



## **SVT, Sveriges Television (Swedish Television) is Sweden's public television broadcasting service**

One of the intentions of a public broadcasting service is to give all citizens in a democratic country access to unbiased and comprehensive information in a variety of fields. That is why SVT broadcasts several genres of programme: entertainment, sports, news, drama, feature films, children's programmes, non-fiction, arts, current affairs, and documentaries.

A public service company covers the world from several different angles. SVT viewers should be able to see some of what is going on in the country and the world in general, so that they can form their own opinions on issues.

One of the aims of SVT is:

- Humanism rather than commercialism. Humanism implies a respect for the television audience, respect for those appearing in broadcasts and respect for those working within broadcasting.

[But there are other aims.](#)

The term "public service" first emerged in the States, but caught on in Britain during the Nineteenth Century. Countries other than English-speaking ones do not seem to have come up with anything in their own languages to replace "public service" as a comprehensive term. So the English term is used.

SVT started broadcasting in 1956, with a single channel; today it is a modern media concern with [several channels](#), teletext and Websites. SVT is an independent corporation and is not a state-owned television company.

Public service television and radio in Sweden is financed through [licence fees](#). The income derived is shared by all three public service companies (SVT 60%, SR [radio] 35% and UR [educational radio and television] 5%.)

In Sweden there are laws governing the public service companies; the laws include The Radio and Television Law, Transmission Rights and The Freedom of Speech Law within the Constitution of Sweden.

SVT puts in an annual report – a public service follow-up – to the Radio and Television Standards Commission. The report is a run-down of how the company is fulfilling its public service assignment. It describes developments in a comparison with earlier years' operations – like numbers of programmes produced and broadcast, and costs and assets.

SVT is not state-owned; it is owned by an administrative foundation: [Förvaltningsstiftelsen för Sveriges Radio AB, Sveriges Television AB and Sveriges Utbildningsradio AB.](#)

## Aim

SVT aims at a nationwide public television service, with a broad repertoire

- offering knowledge and insight, to stimulate people to partake in the democratic process with a feeling of involvement and responsibility; SVT is to do this by producing engaging programmes within many fields, contributing to the education of the population on a broad basis.
- taking particular responsibility for the Swedish language and Swedish culture, at the same time as reflecting aspects of the multi-ethnic and multi-cultural in the Sweden of today.
- entertaining not only for entertainment's sake, but even to further the values of a democratic society.
- taking responsibility for particular audience categories who are not catered for by commercial channels.
- reaching out to the entire population, with its repertoire and the manner in which it addresses its audience.

[« back](#)



## How SVT1, SVT2, SVT24 and The Children's Channel/Knowledge Channel are broadcast

SVT1 and SVT2 are broadcast on the analogue terrestrial network (Teracom) and the analogue cable network.

Since 1 January 2003 all SVT digital channels have been distributed uncoded through the digital terrestrial network. This is known as "free tv". No programme card or subscription is necessary. All you need is to acquire a decoder for the digital terrestrial network. They can be bought at television dealers. For viewing channels other than SVT's and TV4's, there is a terrestrial operator called Boxer.

SVT allows for the conversion of digital signals for the analogue cable network. This means individual households do not require a decoder. It does involve, though, the cable network having to clear copyright for The Children's Channel and The Knowledge Channel with the copyright agents Copyswede. The network is entitled to charge for that service. The operator decides which channels are to be included.

All SVT channels are satellite-transmitted, digitalised via Canal Digital and Viasat and via the com hem and UPC digital cable networks. For digital reception via an operator, a programme card and a decoder are required, to convert the digital tv signals to analogue. Those decoders are supplied by the operator selected.

[This is digital SVT](#)

[« back](#)



## **This is digital SVT**

SVT do not operate the transmitters. Transmission is always conducted via an operator. The operators vary according to mode of reception. In case of interference or transmission failures, SVT should not be contacted first.

Free tv (see above)

Boxer AB  
[www.boxer.se](http://www.boxer.se)  
[info@boxer.se](mailto:info@boxer.se)  
telephone: 020-21 10 00

com hem ab  
[comhem.se](http://comhem.se)  
[kundservice@comhem.com](mailto:kundservice@comhem.com)  
telephone: 0771-55 00 00

UPC Sverige AB  
[www.upc.se](http://www.upc.se)  
[info@upc.se](mailto:info@upc.se)  
telephone: 08-578 250 50

Canal Digital AB  
[www.canaldigital.se](http://www.canaldigital.se)  
[kundservice@canaldigital.se](mailto:kundservice@canaldigital.se)  
telephone : 08-772 27 50

Viasat AB  
[www.viasat.se](http://www.viasat.se) (search for "Kundservice" [customer service])  
telephone : 08-52 20 00 00

[« back](#)



## Radio and Television Licence Fee

According to Swedish law, all persons owning a television set are to pay a licence fee. In accordance with a parliamentary decision from early in the 1900s (applying to radio at the time) the licence income was to go to the public service companies. The licence fee is obligatory, even for those who never watch SVT channels.

The licence fees are placed in a special account at the Bank of Sweden. The public service companies – SR, SVT and UR – receive money from that account on an annual basis; the amount is decided by the government.

Radiotjänst i Kiruna AB administers licence fee payments. Questions about licence fee payment should be addressed to them.

[kundtjanst@radiotjanst.se](mailto:kundtjanst@radiotjanst.se)

[« back](#)

