

**AUDIOVISUAL CONTENT FOR CHILDREN
AND ADOLESCENTS IN SCANDINAVIA**

PRODUCTION, DISTRIBUTION, AND
RECEPTION IN A MULTIPLATFORM ERA

Audiovisual Content for Children and Adolescents in
Scandinavia: *Production, Distribution, and Reception
in a Multiplatform Era*

Pia Majbritt Jensen, Eva Novrup Redvall, &
Christa Lykke Christensen (Eds.)

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Preface

This anthology was initiated by the collaborative research project “Reaching Young Audiences – Serial fiction and cross-media storyworlds for children and young audiences” (RYA), funded by Independent Research Fund Denmark (grant no.: 9037-00145B) and based at the University of Copenhagen (2019–2024, PI: Eva Novrup Redvall). Luckily, other Scandinavian colleagues were interested in contributing, and the chapters are written by Danish RYA scholars as well as Norwegian and Swedish scholars, who all share our interest in screen content for young audiences, bringing together a wide range of approaches and perspectives. As editors, we would like to sincerely thank all contributors.

During the RYA project, it has been highly rewarding to discover how there are many Nordic film and media scholars with an interest in young audiences across genres, formats, and platforms out there. Additionally, there are many different qualitative as well as quantitative approaches to studying and thinking about the youngest media demographics, ranging from screenwriting, production and policy studies, textual analyses of series or social media phenomena, to various forms of reception and audience studies. Another great inspiration has been to see other research projects emerge, such as “Global Natives: Serving Young Audiences on Global Media Platforms” (University of Oslo 2021–2025, PI: Vilde Schanke Sundet), leading to new collaborations and publications on the many changes that are currently happening in the Nordic media landscape and the field of screen media content for children and adolescents.

Much can be, and has been, learned from knowledge exchange and collaboration with Nordic as well as international peers, and we are extremely thankful to the many people who have contributed with their input and feedback in conferences, seminars, and workshops during the RYA project, or commented and discussed different texts and reports, such as draft chapters for this book. Over the course of the RYA project, there have been far too many smart, fun, and wonderful people to mention here. We would like to, however, acknowledge our dedicated RYA project partners, assistant professor Petar Mitric, scientific assistant Jakob Freudendal, and PhD fellows Katrine Bouschinger Christensen and Amanda Skovsager Mouritsen.

Finally, we are grateful for the constructive suggestions from the peer reviewers, and the always helpful and competent editors from Nordicom: Josefine Bové, Kristin Clay, Karin Zelano, and Karin Andén. We hope this book can inspire new research – and new collaborations – in what we regard as an essential topic in Nordic media scholarship.

Pia Majbritt Jensen, Eva Novrup Redvall, & Christa Lykke Christensen

Aarhus & Copenhagen, August 2023