

Decision

2020-02-18

Ref. no. 19/02700

**PARTIES**

See appendix 1

**MATTER**

Licence to broadcast television and searchable teletext

**DECISION****Applications for licence that are granted**

The Swedish Press and Broadcasting Authority grants licences to broadcast television and searchable teletext for the programme services listed in the table below. The conditions for the broadcasts are stated in respective programme service's appendix. The registered designations for programme services covered by Swedish jurisdiction are approved. For other programme services, the designation is registered.

<b>Ref. no.</b>	<b>License holder</b>	<b>Designation of the programme service. (In parentheses, the transmission quality is specified)</b>	<b>Conditions appendix</b>
19/03283	Al Jazeera Media Network	Al Jazeera English (SD)	tv2020:1
19/03201	Axess Publishing AB	Axess (SD)	tv2020:2
19/03204	BBC Studios Distribution Ltd	BBC Earth (SD)	tv2020:3
19/03209	BBC Global News Ltd	BBC World News (SD)	tv2020:4
19/03237	C More Entertainment AB	C More First (SD)	tv2020:5
19/03241	C More Entertainment AB	C More Fotboll & Stars HD (HD)	tv2020:6
19/03242	C More Entertainment AB	C More Golf & SF-kanalen (SD)	tv2020:7
19/03240	C More Entertainment AB	C More Hockey & Hits (SD)	tv2020:8
19/03243	C More Entertainment AB	C More Live (SD)	tv2020:9

19/03238	C More Entertainment AB	C More Series (SD)	tv2020:10
19/03244	C More Entertainment AB	Sportkanalen HD (HD)	tv2020:11
19/03311	CSI Sports Network Ltd	Fight Sports (SD)	tv2020:12
19/03286	Discovery Corporate Services Ltd	Animal Planet (HD)	tv2020:13
19/03287	Discovery Corporate Services Ltd	Discovery Channel (SD)	tv2020:14
19/03292	Discovery Corporate Services Ltd	Investigation Discovery (SD)	tv2020:15
19/03293	Discovery Corporate Services Ltd	Kanal 5 (SD)	tv2020:16
19/03295	Discovery Corporate Services Ltd	Kanal 5 (HD)	tv2020:17
19/03296	Discovery Corporate Services Ltd	Kanal 9 (SD)	tv2020:18
19/03299	Discovery Corporate Services Ltd	Kanal 11 (SD)	tv2020:19
19/03301	Discovery Corporate Services Ltd	TLC (SD)	tv2020:20
19/03289	Eurosport SAS	Eurosport 1 (SD)	tv2020:21
19/03290	Eurosport SAS	Eurosport 2 (SD)	tv2020:22
19/03228	Fox Networks Group Espana S.L.	FOX (SD)	tv2020:23
19/03308	VIMN Netherlands B.V.	MTV (SD)	tv2020:24
19/03229	NGC Europe Ltd	National Geographic (HD)	tv2020:25
19/03306	Nickelodeon International Ltd	Nick Jr. (SD)	tv2020:26
19/03309	Nickelodeon International Ltd	Nickelodeon (SD)	tv2020:27
19/03265	Nordic Entertainment Group UK Ltd	TV10 (SD)	tv2020:28
19/03260	Nordic Entertainment Group UK Ltd	TV3 (HD)	tv2020:29
19/03258	Nordic Entertainment Group UK Ltd	TV3 (SD)	tv2020:30
19/03267	Nordic Entertainment Group UK Ltd	TV3 Sport (SD)	tv2020:31
19/03261	Nordic Entertainment Group UK Ltd	TV6 (SD)	tv2020:32
19/03263	Nordic Entertainment Group UK Ltd	TV8 (SD)	tv2020:33
19/03272	Nordic Entertainment Group UK Ltd	Viasat Film Premiere (SD)	tv2020:34
19/03271	Nordic Entertainment Group UK Ltd	Viasat Hockey (SD)	tv2020:35
19/03277	Nordic Entertainment Group UK Ltd	Viasat Motor (SD)	tv2020:36
19/03256	Nordic Entertainment Group UK Ltd	Viasat Series (SD)	tv2020:37
19/03264	Nordic Entertainment Group UK Ltd	Viasat Sport Premium (SD)	tv2020:38

