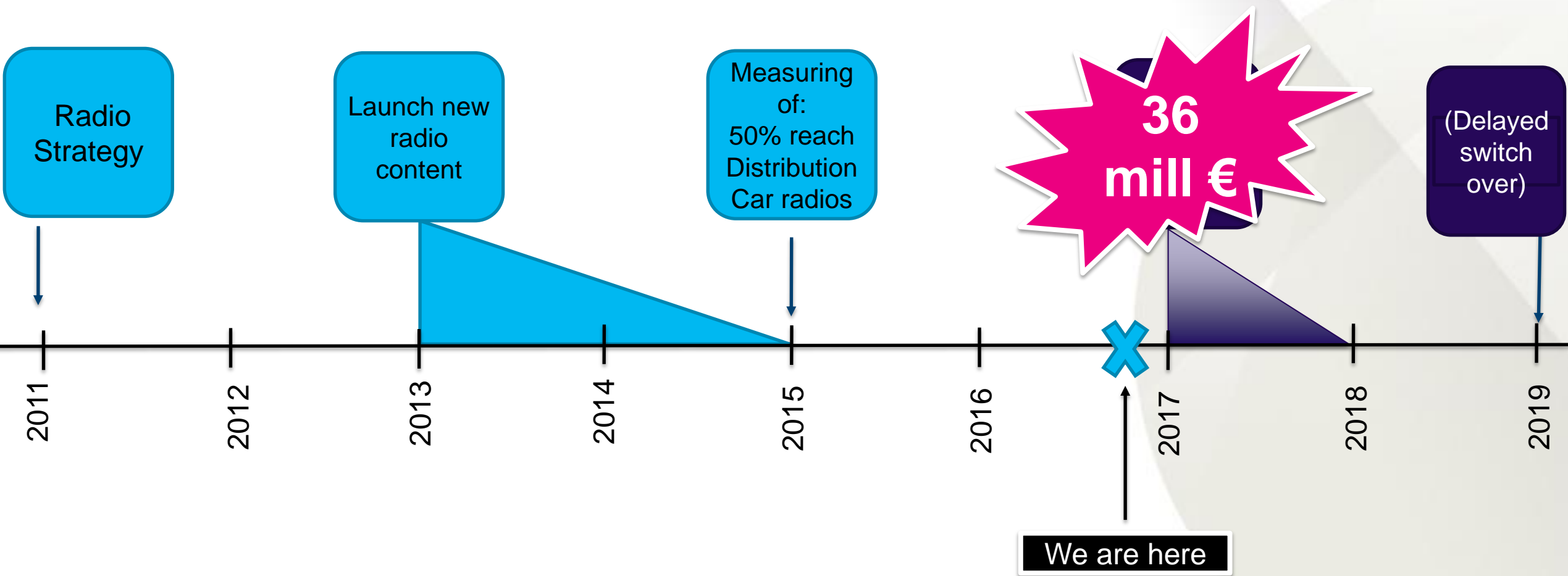
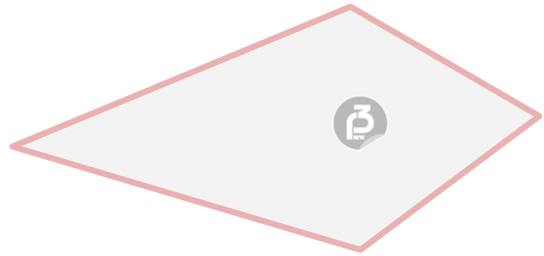


NEW CONTENT – NEW AUDIENCES

TIMETABLE SWITCH OVER:



