

Country profile 2026: Norway

Introduction

Norway's digital landscape is characterised by high connectivity, a strong public sector framework, and exceptional infrastructure, with 99% of households having broadband - well above the OECD average. It also ranks second-lowest in the disparity between urban and rural connectivity, supported by a 5G network that covers 95% of the population. Despite these strengths, the ICT sector's contribution to the national Gross Value Added has declined annually, to 2.7% in 2022, which is significantly below the EU average ([OECD 2024](#)). In terms of digital skills, while 51.5% of the population possesses basic digital skills, a significant 22-percentage-point gap exists between those with high and low formal education.

A safe digital upbringing has become an important political priority in Norway, and several initiatives include plans for follow-up, monitoring, and evaluation, amongst others, in the Strategy for safe digital upbringing and the accompanying Action Plan. A White paper on safe digital upbringing has been published, signalling a clear political commitment and providing an overarching framework for future measures, including knowledge-based policy development and evaluation. The Norwegian Directorate of Health has issued [evidence-based health advice](#) on children and young people's screen use, including recommendations to help promote balanced use of digital media to safeguard sleep and healthy development. The government has also put forward a legislative proposal to introduce a statutory age limit for social media use, with the aim of better protecting children from harmful content, commercial pressure, and other online risks.

BIK policies

Policy frameworks

Policy frameworks describe the overarching goals that shape policies for a better internet for kids.

	High	Medium	Low	Not present
Policy priority	X			
Integrated policy	X			
Influence of the BIK+ strategy		X		
Recognition of children's rights	X			

Table 1: Policy frameworks - Norway

- ***This topic is being comprehensively addressed with children’s protection, empowerment and participation in the digital environment*** incorporated into national/regional laws, regulations and policies.
- ***There is one main overarching policy framework that addresses the topic of children and the digital environment*** (protection, empowerment, and participation).
- ***The BIK+ strategy is an important influence*** on policy development on children and the digital environment.
- ***National/regional policies and policy documents*** explicitly recognise children's rights in the digital environment.

Key developments and policy frameworks

- The Ministry of Children and Families has published the first comprehensive [White Paper on children's upbringing in a digital society](#). The White Paper addresses opportunities and challenges in the digital everyday lives of children and young people and defines the government's goals for providing children with a safe upbringing in a digital society. The newly published White Paper on safe upbringing in a digital society addresses children and the digital environment, including protection, empowerment, and participation. The BIK+ strategy is mentioned in the White Paper.
- The Norwegian Media Authority has the coordinating responsibility for safe digital upbringing at the directorate level. Its efforts in this field are

guided by the principles of the BIK+ strategy. The newly published [White Paper on safe upbringing in a digital society](#) explicitly recognises that children have special rights under the Constitution and the UN Convention on the Rights of the Child that must be safeguarded, including in the digital environment. See chapter 1.3 in Meld. St. 32 (2024-2025).

- The Norwegian government has presented a [public consultation proposal for a new law](#) that would prohibit social media platforms from offering services to children under 15. In April 2026, the government [announced](#) it would present a new bill proposing an age limit for children using social media to Parliament (Stortinget) this year and has decided that the age limit will apply from January 1st of the year a child turns 16.
- The Norwegian government is also implementing several complementary initiatives to protect children online: Raising the GDPR age of consent for processing personal data by information society services to 15 years; Issuing national health authority recommendations on screen use, screen time, and social media; Removing mobile phones from schools, by a clear national recommendation; Proposing legislation to strengthen penalties for violations of marketing regulations targeting children; Addressing online crime and exploitation of children and youth.

Policy design

Policy design asks whether evidence and research support BIK-related policies and whether systems are in place for monitoring and evaluating those policies.

	High	Medium	Low	Not present
Regular data collection	X			
Data on risks, harms, well-being	X			
Information systems	X			
National research fund	X			
Monitoring and evaluation	X			

Table 2: Policy design - Norway

- **There is a regular (e.g., annual or bi-annual) nationally representative survey** specifically focused on children's digital activity, which informs national policies on BIK topics.
- **Regular (e.g., annual or bi-annual) surveys** include measures of children's experiences of risks, harms and digital well-being.
- **Systems are in place at the government level** to gather information on children and the digital environment.
- **There is a dedicated long-term research fund/research programme** on children and the digital environment.
- **Policies undergo systematic and regular monitoring and evaluation** to assess the effectiveness of actions in different contexts (for instance, to take account of new technologies or emergent risks).