19/03174	Sverigefinska Riksförbundet	TV Finland (SD)	tv2020:39
19/03280	Turner Broadcasting System Europe Ltd	Cartoon Network (SD)	tv2020:40
19/03278	Turner Broadcasting System Europe Ltd	CNN International (SD)	tv2020:41
19/03233	TV4 AB	Sjuan (SD)	tv2020:42
19/03232	TV4 AB	TV12 (SD)	tv2020:43
19/03230	TV4 AB	TV4 (SD)	tv2020:44
19/03234	TV4 AB	TV4 Fakta (SD)	tv2020:45
19/03235	TV4 AB	TV4 Film (SD)	tv2020:46
19/03231	TV4 AB	TV4 HD (HD)	tv2020:47
19/03305	VIMN Netherlands B.V.	Paramount Network (SD)	tv2020:48

### Applications for license that are rejected

The Swedish Press and Broadcasting Authority rejects the applications for licences to broadcast television and searchable teletext for the programme services listed in the table below.

<b>Ref. no.</b>	<b>License holder</b>	<b>Designation</b>
19/03202	Axess Publishing AB	Axess (HD)
19/03203	BBC Studios Distribution Ltd	BBC Brit (SD)
19/03239	C More Entertainment AB	C More Hockey & Hits HD (HD)
19/03298	Discovery Corporate Services Ltd	Kanal 11 (HD)
19/03303	Discovery Corporate Services Ltd	Kanal 5 (HD)
19/03294	Discovery Corporate Services Ltd	Kanal 5 (SD)
19/03297	Discovery Corporate Services Ltd	Kanal 9 (HD)
19/03300	Discovery Corporate Services Ltd	Travel Channel (SD)
19/03288	Discovery Corporate Services Ltd	Discovery Channel (HD)
19/03302	Eurosport SAS	Eurosport 1 (HD)
19/03291	Eurosport SAS	Eurosport 2 (HD)
19/03251	H&C TV Ltd	H&C (HD)
19/03282	Matkanalen AS	Matkanalen (SD)
19/03304	MTV Networks Europe Inc.	VH1 (SD)

19/03307	Nickelodeon International Ltd	Nicktoons (SD)
19/03273	Nordic Entertainment Group UK Ltd	Viasat Fotboll (SD)
19/03274	Nordic Entertainment Group UK Ltd	Viasat Film Action (SD)
19/03257	Nordic Entertainment Group UK Ltd	Viasat Film Family (SD)
19/03259	Nordic Entertainment Group UK Ltd	Viasat Film Hits (SD)
19/03270	Nordic Entertainment Group UK Ltd	Viasat Film Premier HD (HD)
19/03276	Nordic Entertainment Group UK Ltd	Viasat Golf (SD)
19/03269	Nordic Entertainment Group UK Ltd	Viasat Hockey HD (HD)
19/03275	Nordic Entertainment Group UK Ltd	Viasat Motor HD (HD)
19/03266	Nordic Entertainment Group UK Ltd	Viasat Series HD (HD)
19/03279	Nordic Entertainment Group UK Ltd	Viasat Sport (SD)
19/03262	Nordic Entertainment Group UK Ltd	Viasat Sport Premium HD (HD)
19/03208	The Walt Disney Company Ltd	Disney Channel (SD)
19/03206	The Walt Disney Company Ltd	Disney Junior (SD)
19/03281	Turner Broadcasting System Europe Ltd	Boomerang (SD)
19/03236	TV4 AB	TV4 Guld (SD)

## THE MATTER

All current licences to broadcast terrestrial television and searchable teletext expire on 31 March 2020. On 29 August 2019, The Authority announced a call for applications for licences to broadcast television and searchable teletext for the period 1 April 2020–31 December 2025. 79 applications from 21 different broadcasting companies were received. Of these, 78 were submitted before the last date of application. The application that was submitted too late has been rejected in a separate decision (ref. no. 19/03900).

