



**TERACOM**

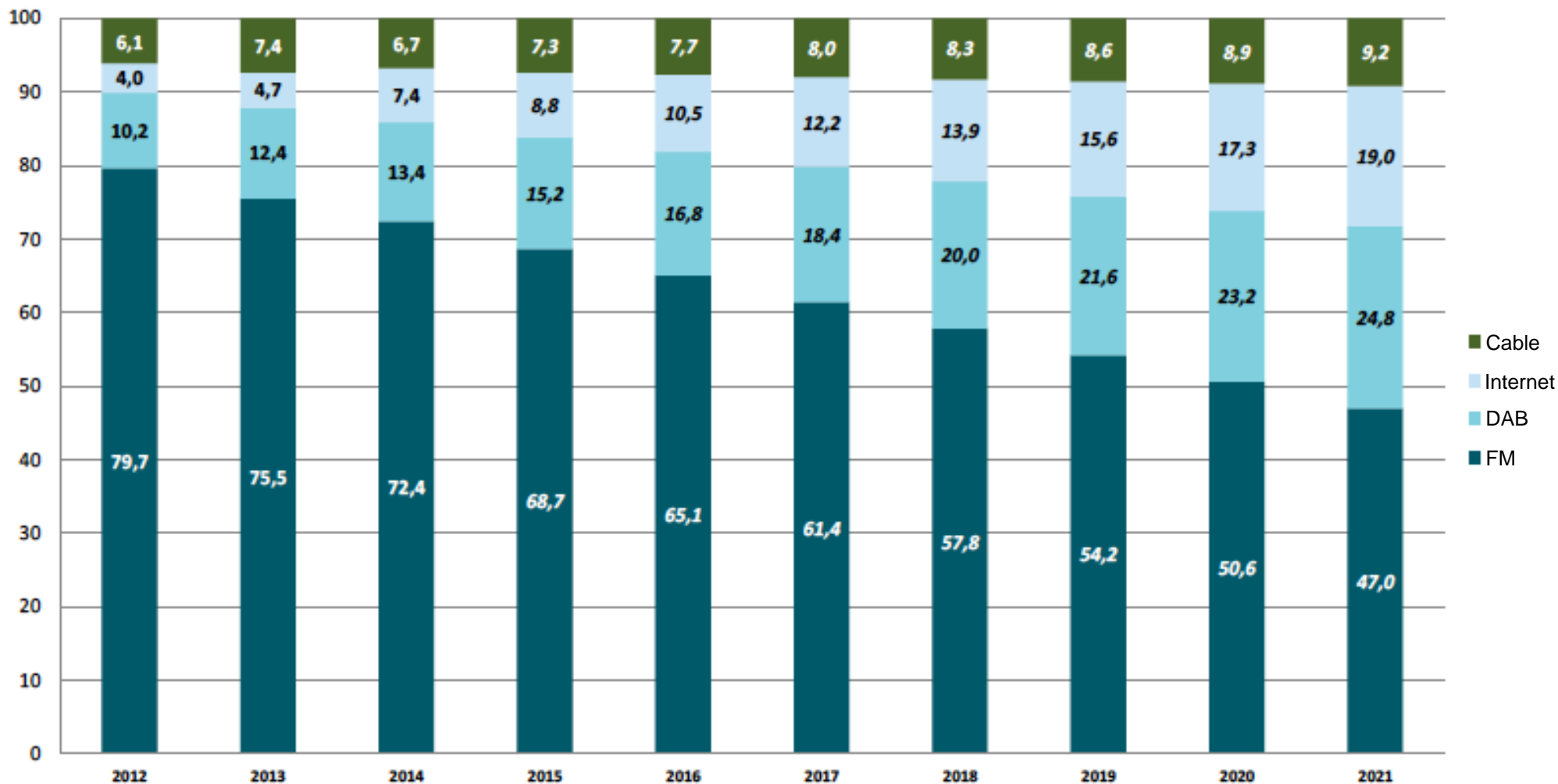
# Digital radio status Denmark

**WorldDAB General Assembly  
2016**

**Lars Kierkegaard  
Vienna, 10 November 2016**



# FM is a market in decline...



Source: TNS Gallup Radio-Meter  
Data processed by Danish Ministry of Culture

Population 12 years +

# Political decisions on DSO

- A decision on the date of DSO is made when the digital radio listening has reached 50%, including digital radio listening in cars
- FM shutdown can take place no earlier than two years after 50% digital radio listening is digital
- DR's DAB+ multiplex is by end of 2019 upgraded to have coverage similar to FM to secure FM level reception quality

