

Digital radio in Norway – the process

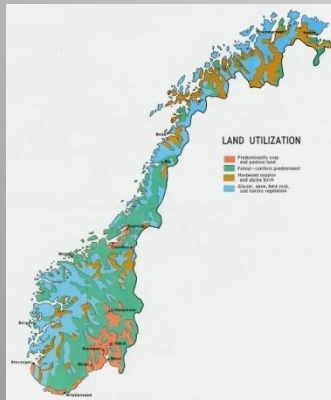
**PBI, Singapore
October 27th, 2011**

**Tommy Hansen
Director, Communications & Public Affairs
Norwegian Broadcasting Corp.**

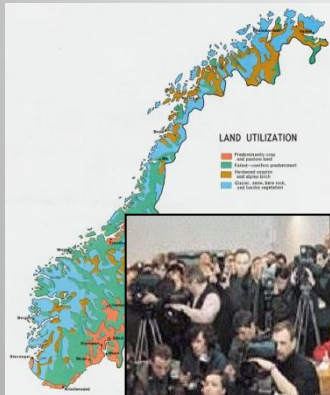
The Public Broadcaster only care for itself...



Different technology



In the future...



Winners

Hero



Victim

Monster



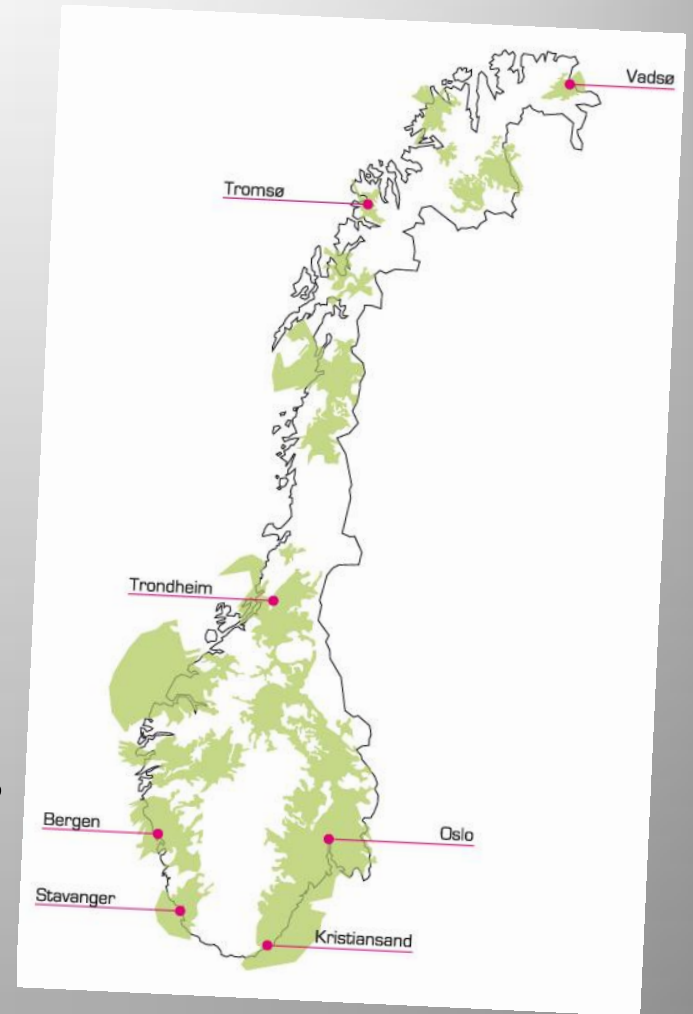
Waste of money

Expert



Status

- Format: DAB
 - In transition to DAB+
- Population coverage: 80%
- Penetration of DAB-radios: 20%
- 2 networks with national coverage
 - 1 single frequency network
 - 1 network divided into 7 regions
 - Together 19 channels (DAB/DAB+)
- A political decision to shut off FM in 2017

