



Norsk radio blir digital!

67-WP-NH

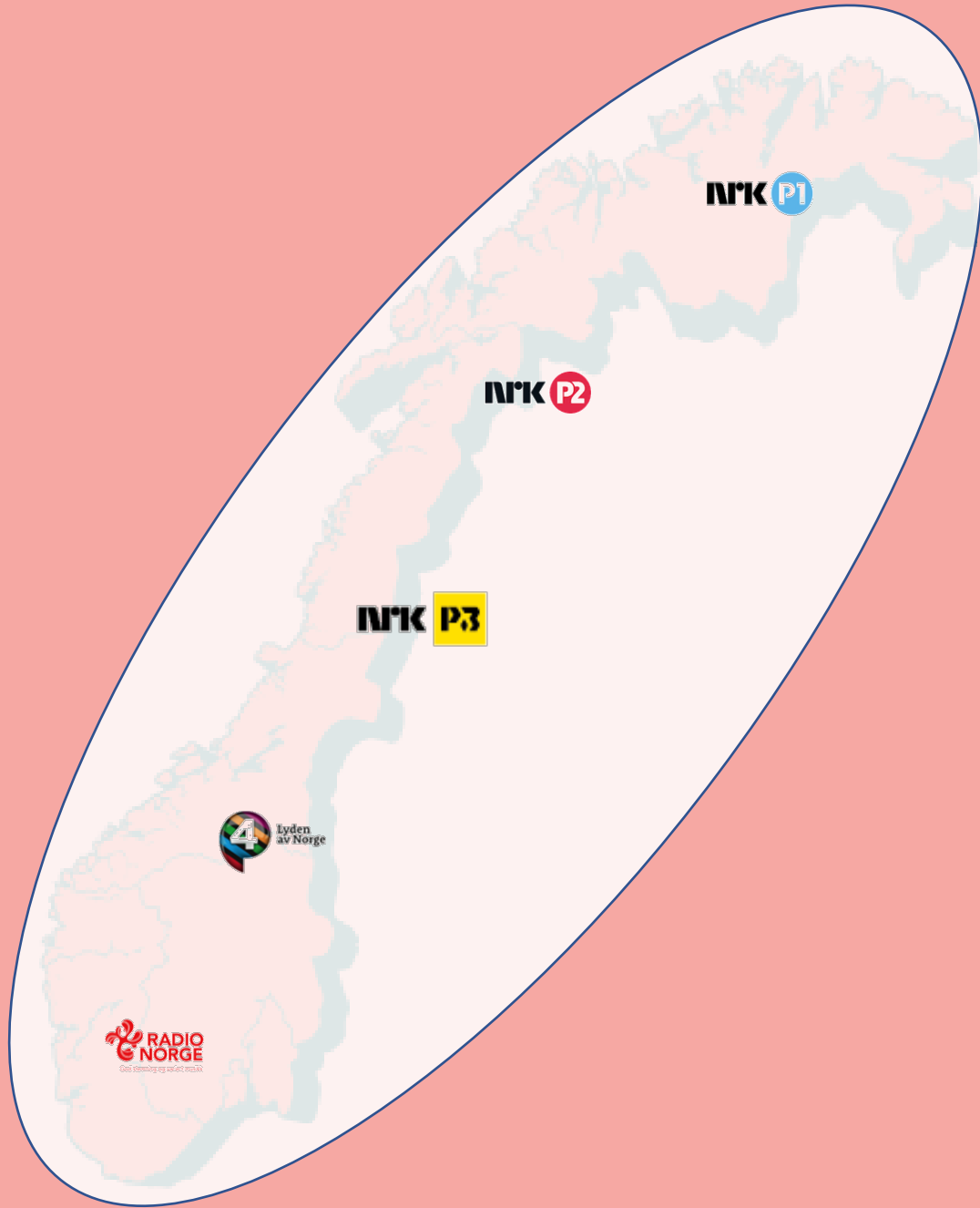


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Every market is unique





