

THE NORDIC NEWS EXCHANGE EBU- THE BALTIC COUNTRIES

The Nordic News Exchange, alias The Nordics, alias, The Vikings, The Åsulv Channel was founded in 1993, meaning that we were the first regional news exchange under the EBU umbrella.

Since the beginning NRK has had the editorial responsibility for the exchange under the same editor Mr. Åsulv Edland.

As you know the exchange is presented out to you members hopefully like any other ”formally-known- as ” transmissions on a daily basis, weekends excluded, from 1400 to 1425 gmt.

The Nordic countries are a very homogeneous region culturally and of almost the same ethnical origin and what is most important – with almost the same language.

Finland is bilingual , but uses only Swedish in our conferences. Iceland, although their mother tongue is more similar to what was spoken in Norway during the Vikings, has no problem with the Scandinavian dialects.

ERNN has five members: SVT, DR, YLE, RUV and NRK.

Daily at 0930 gmt the stations are attending a telephone conference. The five members will decide what is going to be aired at the transmission at 1400.

However, since we are a Nordic regional exchange, we also serve other EBU members in the region like: TV2 Norway, TV2 Denmark and TV4 Sweden which can make their offers for the exchange with restrictions regarding their own country.

Our common heritage helps us finding suitable items for members on subjects like: Politics, culture, economy, industry, sports and entertainment. The common context and ten years of experience have helped us in finding suitable items for our members.

Of course, being in this democratic part of the world (at least that’s what we like to think of ourselves), every item is being discussed during the conference and at least one participant must be interested before the item is accepted for the exchange.

THE BALTIC COUNTRIES

During the last years the Baltic countries have offered items for the ERNN, mainly to exchange stories in the Baltic region and – we know that the Faeroes Islands are monitoring the transmission, especially the items from Iceland. The service has become so popular on the Islands that RUV is preparing a special packet with local news from Iceland aimed at the Faeroese viewers sent every Tuesday during our regional window.

In order to keep up with the statistics, the editor, during the conference, asks every participant in particular of which item – if any – has been used in their local bulletins. During this decade of Nordic exchanges , approximately 1300 items have been aired annually from where around 6 to 7 hundred have been used in different Nordic news bulletins.

I have no statistic showing what other members have used. I only know that when it comes to Royalties nothing escapes the German members. Can the rest of EBU offer items for the Nordics?

We have had items from BNT- Bulgaria and TRT Turkey too. Sometimes EBU Geneva offers

items when something of importance for us is going on in the human rights assemblies in Geneva. In addition, correspondents assigned to our countries send us reports of common interest from different parts of the world from time to time.

The Nordic News Exchange is in these days changing the operational programme for transmitting the signals within the Nordic region. The new system called Nordif, because it is using DIF files, is as far as I know fully operation in: SVT, DR and YLE.

Since the system based on what is called DVCPRO25 , NRK has had some problems adjusting, since our system uses IMX50. We have been assured that there is only a few adjustments left before we are ready.

Åsulv Edland

Norwegian Broadcasting Corporation (NRK)