

Norwegian Broadcasting Corporation: Statement of Commitments

1. Supporting and strengthening democracy

- a) The purpose of the NRK's overall public media services is to meet democratic, social and cultural needs in society.
- b) The NRK should promote public debate and play its part in ensuring that the entire population receives sufficient information to enable it to actively participate in democratic processes.
- c) A task of the NRK is to uncover censurable circumstances and help to protect individuals and groups against abuse or neglect on the part of public authorities and institutions, private undertakings or others.
- d) The NRK should be editorially independent. The NRK should safeguard its integrity and credibility in order to act freely and independently in relation to persons or groups who for political, ideological, economic or other reasons wish to influence its editorial content. The NRK should be characterised by a high ethical standard and show balance over time. Objectivity, an analytical approach and neutrality should be striven for; see inter alia the Guiding Principles for Editors, the Code of Ethics of the Norwegian Press and the Code of Ethics for Printed Advertising and Sponsoring.

2. Ensuring universal availability

- a) The NRK's three main channels for respectively radio and television should be universally available. The NRK should strive for the broadest possible distribution of its other programme services.
- b) Payment should not as a rule be required for the NRK's public media services. The NRK's three main channels for respectively radio and television should be available free of charge to all licence payers on at least one delivery platform.
- c) In the designing of the NRK's services, consideration must be given to disabled persons, for example by subtitling television programmes.
- d) The Corporation should be present, and develop new services, on all important media platforms so as to achieve the broadest possible outreach for its overall programme services.
- e) The NRK should as far as possible use open standards, unless economic or qualitative considerations militate against this.

3. Strengthening Norwegian language, identity and culture

- a) The NRK should reflect the geographical diversity of Norway and maintain a good local service offering and local presence.
- b) The NRK should help to strengthen Norwegian and Sami language, identity and culture. A large portion of its offering should be anchored in and reflect Norwegian realities. The NRK should cater for minorities.
- c) The NRK should disseminate knowledge and information about Norwegian society and mirror its diversity. The NRK should create arenas for debate and information about Norway as a multi-cultural society.

- d) The NRK's services should have mainly Norwegian-language content. Both official language forms should be used. At least 25 per cent of the programme content should be in 'New Norwegian'.
- e) The NRK has an obligation to disseminate content which is either produced in, or whose subject matter has a basis in, Norway's regions.
- f) The NRK should disseminate Norwegian culture and a broad variation of Norwegian artistic idioms from many different artists, independent providers and public cultural institutions.
- g) The NRK should disseminate and produce Norwegian music and drama. The NRK should disseminate Norwegian films and stimulate the Norwegian film industry. At least 35 per cent of the music played should be Norwegian. The NRK should have a resident orchestra.
- h) The NRK should disseminate Norway's cultural heritage. The NRK's archive is a part of this heritage. The Corporation should aim to digitalise the archive and make it available to the population. Access to the archive should be largely free of charge.
- i) The NRK should reflect Norway's religious heritage and the diversity of belief systems and religions in Norway.

4 Striving for high quality, diversity and innovation

- a) The NRK should offer services which can be a source of inspiration, reflection, experience and knowledge through programmes of high quality.
- b) The NRK should be innovative and promote quality development.
- c) The NRK should be able to disseminate the same type of services as are provided by commercial actors, but should strive to impart to its services an element of public value beyond that provided by commercial services.
- d) The NRK's services should display a breadth of themes and genres.
- e) The NRK should offer news, current affairs and cultural programmes for niche groups and broad audiences alike. The services should reflect the diversity present in the population. The NRK's overall offering should appeal to all age groups.
- f) The NRK should promote knowledge and understanding of international affairs.
- g) The NRK should disseminate content from the Nordic region and promote knowledge and understanding of Nordic social conditions, culture and languages.
- h) The NRK should contribute to public education and learning.
- i) The NRK should promote children's right to freedom of expression and to information, and protect children from harmful content.

5 Non-commercial public media services

- a) The NRK's editorial decisions should not be governed by commercial considerations.
- b) The NRK's public media services on radio, television and teletext should be advertisement free and should not contain promotional references to the Corporation's commercial services and products.
- c) The NRK's web pages can contain advertisements, except pages whose target group is children. The NRK should strive for the clearest

possible distinction between public media services and commercial services offered on the internet. Downloading services offered in public service media should not contain advertisements.

- d) Licence receipts and other public revenues should not subsidise commercial activities. There must be a clear separation between the accounts and operations of the NRK's commercial activities and its public service media activities.
- e) The NRK's public media services, both its traditional programming and new media services, should be mainly financed by licence fees.
- f) The NRK may further develop profit-generating commercial services to help finance its public media services. The NRK's business activity should be consistent with the requirements of quality and integrity that apply to the Corporation.