



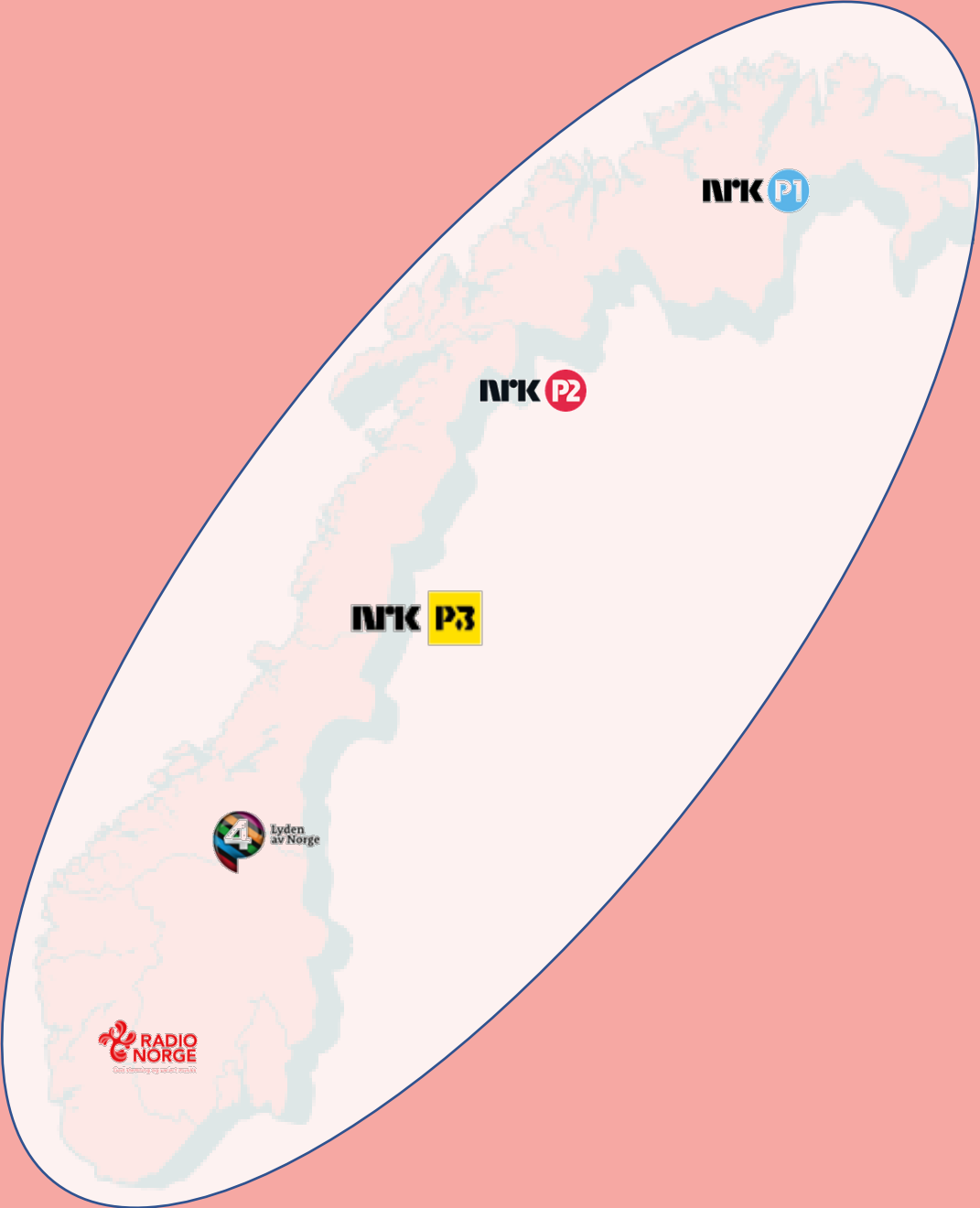
Norsk radio blir digital!

