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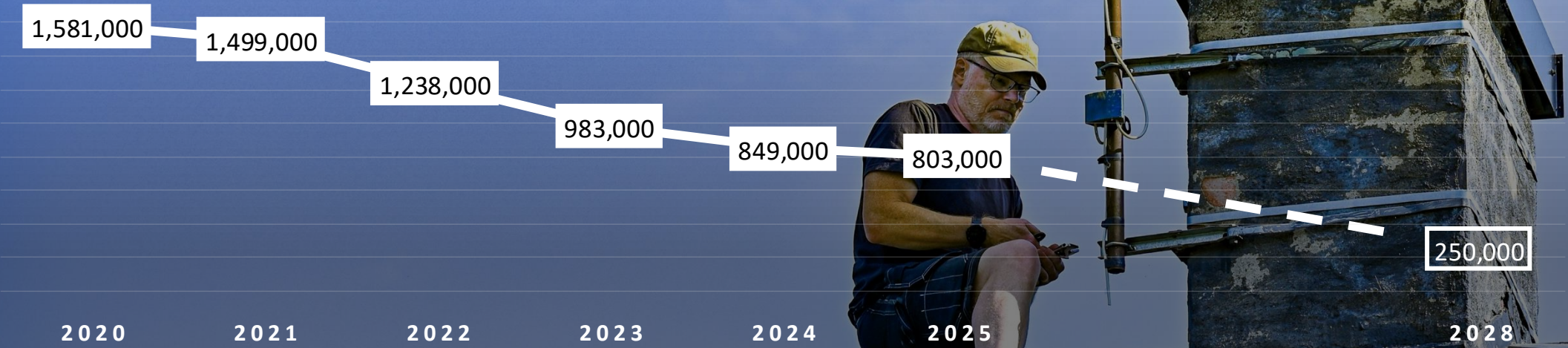
The evolving digital media landscape and the critical security challenges it presents



DISTRIBUTION VIA TERRESTRIAL NETWORK

Fewer and fewer households can access television through terrestrial antennas

Number of viewers per week – indicative reach for TV in antenna households



Source: MMS People Meter

THE MOBILE IS THE MOST IMPORTANT DEVICE
DURING A MAJOR NEWS EVENT

90%

among age 20-29

78%

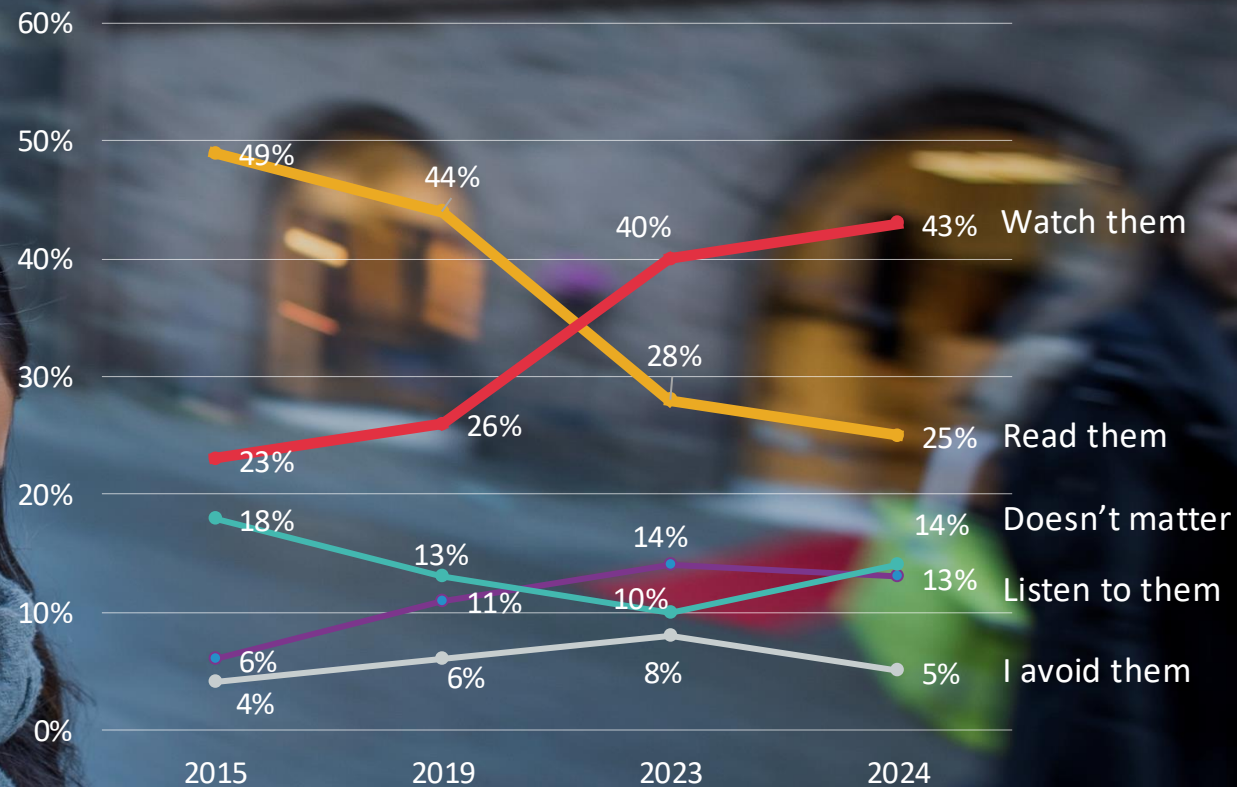
think the mobile phone is the
most important
device/technology for seeking
information during a major
news event