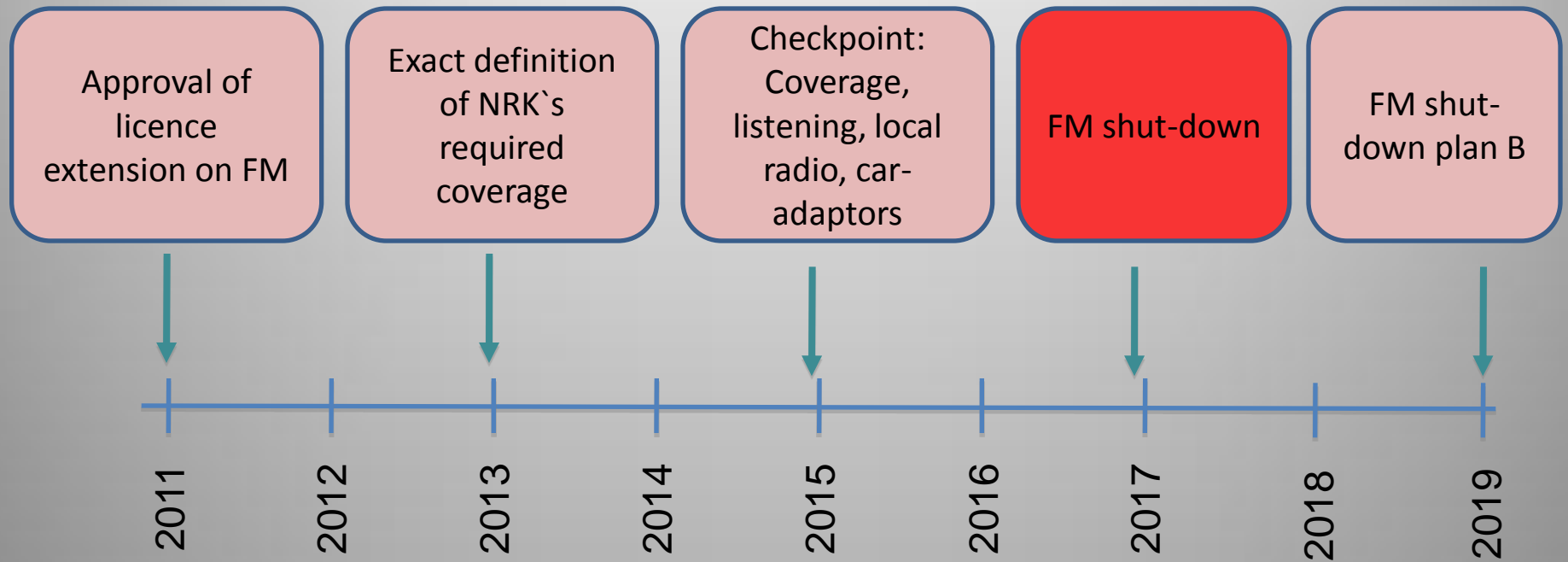


Conditions to switch off FM

Checkpoint Jan 2015

- +99 % coverage for NRK`s multiplex
- 90 % coverage for commercial channels
- At least 50% of the listeners must use a digital platform daily
 - Measuring reach, not market share
 - Today`s level is approx 20%
 - Monthly reach is close to 50%
- Reasonably priced and well functioning car adaptors must be available
 - 1.5 – 2 million cars will need an aftermarket DAB solution
- Digital distribution must give a greater value for the listeners

Plan for migration



Short Norwegian radio history

- 1981: First local, commercial radio on air in Norway
- 1993: P4 is started, first national commercial radio station
- 1995: NRK Classical on DAB, first fully digital radio channel
- 2004: Kanal 24 (Channel 24) is started. Takes over P4`s FM-network after competition for the license
 - P4 gets a semi-national network
- 2006: Kanal 24 sold to SBS Radio, after massive losses
- 2008: Kanal 24 re-branded to Radio Norge
- 2009: Heavy criticism against the Minister of Culture
 - Criteria for local radio licences unclear, Radio1 lost it`s licence

