

WorldDAB Automotive

Munich, 21. june 2017

The Digital Radio Switchover in Norway

Status and In-Car Experiences





Lyden
av Norge

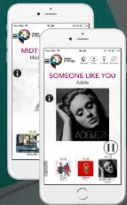
We're:

- Norway's Largest Commercial Radio Group
- 23% Share of Radio Consumption
- 100% Digital by the End of 2017

Rune Hafskjær, Chief Digital Officer



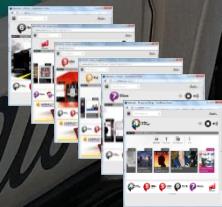
8 Stations DAB+
National



18 Apps
Stations and podcasts



13 Websites
Every station brand



19 Players
Every station brand



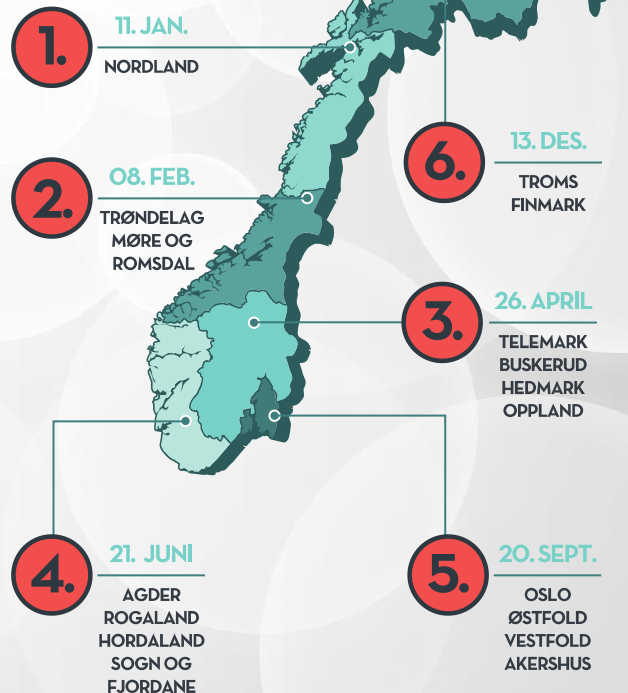
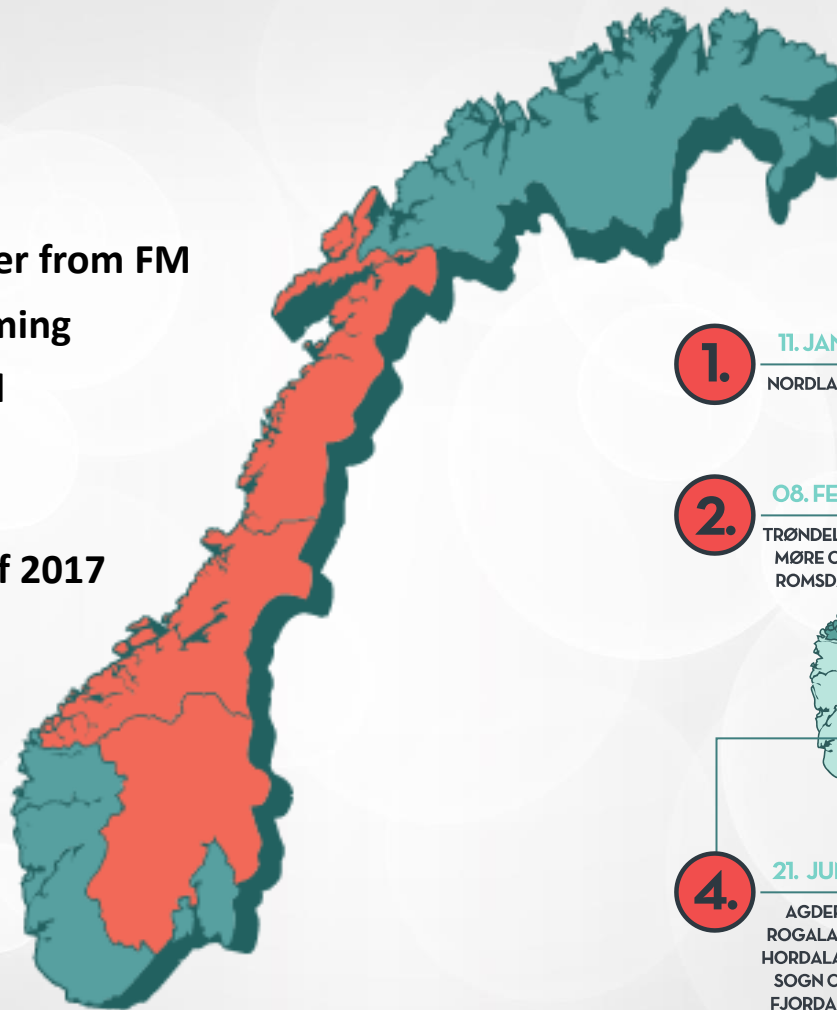
8 Apple-TV Apps
Listen and watch