Source: Norstat for SVT, December 2025

Younger audiences increasingly prefer to access news through video

How do you prefer to consume news?



15-24 år / Ungdomsbarometern

REDUNDANCY AND ROBUSTNESS THROUGH
MULTIPLE DISTRIBUTION PATHS

ROZETKA
ВЕЛИЧЕЗНИЙ
МАГАЗИН
З ВІТРИНАМИ
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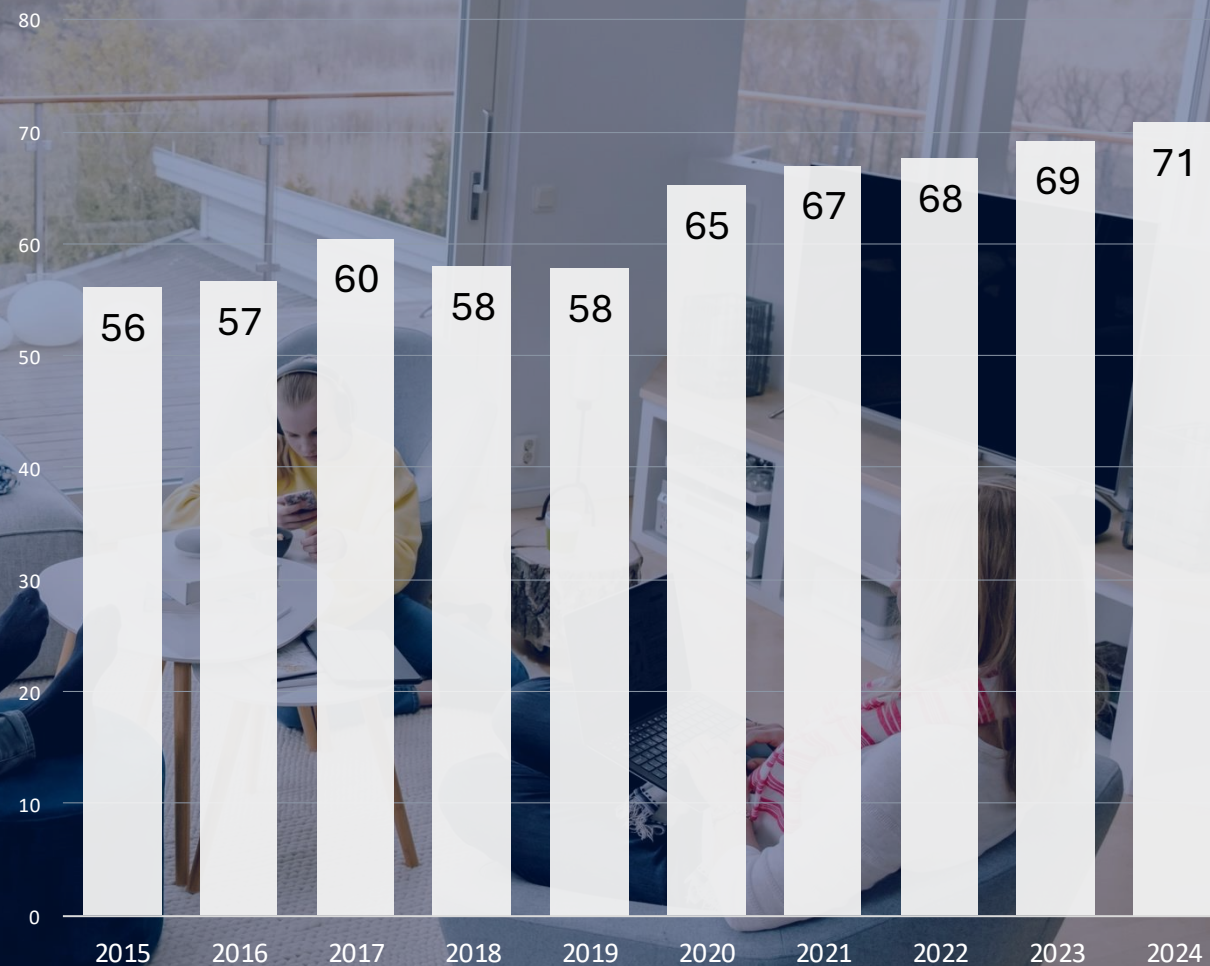


