[NO] Survey of the Mass Media Authority

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The Mass Media Authority has conducted a survey on TV3 Norway programmes as from November 1996. TV3 Norway is a television broadcaster, broadcasting by satellite from the UK, but its programmes target Norwegian audiences. The channel is also distributed by Norwegian cable networks.

The survey was conducted on the basis of Articles 10, 11, and 18 of the EC Directive on "Television Without Frontiers" (89/552/EEC). The Mass Media Authority found 214 violations of the Directive.

Art. 18.2 - amount of advertising every given clock hour 9 violations

Art. 10.1 - separating advertising breaks 166 violations

Art. 11.4 - inserting advertising breaks 17 violations Art. 11.5 - advertisements in children's programmes 22 violations

Total: 214 violations

TV3 Norway has been given the opportunity to comment on the alleged violations of the provisions in the Directive, before they are sent to the UK's Independent Television Commission.

At the same time, the Swedish Broadcasting Commission conducted a survey on the programmes of TV3 Sweden. Both the Norwegian and Swedish media authorities plan to meet the Independent Television Commission to present their findings. The objective of the surveys is to ask the ITC to evaluate TV3's programmes under UK law.

Survey of TV3 Broadcasts in relation to certain regulations in EC Directive 89/552/EEC on "Television without Frontiers" (Survey based on TV 3 transmissions 19-23 November 1996), 18 March 1997

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