### Category of programme services

The applications cover programme services that have been categorized based on main content as follows:

- Children and young people
- Mixed content
- Documentaries, factual, nature and news
- Film and television series
- Sports
- Other (food, music, lifestyle and reality)

The applications concern licenses to broadcast in one of the qualities standard-resolution television quality (SD) or high-resolution quality (HD) or simultaneously in both qualities (parallel broadcast).

### **Ownership groups**

The following broadcasters and ownership groups have applied for licenses. The number of applications is stated in parentheses.

- **Al Jazeera Media Network** (1)
- **Axess AB** (2)
- **BBC:** BBC Global News Ltd and BBC Studios Distribution Ltd (3)
- **CSI Sports Network Ltd** (1)
- **Discovery:** Discovery Corporate Services Ltd and Eurosport SAS (18)
- **H&C TV Ltd** (1)
- **Matkanalen AS** (1)
- **NENT Group:** Nordic Entertainment Group UK Ltd (22)
- **Sverigefinska Riksförbundet** (1)
- **Telia/TV4 Media AB:** TV4 AB and C More Entertainment AB (15)
- **Turner Broadcasting System Europe Ltd** (3)
- **ViacomCBS:** MTV Networks Europe Inc., Nickelodeon International Ltd and VIMN Netherlands B.V. (6)
- **Walt Disney:** The Walt Disney Company Ltd, Fox Networks Group España S.L and NGC Europe Ltd (4)

### **Broadcasting technology, compression technology and broadcasting quality**

In June 2019, the Swedish Press and Broadcasting Authority adopted a strategy on licensing for terrestrial television (ref. no. 18/04310). It specifies that broadcasts shall be made in the broadcasting technology DVB-T or DVB-T2 and that the compression technology MPEG-2 or MPEG-4 shall be used. The image quality shall be either in standard quality (SD) or high quality (HD).

### **Available broadcasting space**

In December 2019, the Government decided on available broadcasting space for terrestrial television for the period from 1 April 2020 to 31 December 2025. This corresponds to the present space available with six broadcasting networks (multiplexes).

The operator Teracom AB has commented on available transmission capacity in the terrestrial

network and states the following.<sup>1</sup> A future MPEG-4 migration in networks 1–3 provides an opportunity to broadcast high quality programmes even if the DVB-T broadcast technology is retained in these networks. In this case, viewers with older TV receivers would be able to look at certain HD-quality programme services, which means that the need for parallel broadcasts ceases. Rebuilding the networks for such migration is estimated to be 12–16 months and is associated with certain costs. In a planned migration to MPEG-4, the number of programme slots in transmitter networks 2–7 are estimated to be 46 from 1 April 2020. 9 programme slots refer to HD-quality broadcasts, out of which 5 are parallel broadcasts (including SVT1 and SVT2). When a migration is subsequently completed, the parallel broadcasts can cease, and further programme services can go from broadcast in SD to HD quality.

The number of programme slots that the Authority can allocate depends on the spectrum allocated to the public service companies. They currently dispose of network 1 and are simultaneously broadcasting - through December 31, 2021 - SVT1HD and SVT2HD in parallel in network 6.

## **GROUNDS FOR THE DECISION**

### **Applicable provisions**

The Swedish Press and Broadcasting Authority grants licenses to broadcast television and searchable teletext for everyone except the public service channels, whose licenses are granted by the Government. The license procedure is regulated in the Swedish Radio and Television Act (2010: 696). A license entails a right to broadcast a programme service during the part of the day specified in the license (Chapter 4, Sections 1, 3 and 4). A license is valid for six years unless the Authority, on special reasons, has decided on a shorter period. The period of validity for license conditions may be shorter than the license period (Chapter 4, Section 12). There is no right to an automatic extension or priority in the selection process.

