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Moose on the Move: Sweden's Ancient Migration Goes Viral

A live slow-TV broadcast that's helping to boost viewers' mental wellbeing, Sweden's Great Moose Migration is currently being streamed live 24 hours a day until 6th May. In 2024, the broadcast attracted 9 million viewers, and the dedicated Facebook group – "Those of us who love the Great Moose Migration on SVT!" – now boasts over 78,000 members.

For comparison, Mr Bates vs The Post Office – UK´s ITV most-watched drama of 2024 – drew 9.2 million viewers in its first week. To put this into perspective from a Swedish viewpoint, the final of their Eurovision selection show, Melodifestivalen, was watched by 2.86 million.

Sweden's most laid-back wildlife event just got a head start. The wildly popular *Moose Migration Livestream* returned **April 15** — a week earlier than expected — thanks to an unusually early Spring. As temperatures rise across northern Sweden, the moose have already begun their slow, majestic journey inland, and the cameras are rolling.

Each spring, millions tune in to watch as the country's largest land mammals migrate from coastal forests to higher inland pastures. The event is broadcast live online, with 32 cameras set up across the wilderness of Sweden´s High Coast region. For weeks, viewers can follow these quiet giants as they swim rivers, cross snowy trails, and occasionally stop to graze or nap in full view of the lens.

First launched by Swedish public broadcaster SVT in 2019, the livestream has developed a devoted international following and is considered a notable example within the "Slow TV" trend, where interest in mindful content and nature immersion is on the rise, providing a relaxing alternative to fast-paced programming.

Wildlife Meets Wellness

The migration usually peaks in late April, but this year, the moose are already on the move, prompting an early kickoff. In 2022, a record 63 moose were spotted on camera. Last year, 87 safely crossed the Ångerman river. But numbers aside, much of the livestream's magic lies in its meditative stillness: long shots of rivers, bare trees, shifting light, and the thrill of spotting a moose wander unexpectedly into frame.

Other wildlife often joins the show. Bears, reindeer, birds of prey, otters, and even the elusive capercaillie have all made guest appearances over the years. No narration. No music. Just nature, live and unscripted.

From Screen to Forest: Where to See Moose in Real Life

Sweden's moose migration isn't just a digital spectacle. The country is home to an estimated **300,000 moose**, making it one of the best places in the world to spot these giants in their natural habitat. And for travellers who want a real-life encounter, Sweden offers a range of options:

- **Wild Sweden,** a reputable, eco-minded safari organiser, offers an experience focused on tracking down some of Sweden's iconic wild wonders like moose, beavers, and wolves in their natural habitat.
- **Nordic Discovery,** another certified eco-tourism guide, has seen moose in the wild on every tour over the last 22 years. Join Mikael Nilsson on a most spectacular moose safari.
- **Hide & See,** Micke Suorra has become a bit of local legend in Swedish Lapland, known as the Moose Whisperer. He considers himself a nature conservationist and a conversationalist. Join Micke as he ´calls´ the moose on his moose safaris at the eco-tourism certified Arctic Bath.
- For a stay like no other, head to the **Moose Hotel** near Falköping, where antler-shaped cabins sit within a wildlife enclosure housing actual moose. Yes, you can pet them (if they're feeling friendly).
- **Moose Garden** in Jämtland, central Sweden, is part sanctuary, part educational center. Visitors can meet, feed, and even walk alongside moose—while learning about their behaviour and role in Swedish ecology.

- In southern Sweden, **Skullaryd Moose Park** near Eksjö offers guided wagon tours through forest enclosures where moose and red deer roam freely. It's a family-friendly way to experience wildlife in an authentic forest setting.

Top tip: When looking for something wilder, search for **eco-certified wildlife safaris** that carry the **Nature's Best** certification

for sustainable tourism and biodiversity protection.

The Details

- *The Great Moose Migration* livestream begins **April 15** and runs through May 6th.
- Watch live from anywhere at svtplay.se
- The best time to see moose is at dawn and dusk (Swedish time).

Information on more wildlife encounters across Sweden: https://visitsweden.com/what-to-do/nature-outdoors/nature/wildlife-in-sweden/

Press images: https://imagebank.sweden.se/my-selections/2nk782e0t1

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