

The seven Nordic public service media companies outline their [key positions](#) on the anticipated Digital Services Act (DSA) for Europe. The companies welcome the European Commission’s ambition to address responsibilities for digital platforms, work towards an improved balance in digital markets - as well as strengthening principles for online trust.

Just like society at large, the media are facing a completely new and challenging situation right now, creating needs for new forms of information and ways to engage with audiences. Rarely has the role of independent media proven more important.

The seven Nordic public service companies are some of the most trusted media companies in Europe. Merja Ylä-Anttila, CEO, Yle: - *“The last months have shown the reliability of public service media. We are very proud of the positive response we have received from the audiences, and the interaction with our content – more than ever – through digital technologies and platforms. These services are vital in ensuring audiences of all ages can continue to find and use our content in the way they find most useful.”*

Digital platforms have become important ways of reaching audiences, but they can also play a major role in controlling if, how, and in what form content is discovered. This has far-reaching consequences for freedom of expression and pluralism.

- *We want to operate with platforms, based on fair and transparent conditions ensuring trust in digital services. Easy access to, and findability of, trustworthy and editorially independent media must be guaranteed on digital services and platforms”,* says NRK’s Director General Thor-Gjermund Eriksen.

The cornerstone of independent media is exercising full editorial responsibility over its content. Public trust is built on maintaining this independence. In the work leading up to the Digital Services Act it is crucial that increased liability does not lead to platforms exercising editorial control over content from independent media companies.

The Nordic public service media companies welcome the commitment from the European Commission to working towards an improved balance in digital markets, as well as strengthening principles for online trust. European legislation has a major impact on national media companies. We are keen to ensure that content and services from independent media continue to reach audiences on digital platforms without undue interference, while mitigating risks of overregulation in relation to freedom of speech.

The Nordvision partnership cooperate to strengthen Public Service Media in the Nordic region. The partners are DR (Denmark), NRK (Norway), SVT, SR and UR (Sweden), Yle (Finland), and RUV (Iceland).

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