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[...] a technology-neutral preparedness remit means that the distribution of public service companies, regardless of the form of distribution, should take place with such a high level of security that any interruptions or other disruptions are as short-lived as possible. This means that during the next remit period, the companies will need to allocate more resources to maintaining a high level of security both in the terrestrial network and on the internet.

SVT's unique ability to reach the public through its own digital services

Weekly reach in % - yearly average



Komvux Campus
Risbergska

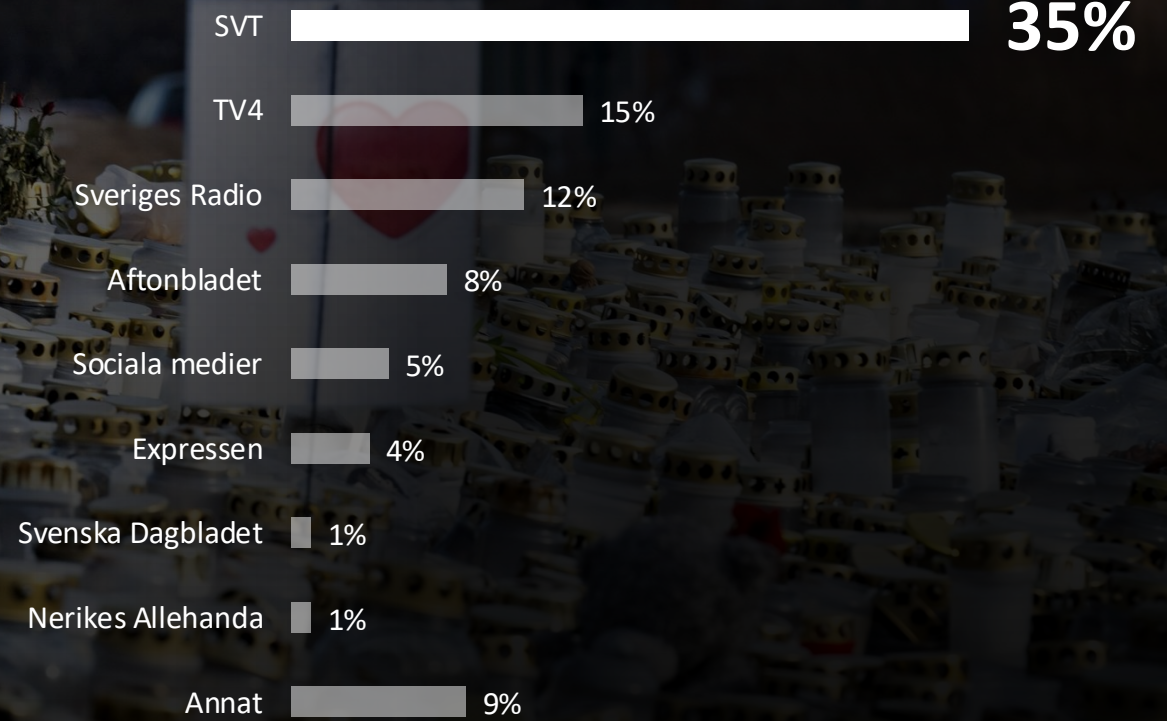
Förskolan Blåmesen

Karlslundsskolan

DAGENS MEDIA

How SVT dominated news coverage of Örebro

SVT was the primary news source in the early period after the Örebro shooting in February 2025, according to a survey conducted by Novus for Dagens Media



“Sweden is under attack”

Prime Minister Ulf Kristersson
June 11, 2025 regarding the
cyberattacks against SVT, among
others



LESSONS FROM THE CYBERATTACK IN JUNE 2025

SVT reached the public despite severe pressure

SVT'S PERSPECTIVE

- Continued focus on reducing system dependencies and dependency on Stockholm
- An attack on Sweden not only on our own organisation – collaboration and support are essential
- Exercises are central
- Balancing transparency with the risk of exposing vulnerabilities
- “Good enough” is OK