Working together



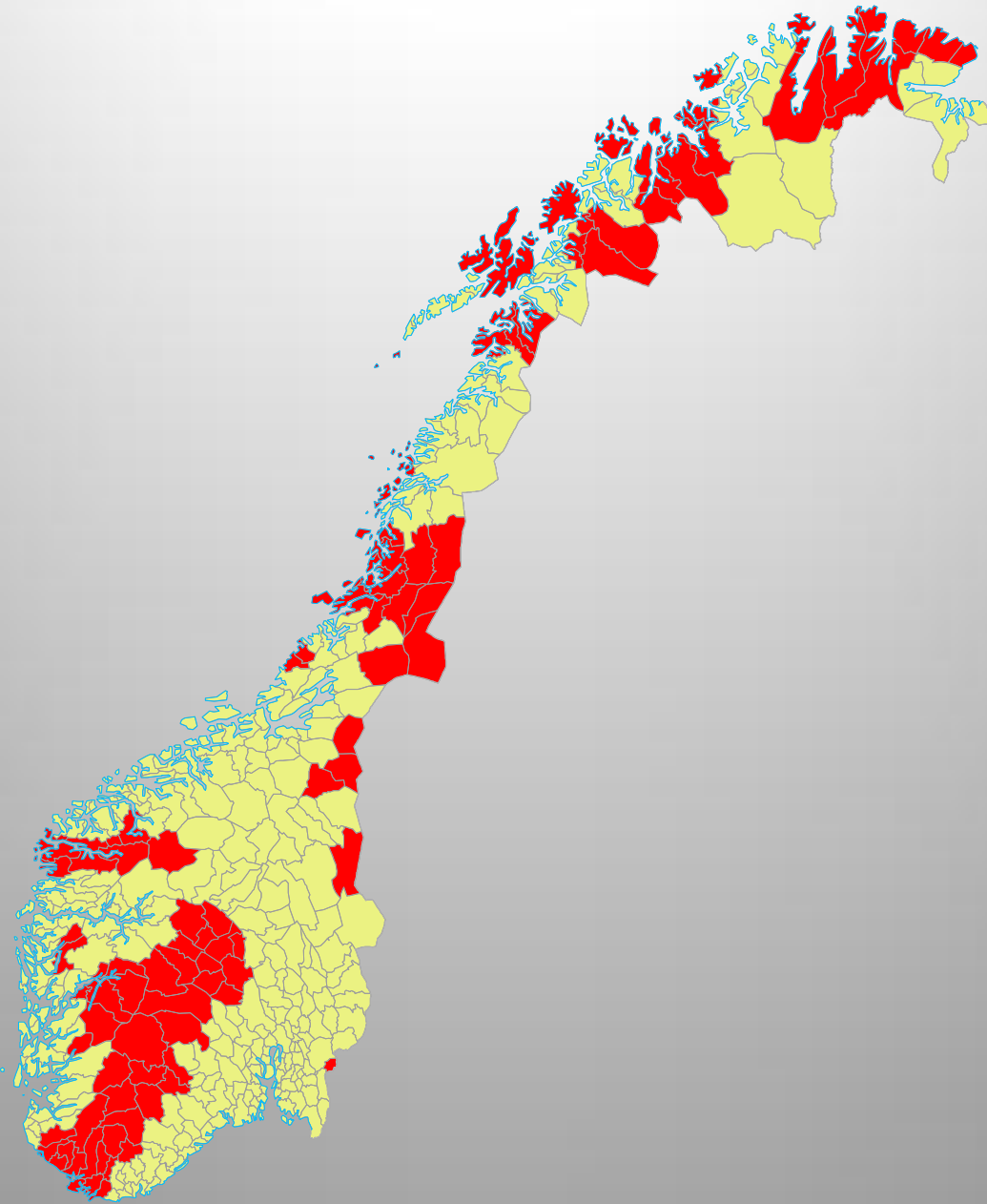
- Digital radio association since 2000
- A limited company from 2010
- 2 main objectives
 - Work for a political plan for the transition to digital radio
 - Become a multiplex operator
- In addition, provide information to the public

Motivation to cooperate

- Radio losing market share versus other media over time
- High transmission costs, small population
 - 2000 transmitters on FM deliver 3 national channels
 - 650 transmitters on DAB will deliver 19 (17 DAB and 2 DAB+) national channels
- Risk connected to losing radio licenses
 - On DAB the current licence regime is abandoned

Advantages

- *One* voice from the radio industry gives power versus the authorities
 - Provides a ground for making decisions
- High credibility



What have we achieved?

- A plan for switch off
- A powerful tool
 - for implementing the transition
 - to ensure low cost distribution
 - organize all digital radio distribution

So will FM be shut down in 2017?

- Yes!
- The public and commercial broadcasters are united in making the switch-off happen
 - Coverage will be built, new content will come
- Broad political support for the migration plan