*Source: Danish media agreement 2015 – 2018: Danish Ministry of Culture  
Digital radio listening: Internet radio + Cable radio + DAB listening*



# Digital radio drives growth in radio listening

- In 2015 radio listening grew by 4%
- Almost all Danes (92%) are listening to the radio every week
- Growth in daily listening from to 2h 01 min in 2015 (1h 56 min in 2014)
- 45% of all Danes have access to a digital radio



# Increasing advertising revenues for radio

- Advertising revenues on the radio media has grown steadily since 2009
- 7,2% growth from 2014 to 2015 to 200 MDKK+
- Need for 10 new commercial national radio stations
- DAB+ is the enabler for this with increased capacity



# Danish Digital Radio Network – Today

MUX 1  
DR



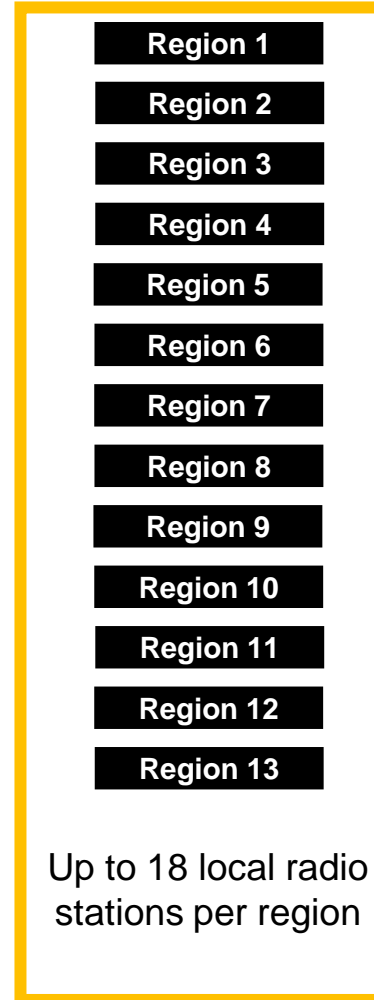
A vertical list of logos for MUX 1 DR, enclosed in a green border. The logos are: DR P1 (DAB+), DR P2 KLASSISK (DAB), DR P3 (DAB), DR P5\*) (DAB+), DR P6\*) BEAT (DAB+), DR P7 MIX (DAB), and DR P8 JAZZ (DAB+).

MUX 2  
DR



A vertical list of logos for MUX 2 DR, enclosed in a green border. The logos are: DR P4 (DAB+), Radio24syv, radio 100 (100% GOD MUSIK. 100% SJOV), 100,0 FM Pop FM, my ROCK RADIO SOFT, THE VOICE DANMARKS HITSTATION, and NOVA FM DEN BEDSTE MUSIK HER OG NU.

MUX 3  
Local co-operations



A vertical list of logos for MUX 3 Local co-operations, enclosed in a yellow border. The logos are: Region 1, Region 2, Region 3, Region 4, Region 5, Region 6, Region 7, Region 8, Region 9, Region 10, Region 11, Region 12, and Region 13. Below the list is the text: Up to 18 local radio stations per region.