Key national research studies

Research carried out by the Safer Internet Centre includes:

- "Feed, Reason, and Emotions: Youth Reflections on Politics, Media, and Influence" (2025)
- "Everyone Else is Allowed: Interviews with Children and Parents about Snapchat and YouTube" (2025)
- "Robust, Resigned, or Numb? – Interviews with Youth and Parents about Harmful Online Content" (2024)

Relevant research carried out by other actors (including public authorities) includes:

- Lotteri- og stiftelsestilsynet (The Norwegian Gambling Authority) has carried out a **youth survey on participation in and problems related to video games and gambling**, as well as "grey zone activities" such as simulated gambling, purchasing loot boxes and skins, and skin betting.
- Reform: Resource Centre for Men has produced "**Tate and the Boys: Boys' Thoughts on the Online Phenomenon Andrew Tate, Gender Equality, and Masculinity**"

- NTNU: "A School Day Under Pressure: The Pursuit of Safety and Belonging: An In-Depth Look at High School Students' Experiences of a Safe School Environment and Belonging in School" (2024)

In addition, the Norwegian Directorate for Children, Youth and Family Affairs (Bufdir) has a [long-term research and evaluation plan \(2023–2026\)](#). The plan is intended to operationalise the Ministry of Children and Families' (BFD) research strategy for 2022–2026 and to outline thematic priority areas and implementation measures.

The Directorate for Education and Training has established a research programme running until 2030 to develop a more systematic understanding of digitalisation and digital competence in kindergartens and schools.

The government has launched a [ten-year national mission on the inclusion of children and young people](#), starting in 2025 and running until 2035, as part of its long-term plan for research and higher education (see chapter 10.4 in Meld. St. 32). The vision is "No children and young people left behind!", with the overarching goal of significantly reducing exclusion among 0–29-year-olds, recognising that vulnerable children and young people are also more exposed in the digital environment.

Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery and coordination.

	High	Medium	Low	Not present
Lead ministry for policy development	X			
National coordination body	X			
National action plan or strategy	X			

Table 3: Policy governance - Norway

- **One central body (e.g., the central ministry office, public agency, or regulatory authority) is officially mandated to lead and**

develop policies, guidelines, and programmes relating to children and the digital environment, consulting with other departments as needed.

- **A clearly defined, formal coordination mechanism exists** (e.g., task force, steering committee) with a clear mandate. It systematically engages all relevant stakeholders and ensures coherent, cross-cutting policy development and implementation related to children and the digital environment.
- **There is a defined national action plan on children and the digital environment** with accountabilities such as defined timelines, assigned responsibilities or key performance indicators (KPIs).

Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development.

	High	Medium	Low	Not present
Stakeholder forum		X		
Public consultation on BIK topics	X			
Youth involvement in policy	X			

Table 4: Stakeholder involvement - Norway

- **Stakeholders are involved through various existing groups or platforms** across different government branches. While opportunities for engagement exist, they are not centrally coordinated, and stakeholder participation may vary in consistency or influence.
- **Members of the public are regularly and routinely consulted** as part of the policy development for BIK topics. There is broad, inclusive, and transparent engagement, with feedback actively shaping policy outcomes.
- **Children are actively involved in the design of policies** related to their participation in the digital environment. There are specially designed structures in place for this purpose.

Stakeholder mechanisms

- The Norwegian Media Authority has a **Safe Use network**, in which relevant actors in the field are invited to provide input on policy development.
- Several White papers emphasise the Government's obligation to conduct child rights assessments when authorities implement new policies or enact new laws. A part of this is conducting **youth panels**. Each ministry is responsible for initiating, establishing, selecting, attending and using youth panels. The Ministry of Children and Families has prepared **guidance** on how to do this.
- Most relevant public actors organise youth panels; amongst others, the 'Digiung' programme under the Directorate for Children, Youth and Family Affairs (digitisation of services for young people). The Norwegian Media Authority established a **Youth Panel**, which was involved in all aspects of the action plan for a safe digital upbringing.
- The newly published **White Paper on safe upbringing in a digital society** describes how it has involved children, young people, and other stakeholders in the process.

BIK+ actions

Pillar 1 – Safe digital experiences

Actions to promote a safe, age-appropriate digital environment that respects children’s best interests.

