

Country fact sheet

Denmark



Context

The Danish government acknowledges the growing issue of local news decline. To address this, funding is redirected from national news outlets to local media.

Despite this initiative, there is a lack of substantial debate among politicians, journalists, and intellectuals regarding the current state and future of local journalism and the potential risks of news deserts.



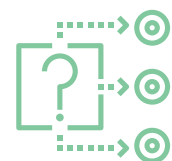
Despite an overall positive outlook, there are concerning trends in the **decline of local newsrooms**. Over the span of a decade, from **2010 to 2020**, there was a significant **24% reduction** in local newsrooms. The most substantial decline was noted in Central Jutland.

The **ownership concentration** variable was flagged with a **high risk** score due to major media companies owning multiple local media outlets, exemplified by *Jyllands-Postens Lokalaviser A/S* publishing 12 local newspapers in East Jutland.

Emergence of news deserts: multifaceted factors at play

Studies exploring the relationship between news deserts, economic performance, and internet penetration found **no clear link** between news deserts and regions with lower economic performance or reduced internet access.

This suggests that **multiple variables influence news deserts**, highlighting the importance of considering various factors when addressing information gaps, economic disparities, and digital connectivity in different regions.



Favourable working conditions for journalists



Journalists in local media outlets benefit from **excellent working conditions**, supported by robust labour and social security legislation. The existing anti-SLAPP legal framework is deemed **effective**.



State subsidies are distributed to private local media outlets in a fair and transparent manner. However, state advertising is **not regulated**.



Editorial content in local media is **independent** from commercial influence. Laws and self-regulatory instruments prevent media owners and commercial entities from exerting undue influence.



Are citizens willing to pay for local news?

While local news on TV and radio is **heavily subsidised by the state** through the public service institutions, and since there is no public criticism or even debate regarding these issues, it can be argued that many people are indeed willing to pay for local news **through taxes**.

Most people do expect written journalism (print as well as digital) to be freely available and financed through advertising, and they are **not willing to pay** via **subscription-based** models, pay-per-article models, newsstand sales, voluntary donations, crowdfunding, or other methods.

Recent indications suggest that the **decline in financial resources** is leading to **reduced levels of critical and investigative journalism**.

News in minority languages

Public service media are required by law to provide news in Greenlandic, a minority language; there is **no** corresponding obligation to provide **news in Arabic** for another minority group. Private media outlets rarely offer news services in minority languages.



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