



4.26. SE - Sweden²⁹⁸

4.26.1. Key findings

- The law explicitly considers the financial resources of the media service providers, and the technological development of accessibility services, in determining their accessibility obligations.
- The national media regulatory authority (*Myndigheten för press, radio och tv* – MPRT) has issued a report that includes a non-exhaustive list of questions to consider in helping media service providers develop an action plan and increase the accessibility of the services provided.²⁹⁹ These questions are updated alongside the decisions issued by the MPRT.³⁰⁰
- The most recent decision of the MPRT provides accessibility requirements for specific television channels or video-on-demand (VOD) services.³⁰¹ The MPRT regularly reviews the success of the measures mandated in the previous period and updates the requirements in consultation with civil society organisations representing persons with disabilities and media service providers.

4.26.2. Legal framework: primary and secondary legislation

National legislation	Details
Article 7 (1) AVMSD	
Chapter 5, section 12, paragraphs 1-2	Section 12(1-2) Audiovisual media service providers must design their services to be accessible, by means of subtitles, sign language interpretation/audio description, text to speech or similar techniques. Public service broadcasters must implement accessibility measures to

²⁹⁸ The summary on Sweden incorporates feedback received on the information related to the Radio and TV Act from Rebecca Parman from the Swedish Press and Broadcasting Authority (MPRT), during the checking round with the national regulatory authorities.

²⁹⁹ MPRT report with decision model for requirements on suppliers of media services to make their television broadcasts and VOD accessible:

<https://www.mprt.se/globalassets/dokument/publikationer/rapporter/rapporter-2020-2023/rapport-2021-tillganglig-tv-v01.pdf>

³⁰⁰ Last decision issued in June 2023, for the period 2023-2026:

https://www.mprt.se/globalassets/dokument/tillganglighet/dokument/beslut/beslut-framjande/23_02017-1-23-02017-beslut-om-att-framja-tillganglighet-1112051_5_0.pdf

³⁰¹ The MPRT's latest decision on accessibility presented here:

<https://www.mprt.se/en/regulations/accessibility/broadcasters/regulations-on-accessibility/>



Swedish Radio and Television Act (SRTA) (<i>Radio- och tv-lag</i>) ³⁰²	<p>the extent decided by the government,³⁰⁴ and all other media service providers to the extent decided by the MPRT.</p> <p>The financial situation of media service providers and the technical development of accessibility services must be considered in determining their accessibility obligations.</p> <p>The decision lays out general and specific requirements for accessibility. Media service providers with an audience share of less than 1% of the total viewership have general requirements and may decide which accommodation technique to use, but at least some programming must be made increasingly accessible during the decision period. If technically feasible, providers must increase the accessibility of their programmes in Swedish using subtitling, sign language interpretation and/or audio description. Audio description and spoken subtitling services can be provided by a secondary device, such as a mobile phone. The specific parameters are outlined in the decisions, which are updated regularly.</p>
The Swedish Press and Broadcasting Authority decision regarding accessibility ³⁰³	<p>Media service providers with an audience share of 1% or more of the total viewership have specific accessibility requirements. Specific quotas can be found below in 1.1.3 and will increase over time.</p>
Article 7 (2) AVMSD	
Chapter 16, section 6a SRTA	Media service providers must submit a report to the MPRT detailing how their services have been made accessible and include an action plan. The MPRT may issue regulations regarding these reports.
Article 7 (3) AVMSD	
Chapter 5, section 12, paragraph 3 SRTA	Media service providers must prepare action plans for how they will increase the accessibility of their services. The government or designated authority may issue regulations about what specifically should be included.
Section 5 Swedish Radio and Television Ordinance (SRTO) (<i>Radio- och tv-förordning</i>) ³⁰⁵	The MPRT is authorised to issue regulations regarding the content of action plans.
Article 7 (4) AVMSD	
Section 3 SRTO	The MPRT provides an online point of contact.

³⁰² <https://www.mprt.se/globalassets/dokument/lagar-och-regler/the-swedish-radio-and-television-act.pdf>

³⁰³ <https://www.mprt.se/en/regulations/accessibility/broadcasters/regulations-on-accessibility/>

³⁰⁴ Rules of the Swedish Press and Broadcasting Authority on accessibility: <https://www.mprt.se/globalassets/dokument/beslut/regeringsbeslut/beslut-om-krav-pa-tillganglighet-for-ur.pdf> and <https://www.mprt.se/globalassets/dokument/beslut/regeringsbeslut/beslut-om-krav-pa-tillganglighet-for-svt.pdf>

³⁰⁵ https://www.riksdagen.se/sv/dokument-och-lagar/dokument/svensk-forfattningssamling/radio--och-tv-forordning_sfs-2020-878/



Article 7 (5) AVMSD	
Chapter 5, section 12a SRTA	Media service providers that broadcast messages of importance to the general public must publish such messages in an accessible manner as soon as possible.