NRK P1

NRK P2

NRK P3

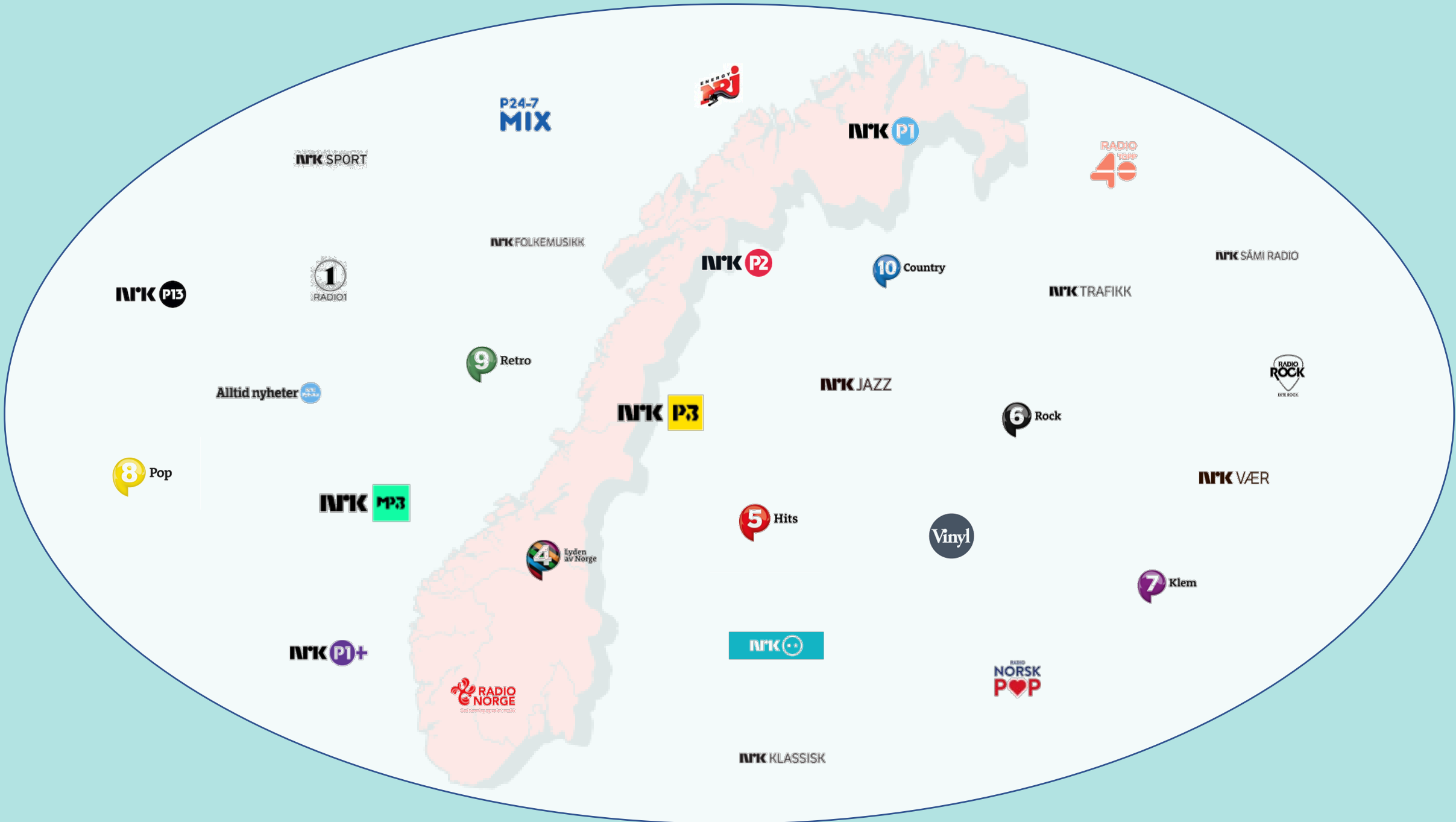


Lyden av Norge



RADIO NORGE

Omst. 1930



P24-7  
MIX

NRK SPORT



NRK P1