Licenses may only be granted to a broadcaster who has financial and technical qualifications to broadcast throughout the entire period and who is prepared to cooperate with other license holders in technical matters (Chapter 4, Section 5).

When allocating licences, particular consideration must be given to the broadcasting space being used for varying programme services, so that the broadcasts meet different interests and tastes, both in terms of national, local and regional programme services and by several broadcasting companies independent of each other (Chapter 4, Section 6).

A licence may also be restricted to refer to retransmission, in which case it entails the right of a broadcasting company to only broadcast programme services that are simultaneously broadcast or have been broadcast shortly before by another broadcasting company. With such a licence, the Authority may decide that Chapters 5–8 shall not apply on the broadcasts under that licence (Chapter 4, Section 7). A licence may also be subject to certain conditions (Chapter 4, Sections 8–11).

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<sup>1</sup> Ref. no. 19/02700-10.

## **The authority makes the following assessment**

### ***Broadcasting and compression technology***

In accordance with the strategy, programme services in broadcasting networks 2 and 3 will continue to be broadcast with the transmission technology DVB-T. However, due to coordination with neighbouring countries' frequency use, programme services in transmitter network 3 must, in certain parts of the country, be transmitted in DVB-T2. In transmitter networks 5–7, the programme services shall be transmitted in DVB-T2.

A transition to the MPEG-4 compression technology can entail capacity for broadcasting HD channels in the DVB-T technology as well. Such a transition means that there is no longer a need to broadcast public service channels and broad entertainment channels in both SD and HD quality simultaneously, since viewers with older TV receivers can get access to HD broadcasts. When the parallel broadcasts cease, the frequency space can be utilized more efficiently, and additional programme services can be transmitted in HD quality while the terrestrial network becomes even more attractive. Such a transition should therefore be made. An assessment of when a transition is appropriate is to be made in connection with the review of the licence conditions

### ***Available broadcasting space***

Based on the proposed transition to MPEG-4, the Authority estimates that as of April 1, 2020, there are 41 programme slots to distribute (excluding parallel broadcasts) and room for a regional broadcast over the area of Mälardalen. After a transition to the more efficient compression technology, parallel transmissions can cease and another five licenses in SD quality will switch to HD quality.

### ***Financial and technical conditions and cooperation in technical matters***

All broadcasters are considered to have the financial and technical qualifications to broadcast throughout the license period. All broadcasters have declared themselves prepared to cooperate with other license holders in technical matters and have also signed the collaboration agreement between the broadcasters with broadcasting licenses in the terrestrial network 2020–2025.

### ***Selection procedure***

The number of applications to broadcast terrestrial television is more than can be met within the available broadcasting space. A selection must therefore be made. In the selection procedure, the Authority shall pay particular attention to the fact that the broadcasting space is used for different programme services so that the broadcasts will cater for different interests and tastes, for both national and local and regional broadcasting services as well as by several broadcasting companies independent of each other. The selection shall, as far as possible, take place on objective grounds. Due to the limited capacity, it is natural that the terrestrial broadcasts are primarily used for a wide range of programme genres and targeting different audience groups and areas of interest. Consumers looking for a large selection within a limited content area may find this in other forms of distribution. The selection process should therefore focus on broadcasting both mixed content programme services and thematic

programme services with different orientations.<sup>2</sup>

The Authority's overall task is to promote freedom of expression in its field of activity and to promote the opportunities for diversity and accessibility in the press, radio and television<sup>3</sup>. The terrestrial network is one of several important distribution platforms for television broadcasts and important for freedom of speech as well as diversity and accessibility. The network should therefore be given the conditions to maintain its position as an alternative to other distribution platforms.