67-WP-NH



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torvmark@radio.no





NRK P1

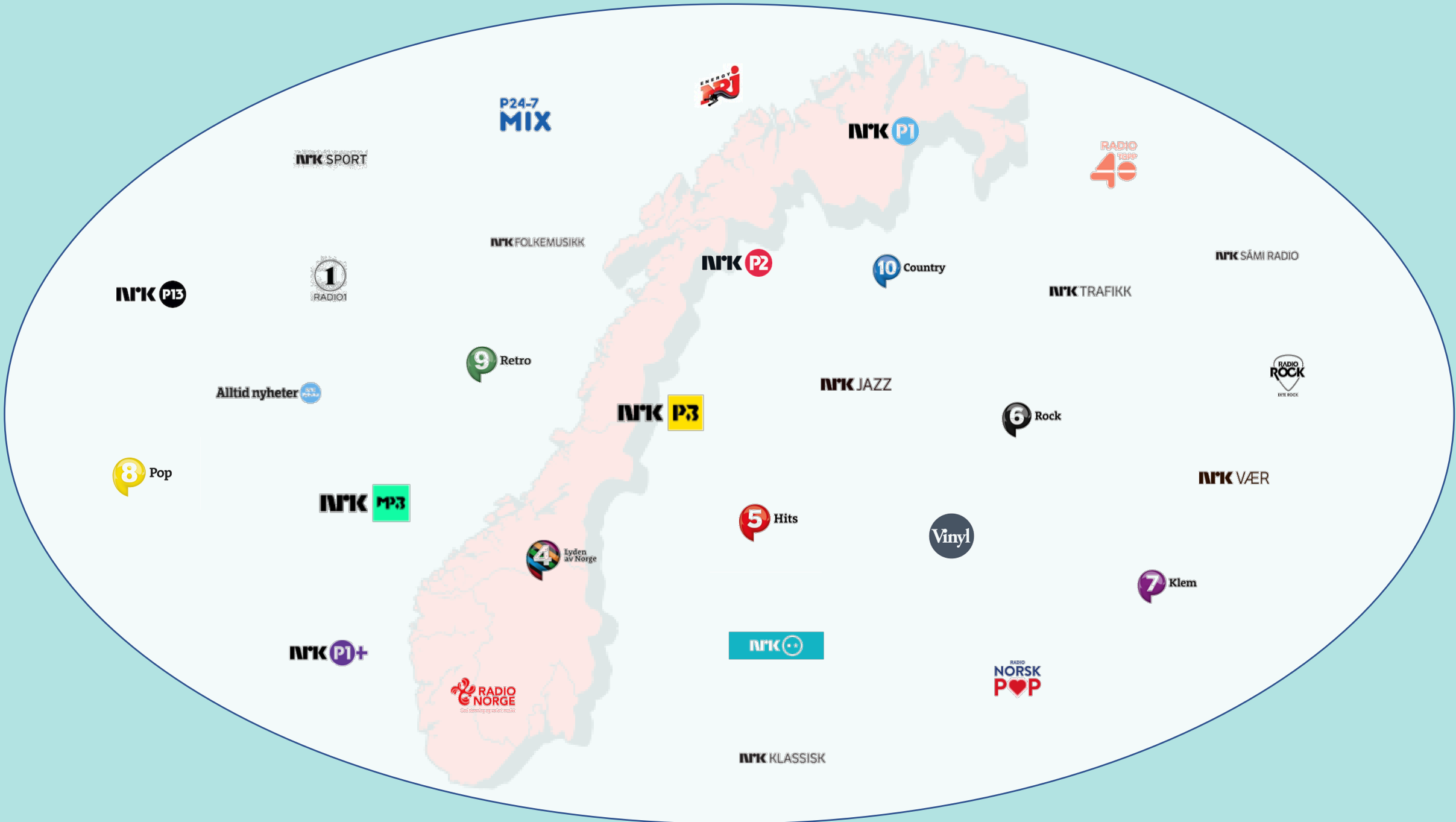
NRK P2

NRK P3

Lyden av Norge

RADIO NORGE  
Radio Norge og NRK 1934





P24-7  
MIX



NRK FOLKEMUSIKK



NRK SÁMI RADIO



NRK TRAFIKK



NRK JAZZ



Alltid nyheter



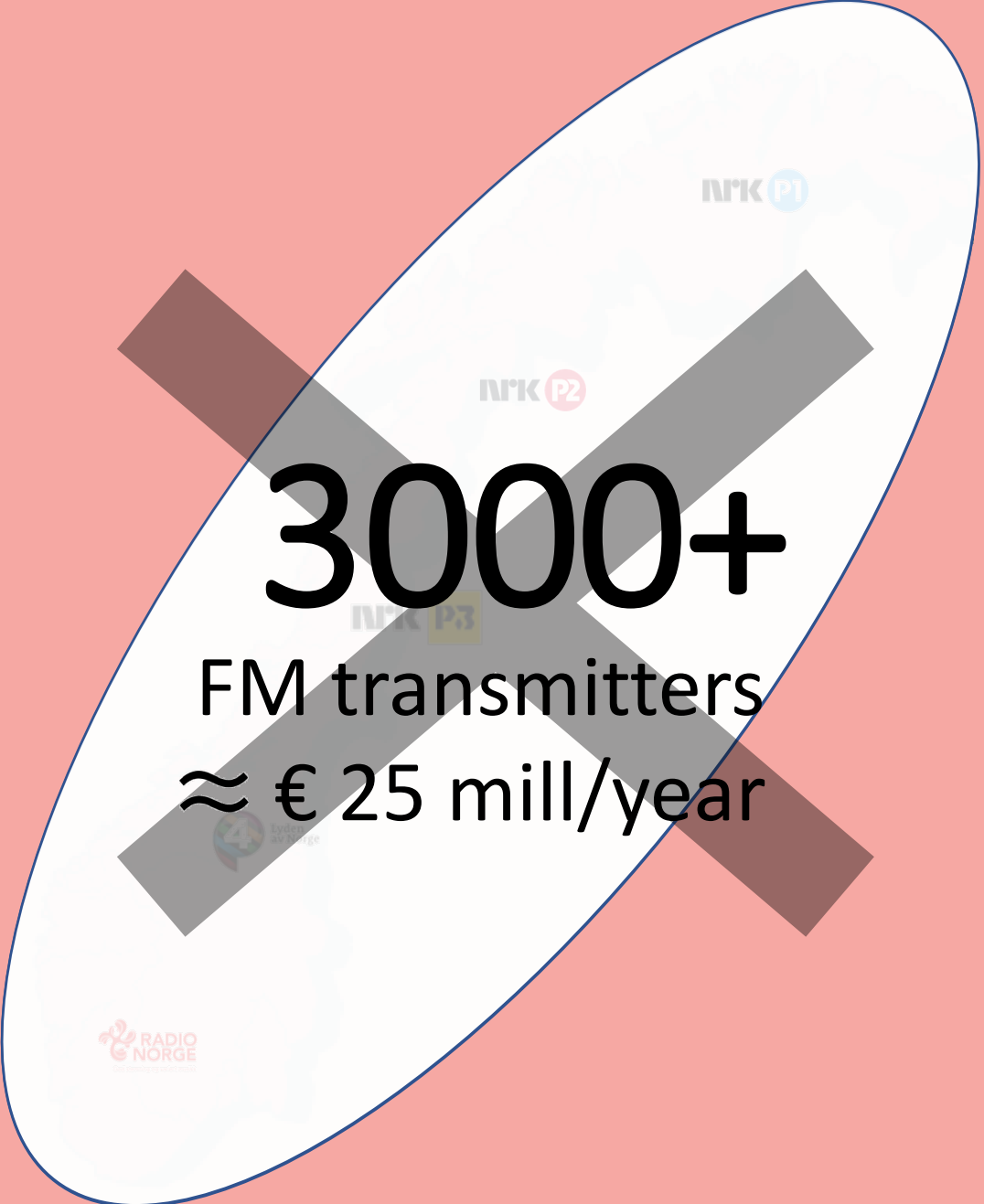
NRK VÆR



NRK KLASSISK



**1300**  
DAB transmitters  
≈ € 25 mill/year



**3000+**  
FM transmitters  
≈ € 25 mill/year

*“Norway will turn on FM again”*

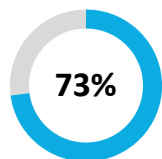
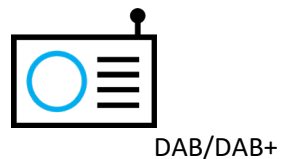


