[SE] Broadcasting Review Board finds improper commercial promotion in SVT online publications

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On 19 October 2026, the Swedish Media Authority (*Mediemyndigheten* – the Authority) announced three decisions of the Broadcasting Review Board (*Granskningsnämnden för radio och tv*) concerning online content of Swedish television (*Sveriges Television* – SVT). The board found improper commercial promotion in two cases and dismissed the complaints about impartiality and accuracy in an election voting guide. In each case of commercial promotion, it decided to apply to the Stockholm Administrative Court for a special fine of SEK 100 000.

Case 26/03036 concerned a marathon advice video published by *SVT Nyheter Stockholm* on *svt.se* on 29 May 2026. According to the Authority's summary, clothing logos appeared for approximately 29 seconds during the 44-second clip. The board found that SVT retained control of the filming environment and that the brands' screentime was not justified by any editorial or entertainment value. The Authority described this as the first finding of improper commercial promotion against an SVT web publication.

Case 26/02381 concerned a coach interview during *Fotbollsstudion* (a weekly football magazine programme) on SVT Play on 27 April 2026, following the previous day's IFK Göteborg–GAIS match. The GAIS coach participated by video link from his home, wearing a cap and shirt displaying logos. The board found that the prominence of the branding lacked any editorial or entertainment value. It emphasised SVT's control over the filming environment and its responsibility to exercise restraint in displaying trademarks.

Case 26/03532 concerned SVT's online election voting guide. Complainants criticised the questions and differences between the parties' answers and their other stated positions. The board found that the guide clearly identified the political parties as the authors of their answers and that the questions did not breach the impartiality and accuracy requirements. It therefore cleared the publication. This was the board's first examination of SVT's voting guide.

The board's decisions to impose fines did not create an automatic obligation to pay. Under Chapter 4, Section 5 of the Public Service Act and Chapter 19, Section 4 of the Radio and Television Act, the Stockholm Administrative Court (*Högsta*

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förvaltningsdomstolen) decides whether to impose a special fine afteran application by the board. The Authority's case law summaries indicate that both fine matters are currently pending decision before the court. They do not identify filing dates or a court ruling imposing either requested amount.

The Public Service Act (2025:986) came into force on 2 December 2025 and applies to programmes broadcast or made available after 31 December 2025. Chapter 4, Section 1 provides for retrospective review by the board, including of programmes made available on public service websites. The board is an independent decision-making body within the Authority and prepares the Authority's cases.

Chapter 2, Section 6(3) of the Public Service Act incorporates the prohibition on improper commercial promotion in Chapter 5, Section 5 and Chapter 14, Section 2 of the Radio and Television Act (2010:696). The prohibition covers sales-promoting content and improper prominence given to goods or services. The separate requirement of impartiality and accuracy appears in Chapter 2, Section 5, Point 2 of the Public Service Act.

Lag (2025:986) om public service

https://www.riksdagen.se/sv/dokument-och-lagar/dokument/svensk-forfattningssamling/lag-2025986-om-public-service_sfs-2025-986/

Public Service Act (2025:986)

Radio- och tv-lag (2010:696)

https://www.riksdagen.se/sv/dokument-och-lagar/dokument/svensk-forfattningssamling/radio-och-tv-lag-2010696_sfs-2010-696/

Radio and Television Act (2010:696)

Granskningsnämndens praxissamlingar

https://mediemyndigheten.se/anmala-program/granskningsnamndens-praxissamlingar/

Broadcasting Review Board summaries (dynamic official case index, search 26/03036, 26/02381)

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