

ABU – DBS 2018

WorldDAB workshop



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How Why Results



How



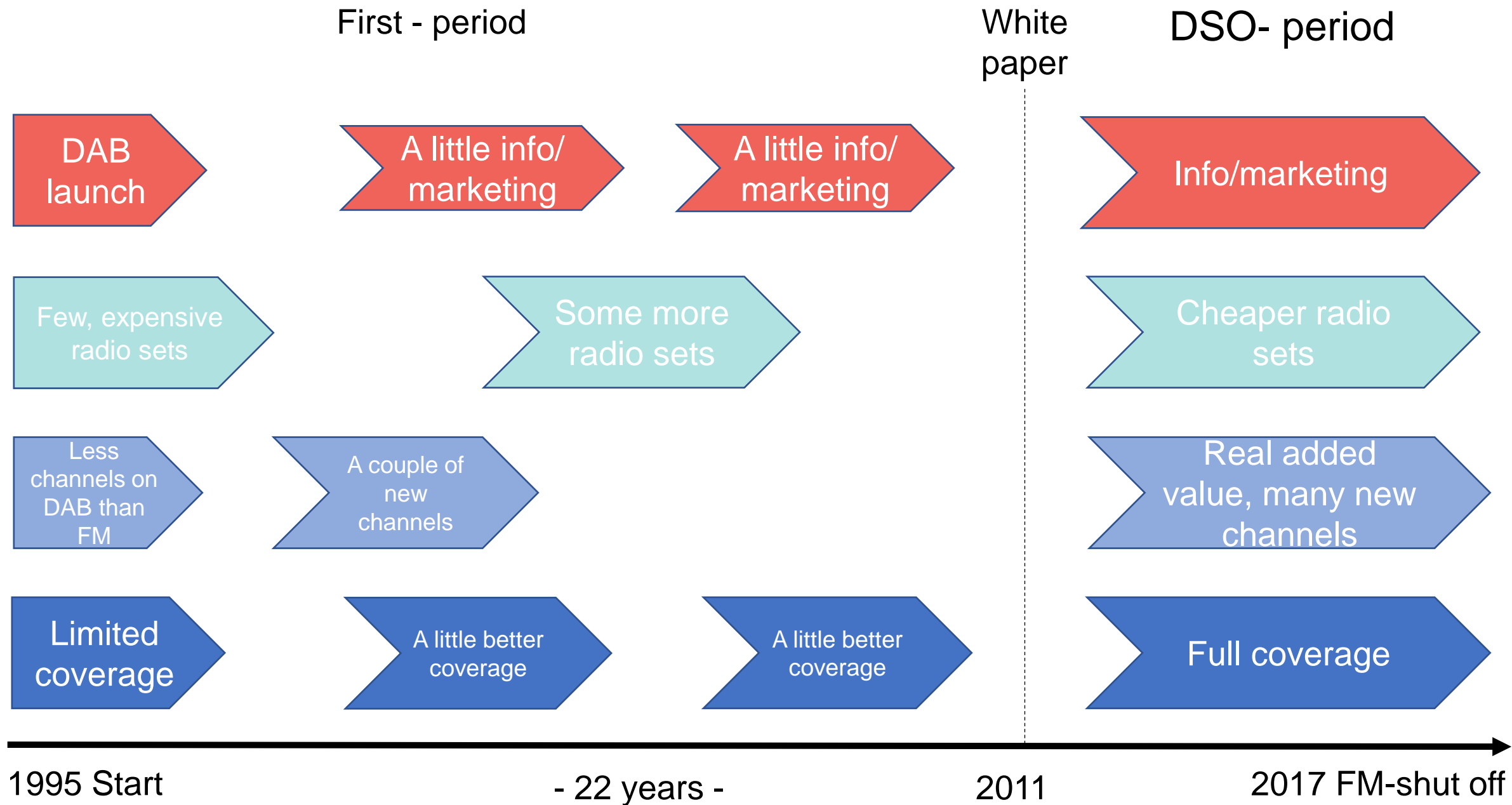
NRK



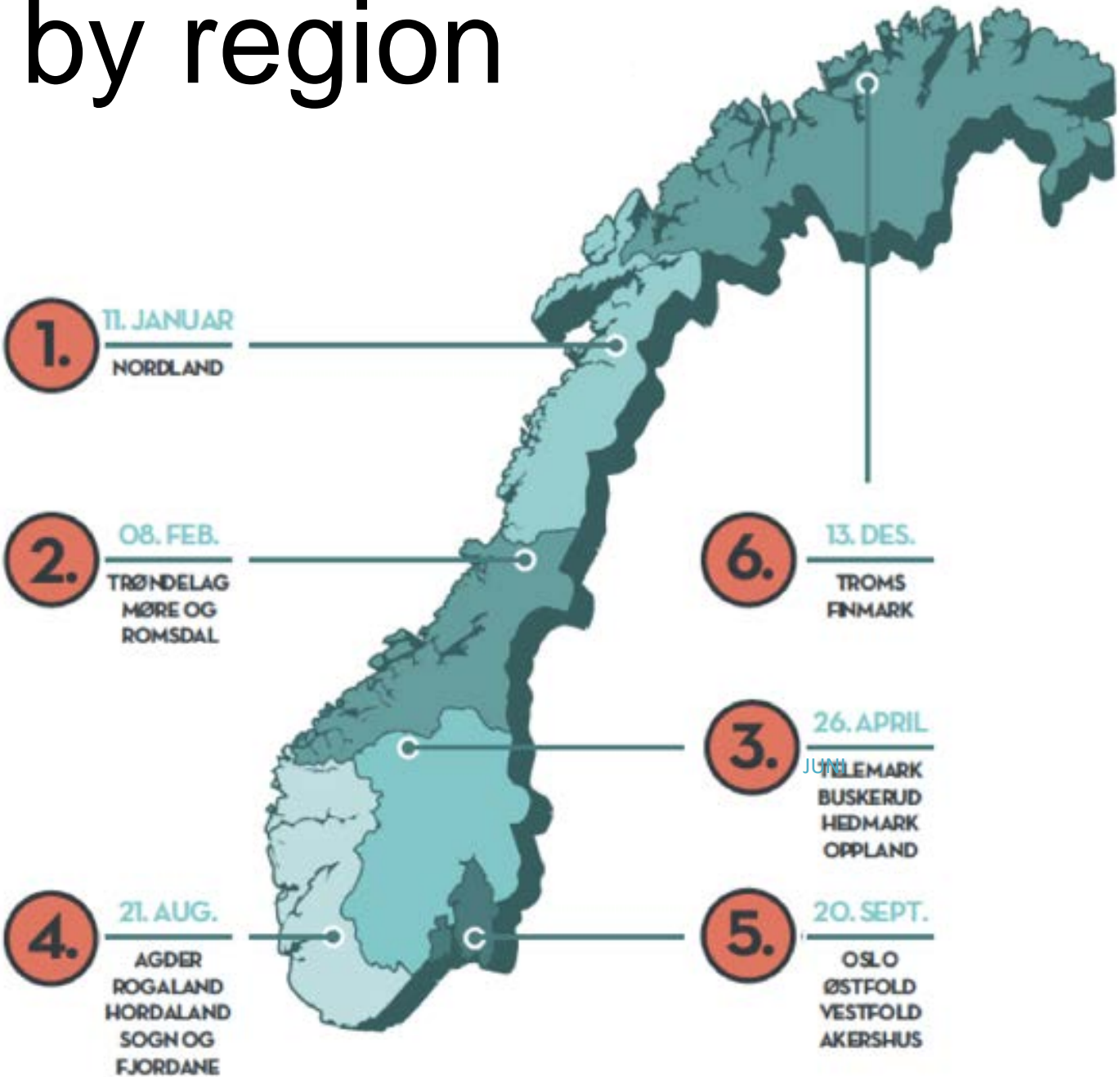
P4 Group



Bauer Media



