

# Policy reactions from news media to COVID-19 situation



Update 26.03.2020

**Norway** Norwegian media asked for State subsidized ad campaigns. Targeted State aid programme for media is pending

**Sweden** Swedish media requests include: news media as "essential service", time-limited salary State aid, a time-limited exemption of employers' tax, full exemption from VAT, early and single settlement of media subsidies, exemption paper recycling regulation

**Finland** Finnish media called on temporary VAT returns subscription sales, or alternatively a zero rate VAT, State subsidized media companies in the form of VAT returns.

**Estonia** Media are not addressed in the general State aid package.

**Latvia** Publishers request review of various advertising bans

**Lituania** Publishers are considering the following measures: Postpone tax payments for at least four months, state subsidy for payroll, simplified and fast possibility to get financial aid (loan, credit line) guaranteed by the state, special emergency direct fund to keep media companies alive, simplified public procurement processes to create easier access to newsprint, subsidies for lease of infrastructure of broadcasting equipment, subsidized advertising in national, regional and local media, printing expenses compensation, subsidized postal service.

**Romania** Romanian media requests include State subsidized ad campaigns, temporary exemption from taxes, 0% VAT for at least 1 year, news media as "essential service"

**Hungary** **Tax exemption** State aid package including tax exemption to support lost advertising revenues.

**Italy** **Tax exemption** 30% tax credit on advertising exp.

**Denmark** Media are not addressed in the general State aid package.

**Belgium (Flanders)** **State aid package** includes: News media exemption from the general lockdown regime, authorisation to media houses to enforce temporary unemployment due to force majeure, public awareness public health campaign (5 M EUR)

**France** No media targeted measures General State aid package incl delayed social charges, short time work compensation (up to 70% of gross salary), guaranteed loans. Kiosks/ Journalists are exempted from lockdown.

**Spain** Spanish Media requests Suspension of social security payments, Facilitated access to credit for distribution purposes, State aid for distribution purpose as a service of general economic interest, Government ad campaigns

**Ireland** Irish media have called for targeted measures including a VAT holiday, investment in public health awareness advertising, a request to grant media with "essential status"

**United Kingdom** call on the government to designate news media as "essential service", media workers to be treated for corona as a priority group, and for any action plan of government to facilitate flow of newspaper supply-chain.