4.26.3. Overview of national rules

Types of accessibility measures	Brief overview of existing rules
Accessibility measures (hearing impairments)	<p>Yes.</p> <p>Public service channels (Sveriges Television AB (SVT), Sveriges Radio AB (SR) and Utbildningsradion AB (UR))³⁰⁶ Subtitling: 100% of pre-recorded programmes in Swedish, 80% of live programmes in Swedish during 2023-2024 (85% during 2025). Sign language: 6% of all programmes in Swedish during 2023 (6.5% during 2024 and 7% during 2025).</p> <p>Private broadcasters³⁰⁷ with >1% audience share Subtitling: 100% of pre-recorded programmes in Swedish, 60% of live programmes in Swedish (increasing to 65%). Sign language: 10% of broadcasting time of programmes in Swedish.</p> <p>Public service VOD and private VOD³⁰⁸ providers with specific rules Subtitling: all programming in Swedish with some exceptions. Sign language: certain requirements.</p>
Accessibility measures (visual impairments)	<p>Yes.</p> <p>Public service channels Audio description: 6% of all programmes in Swedish during 2023 (6.5% during 2024 and 7% during 2025). Spoken subtitles: 100% of the broadcasting time with Swedish translation text.</p> <p>Private broadcasters with >1% audience share Audio description: 10% of broadcasting time of programmes in Swedish. Spoken subtitles: a certain percentage annually as mandated by the decision of the authority.</p> <p>Public Service VOD and private VOD providers with specific rules Audio description: a certain percentage annually as mandated by the</p>

³⁰⁶ See the MPRT's decision on accessibility requirements: <https://www.mprt.se/globalassets/dokument/beslut/regeringsbeslut/beslut-om-krav-pa-tillganglighet-for-ur.pdf> and <https://www.mprt.se/globalassets/dokument/beslut/regeringsbeslut/beslut-om-krav-pa-tillganglighet-for-svt.pdf>

³⁰⁷ Excerpted from the MPRT (e.g. TV4 AB or Viaplay): <https://www.mprt.se/en/regulations/accessibility/broadcasters/regulations-on-accessibility/>

³⁰⁸ Ibid. (e.g. Max (formerly HBO Max)): <https://www.mprt.se/en/regulations/accessibility/broadcasters/regulations-on-accessibility/>



	decision of the authority. Spoken subtitles: a certain percentage annually as mandated by the decision of the authority.
Accessibility measures developed by self- or co-regulatory process	Yes. Media service providers develop action plans, within a framework of government regulation.
Reporting to the NRA – frequency	Yes, the statute does not specify the frequency. Decisions by the government and the MPRT require yearly reports.
Designated point of contact for information and complaint	Yes. The MPRT provides an online point of contact for providing information and receiving complaints regarding accessibility issues. ³⁰⁹

4.26.4. Law in practice: selected examples³¹⁰

4.26.4.1. Public service broadcaster: Swedish Television (SVT)

Swedish Television abides by the MPRT's latest decision as presented above.

4.26.4.2. Private broadcaster: TV4

TV4 abides by the MPRT's latest decision as presented above. TV4 is free to decide whether the interpretation/audio description requirements are to be fulfilled in the linear TV service or by providing the interpretation/audio description on TV4 Play while the programme is being broadcast linearly.³¹¹

4.26.4.3. Private broadcaster: HBO Max

HBO Max shall subtitle all programmes in Swedish published on its platform for the period decided by the MPRT in its decision. Regarding audio descriptions, the requirements may be met by providing the services as an audio track on a separate device such as a mobile phone or tablet.³¹²

³⁰⁹ <https://www.mprt.se/regelverk/tillganglighet-medier/konsument/kontaktpunkt-for-tillganglighet/klagomal/>.

³¹⁰ Examples as provided by the national expert.

³¹¹ See the MPRT's specific requirements on its webpage: <https://www.mprt.se/en/regulations/accessibility/broadcasters/regulations-on-accessibility/>

³¹² Ibid.