	In place	In development	Other activity	Not present
Content rating systems for online/video games			X	
DSC measures protection of minors			X	
DSC-SIC working relationship			X	
Definition of harmful online content		X		
Complaints handling mechanism			X	
Intimate image abuse laws	X			
Cyberbullying laws	X			
Age verification requirements	X			
Digital wallet for minors		X		
EU harmonised age verification		X		
Laws on online marketing	X			
Protecting mental health and well-being	X			

Table 5: Safe digital experiences - Norway

Implementing EU laws

- The Act relating to the protection of minors against harmful audiovisual programmes (2015) regulates age ratings and classification of audiovisual content. Video games are not included in the Act. During

preparatory work on the Act, the ministry referred to the PEGI system but chose not to formally incorporate it into Norwegian legislation. However, PEGI is widely recognised in Norway as a content rating system even though it is not formally incorporated into legislation. The Norwegian Media Authority is a member of the PEGI Council and has served as its Chair for the last 4 years.

- As Norway is an EFTA country, the DSA is currently under consideration for incorporation into the EEA Agreement by EFTA countries. The Ministry of Digitalisation and Public Governance sent a [consultation paper](#) on implementing the DSA into Norwegian law before the summer.

Addressing online harms

- One of the suggested measures in the [White paper on safe digital upbringing](#) is to update the definition of harmful content to better protect children when encountering new digital media (see p.69 and 73).
- In the revised national budget for 2025, the government has proposed new funding to establish a hotline service that allows children and young people to have images and videos removed from the internet more quickly. The funds will be managed by NorSIS, which is part of the National Security Authority and subordinate to the Ministry of Justice and Public Security. Through the service Slettmeg.no, NorSIS already provides free, confidential guidance to individuals who need help removing unwanted or harmful online content, as well as advice on privacy and digital rights. The plan is to further develop Slettmeg.no so that it can also assist with the practical work of deleting images and videos, including contacting service providers directly to secure rapid removal and thereby help limit the spread of CSAM. The service will also enable anonymous reporting and tips from children and young people about such material.
- In the upcoming project period, as SIC, one of the overarching goals for the [Norwegian Safer Internet Centre](#) is to contribute to preventing cyberbullying and exclusion and to facilitating safe online experiences, in line with the EU's priority area to counter social exclusion. Digital bullying is also addressed in the White paper "Safe Upbringing in a

Digital Society" Meld. St. 32 (2024–2025). The report emphasises the need to create safe digital environments. The report includes measures involving NMA such as coordinating governmental efforts for digital safety.

Age assurance

- New provisions in the [Broadcasting Act](#), in effect from May 2025, implement Article 28b of the AVMSD regarding the protection of minors on video-sharing platforms. The new provisions require that providers of video-sharing platforms take appropriate measures to protect minors against harmful and seriously harmful audiovisual content. Content that may be seriously harmful to minors (including pornography) shall be subject to the strictest age and access control measures such as PIN codes, passwords or other solutions that provide equivalent security cf. Regulation relating to broadcasting and audiovisual on-demand services § 5A-4.
- Norway has no EUDI Wallet in operation. Work is underway to prepare the national framework, regulatory foundations, and technical architecture required to align with eIDAS 2, which has been formally approved at the EU level but is not yet fully operational or incorporated into the EEA Agreement. This includes preliminary assessments of how a wallet could be made available to minors, but no national decisions or implementations are in place at this stage.
- Norway has no EUDI Wallet in operation. The harmonised EU age verification solution is being monitored as part of the general preparatory work for future alignment with eIDAS 2, but no national decisions or implementations are in place at this stage.

Supporting digital well-being

- The [Norwegian Marketing Control Act](#) (the MCA) regulates commercial practices. These are general provisions targeting misleading or unfair commercial practices broadly, regardless of whether they occur online. In influencer marketing, the biggest issue is the lack of disclosure about commercial intent in social media marketing. In these cases, this is viewed as a breach of Section 8, cf. Section 6, which requires disclosure

of commercial intent. Otherwise, it could be seen as an unfair commercial practice.

- The MCA Chapter 4 protects children (minors) against unfair commercial practices, such as direct exhortations to children to buy a product or service. The purpose is to protect their economic interests. There are also provisions on good marketing practices towards children. Children shall not be exposed to marketing that encourages dangerous behaviour, contributes to body image pressure, uses frightening elements or aggressive elements such as sexuality. These rules are based on ethical and moral principles.
- Regarding children, there are no specific laws on dark patterns, but Section 20 of the Marketing Control Act specifically aims to combat unfair commercial practices targeting children. This section is to be viewed in light of Annex 1 of Directive 2005/29/EF ("The Blacklist"), which has been incorporated as Norwegian law through [FOR-2009-06-01-565](#). Although not many dark patterns are explicitly regulated, the Blacklist specifically prohibits false claims that an offer is only temporarily available, such as fake countdown timers in video games and webshops.
- There are various support services and programmes that address mental health in a digital context, for example, low-threshold helplines and chat services for children and young people, such as "[Kors på halsen](#)" and "[Snakk med noen](#)"