SOCIETY'S PERSPECTIVE

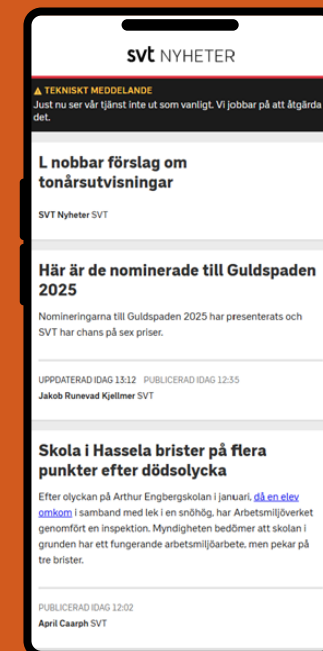
- Targeting SVT creates concern and major attention
- A new security reality – society is more digitally vulnerable – more capacity and new working methods needed
- Large, long-term investments for the country's critical digital infrastructure needed
- Multiple distribution paths are necessary



Backup site to ensure that SVT always reach the public with news

- Replaces the regular news service
- Used primarily if SVT's regular news service is down or cannot be updated
- Independent of ordinary technical systems
- Can handle live streams

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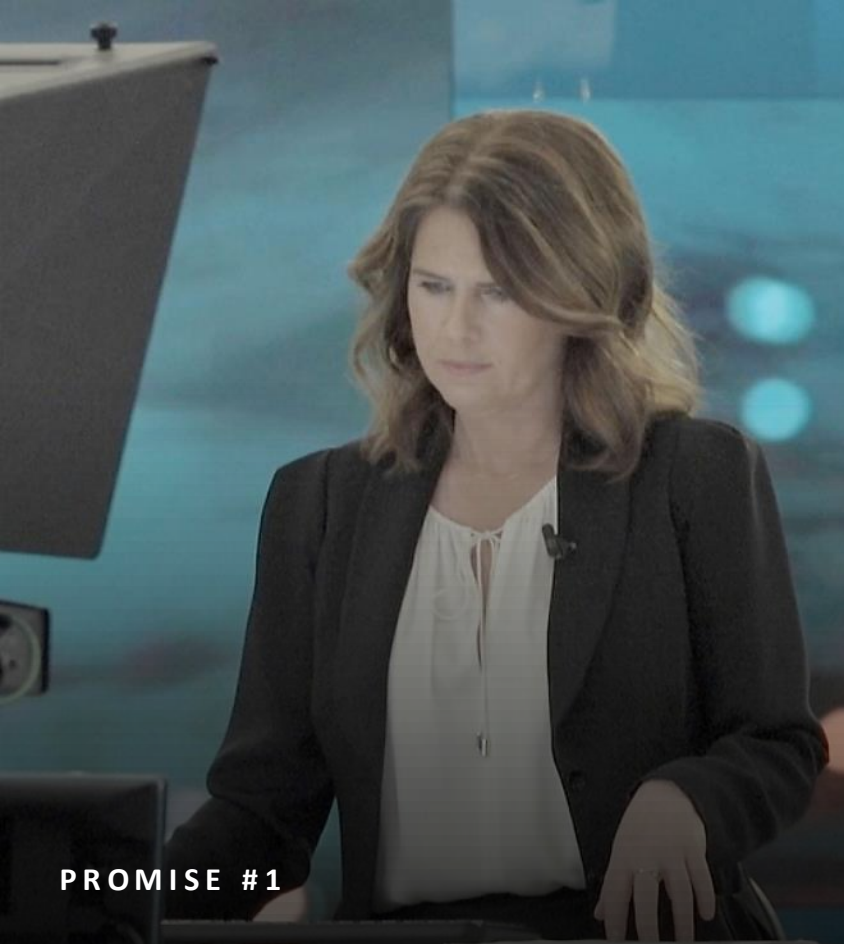
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COOPERATION TO
STRENGTHEN
PREPAREDNESS

- Ability to broadcast if one company's capability is compromised
- Joint exercises
- Knowledge exchange

EXCHANGE OF
EXPERIENCES

SUSPILNE
UKRAINE



PROMISE #1

We build knowledge and investigate — when it is difficult to know what can be trusted



PROMISE #2

We bring people together through shared experiences — when many forces are pulling us apart



svt

PROMISE #3

We tell stories about and for Sweden — in a globalized media landscape

AI-assistants misrepresent news content



EXEMPLES

Links to sources that do not exist

Fabricated quotes

Satire presented as news content



Sources:

News Integrity in AI Assistants, An international PSM Study, EBU
Reuters Digital News Report 2025

SVT PROMISE We build knowledge and investigate — when it is difficult to know what can be trusted

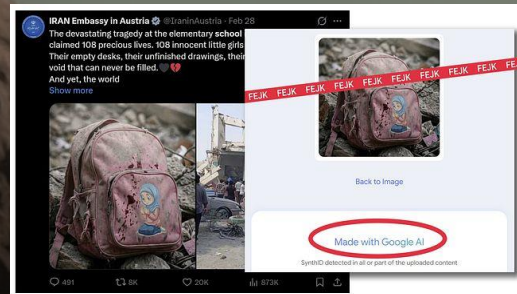
83% believe that SVT has an important role in exposing disinformation

WE VERIFY NEWS AND FACTS



Images show Russian military build-up in the Arctic

WE REPORT ON DISINFORMATION



The attack on a girls' school in Iran — but are the images accurate?

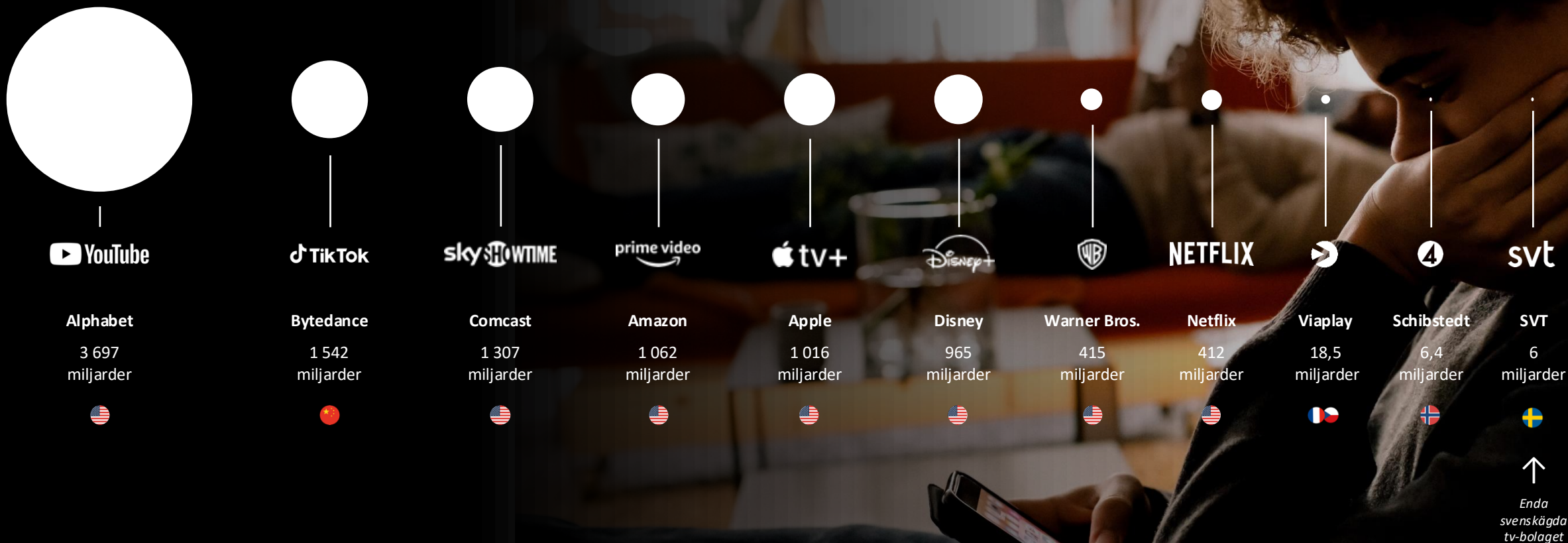
WE SPREAD KNOWLEDGE ABOUT DISINFORMATION



SVT Verify: The Verification Help

GLOBAL COMPETITION IN THE SWEDISH MEDIA MARKET

Media company revenues in 2024, converted to Swedish kronor



Källa: Institute of Media and Communications Policy: Media Database

SVT PROMISE We bring people together through shared experiences — when many forces are pulling us apart

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We report fast and accurately in our news service and offer analysis and depth in our current affairs programs. But the audience lives in the midst of war all the time and feels a strong and important need to also escape from it. Providing entertainment, comfort and distraction is one of our most important and most difficult challenges right now.

Yaroslav Lodygin

TV Executive at Suspilne, Ukrainian Public Service 2022

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