DAB coverage > FM coverage ✓ □

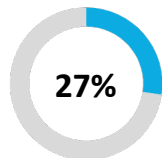
Every market is unique  
DAB content > FM content ✓ □

Experience = GOOD

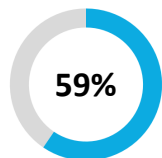
# Everyone can listen to digital radio



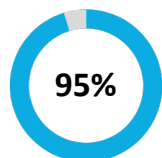
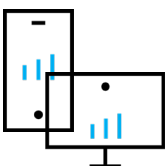
Having digital radio at home



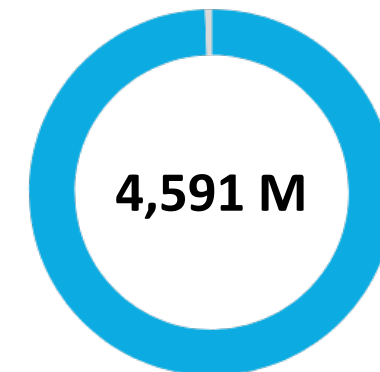
Receiving radio via Set Top Box connected to TV



Having digital radio in car

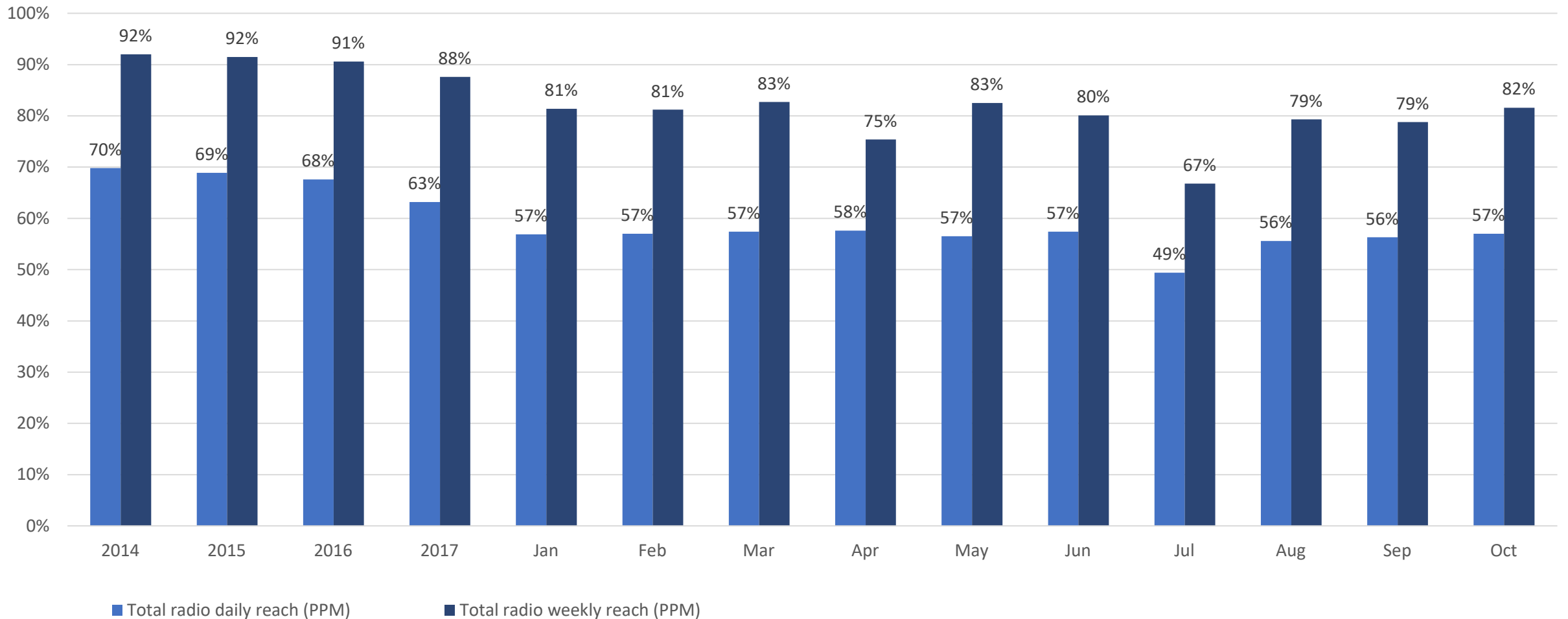


Using digital device (desktop, laptop, tablet, smartphone)