Share of viewing is a measure of whether a programme service is requested by the audience.<sup>4</sup> Measurements and analyses of media consumption show that there is a great demand for programme services with sports content and broad entertainment. Furthermore, there is a great interest in film and TV-series. However, interest in children's and news channels is lower. However, such interests should also be adequately catered for in order to achieve a broad range of programmes.

The space for broadcasts in HD quality is limited while demand is high. A balance must therefore be made based on content and ownership. The Authority considers that the improved image quality that HD quality provides is particularly important regarding programme content with great detail such as sports and nature programmes but also to a certain extent film.

In conclusion, the starting point for the Authority's assessment is that there should be a width in the programme offering with both programme content with a mixed content and programme services with narrower content and which are provided by several independent owners. As one of several measures of demand for a programme service, some consideration is given to a programme service's share of viewing. The applicants' priorities between their own programme services are also considered in the overall assessment.

Which applications that are granted and rejected can be found under the headings *Applications for licence that are granted* and *Applications for licence that are rejected* respectively. The reasons for the decision are explained in more detail below.

### Children's Programmes

Children, to a greater extent than before, watch children's programmes in other ways than by linear television. Thus, the share of viewing is generally low for all children's channels. Therefore, there are grounds to limit the supply in the terrestrial network from today's six to three licenses and instead grant licenses to programme services with other content. While younger children demand other programmes than older children, the Authority strives for an age-wide range of services. The Walt Disney Company Ltd currently has two licences for

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<sup>2</sup> Compare bill 2007/08:8 page 45.

<sup>3</sup> Regulation (2010: 1062) with instructions for the Swedish Press and Broadcasting Authority.

<sup>4</sup> The Authority has taken part in Mediamätning i Skandinavien AB MMS' annual report on viewer time shares for the period December 31, 2018 to December 29, 2019



children's channels but has not broadcast since April 2019. The children's channels included in the company's current applications have lower share of viewing than other children's channels that are seeking license. Having regard to this, there is no reason to approve the company's license applications for Disney Channel and Disney Junior.

Nickelodeon and Nick Jr. have the highest share of viewing among the children's channels applying for licences and together they have a wide range and content that are aimed at several different ages. They therefore have an advantage over Nicktoons. Of the remaining programme services, Cartoon Network has a greater width of content than Boomerang.

In a joint assessment based on the different interests and tastes of the viewers and in order to achieve a diversity between several independent broadcasting companies, the applications for licenses concerning Nickelodeon, Nick Jr. and Cartoon Network shall be granted. The applications from Disney Channel, Disney Junior, Nicktoons and Boomerang must therefore be rejected.

#### **Mixed content channels**

In general, mixed content channels have the highest share of viewing. Several licenses should therefore be granted in this genre.

In a joint assessment based on different interests and tastes of the viewers and in order to achieve a diversity between several independent broadcasting companies, applied licenses shall be granted for the programme services Kanal 11, Kanal5 (parallel broadcast), Kanal 9, Sjuan, TV10, TV12, TV3 (parallel broadcast) , TV4 (parallel broadcast), TV6 and TV8.

BBC Brit is the mixed content channel that has the least range of content and lowest share of viewers among the applicants. In view of this and the fact that the BBC's ownership group will be granted licenses for other programme services, the application shall be rejected.

#### **Documentaries, facts, nature and news**

Some of these programme services, especially the news services, have low share of viewing but at the same time they contribute to a wider range of the programme offering and shall therefore be granted permission.

In a joint assessment based on the viewers' different interests and tastes and in order to achieve a diversity between several independent broadcasting companies, licenses shall be granted for the programme services for Al Jazeera English, Animal Planet, Axess, BBC Earth, BBC World News, CNN International, Discovery Channel, Investigation Discovery, National Geographic and TV4 Fakta.

The application for a license for Travel Channel is rejected as Discovery will be granted several licenses in both this and other genres. In addition, the service has a more limited content than other programme services in this category.

### Film and TV series

There is great interest in film and television series, which is why this genre is awarded several programme slots.

