

MEMORANDUM

3. februar 2021

Mandate for the Report on media development in Denmark

Page 11 of the Media Agreement for 2019-2023 entered into by the coalition government (The Liberal Party, Liberal Alliance and the Conservative Party) and the Danish People's Party confirms continuation of the Report on media development in Denmark that was launched in connection with the Media Agreement for 2012-2014. The Danish Ministry of Culture will receive funding to ensure that this report remains embedded in the Ministry's function as the state media research centre. The majority of the funding is spent on third-party research. An external editorial board has been appointed.

Objectives

The objectives of the Report on media development in Denmark are, in conjunction with relevant pre-existing research, to produce more facts-based knowledge of media development and conditions, and to publish this knowledge with a view to providing a qualified and professional platform for social debate and possible new media-political initiatives.

The report shall reflect a broad range of professional perspectives with focus on empirical studies of media development with respect to media content, media usage and the state of the industry. These issues will be described in not only long-term studies but also stand-alone research into current media trends and events. The report is intended to be practical, and will focus on statistics-based descriptions of development trends, and on Danish content with a relevant international discourse. The report will be written for politicians, the media industry, journalists and the general public.

Contents

The Report on media development in Denmark covers the following principal themes:

- 1 Media content
- 2 Media usage
- 3 The media industry

The project shall specify and select specific research on which to base the report, taking the following as its points of departure:

1 Media content

A multitude of factors affects the development of media content, its quality, ethical issues, and the leaning and weight of media content.

Media content is accessible on a variety of platforms that are largely free of the restraints of time and place. Bearing in mind the many choices open to the private citizen, the opportunities open to him/her at any time to access media content and comment on it – or even produce his/her own media content – presents different challenges to professional content production as there is a constant demand for new and interesting content.

This state of affairs may not only affect the production of content, its quality and ethics, but also trigger changes in attitudes to content quality, leaning, relevance and integrity.

These developments have been driven by various factors, including technological advances and globalisation that impinge on how content is produced, distributed, used and assessed. It is therefore also relevant to investigate these aspects of media content.

Therefore, the report on media development in Denmark will, for example, examine media content with focus on e.g. media ethics and quality, users' confidence in the media and the significance of technological developments for how content is produced, distributed and used, irrespective of time and place.

2 Media usage

Media usage is changing all the time, influenced, for example, by technological advances and journalistic progress. However, different groups in the population use media in different ways and it is therefore relevant to base media usage research on demographic variables.

For example, the report will track media usage in Denmark on pertinent platforms (radio, TV, printed media, mobile, online and digital platforms, etc.) based on surveys recognised in the industry, with relevant supplements (if any).

As media usage is generally well-documented and the industry-recognised surveys are conducted on a regular basis, the Report will be a systematic, annual report.

3 The media industry

At present, our knowledge and overview of the Danish media industry are relatively limited. Not enough is known about the industry's structure, media companies' activities, ownership, personnel, etc. The reporting will seek to broaden our knowledge of these aspects, and continue to examine Danes' media spending and track developments on the advertising market.

Furthermore, the reporting will track media provision and concentration tendencies (if any).

Editorial board

An editorial board consisting of researchers and industry representatives has been set up for the Report on media development in Denmark. The board's mandate is to

help identify and prioritise specific surveys, and advise with respect to method development. In continuation of these obligations, the editorial board will comment on the research results and assess the professional quality, objectivity and relevance of the research conducted and comment on the Danish Ministry of Culture's main annual report.

The editorial board shall help to ensure that the research adds value, that overlaps with pre-existing research are avoided and that relevant pre-existing surveys can be included in the work. The editorial board is expected to meet 3-4 times a year. Board members will receive no remuneration.

The editorial board, comprising eight members, will be set up to ensure that its members have skills within one or more of the following professional fields: news media, new media, media content, media development, medialisatation, media convergence, media literacy, public service, (new) technologies and similar competences. The editorial board is expected to include representatives from Danske Medier (media branch association), The Danish Union of Journalists and DR (Danish Broadcasting Corporation, national public service company) plus five researchers from relevant educational institutions.

Danske Medier, The Danish Union of Journalists and DR appoint their own representatives, while Danish Universities appoint two members. The Danish Ministry of Culture appoints the remaining three members.

Methodology

The Danish Ministry of Culture will conduct research in each of the three main themes within the appropriation period. Based on the guidelines described above and working with the editorial board, the Ministry will specify precisely which relevant research will be conducted.

Within the scope of this project, every effort will be made to develop the Danish model for reporting on the "State of the News Media".

The report will be based on new research, recognised surveys into media usage and possibly other pre-existing surveys.

New research is expected to be produced by or in collaboration with third parties (researchers, agencies, etc.) or in partnerships between the Ministry and industry representatives, research centres and other relevant parties.

In the agreement period 2019-2023, the Danish Ministry of Culture shall on average spend DKK 2 million a year on the Report on media development in Denmark, i.e. DKK 10 million in the period 2019-2023. Of this budget, the Danish Ministry of Culture expects to spend up to DKK 1.5 million on external data and research, including contractual partnerships, while the remaining DKK 0.5 million constitutes a full-time equivalent unit responsible for the report and contact with

the editorial board, ordering and coordinating third-party deliveries, compiling research, etc.

As a body that has no sectional interest but much broad-based professional expertise, the Danish Ministry of Culture with the editorial board will ensure that the report sustains a multifaceted media perspective.

Publication

The report will be published on the Danish Ministry of Culture's website. It will be publicly accessible.

The results will be communicated primarily via a main annual report containing the results of the research conducted. In connection with the main report, the Danish Ministry of Culture will compile a summary suitable for general publication that contains extracts and draws comparisons between key conclusions in the year's research.

The annual report will focus on only one or just a few main themes. These will change from one year to the next, depending on the tempo of development. All the themes included in the work will not be reported on every year. The Ministry will select themes in cooperation with the editorial board.

If publication is considered relevant, the research results will be communicated regularly on social media, in newsletters and as separate studies and via seminars for politicians, the media industry, journalists and the general public, e.g. in connection with the publication of the larger reports.