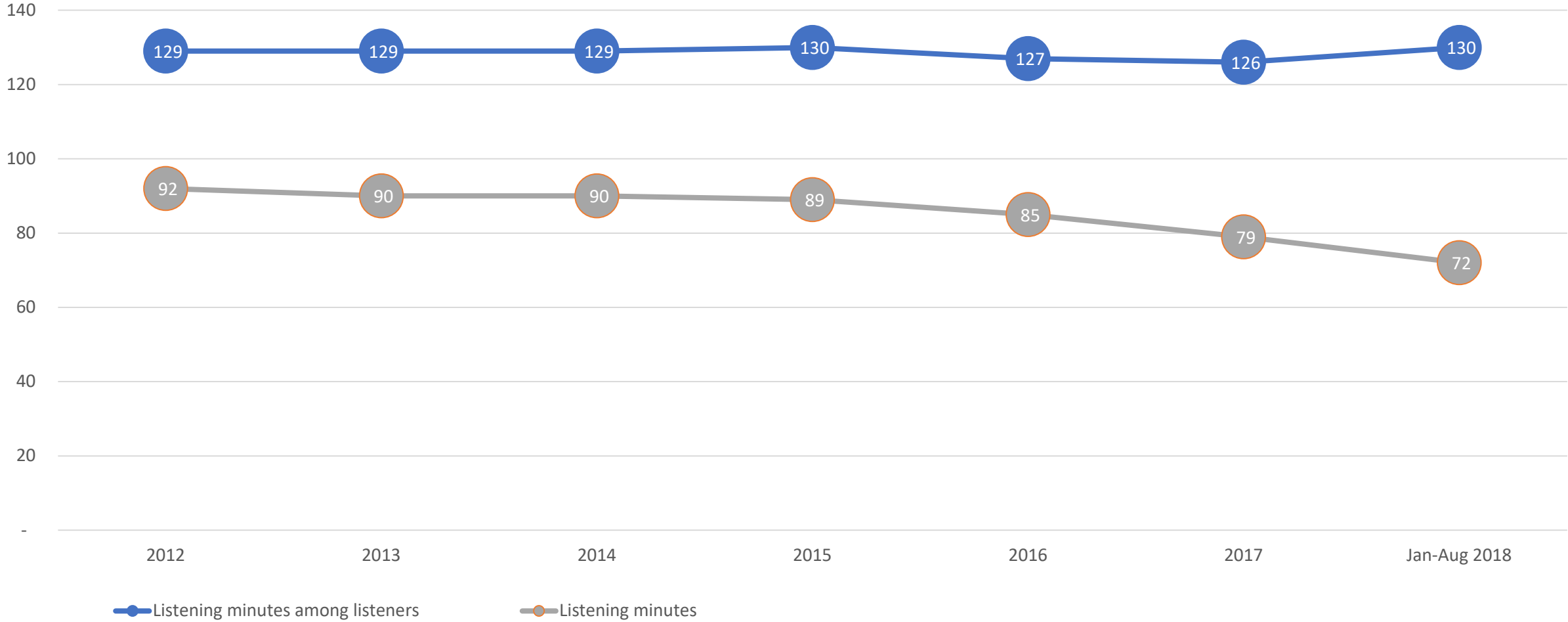


10+ people living in private households and having the opportunity listening to digital radio program at home or in car

