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Sweden’s Most Soothing TV Phenomenon Returns: The Great Moose Migration is Back

Latest News: The Great Moose Migration Starts Earlier
Broadcasts begin on **Saturday, April 18 at 12:00 AM CET** on SVT Play, with the live chat opening at 8:00 AM CET on SVT Play and in the Duo app.

From 22 April to 8 May 2026, Sweden invites the world to slow down and tune into one of its most spellbinding natural spectacles: the annual moose migration, broadcast live. A cornerstone of the ‘Slow TV’ movement, this raw and unscripted event attracts millions of global viewers seeking a moment of peace and a deeper connection with the wild.



Photo: Sara de Basly/imagebank.sweden.se (Download)

A Millennial Ritual Meets Modern Tech

Each spring, Sweden’s moose population leaves the coastal forests of the **UNESCO-listed High Coast (Höga Kusten)** to trek towards summer pastures inland. The journey takes them across the mighty **Ångermanälven river**, a traditional migratory route chosen for its rich biodiversity.

Since 2019, the Swedish public broadcaster SVT has captured this odyssey in *Den Stora Älgvandringen* (The Great Moose Migration). With over 30 cameras and high-quality microphones for capturing natural soundscapes operating 24/7, the programme offers **more than 500 hours of live footage**. While the moose are the stars—**with 70 spotted crossing the river in 2025** and 87 in 2024—viewers often enjoy "guest appearances" from bears, foxes, reindeer, otters, and various birds of prey.

The Science of Slow: Why We’re Hooked

It isn't just entertainment; it's a tonic for the soul. A recent study (September 2025) by the **Swedish University of Agricultural Sciences (SLU)** found that watching the migration in a Slow TV format significantly **reduces stress, calms the mind, and promotes mental recovery**.

Key findings from the study include:

- **Emotional Proximity:** Despite being a digital experience, the programme fosters a genuine sense of closeness to nature.
- **The Sound of Silence:** Natural sounds—the wind, the rushing river, and birdsong—are vital for immersive relaxation.
- **Authenticity:** The lack of editing or narration provides a powerful sense of presence and "being there".
- **Community:** The live chat creates a space for viewers to learn together and engage in environmental discussions.

New for 2026: More Immersive Than Ever

The 2026 broadcast introduces enhanced features to bring viewers even closer to the action:

- **Multi-Camera Viewing:** Viewers can now watch several camera angles simultaneously or use "picture-in-picture" mode.
- **Real-Time Tracking:** An interactive map will show exactly which cameras are currently live.
- **Interactive Community:** The moderated live chat will be open daily from 8:00 am to 10:00 pm.

Experience the 'King of the Forest' in Person

With an estimated **300,000 moose** roaming Sweden, there are many ways to experience these majestic creatures beyond the screen. Visit Sweden recommends choosing operators with the **'Nature's Best'** national quality and sustainability ecotourism label, to ensure responsible and respectful wildlife experiences.

Top picks for a Swedish wildlife adventure include:

- **Wild Sweden:** Specialists in eco-responsible wildlife safaris.
- **Nordic Discovery:** certified ecotourism specialist based in **Dalarna.**
- **Hide & See (Arctic Sweden):** Guided by Micke Suorra, known as the "Moose Whisperer".
- **Moose Garden (Jämtland):** A sanctuary and educational centre where visitors can learn about the moose's role in the ecosystem.
- **Skullaryd Moose Park (Småland):** Family-friendly tractor-drawn tours through vast forest enclosures.

Practical Information

- **Dates:** 22 April – 8 May 2026. *Note: Due to an exceptionally early spring in northern Sweden, SVT may bring the start date forward (as in 2025, when it began on 15 April).*
- **Where to watch:** Live on **svtplay.se**.
- **Pro-tip:** The best sightings typically occur at **dawn and dusk** (Swedish time).

For more information on the SLU study or to download high-resolution press images, please visit the SVT Play website or contact Steve Robertshaw.

Press images: https://imagebank.sweden.se/moose/northern+sweden/3062#detail

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