Pillar 2 – Digital empowerment

	In place	In development	Other activity	Not present
Teaching online safety	X			
Digital skills training	X			
Policies on digital use in schools	X			
Adequate teacher training	X			

Non-formal online safety education	X
Critical media literacy	X
Creative digital skills	X
Supports for parents	X

Table 6: Digital empowerment - Norway

Digital empowerment in formal education

- **Digital skills** are one of five fundamental skills in the national curriculum, alongside reading, writing, and others. This includes developing digital judgment by acquiring knowledge and good strategies for Internet use. According to the Norwegian Directorate for Education and Training, exercising digital judgement means following privacy rules and showing consideration for others online. It is about using strategies to avoid undesirable incidents and demonstrating the ability to ethically reflect and assess one's own role online and in social media.
- The Norwegian Directorate for Education and Training has developed **competence packages** to assist teachers and school owners in ensuring online safety in schools. Competence packages from 2023 include Artificial intelligence in schools, Inclusion and universal design in digital practice, and Privacy in learning technologies for owners and managers.
- **Dubestemmer.no** is an online resource from The Norwegian Directorate for Education and Training and the Norwegian Data Protection Authority with assignments, films and facts about privacy, digital judgment, and source criticism. Content for ages 9 to 18.
- A **strategy to increase the digital competence of teachers and school leaders** is in place. There are new strategies from 2023, both for the teacher's professional digital competence and for digital competence and infrastructure in kindergartens and schools.

Digital empowerment and lifelong learning

- The **Action Plan against Gambling Problems 2022–2025** includes measures aimed at children and young people outside school. For

example, the plan highlights the need for prevention and awareness-raising about gambling, gaming and digital risks in cooperation with voluntary organisations and leisure arenas.

- Based on a strategy released in June, "[Strategy to Strengthen the Population's Resilience Against Disinformation](#)," Norwegian authorities are taking several steps to strengthen children's and young people's resilience against disinformation. They are ensuring that Ung.no, a digital page for young people, is regularly updated with valuable information on disinformation, source criticism, and related topics to help youth critically assess information. Additionally, they are focusing on preventing radicalisation by addressing social exclusion, particularly in gaming environments. The Norwegian Media Authority's role in enhancing media literacy among children and young people has been expanded, with increased responsibility to support these efforts.
- Traditionally, schools in Norway have been instrumental in fostering critical thinking by embedding it across the curriculum in all subjects, ensuring that students develop the ability to evaluate sources of knowledge and understand how knowledge is constructed; this effort has been significantly enhanced in recent years.
- The website [Foreldrehverdag.no](#), developed by the Norwegian Directorate for Children, Youth and Family Affairs (Bufdir), offers guidance, articles and videos for parents on parenting in a digital age, including topics such as screen use, gaming, social media and online safety.
- The Norwegian Directorate of Health has issued [evidence-based health advice](#) on children and young people's screen use, including recommendations for parents to promote balanced, safe use of digital media and safeguard sleep, and foster healthy digital habits at home.

Pillar 3 – Active participation, respecting children’s rights

	In place	In development	Other activity	Not present
Promoting civic engagement	X			
Promoting children's rights	X			
Child-friendly policy documents			X	
Addressing digital inequalities	X			
Positive digital content	X			

Table 7: Active participation, respecting rights - Norway

Active participation

- The Norwegian Constitution and the UN Convention on the Rights of the Child (incorporated into Norwegian law through the Human Rights Act) establish children’s right to be heard in all matters that concern them. This also applies on a systemic level.
- Many important public actors carry out youth panels when working on issues related to children and the digital environment. For example, a youth panel was involved in all aspects related to the 2024 action plan on a safe digital upbringing.
- [Ung.no](https://ung.no) – the public sector’s information channel for young people provides youth-friendly information about rights, such as in relation to privacy, digital bullying, sharing of images, sexual abuse online, and how to seek help or report violations.
- The [Norwegian Human Rights Institution \(NIM\)](https://nim.no) monitors how human rights – including children’s rights under the UN Convention on the Rights of the Child – are respected in Norway, provides advice to authorities, and raises public awareness about rights and legal safeguards.

Addressing digital inequalities

- The **Authority for Universal Design of ICT** is responsible for following up on regulations on universal design of ICT solutions, linked to the Equality and Anti-Discrimination Act.
- Each ministry is itself responsible for initiating, establishing, selecting, attending and using youth panels. The government has issued guidance as to how youth panels should be put together. It is stated that the youth panels should have a good gender balance and be broadly composed and diverse. It is considered **an advantage** if participants have diverse social, ethnic, religious, and geographical backgrounds.