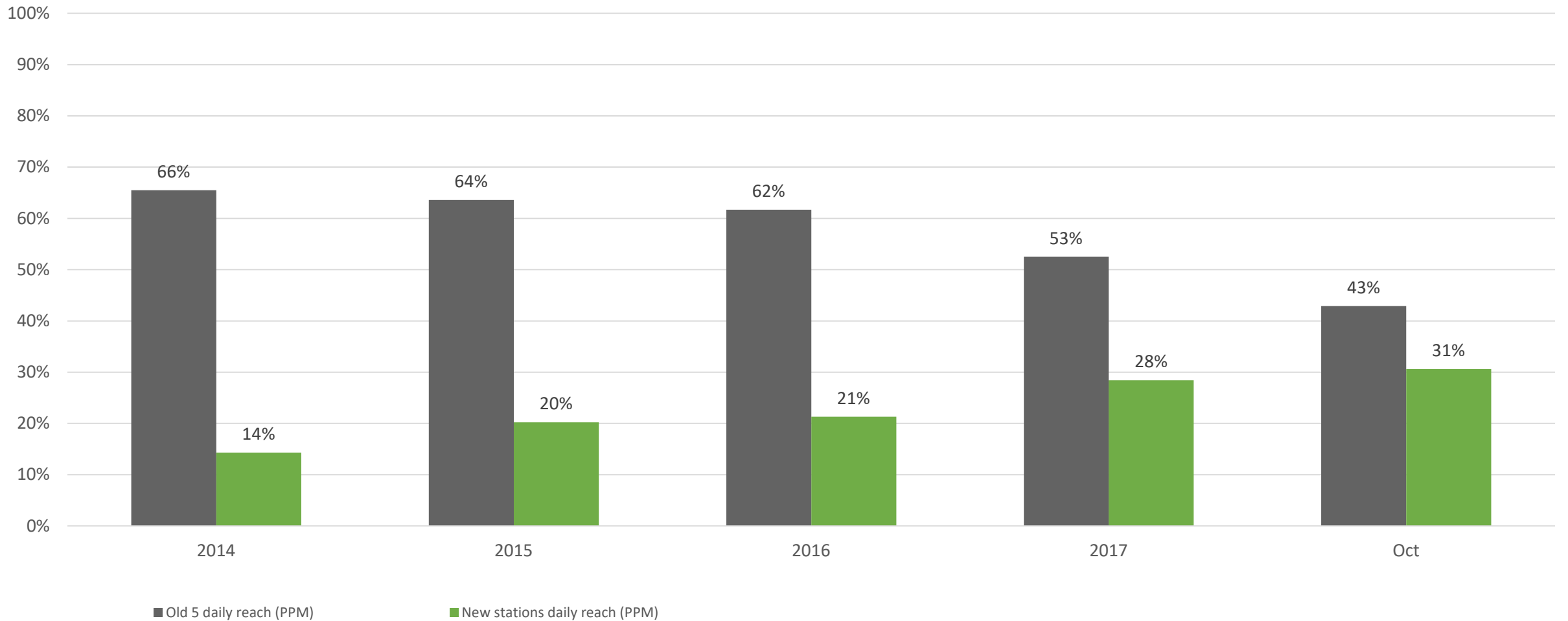
# Reach: 9 out of 10 are digitized



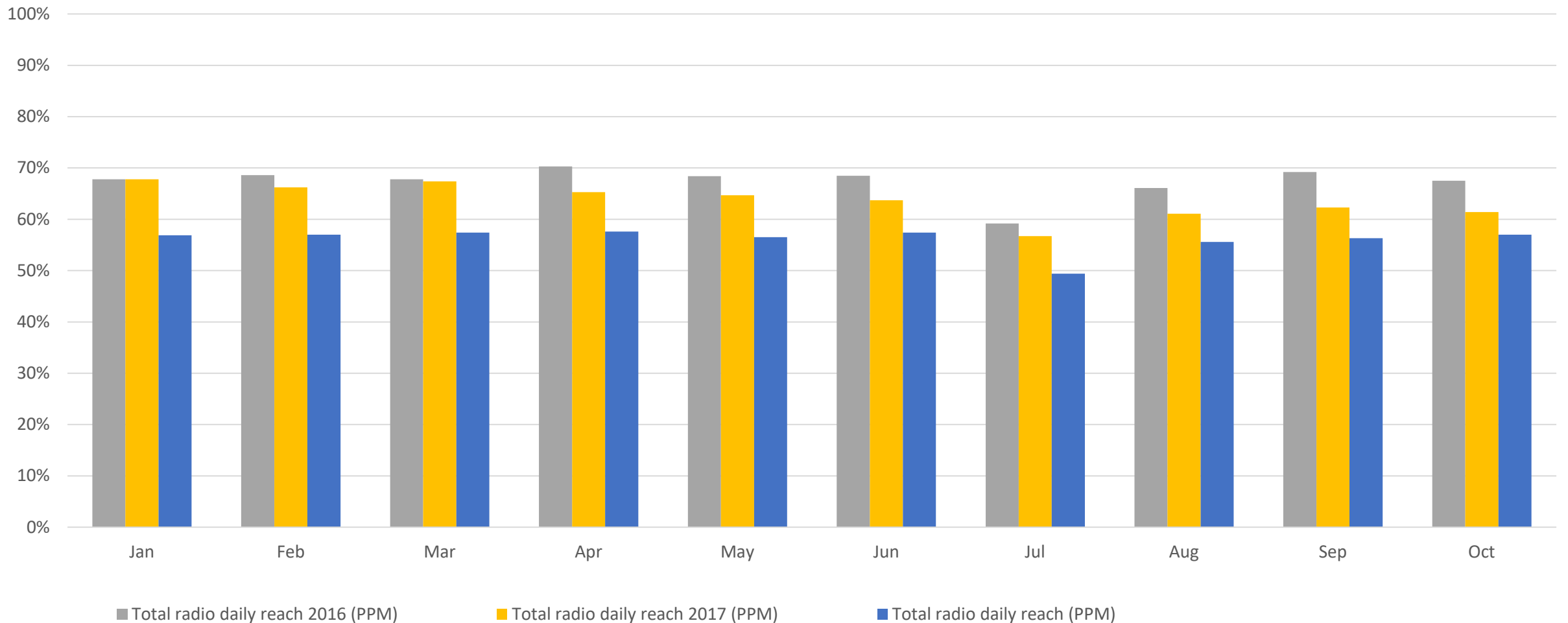
# Listening among listeners increases after DSO