Region by region

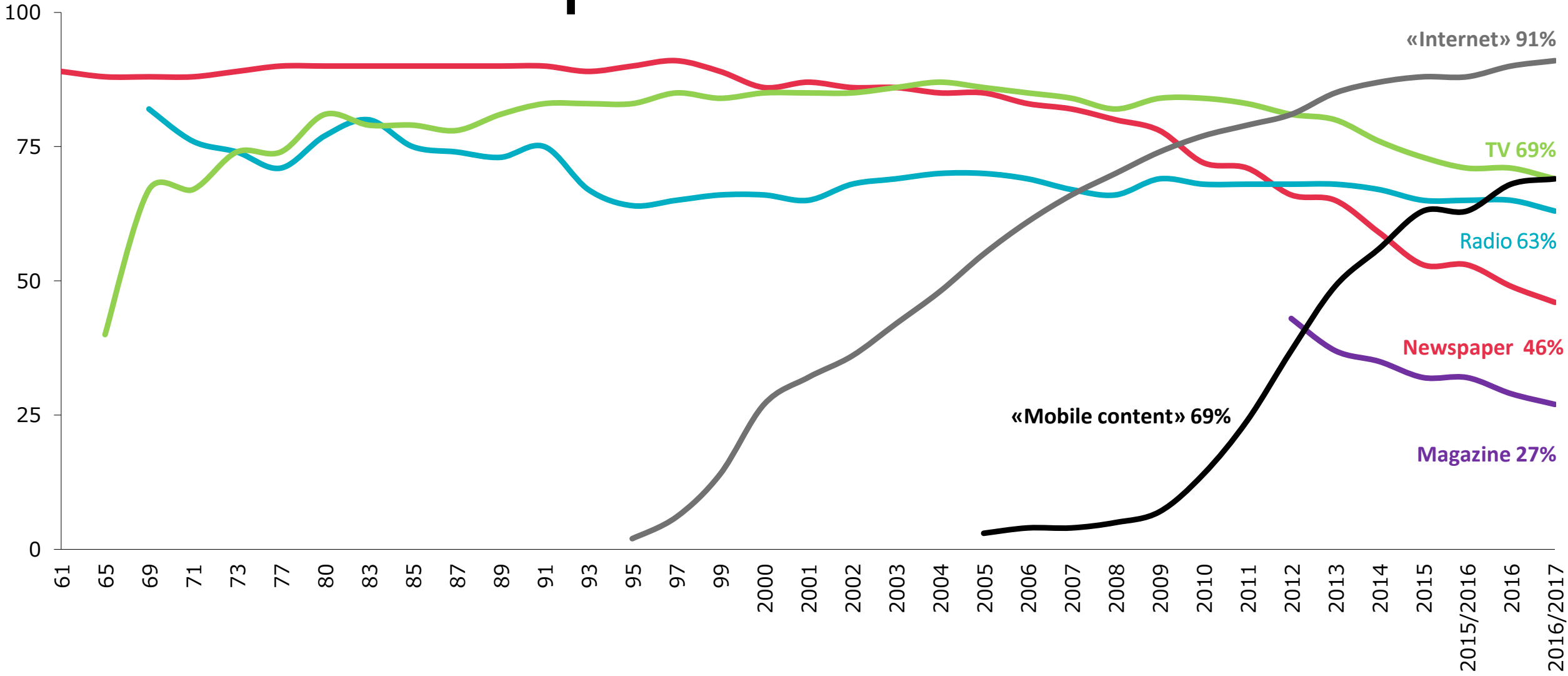




Why

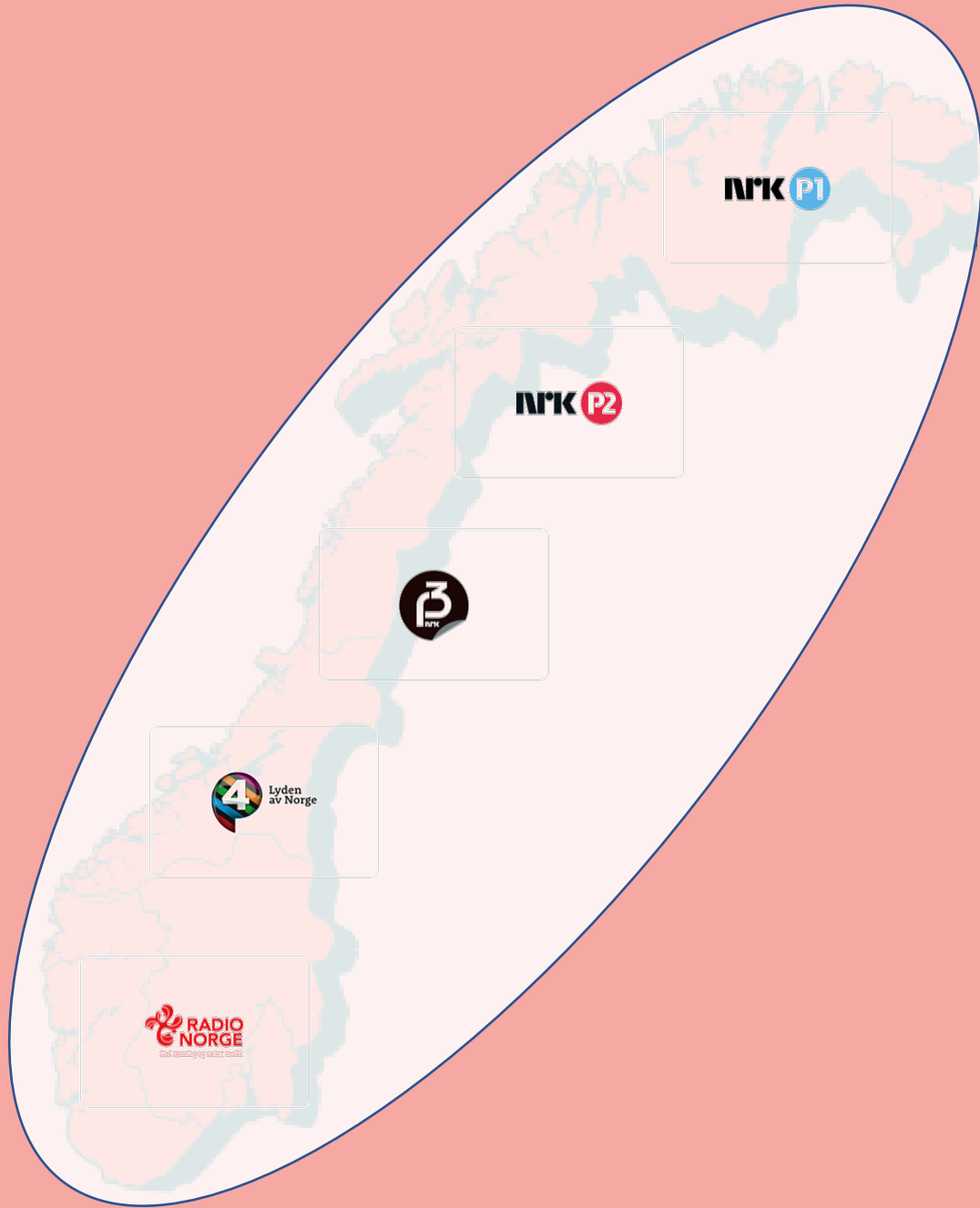


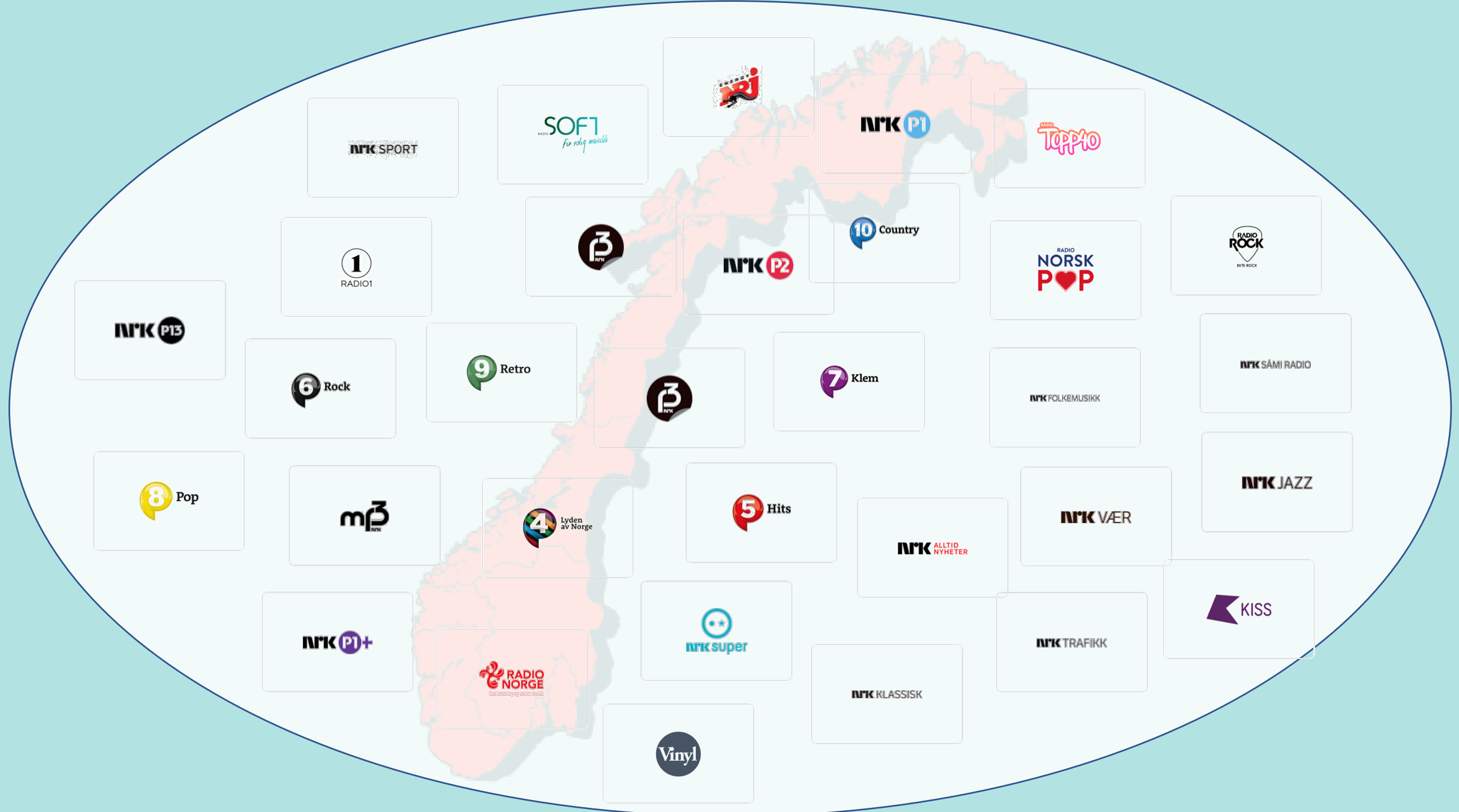
Media development 1960 - 2016/2017

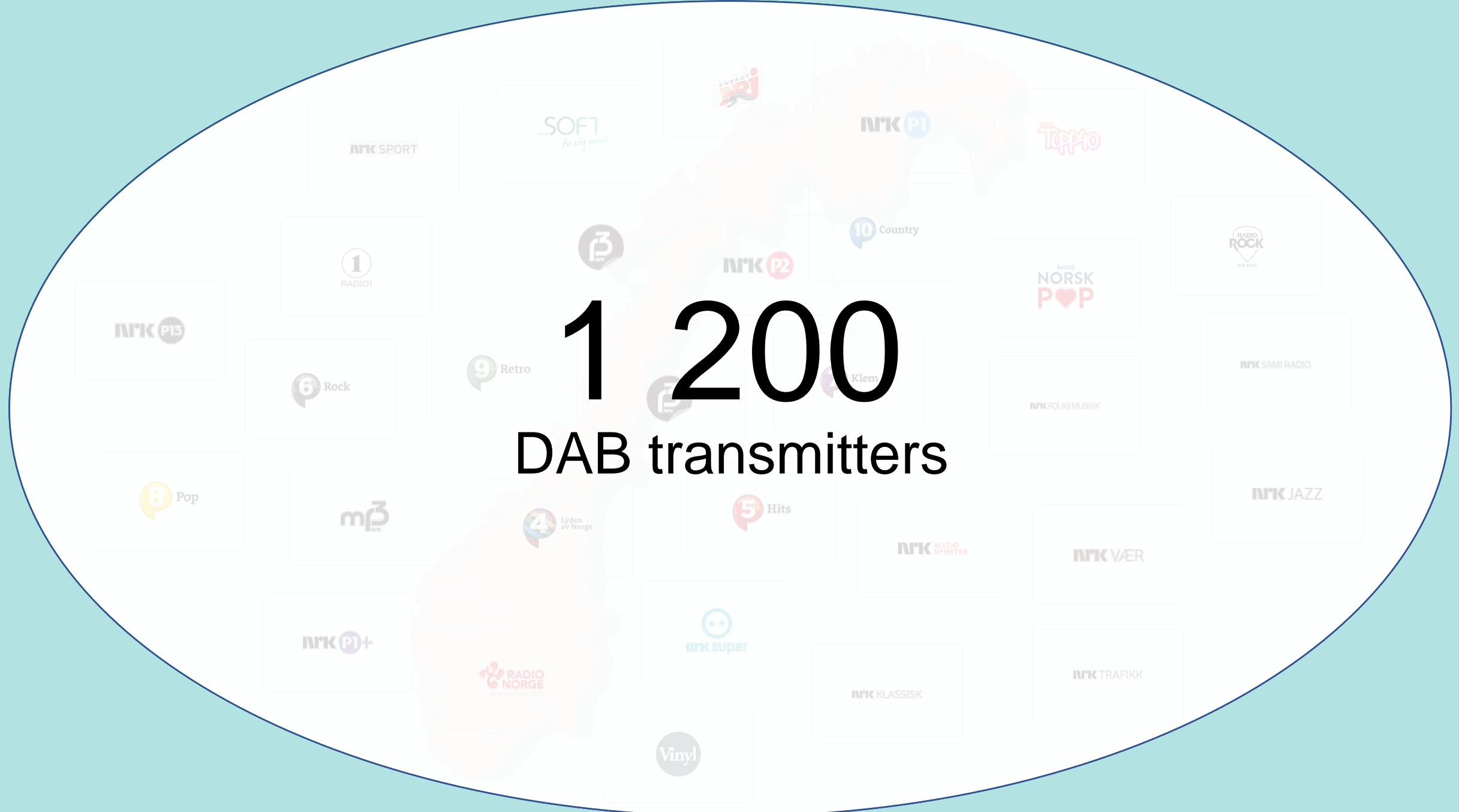