NRK FOLKEMUSIKK

NRK SÁMI RADIO

NRK P2

10 Country

NRK P15



NRK TRAFIKK

9 Retro

NRK JAZZ



Alltid nyheter

NRK P3

6 Rock

8 Pop

NRK P3

NRK VÆR



5 Hits

Vinyl

NRK P1+


NRK

7 Klem



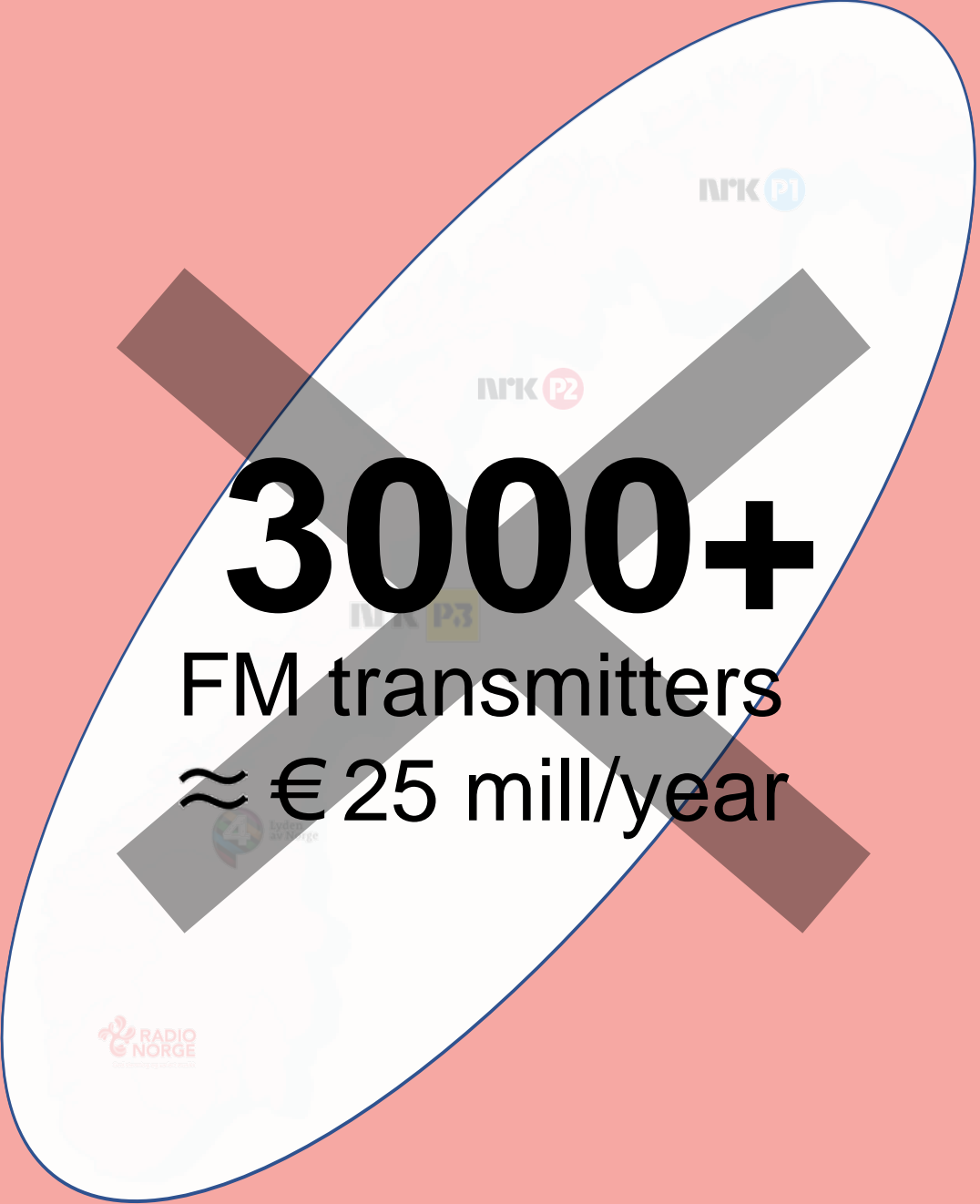
RADIO  
NORSK  
POP

NRK KLASSISK



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