In an overall assessment based on the viewers' different interests and tastes, and to achieve a diversity between several independent broadcasting companies, the programme services C More Fotboll & Stars HD, C More Golf & SF kanalen, C More Hockey & Hits, C More Series, C More First, FOX, Paramount Network, TV4 Film, Viasat Film Premiere and Viasat Series are granted licenses.

As for the other applications from Nordic Entertainment Group UK Ltd, it is not justified either in terms of range in the programme selection or the pursuit of dissemination of ownership granting licences to Viasat Film Action, Viasat Film Family and Viasat Film Hits. The applications are also given lower priority by the company. These applications shall therefore be rejected. The Authority makes the same assessment regarding TV4 AB's application for a license for TV4 Gold, which is why it shall be rejected.

### Sports

The interest in sports and especially live broadcasts is great among the viewers and the Authority has received many applications for programme services in this genre. In the selection process, the Authority must consider that there must be a range of programmes also in terms of different kinds of sports requested by the public. In view of the limited space available for HD broadcasts, HD quality licenses should primarily be given to sports channels that broadcast sports with a high level of detail and where the image quality is therefore particularly important.

In a joint assessment based on the different interests and tastes of the viewers and in order to achieve a diversity between several independent broadcasting companies, licenses shall be granted for the programme services C More Football & Stars HD, C More Golf & SF-kanalen, C More Hockey & Hits, C More Live, Eurosport 1, Eurosport 2, Fight Sports, Sports Kanalen (HD), TV3 Sport, Viasat Hockey, Viasat Motor and Viasat Sport Premium.

H&C TV Ltd only applies for a license for the programme service H&C in HD quality. Since the existing space for HD broadcasts is to be allocated to programme services where the need for detail is deemed to be greater, the application shall be rejected.

Among its applications, NENT Group has prioritized the programme services Viasat Football, Viasat Golf and Viasat Sport lower than other applications from the company with higher share of viewing. The applications for these programme services shall therefore be rejected.

### Other

The Other category contains the programme services that cannot be categorized under any of the other categories.

In a joint assessment based on the different interests and tastes of the viewers, and in order to

achieve a diversity between several broadcasting companies independent of each other, applied licenses shall be granted for the programme services for MTV, TLC and TV Finland.

VH1 is a music channel. In view of the limited broadcasting space, that music is primarily consumed in other ways than by linear TV and the low share of viewing for VH1, this application shall be rejected. In the application for Matkanalen it is presented that the programmes are broadcast in a four hour's loop and changed every 24 hours. In view of the limited programme offering, the application for a license shall be rejected.

#### **Applications for license to broadcast the programme service in either SD or HD quality**

Several of the programme companies apply to broadcast a programme service in either SD or HD quality. Applications regarding the quality for which these applicants are not granted license shall be rejected. The following applications in HD quality are rejected on this basis: Axess, C More Hockey & Hits, Discovery Kanalen, Eurosport 1, Eurosport 2, Viasat Motor, Viasat Series, Viasat Film Premiere HD, Viasat Hockey HD and Viasat Sport Premium HD.

During the license period, a transition to MPEG-4 will be carried out in broadcasting networks 2 and 3. When a transition to MPEG-4 is completed, the following programme services - if the conditions set out in the respective license appendix are fulfilled - may be transmitted in HD quality: C More Hockey & Hits, Eurosport 1, Kanal 9, Viasat Film Premiere and Viasat Sport Premium.

#### **Applications for parallel broadcasts**

There is broadcasting space available to allow parallel broadcasts to the same extent as today. Considering the interests and tastes of the viewers and in order to achieve a diversity between several independent companies, the Authority finds that there are reasons to grant channels TV3, TV4 and Kanal 5 licenses for parallel broadcasts. There is no broadcasting space to grant further applications for parallel broadcasts. The application from Discovery Corporate Services Ltd for parallel broadcasting of Kanal 9 and 11 and Kanal 5 in another version shall therefore be rejected.