Source: KANTAR MEDIA

Daily use newspaper, radio, tv and internet





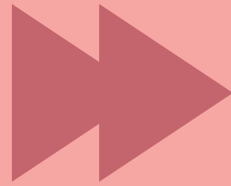


1 200 DAB transmitters

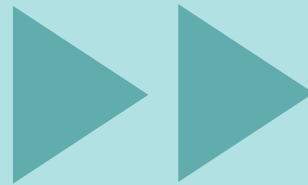


3 000+
FM transmitters

Digitization of newspapers and television



Digitization of radio





Radio is...





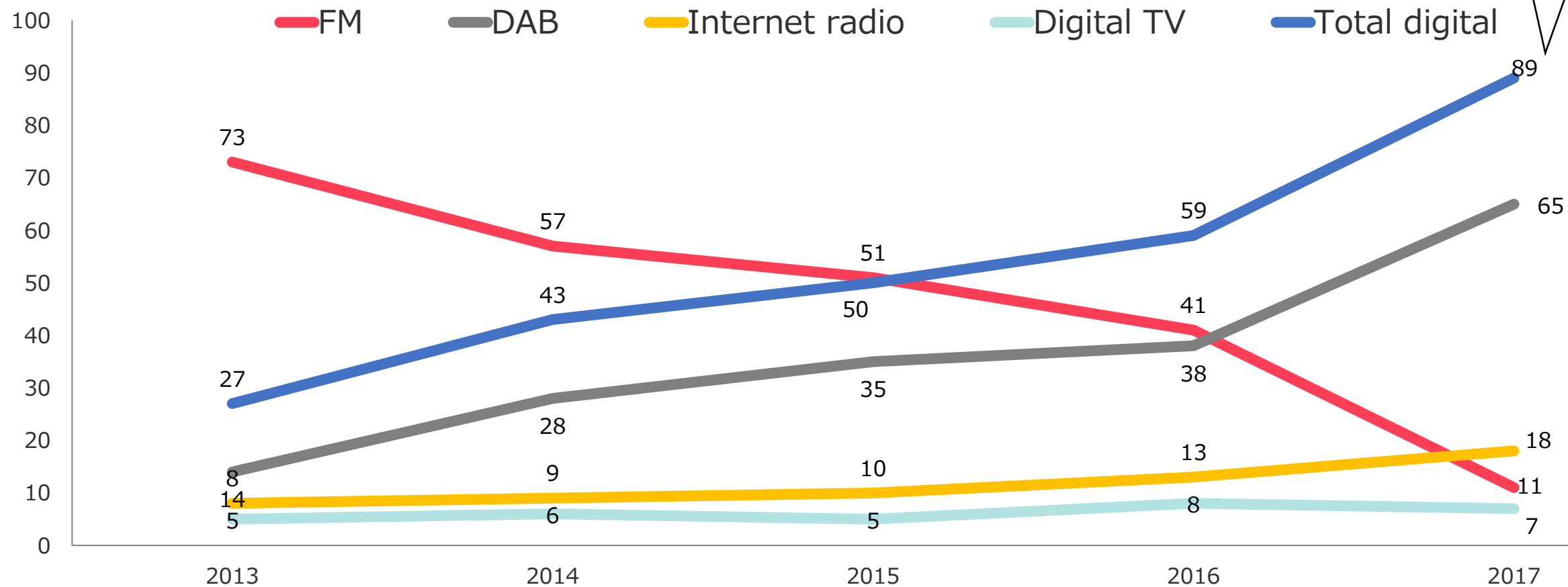
CONTENT

FREE

AVAILABLE

EASY

Share of time spent



Before switch off in the Oslo region



Results (so far)



January 2017:

FM on

10.1 mill radios

2.9 mill cars

January 2018:

FM off

5.4 mill radios

1.4 mill cars



January 2017:

FM on

10.1 mill radios

2.9 mill cars

83.2%

3 714 000

weekly listeners

January 2018:

FM off

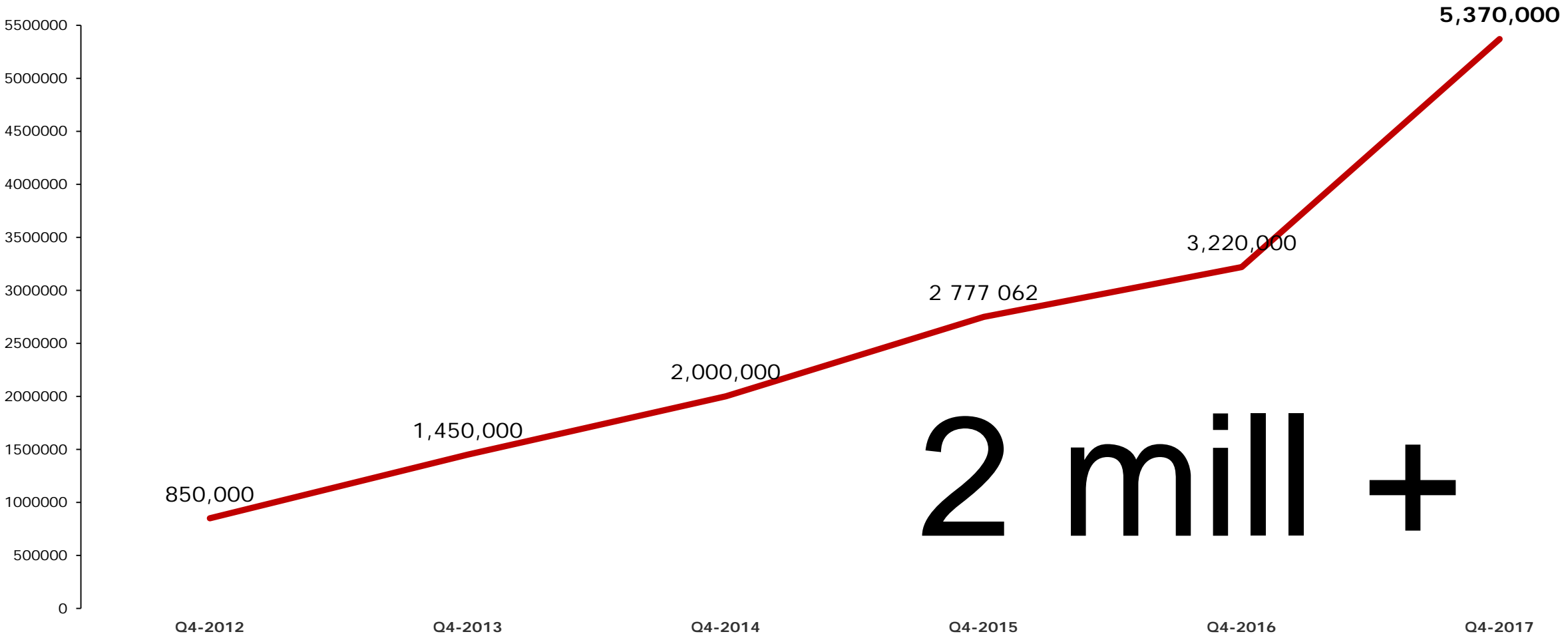
5.4 mill radios

1.4 mill cars

81.4%

3 670 000

weekly listeners



• Base: n= 1000

Basert på SSBs statistikk over antall husstander: 2 348 797

Husstandsvektet



NRK P2

NRK P3

RADIO NORGE
God musikk og variert lyd

NRK P1+	mp3	NRK ALLTID NYHETER	NRK P13			
NRK JAZZ	NRK SPORT	NRK KLASSISK	NRK FOLKEMUSIKK			
nrk super	NRK SÁMI RADIO	NRK VÆR	NRK TRAFIKK			
5 Hits	6 Rock	7 Klem	8 Pop	9 Retro	10 Country	ENERGY NRJ
1 RADIO1	RADIO ROCK <small>ESTE ROCK</small>	SOFT <small>RADIO Fin radiq musikk</small>	RADIO NORSK POP	KISS	TOPP10	Vinyl



NRK P1

NRK P2

69.5

3 130 000

RADIO NORGE

1/3

NRK P1+

m3

NRK ALLTID NYHETER

NRK P13

NRK JAZZ

NRK SPORT

NRK KLASSISK

NRK FOLKEMUSIKK

nrk super

NRK SÁMI RADIO

NRK VÆR

NRK TRUFFEL

58.9

5 Hits

6 Rock

7 Klem

8 Pop

9 Retro

10 Country

ENERGY NRJ

1 RADIO1

RADIO ROCK

SOFT

RADIO NORSK POP

KISS

TOPP10

Vinyl

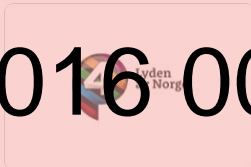
2 654 000



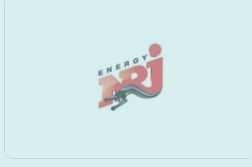
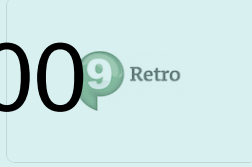
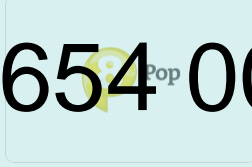
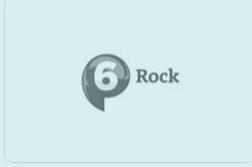
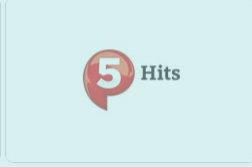
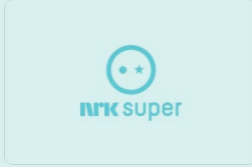
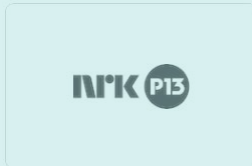
OLD 5 ONLY:



22.5



1 016 000



58.9

2 654 000

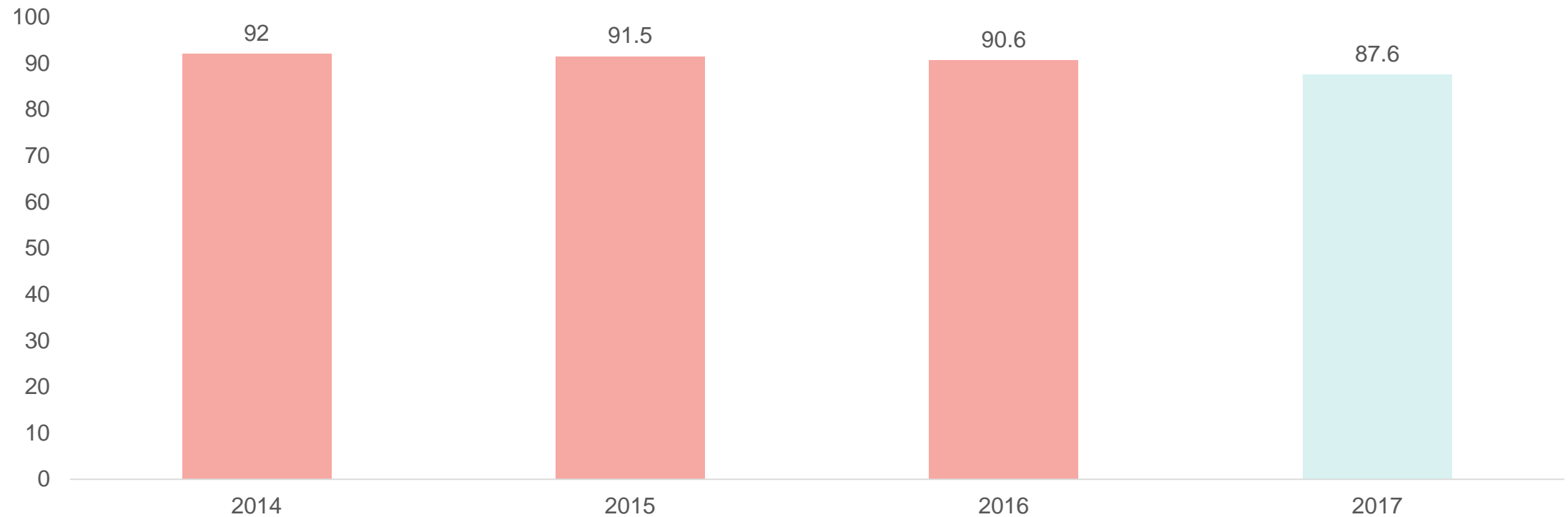
A new dynamic radio market





Weekly listening, total radio

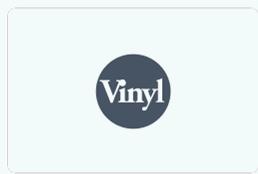
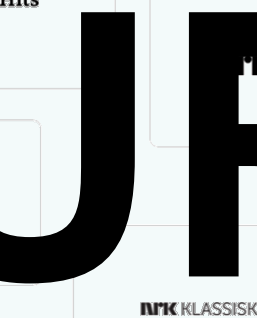
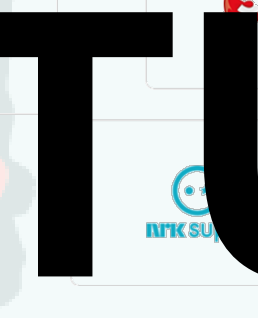
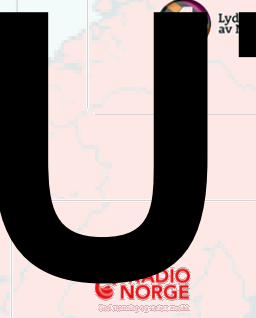
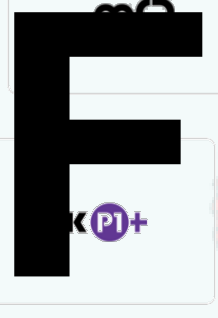
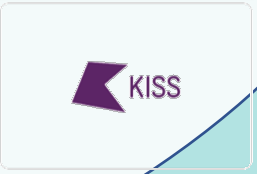
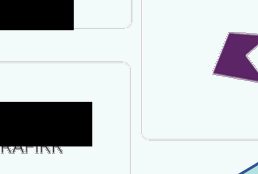
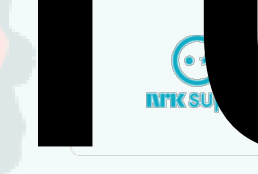
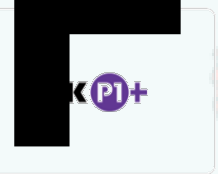
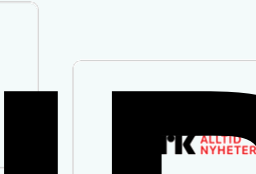
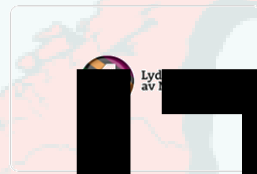
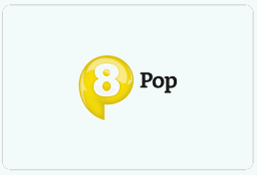
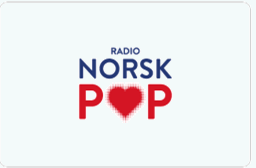
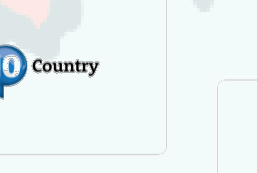
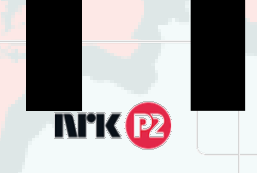
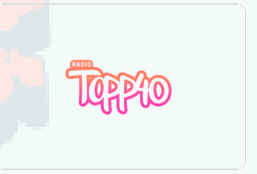
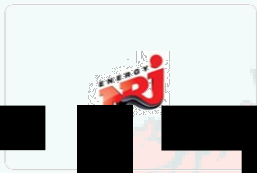
2014 – 2017