# New stations grow

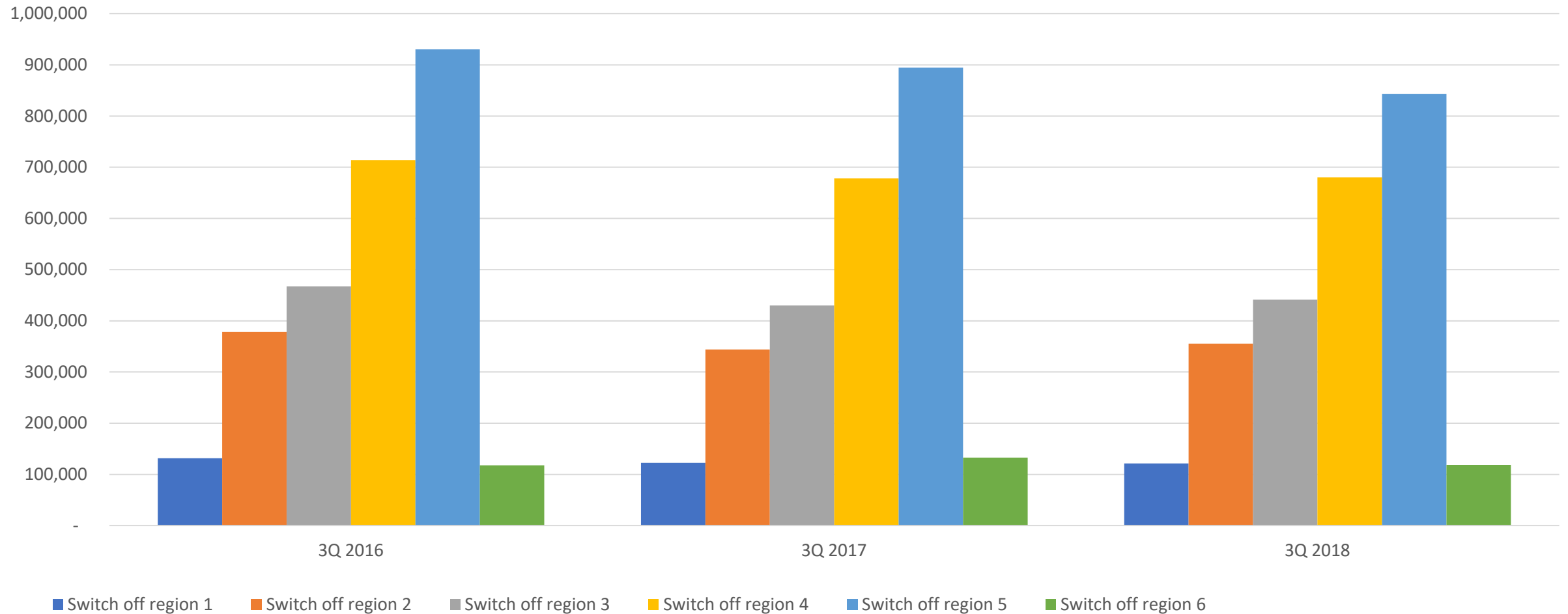


# Summer drop – a normal phenomenon



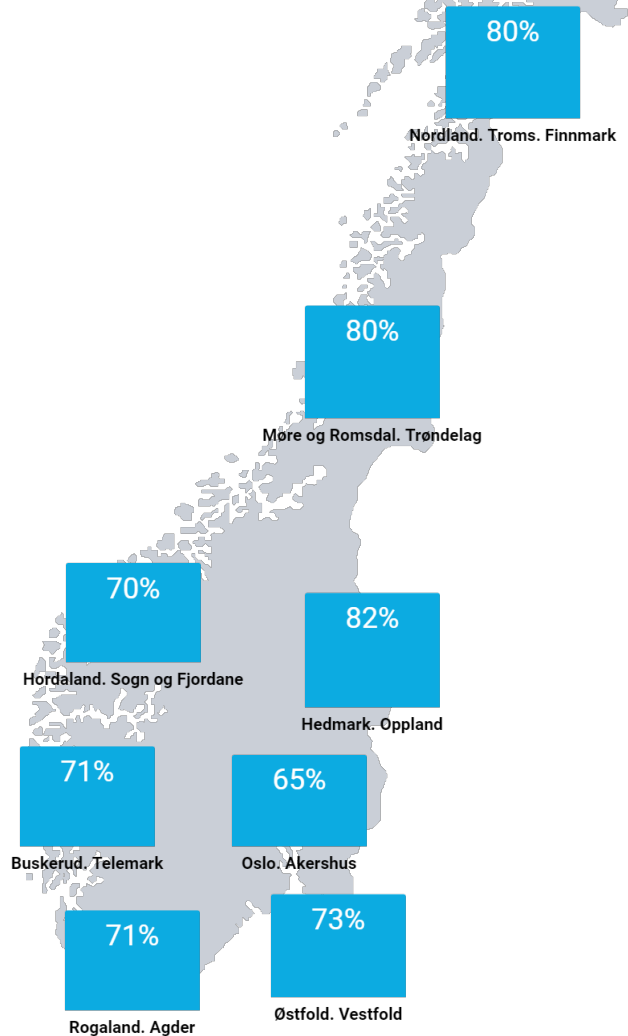


# Still FM slows down the Oslo region



# DAB at home

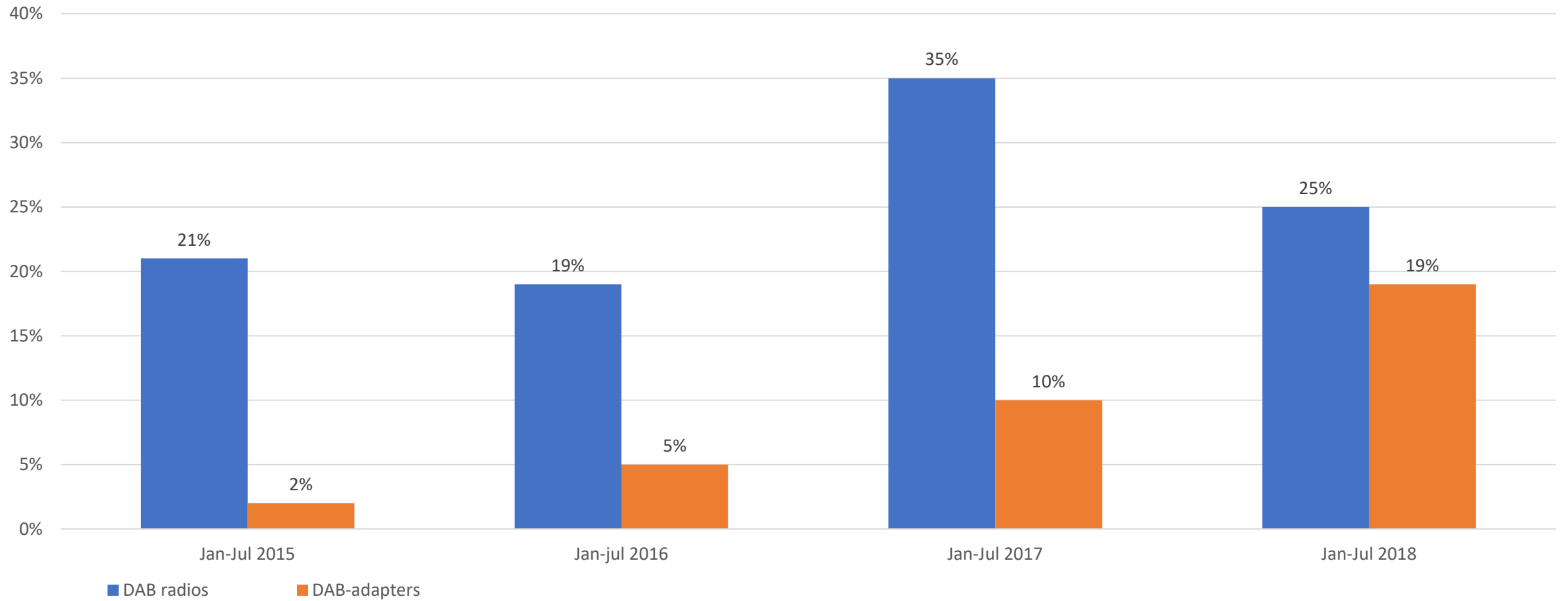
10+ individuals having digital radio at home or analogue with adapter



