical resources to broadcast.
- Is prepared to cooperate with others in technical matters.

We must also consider:

- Different media services for different tastes.
- National and regional broadcasts.
- Diversity of ownership.

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The switchover

- ▶ *1999- Sweden begins broadcasting digitally*
- ▶ *2003- Decision to switch off analogue*
- ▶ *2004- The Digital TV Commission were formed*
- ▶ *2004-2005- The Commission plans the switchover*
- ▶ *2005- Phase 1 started 19 September 2005*
- ▶ *2006-2007- phase 2 through 5 carried out according to plan.*
- ▶ *Switch off 15 October 2007*

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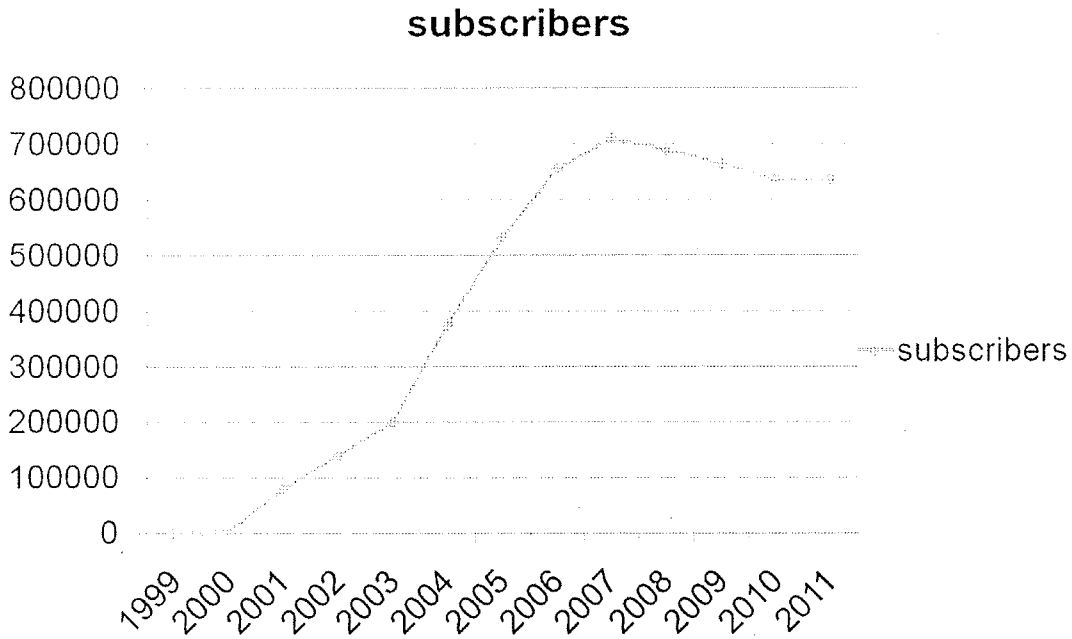
Why was it a success- lessons to learn

- ▶ *Set up a campaign organization- the Digital TV Commission*
- ▶ *Information campaign*
- ▶ *Cooperation- with public service broadcasters SVT, TV4 and Teracom*
- ▶ *Trademarketing- the digital switchover as a concept*
- ▶ *A gradual switchover in five phases*

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The growth of digital terrestrial TV subscribers



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Coverage

54 main transmitters covers approx. 98 percent of the population

The last analogue transmitters were switch off on the 15th of October 2007



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The Commissions most important conclusions

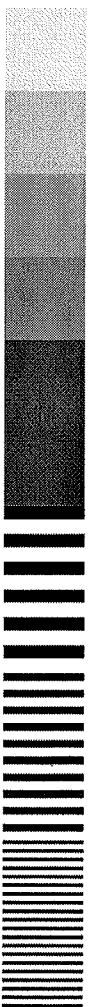
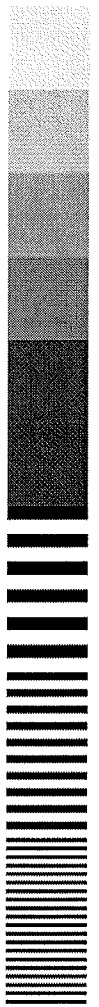
- ▶ *“Just do it” in spite of all problems arising*
- ▶ *The world is changing*
- ▶ *It is easier to achieve more with a small team with a clear mandate*
- ▶ *Keep the TV viewers in focus*
- ▶ *All news is local news*
- ▶ *Help the market by explicit information and decisions*

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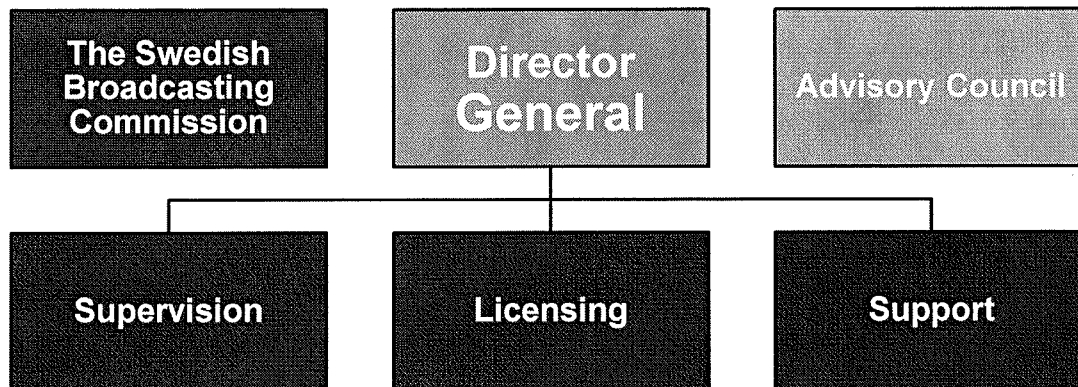
The Digital TV Commission's final report:

<http://www.sweden.gov.se/content/1/c6/11/30/58/5153a9e7.pdf>

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Organization



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Swedish Broadcasting Commission?

Section of supervision

- **Review the content of the broadcasts**
 - Watches or listens to the programme and oversees its compliance with the rules.
 - Only review of programmes that are already broadcast.
- **Other supervision**
 - All supervision that is not related to the content of the broadcasting

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Swedish Broadcasting Commission (SBC)

- Commission within the authority
- Consists of commissioners appointed by the government
- The chairmain and the vice-chairman are judges with high judicial offices. Other members have broad experience in the social, cultural and media fields
- All decisions, not all in session

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Decisions

- Can be exonerations, exoneration with criticism or censure.
- About 1000/year (tv and radio) – 90 % exonarations

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The starting point for the review is

- Complain from the public
- Initiative of the SBC

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What are the rules

Two different levels

- Provisions in the Radio and Television act – applies to all broadcasters
- Terms of the broadcasting licences

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Different rules for different types of broadcasting

- Community radio and tv, commercial tv, satellite broadcasts, on demand tv – only provisions in the Radio and tv act
- Public service companies – licences from the government
- Commercial tv – licences from the SBA

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The radio and tv act

- Portrayals of violence of realistic nature or pornographic images may not be provided in such a manner that creates a risk of children viewing the programmes.
- Programmes that are not commercial advertising may not improperly promote commercial interests.
- Product placement – allowed in movies, tv-shows, sports and light entertainment programmes.
- Sponsorship – not allowed in news programmes.
- Advertisements

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Public service and commercial broadcasters – rules in licences

- Impartiality (public service only)
- Accuracy
- Privacy of individuals
- Powerful impact of the media

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Thank you



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