


# Making money online: Swedish style

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 [blogs.lse.ac.uk/polis/2008/05/16/making-money-online-swedish-style/](https://blogs.lse.ac.uk/polis/2008/05/16/making-money-online-swedish-style/)

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[Kristine Lowe](#) has some interesting tales of how mainstream Swedish media is waking up to the profit potential of blogs. It's an interesting mix of personality and niche market blogs effectively selling their unique user traffic. The commercial companies hope to sell advertising. More interestingly they are interested in product placement or simply brand association.

 You will be surprised (not) to hear that I don't speak Swedish, despite the presence of Freddie Ljungberg at Upton Park. But even I can work out why the blogger [Blondinbella](#) might have commercial attractions for clothing companies. I'll ask Kristine, who is based on Oslo, to translate.

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