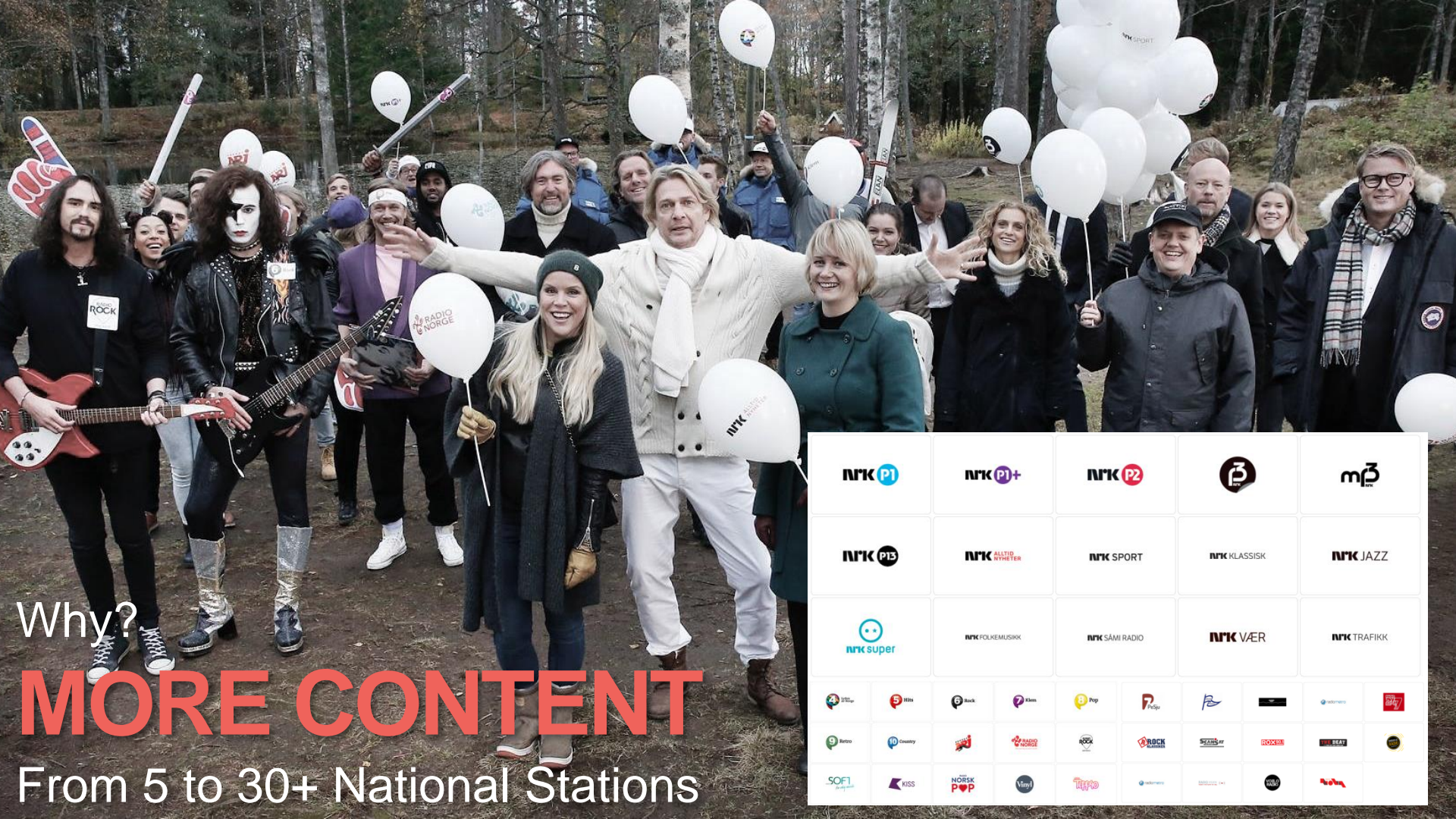


«Max Manus»
Content and scheduling

During 2017:

- Regional Digital Switchover from FM
- Digital is DAB+ and Streaming
- 3 of 6 Regions now Digital (4th Today!)
- Industry stands together
- 100% Digital by the End of 2017

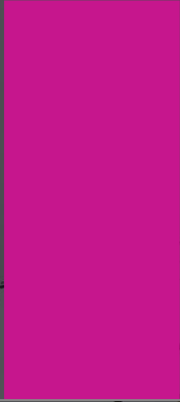




Why?
MORE CONTENT
From 5 to 30+ National Stations

Population density pr km2:

412



Netherlands

14

Norway

TOPOGRAPHY

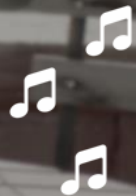
From 5 to 30+ National Stations



A man with glasses and a light-colored shirt is sitting on a balcony. In front of him is a small round table with a portable radio on it. The background shows a view of trees through a window. The overall scene is dimly lit, suggesting an evening or indoor setting with natural light.

2.100.000


NORWEGIANS LISTEN WEEKLY TO RADIO STATIONS THAT
WOULDN'T EXIST WITHOUT THE DIGITAL SWITCHOVER



DET DIGITALE RADIOSKIFTET
00:00:01

INSIGHTS WEEK 19 / DSO COMPLETED IN 3 OUT OF 6 REGIONS

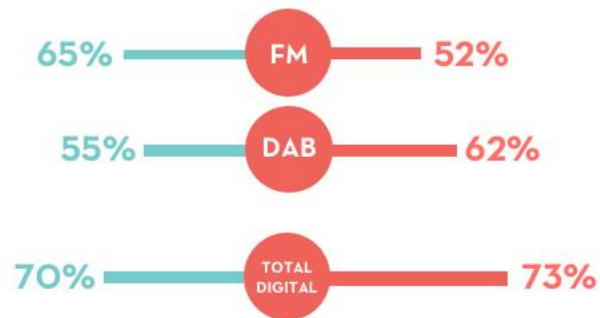
97%  ARE DIGITALLY EQUIPPED

78%  HAVE A DAB RADIO
61% HAVE MORE THAN ONE RADIO

MORE THAN
1.000.000 CARS

AMONG DAILY LISTENERS OWNING A CAR
49 % HAVE DAB IN THEIR CARS

PLATFORM USAGE* BEFORE & AFTER FM SWITCH OFF IN 3 REGIONS



PLATFORM USAGE* IN HOMES AND CARS



* AMONG LISTENERS



- **Drivers love curated radio in their cars**
Easy and safe presence is important and expected

- **The worlds most comprehensive DAB network**

Commercial net: 200tx, 92,8% cover

State broadcaster: 1000tx, 99,7 cover

- **Road tunnels and safety**

The Road Authority defines DAB as an important safety measure. More than 300 tunnels covered with DAB and a “break-in system” on all stations.

- **Norway probably the best test arena for receivers**

As with RDS-AF some 30 years ago



STREAMED RADIO

- Branded Apps with “Carmode”
- Working on support for Apple Carplay as we speak
- Working with RadioPlayer Worldwide, RadioDNS and supports Hybrid Radio
- Available on all major distributors, ex Tuneln, vTuner etc.





FIELD RESPONSE UNITS

Learning, helping, collecting experiences

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Learning, helping and collecting experiences



WHAT HAVE WE LEARNED?

- **Car owners waits till last minute**
Home radio conversion is easy, cheap and started early. To convince car owners is more difficult.
- **Fitted radio ideal**
Ensures proper installation, user interface etc. 98% of new cars in Norway now with DAB.
- **Most retrofitted, adapters and antennas performs well**
Broadcasters have contributed with experience, testing and evaluation to make the performance as good as possible.
- **Good retrofit products crucial**
Some car manufacturers have supported their dealers and customers with good retrofit solutions, others have not.



- **Reception and switchover in general works well for most**

Some minor challenges, criticism and public focus

- **Incorrect perception of coverage**

Hard to separate reception vs coverage. Different networks have different coverage, also different from FM. Missing or disabled “Service following”. Must perform “rescan”.

- **DIY installations most common troublemaker**

50% of retrofitted installed by oneself. Unexperienced professionals can make mistakes. More people prefer to have professionals doing the job.

- **Start early!**

Learn and build experience



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