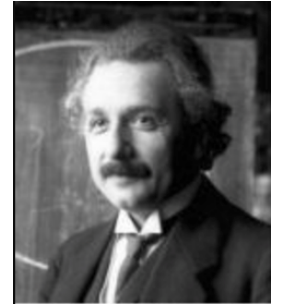


**3000+**  
FM transmitters  
≈ € 25 mill/year

**Being first**

*Make everything as simple as possible  
- but not simpler*

A. Einstein

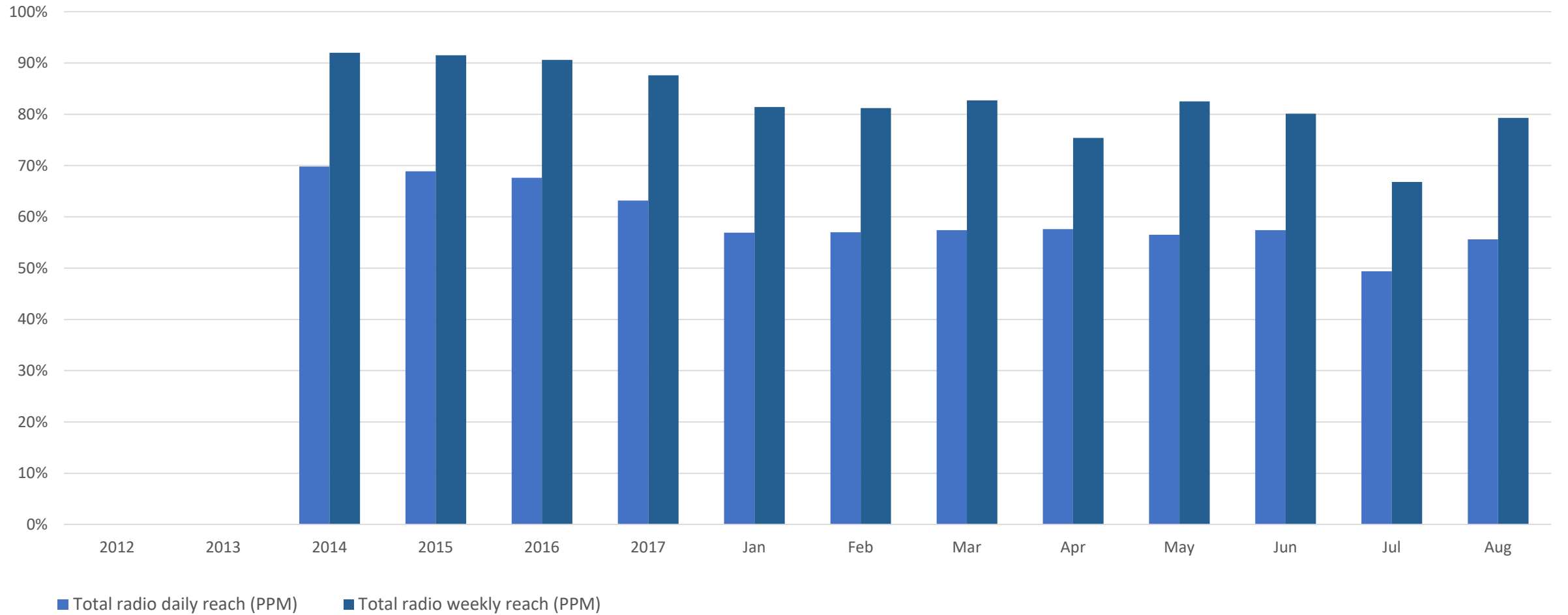




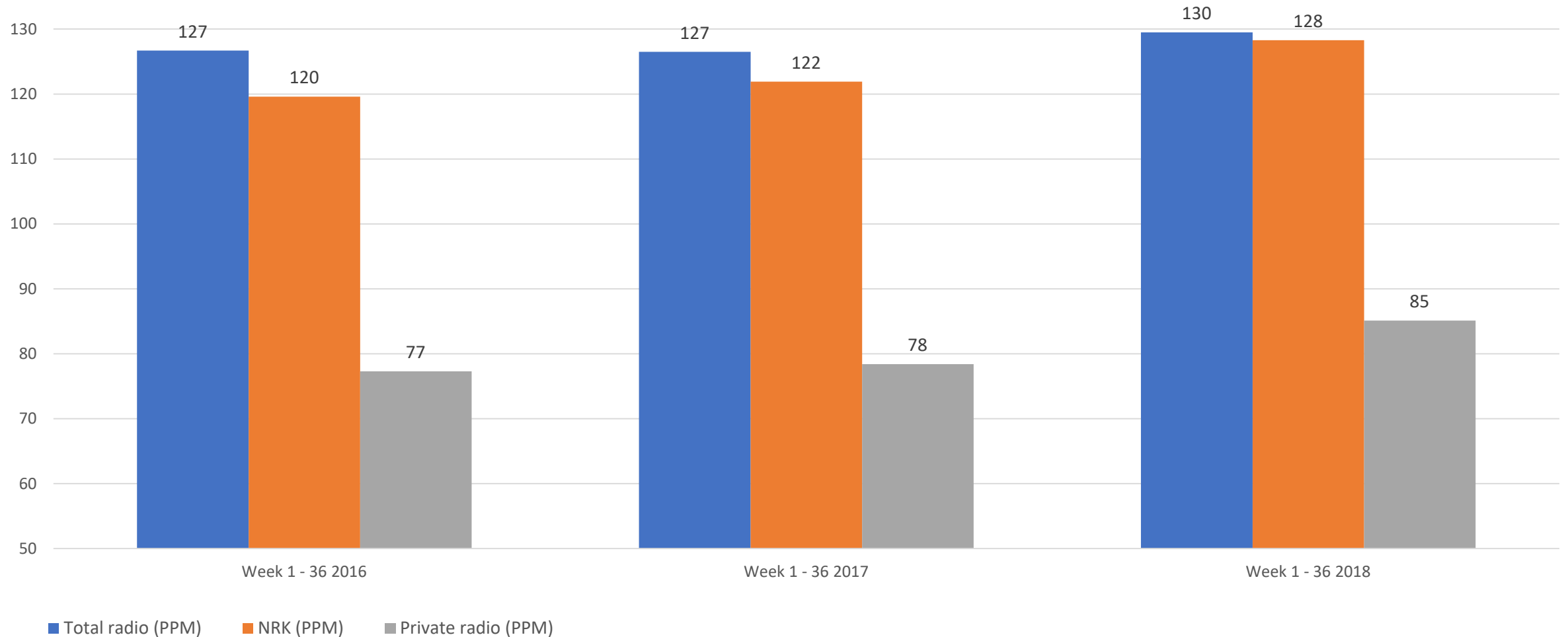


**Fake news**

# Daily and weekly reach

