



## 4.26. SE – Sweden<sup>129</sup>

### 4.26.1. Key findings

In Sweden, Article 28b (1) of the Audiovisual Media Services Directive (AVMSD) was transposed into the Swedish Radio and Television Act. According to Chapter 9 a (section 1), VSP providers are obliged to take appropriate measures to ensure that “user-generated videos, television programmes and audiovisual commercial communications involving realistic and detailed depictions of violence or pornographic images are not provided in such a way that there is a significant risk of children being able to watch them, unless this is nevertheless justifiable for particular reasons.” Such measures may include establishing age verification systems or parental control systems and establishing and operating mechanisms for users of the platform to report or flag explicit or illegal content.

The national media regulatory authority, the Swedish Press and Broadcasting Authority holds the power to issue necessary injunctions, on a case-by-case basis. The objective of these injunctions is to ensure that VSP providers adhere to regulations pertaining to appropriate measures.

### 4.26.2. National transposition of Article 28b (1) AVMSD

Title and type of legislation	Key excerpts of legal measures	Link
Swedish Radio and Television Act (Chapter 9 a section 1, 3 and Chapter 17, Section 11 a)	Chapter 9 a section 1  1. A video-sharing platform provider shall take appropriate measures to ensure that user-generated videos, television programmes and audiovisual commercial communications involving realistic and detailed depictions of violence or pornographic images are not provided in such a way that there is a significant risk of children being able to watch them, unless this is nevertheless justifiable for particular reasons.  Chapter 9 a section 3	<a href="#">Legislation</a>

<sup>129</sup> The summary on Sweden incorporates feedback from Johannes Wik from the Swedish Press and Broadcasting Authority (MPRT), during the checking round with the national regulatory authorities.



Title and type of legislation	Key excerpts of legal measures	Link
	<p>3. A video-sharing platform provider shall take appropriate measures to ensure that user generated videos, television programmes and audiovisual commercial communications on the platform do not contain the content referred to in the provisions on:</p> <ol style="list-style-type: none"><li>1. unlawful threats in Chapter 4, Section 5 of the Swedish Criminal Code;</li><li>2. inciting crime in Chapter 16, Section 5 of the Swedish Criminal Code;</li><li>3. agitation against a population group in Chapter 16, Section 8 of the Swedish Criminal Code,</li><li>4. child pornography offences in Chapter 16, Section 10a of the Swedish Criminal Code;</li><li>5. unlawful depiction of violence in Chapter 16, Section 10c of the Swedish Criminal Code; or</li><li>6. public incitement to terrorism or particularly serious crime in section 7 of the Terrorist Offences Act.</li></ol> <p>Chapter 17, Section 11 a</p> <p>The Press and Broadcasting Authority may issue such injunctions as are necessary in individual cases to ensure that a video sharing platform provider complies with the provisions on appropriate measures [...]</p>	

### 4.26.3. Types of measures put in place by VSPs

All larger VSPs featured in this report, which includes many not under the jurisdiction of Sweden but that can be accessed, have imposed a minimum age requirement of 13, with the exception of Vimeo (16 or above the minimum age required by law), BitChute (18) and Onlyfans (18). Age verification systems mostly require users to indicate their date of birth, without additional verifications, but other solutions include age verifications by credit card, uploading of photos with ID, or use of age estimation technology. Various types of parental control measures responding to the specificities of each VSP can be found (blocking and filtering, recording of activities, limiting time of use, viewing history). X (formerly Twitter) and Vimeo have no such measures, despite being accessible to minors. Neither do BitChute and OnlyFans, as they require users to be over 18. All of the larger VSPs featured in this



report make use of flagging and reporting mechanisms as well as other content moderation tools. These are detailed in the tables in sections 3.2 and 3.3.

#### 4.26.4. VSPs under the jurisdiction of the national regulatory media authority

Name of service	Genre	Targeted countries <sup>130</sup>
SwebbTube	Entertainment	Sweden

#### 4.26.5. Measures specific to adult VSPs in general

The most common age verification measure applied by adult VSPs which can be accessed in Sweden is self-declaration of age.

At the time of the national expert's verification, there was an ongoing political debate in Sweden over the possibility of requiring this category of platforms to implement BankID, a Swedish electronic identification system, to validate users' ages. Despite the discussions, there is no indication that legislation enforcing such a requirement will be introduced soon.

#### 4.26.6. Additional rules referring especially to influencers

A (v)logger who is promoting goods or services on behalf of a company (influencer marketing) must comply with the Swedish Marketing Practices Act and other applicable marketing rules. This means, among other things, that it must be clearly stated that marketing is involved.

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<sup>130</sup> Name of service, genre and targeted countries as indicated in the European Audiovisual Observatory's MAVISE database, as accessed in December 2023.