

# The Norwegian DSO – The Regulators View

WorldDAB General Assembly, 8 September 2017 – Paris

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# Topics

- Update on the switch-off process in Norway
- Listening figures
- Lessons learned



**The County of Nordland – First Switch-off, 11 January 2017**

(Photo: Therese Thommessen, the NMA)



# The DSO in Norway



# Regional Switch-off Plan



# National Commercial Services



# NRK



# How are we doing?

- 82 % of the households have a DAB-radio\*
- 44 % have a DAB-radio in their car (1,25 mill cars)\*
- Large sales increases (both radio receivers and car adapters)
- 82 % of the radio listeners use digital platforms (share of daily listeners who listen digitally)\*



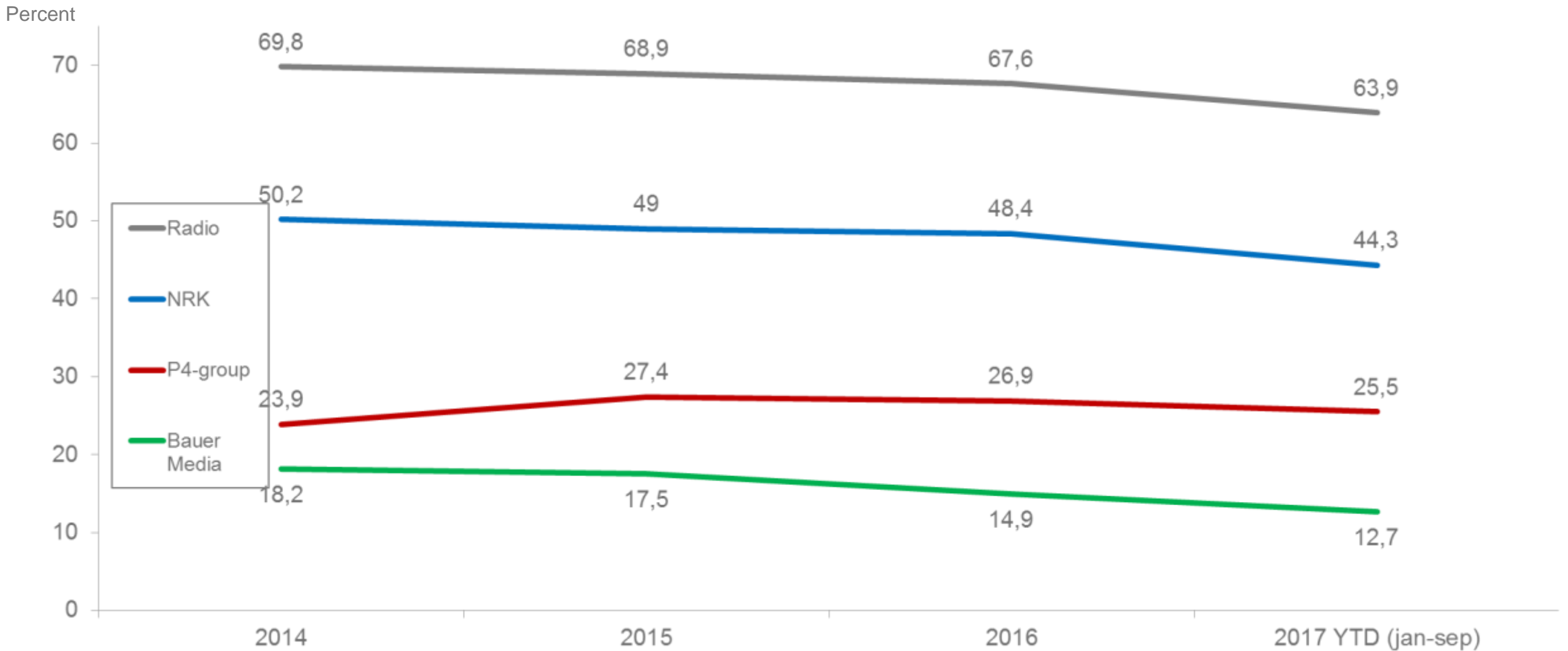
\* Figures from September 2017

# Listening figures

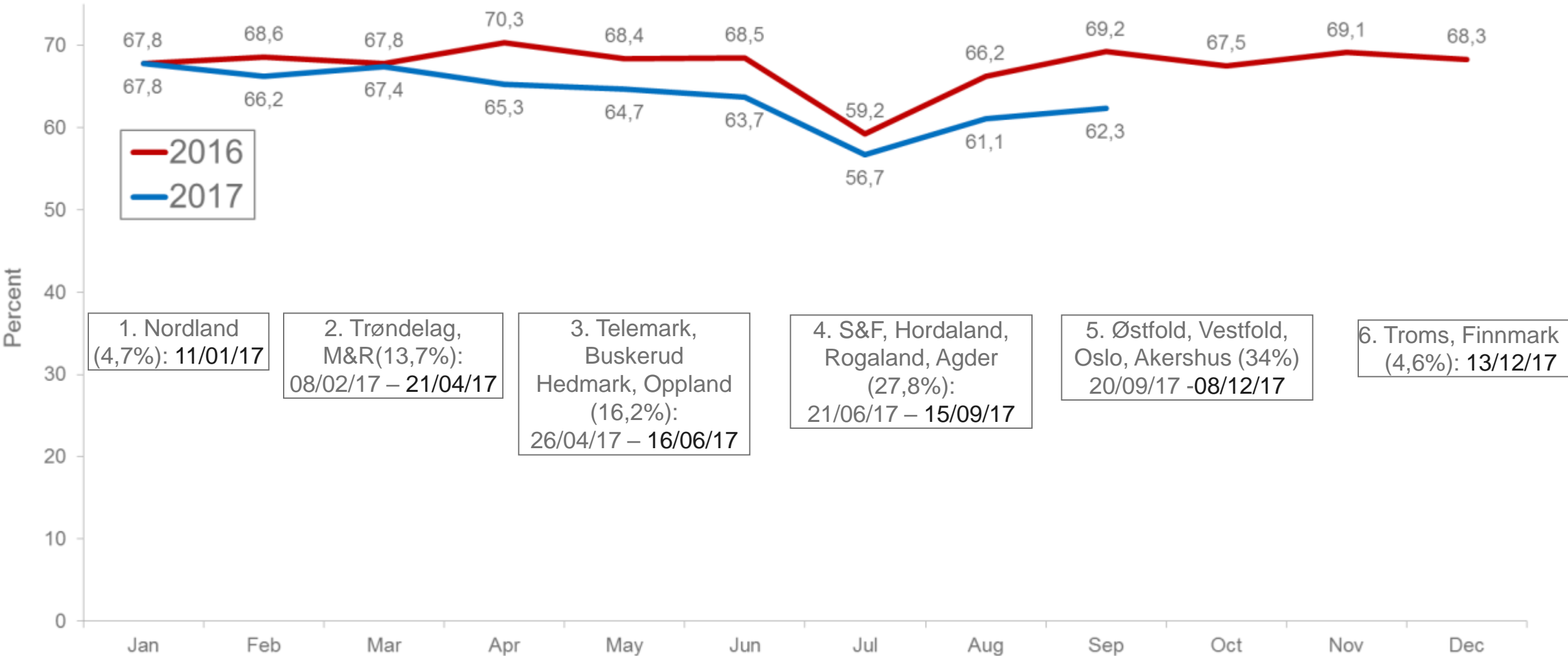




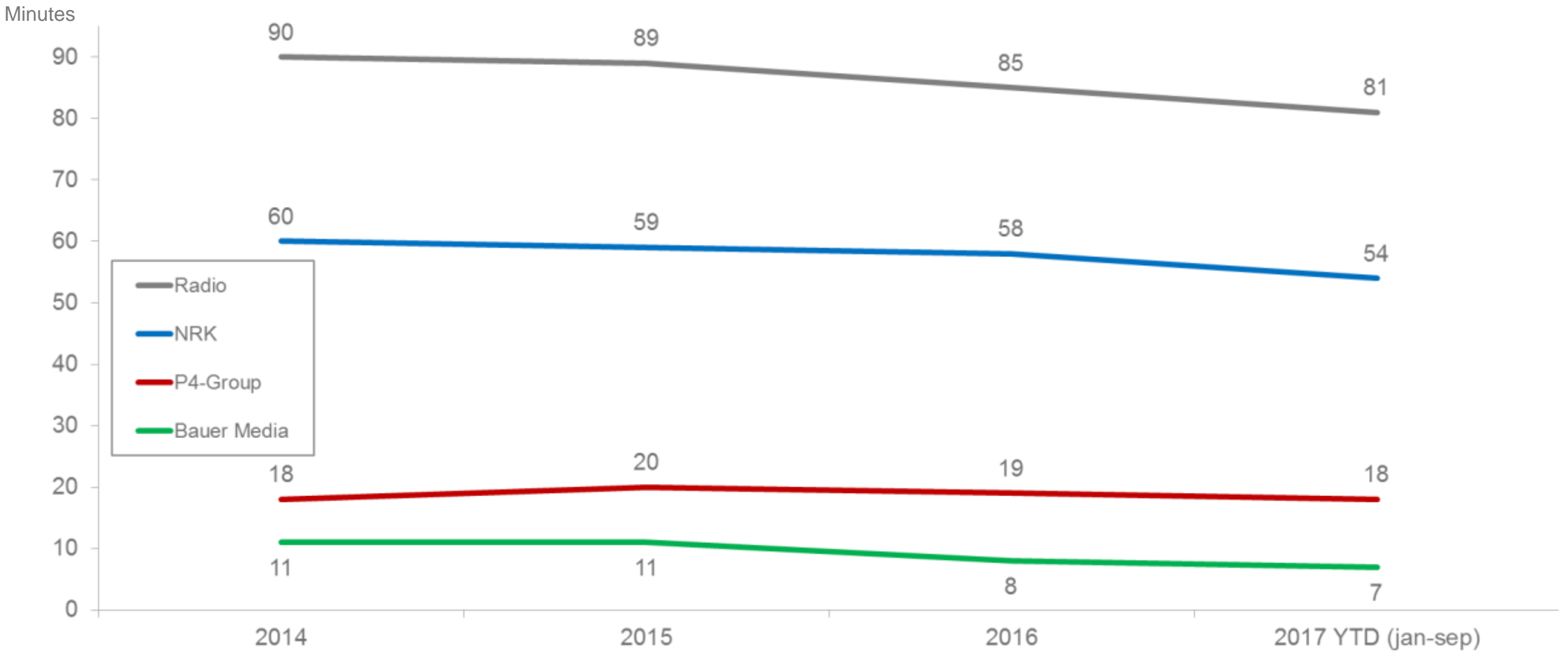
# Coverage in Norway 2014 to 2017



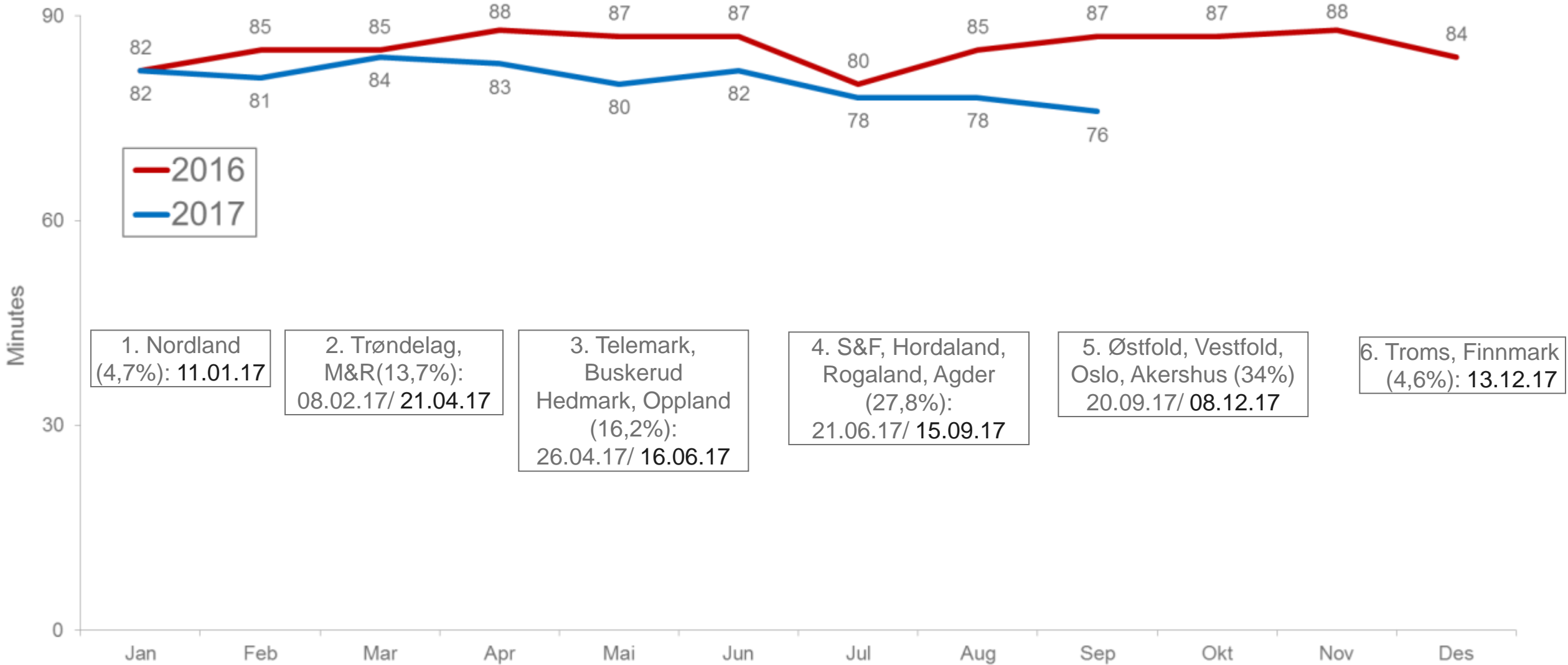
# Daily coverage 2016 and 2017



# Time spent in population from 2014 to 2017



# Daily time spent in population 2016 and 2017



# Summary from Kantar

- “It is primarily loss in daily coverage that explains the decline in the listening time. Listening time among “listeners” is unchanged.”
- “Most of the measured local radios have a stable development or growth, and overall, growth is 10% in daily numbers.”



# Lessons Learned

- Information and consumer guidance is key
- Collaboration is key
- Switch-off date is key



# Thank you for your attention!

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Information in English:

<http://www.medietilsynet.no/en/about-medietilsynet/digital-radio/>