N = 4 618 254

Source: Nielsen Radio Measurement in Norway - Establishment Survey 2018

# Radio sales





# “The Digital Future of Radio”

2

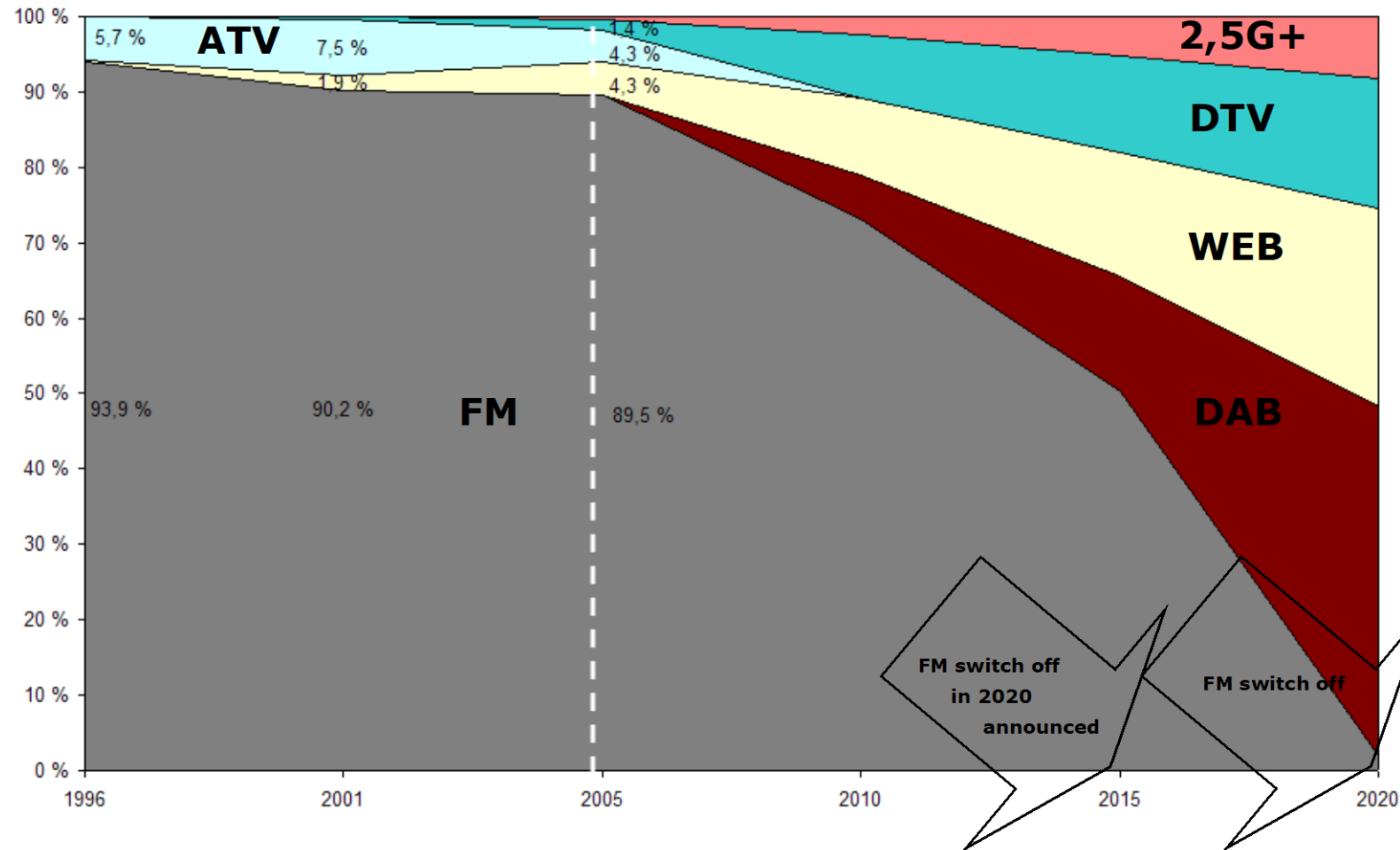
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# Radio via all plattformen

- a scenario based on FM switch off in 2020...

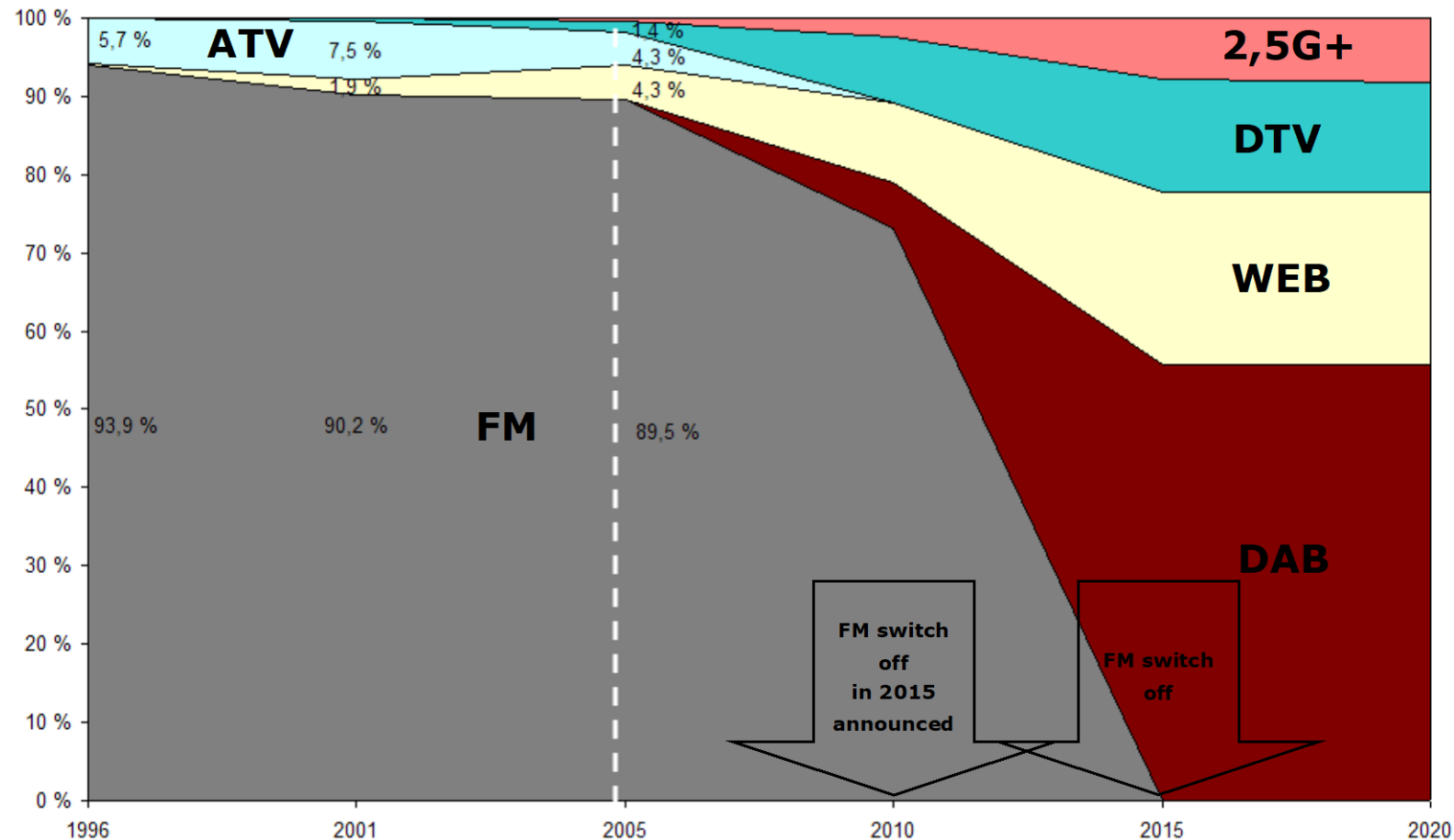


Source: Nordic Web Radio's forecast "Radio's Digital Future" 2004.  
The dotted line shows the actual situation in 2004/2005

2004

# Radio via all plattformen

- an alternative scenario based on FM switch off in 2015...