Best practices

Example 1

Ibelin Prize – Countering Cyberbullying and Promoting an Inclusive Gaming Culture

The **Ibelin Prize** is a national initiative led by the Norwegian Media Authority that highlights and rewards positive role models in gaming communities. The prize focuses on combating cyberbullying, harassment and exclusion in online games, and on promoting an inclusive, respectful and supportive gaming culture. By lifting forward good examples from youth, gaming groups and organisations, the initiative raises awareness, builds norms for good online behaviour and shows how games can be safe and inclusive social arenas for children and young people.

Example 2

"Snakk om spill" – Supporting Parents on Safe and Positive Gaming

"Snakk om spill" ("Talk about games") is a resource developed by the Norwegian Media Authority to help parents understand children's gaming and support safe, enjoyable and balanced game use. The initiative provides accessible information about gaming, age ratings, risks (such as spending, contact with strangers, and exposure to harmful content), and the positive aspects of games, as well as concrete tips for family dialogue and rules. It aims to strengthen parents' digital competence and empower them to guide their children rather than simply restrict or ban games.

Example 3

Safer Internet Day & ung.no / DigiUng – Digital Rights and Reporting Harmful Content

In cooperation with ung.no, foreldrehverdag.no, the helpline Kors på halsen and the Police, the Norwegian Media Authority marked Safer Internet Day 2025 with activities that provide children and young people with knowledge about their digital rights, how to stay safe online and how to report harmful or illegal content to platforms. Through articles, campaigns and youth-friendly guidance, children and young people were informed about privacy, reporting

tools, complaint mechanisms and where to get help, thereby strengthening their ability to exercise their rights and participate safely in the digital environment.

BIK+ index 2026: Norway

The BIK+ index has been developed to provide an aggregated at-a-glance overview of the levels of implementation across the two dimensions, BIK policies and BIK+ actions, in Norway compared to the EU27+2 average. Values are shown in per cent.

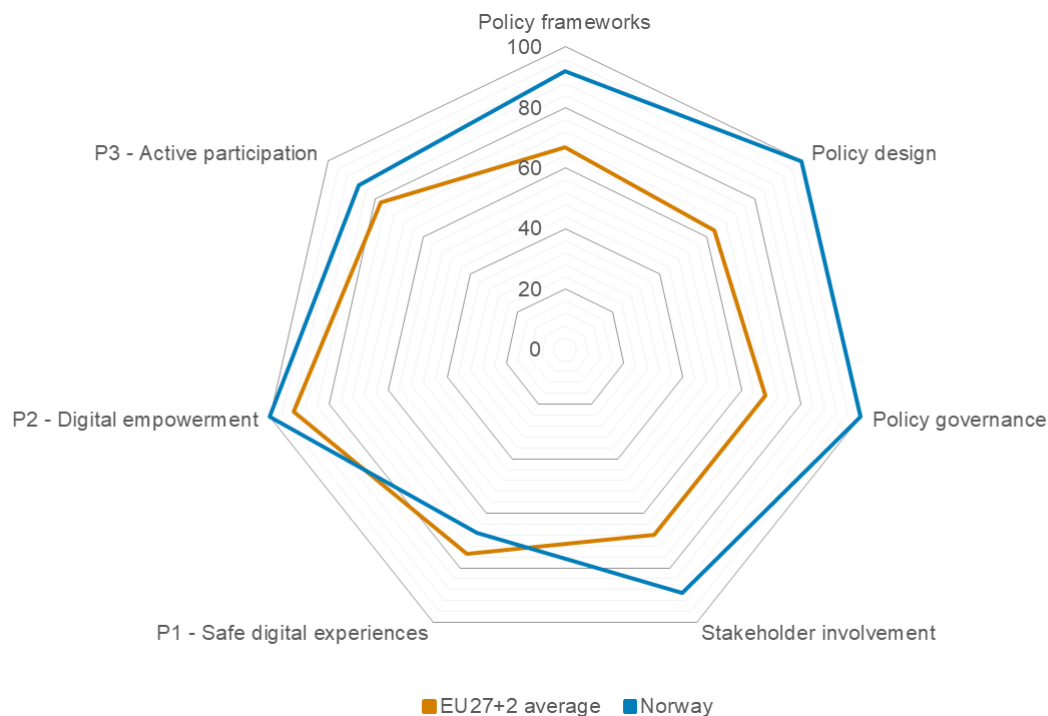


Figure 1: BIK+ index 2026: Norway - EU27+2 average comparison