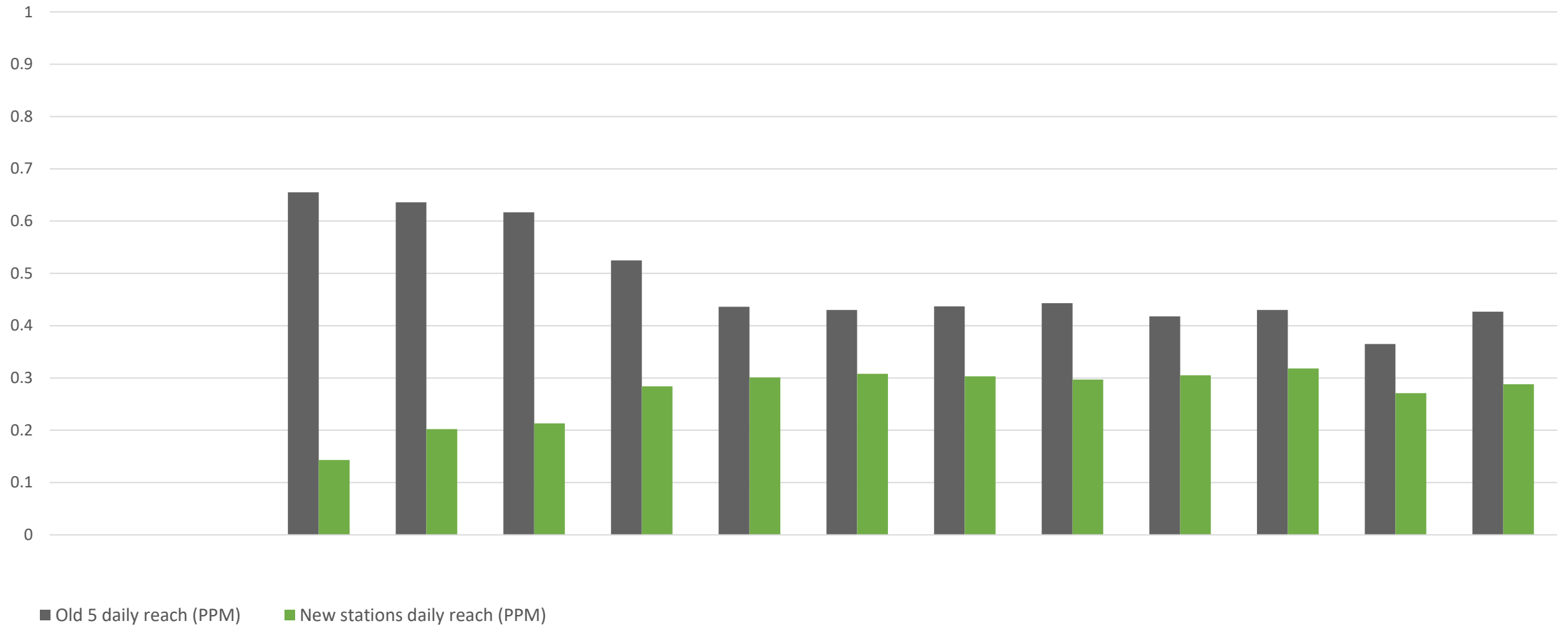


# Listening minutes among listeners

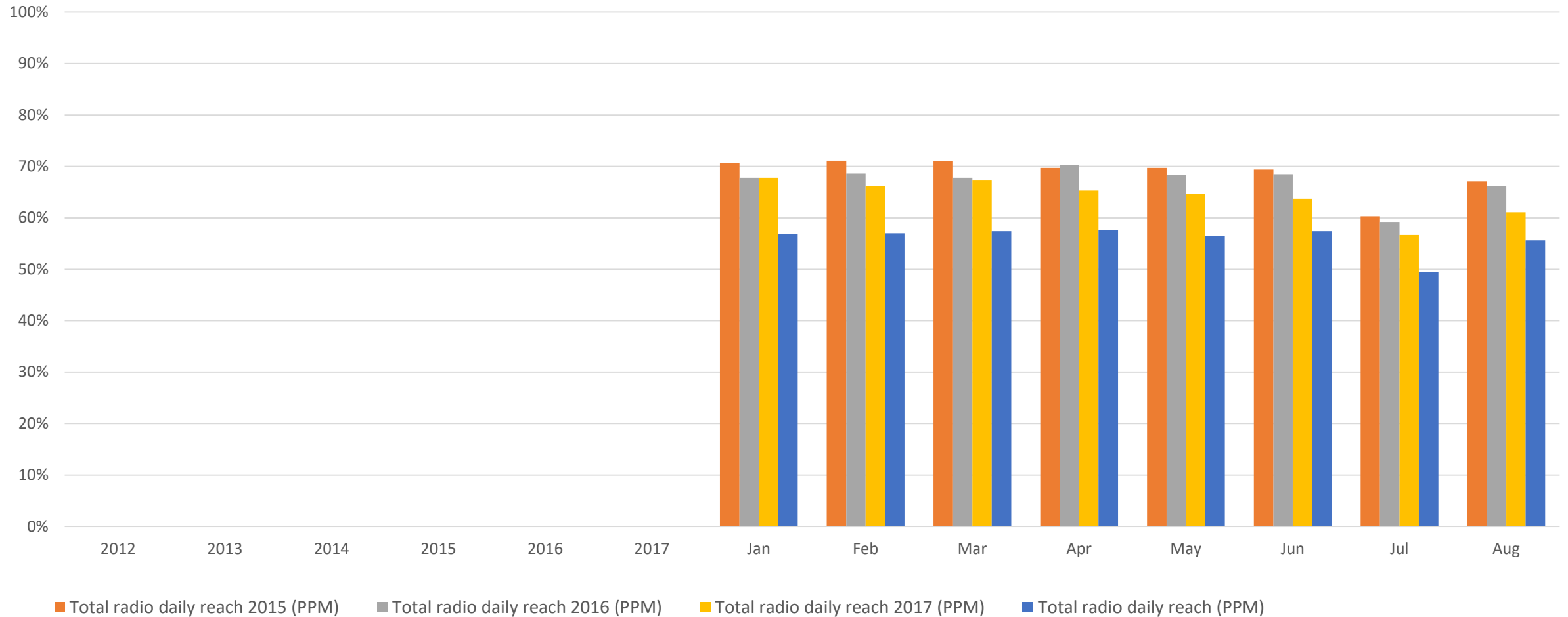




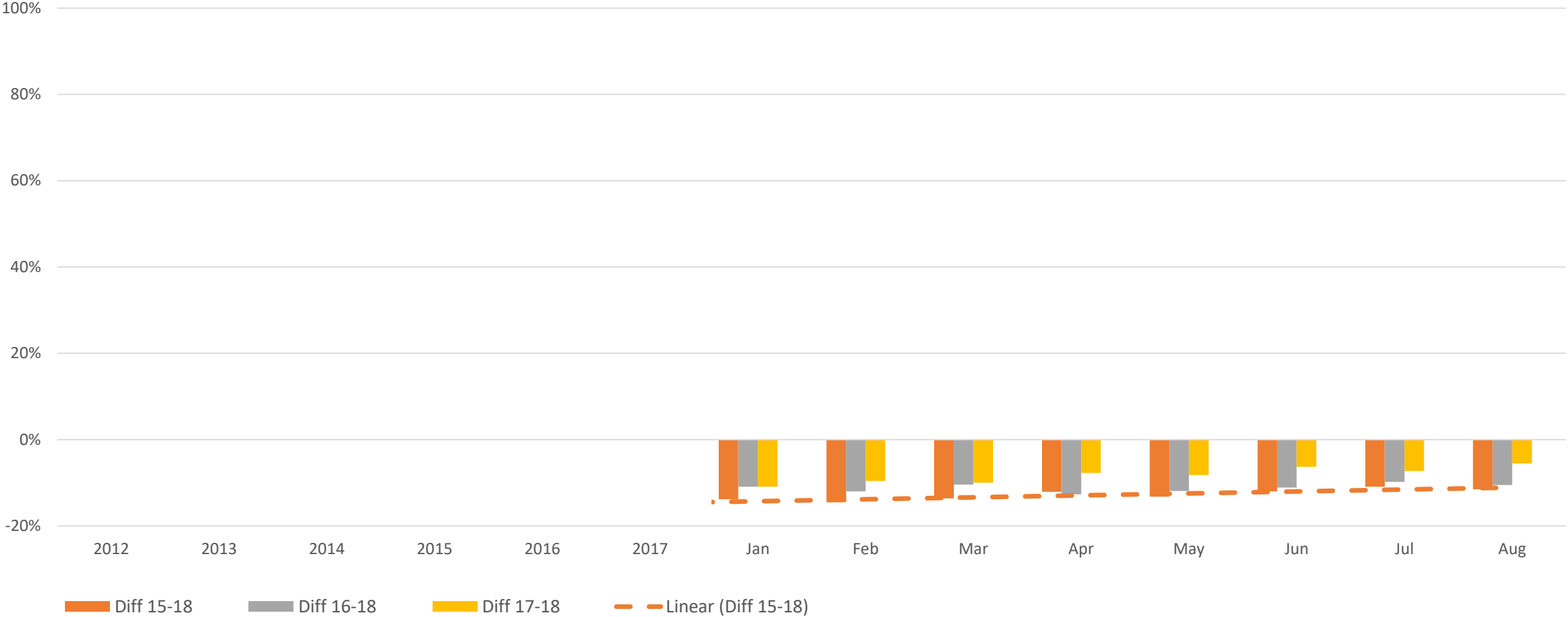