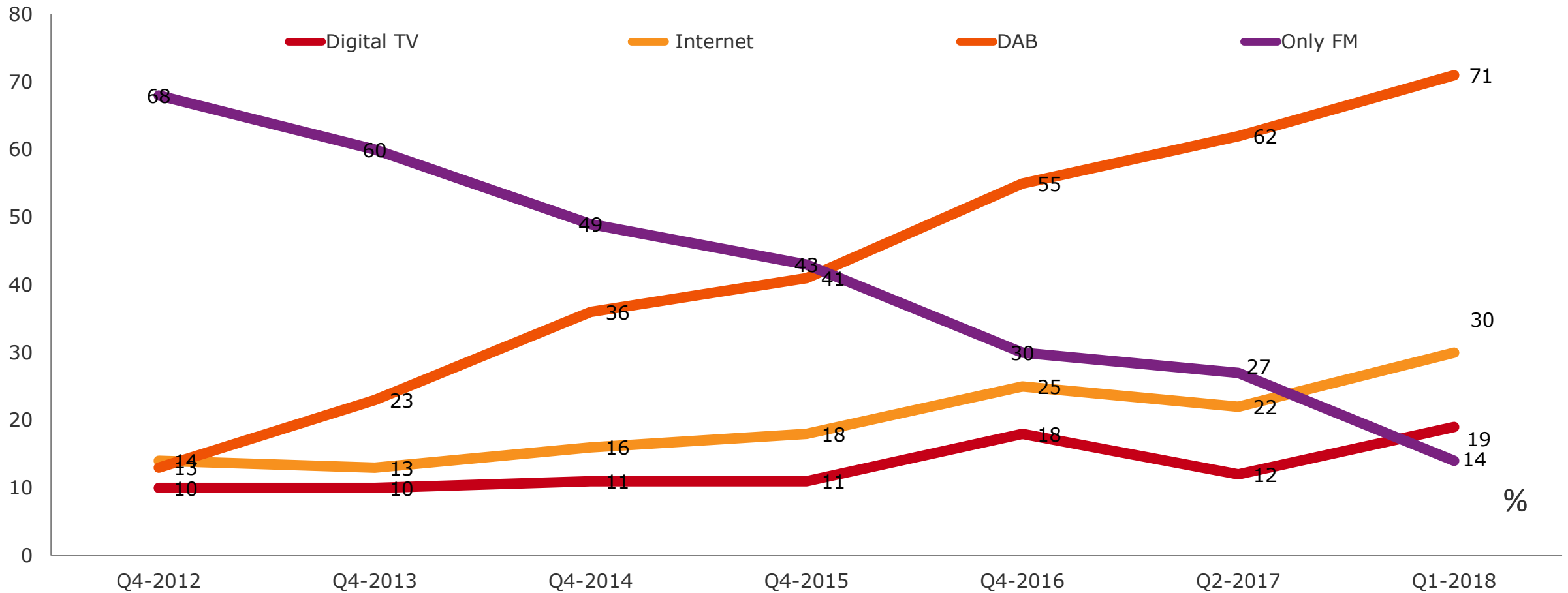


Source: Nordic Web Radio's forecast "Radio's Digital Future" 2004.  
The dotted line shows the actual situation in 2004/2005

2004



# DAB by far the biggest platform



Base: n= 621, Digital reach among daily listeners

Source: Kantar Media, Digital Radio Survey

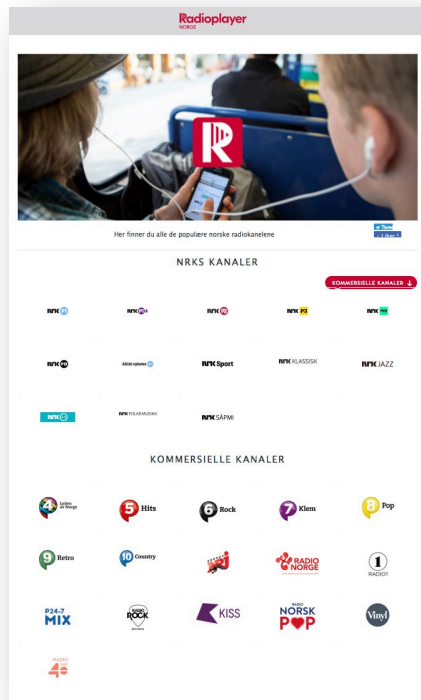
Radio is...





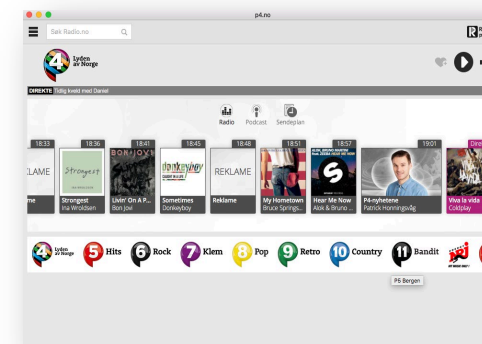
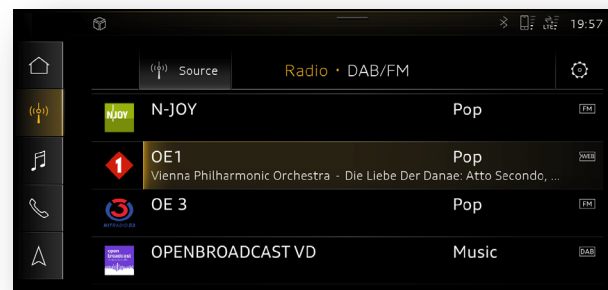
Radio is also...





# Radioplayer

## NORGE





# Summary

- Every market is unique
- No digitization without switch off in Norway
- People love more content
- The listening figures are rising again
- Listening minutes among listeners are increasing
- Digital radio consist of many platforms
- DAB as the backbone secures free to air radio to everyone

# FIT FOR THE FUTURE







Want to know more about  
the our learnings?

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