#### ***The implication of a license and license conditions that can be set***

The implication of the license and the more detailed conditions for each programme service is found in the conditions appendices tv2020: 1–48. The companies have been given the opportunity to comment on the technical terms and have approved conditions on content.

#### ***The implication and time of the license***

A license to broadcast a programme service shall, with certain exceptions, apply for the entire period for which the Government has decided on broadcasting space, from 1 April 2020 to 31 December 2025. From the time TV3, TV4 and Kanal 5 may be broadcast in HD quality in the broadcast technology DVB-T, there is no longer a need for parallel broadcast of these channels. When reviewing the license conditions, it can then be decided that the license for the programme services transmitted in DVB-T2 shall cease.

The license applies around the clock for most of the licenses. For children's channels, the broadcast time is daytime and, in most cases, early evening. MTV gets broadcast time late night. BBC Earth and TV4 Film which under the current license can broadcast in the evening, may continue with that broadcast time.

The right to broadcast a programme service also entails the right to broadcast programme-related additional services, to a reasonable extent.

The license conditions shall mainly apply for the same period as the license itself, but certain technical conditions shall apply for a shorter period in order to be reviewed. The reasons for this are mainly the transition to a more efficient compression technology in some of the broadcasting networks, which also enables additional programme services to be broadcast in HD quality. License conditions should therefore apply until September 30, 2020, when a review of the conditions must be made. Thereafter, these conditions shall be reviewed at least once a year.

### ***Conditions to be set for the license***

#### **Start broadcasts within a certain time**

The broadcasts shall start no later than June 1, 2020 and broadcast on average 100 hours per week and calendar month. Programme services that are not allowed to broadcast around the clock, as well as the regional license (TV Finland) have lower requirements on the number of broadcast hours. If the broadcasts are not started, the license may be revoked.

#### **Coverage requirements et cetera**

The programme service shall be able to be received in the areas that available network infrastructure and frequency resources for the current transmitter network allows.

There is no reason to allocate the programme services within in the respective broadcasting networks. The allocation can change over time, for example when transitioning to the more efficient compression technology MPEG-4.

As of April 1, 2020, some programme services have an obligation to broadcast in HD quality. Other programme services will receive such an obligation when a transition to MPEG-4 is completed. From which time this obligation will apply may be regulated in future review decisions. The obligation to broadcast in HD quality shall apply provided that the rights of other license holders to broadcast can be utilized.

#### **Content**

For the broadcasting companies under Swedish jurisdiction, the Authority may set conditions on the content of broadcasts. When drafting terms for content of broadcasts, the Authority has based its considerations on the applicants' respective programme declaration. The programme companies have approved the content terms.

The licenses shall include conditions of objectivity, respect for privacy, sponsorship and

promotion of loudness-normalized sound.

If a company would be subject to Swedish jurisdiction during the licensing period, licensing terms for content may be applied to the programme service.

For the program service TV Finland, the license is limited to the purpose of relaying broadcasts from the Finnish public service channel YLE. The provisions of Chapters 5–8 the Radio and Television Act shall not apply to TV Finland's broadcasts.

#### Terms of ownership

Ownership conditions in the licensee company may not be changed more than to a limited extent.

#### **Editor**

Companies within Swedish jurisdiction are required to appoint responsible editors for the content of the programme services. The companies themselves must keep records of appointed editors and the information must be available to the public.

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How to appeal, se appendix 2

This decision was made by Director-General Charlotte Ingvar-Nilsson. The Legal Adviser Eva Bengtsson Åström was rapporteur. In making the final decision Deputy Head of Division Therese Köster participated.

Charlotte Ingvar-Nilsson

Eva Bengtsson Åström

Copy for information: The Swedish Competition Authority, The Swedish Post and Telecom Authority, ComHem/Tele2 AB, Teracom AB, The Ministry of Culture, Sveriges Television AB

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*The original document with signatures is kept by the Authority*