NRK radio stations 1993 -

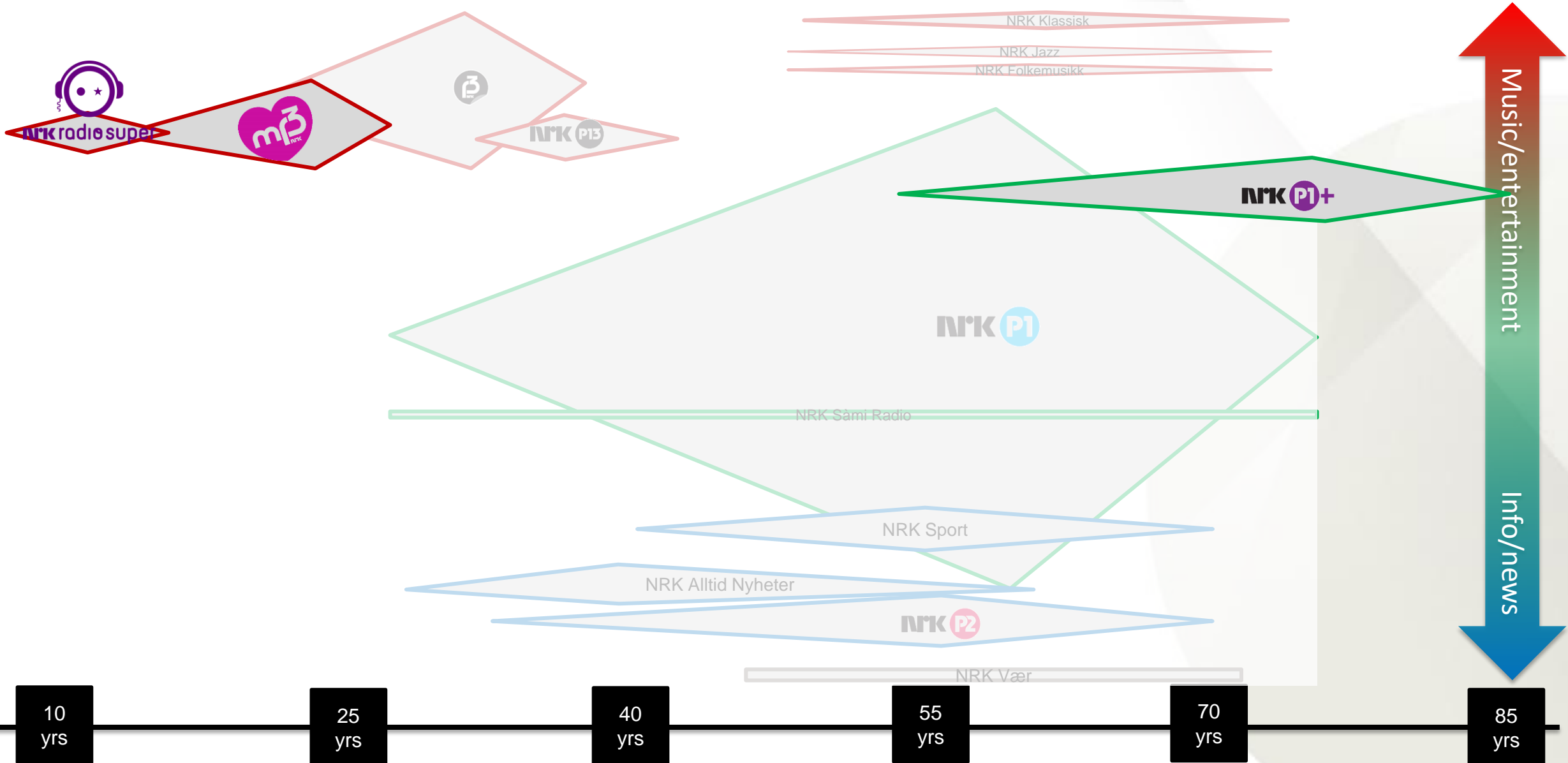


Key questions prior to developing new content:

- What are our audience's motivations for listening?
- What is missing in the Norwegian market?
- How can we strengthen our existing stations and give more value for the licence fee?
- What's happening in other markets?



NRK radio stations 2014:



Expanding the radio market

NRK



NRK radio super

The only station strictly for children



The only station strictly for teenagers



The only station strictly for 55+



Expanding the radio market



NRK radio super

The only station strictly for children



Expanding the radio market



The only station strictly for teenagers



Expanding the radio market

NRK P1+

The only station strictly for 55+



Expanding the radio market

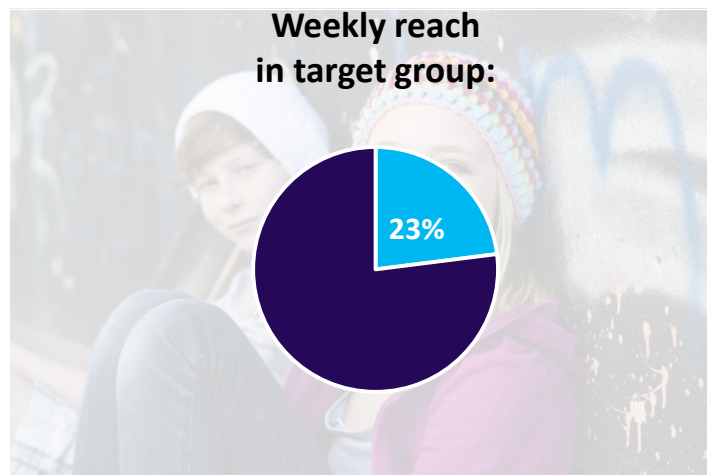


NRK radio super

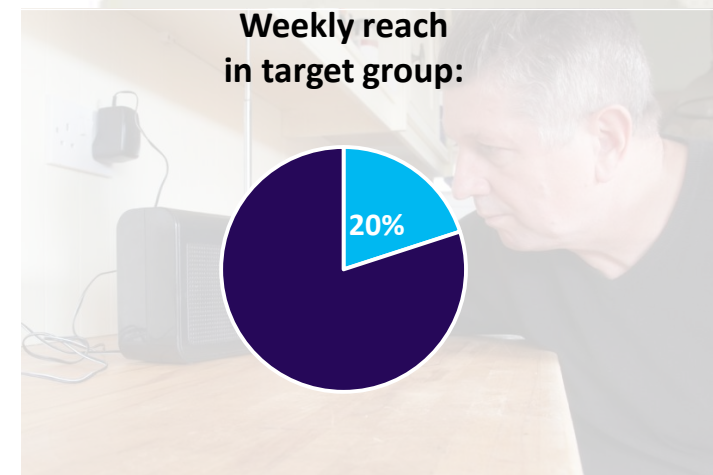
The only station strictly for children

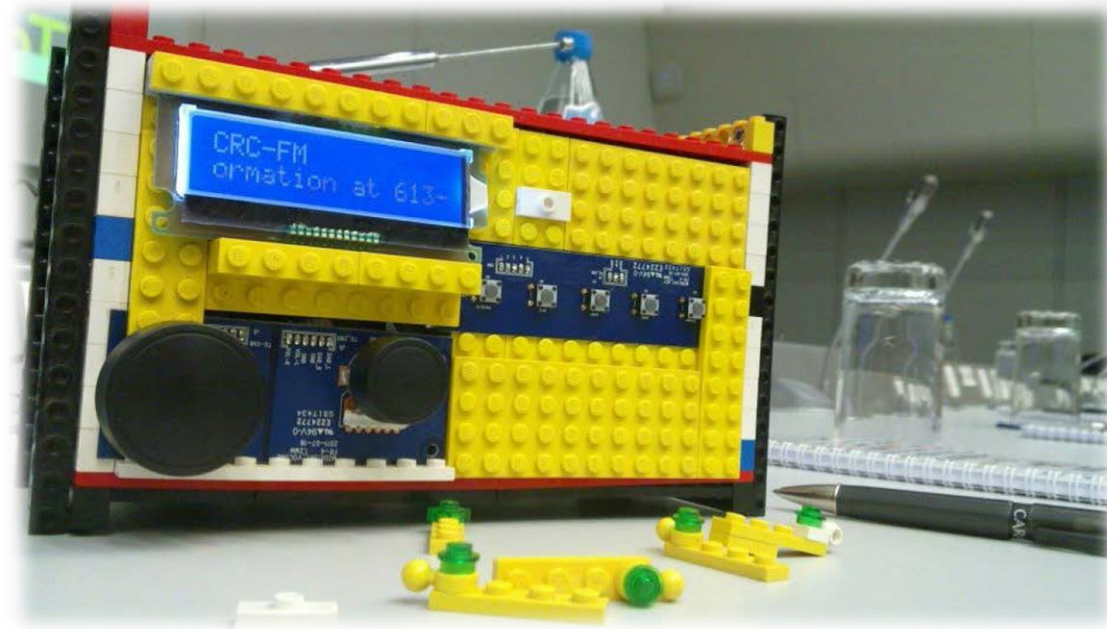


The only station strictly for teenagers



The only station strictly for 55+





NEW CONTENT – NEW AUDIENCES

Thank you for your attention!

Marius Lillelien, Radio Director NRK