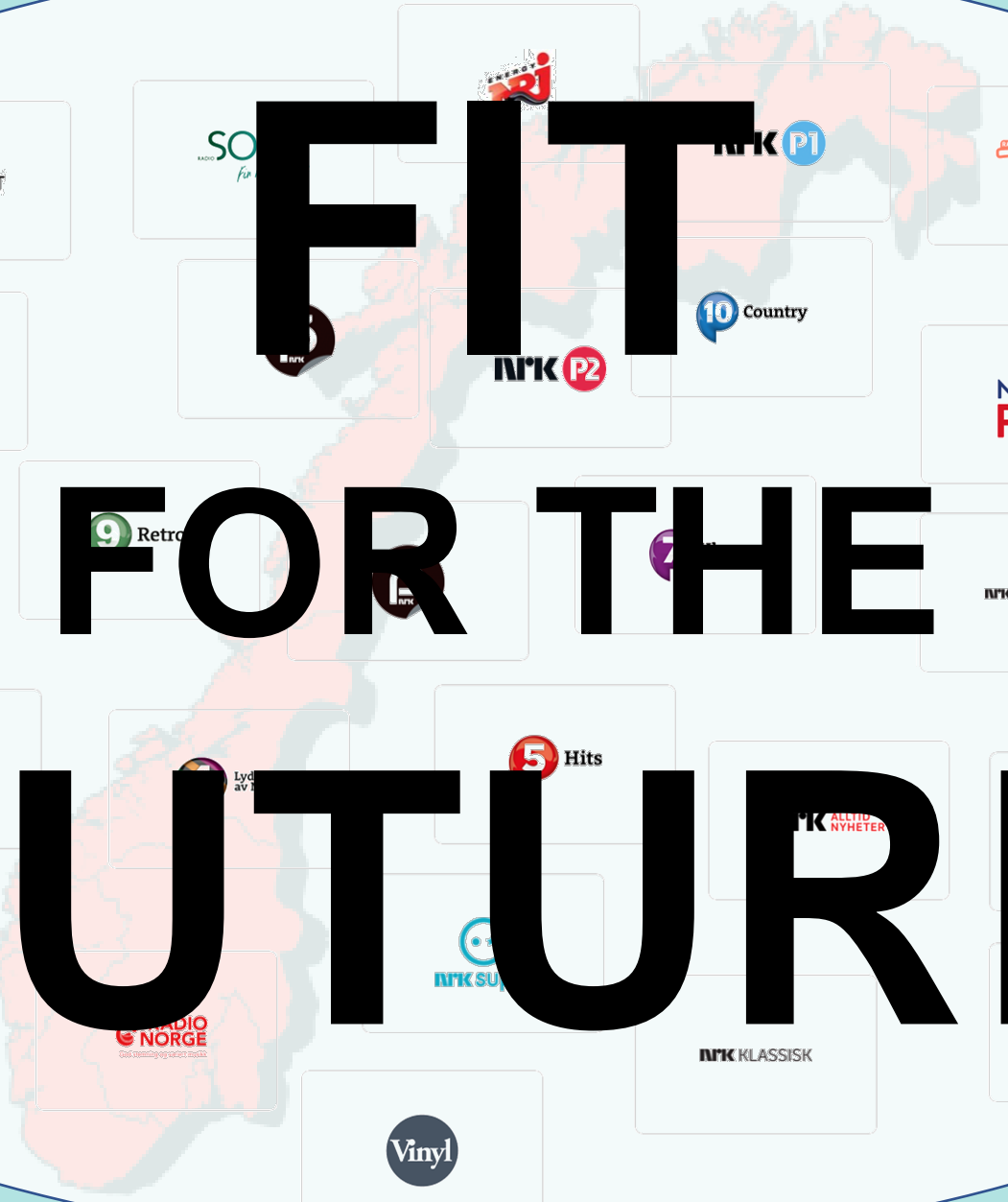


Lessons learned

- **Cooperation** on tech and process, compete on **content**
- Listeners embrace more **choice**
- Listeners are loyal to radio during the switch over, but some need more time to **replace all radios** or establish new digital habits.
- Carefully **planning** of the actual switchover
- **Regional** switch off works
- Public Service Broadcaster with robust license income to switch off **first**.
- Huge need for **information!** DAB more different than we thought.
- Car **aftermarket** difficult, but heavy users converts easier
- Some listeners will always **wait** until they have no more choice
- DRN representing **one voice**, necessary and successful



FOR THE FUTURE



Thank you

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