 DAB

 DAB+

\*) Exclusive on Web/DAB/DAB+ and not on FM

\*\*) DAB+ only

# Danish Digital Radio Network – October 2017

**MUX 1**  
Gatekeeper

New national radio stations

100.0 FM Pop FM

myROCK

radio100

SOFT

THE VOICE  
DANMARKS HITSTATION

NEVA FM  
DEN BEDSTE MUSIK HER OG NU

**MUX 2**  
DR

DR P1

DR P2 KLASSISK

DR P3

DR P4

DR P5 \*)

DR P6 BEAT \*)

DR P7 MIX \*)

DR P8 JAZZ \*)

Radio24syv

**MUX 3**  
Local co-operations

Region 1

Region 2

Region 3

Region 4

Region 5

Region 6

Region 7

Region 8

Region 9

Region 10

Region 11

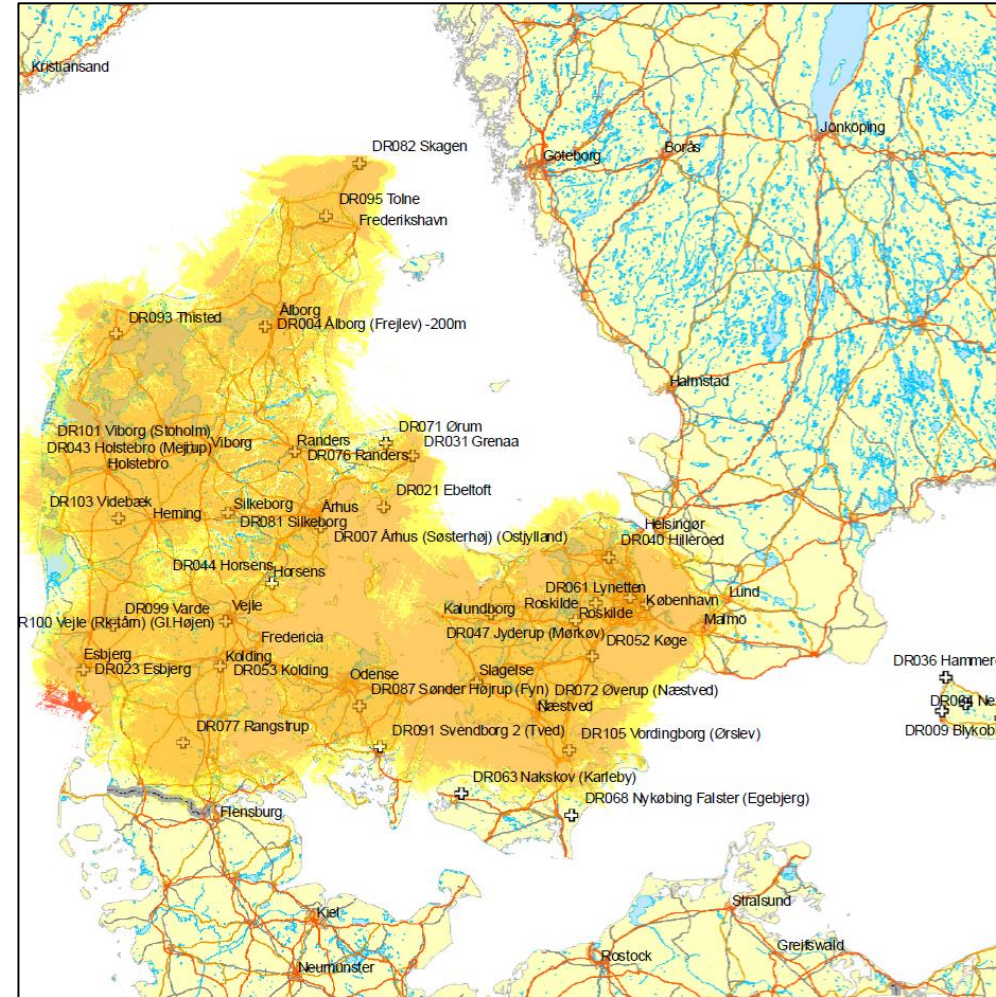
Region 12

Region 13

Up to 18 local radio stations per region

# New DAB+ multiplex in Denmark

- Multiplex to be launched in October 2017
- 18 nationwide commercial channels (64 kbit/s)
- 82 % geographical area coverage (indoor)
- 87 % population coverage





# Summary

- **FM radio listening is in decline**
- **Increasing advertising revenues**
- **New national commercial DAB+ multiplex**



# Thank You!

## Questions?

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