# Daily reach - old 5 vs new stations



# Summer drop – a normal phenomenon

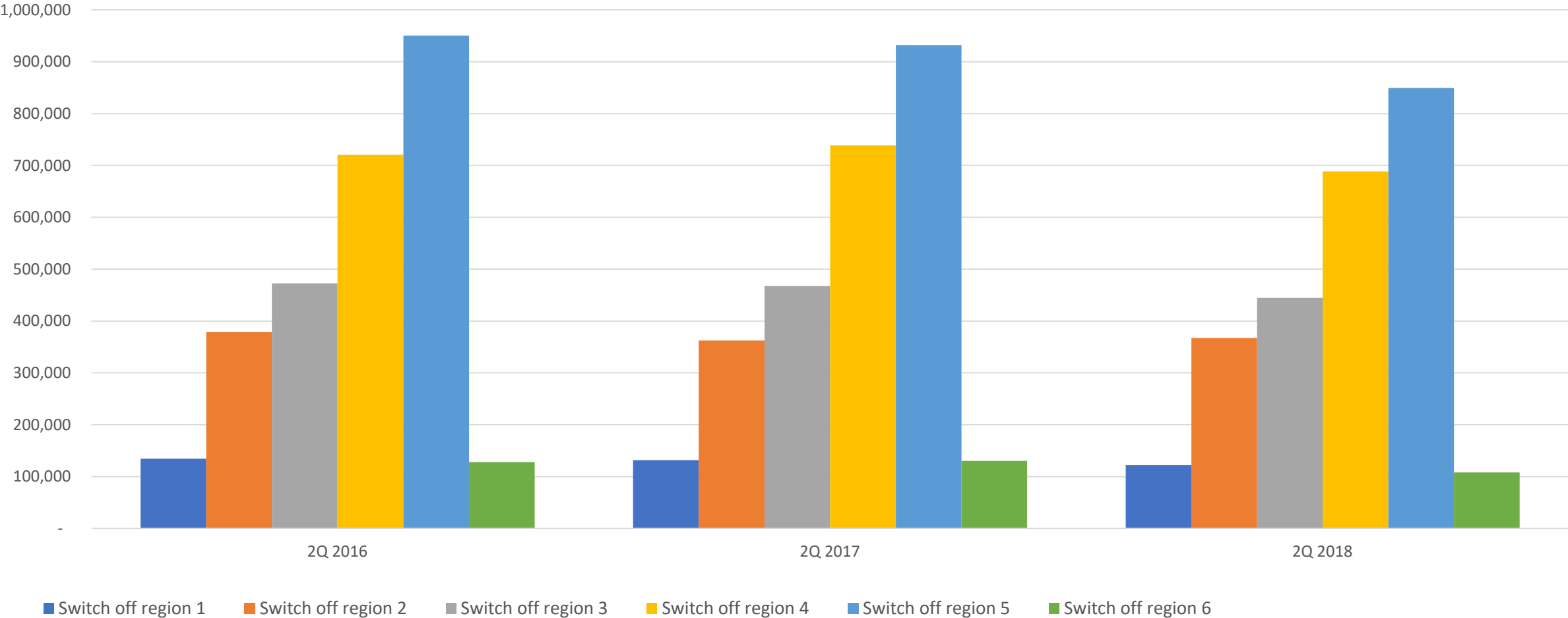


# The gap is closing (slowly)



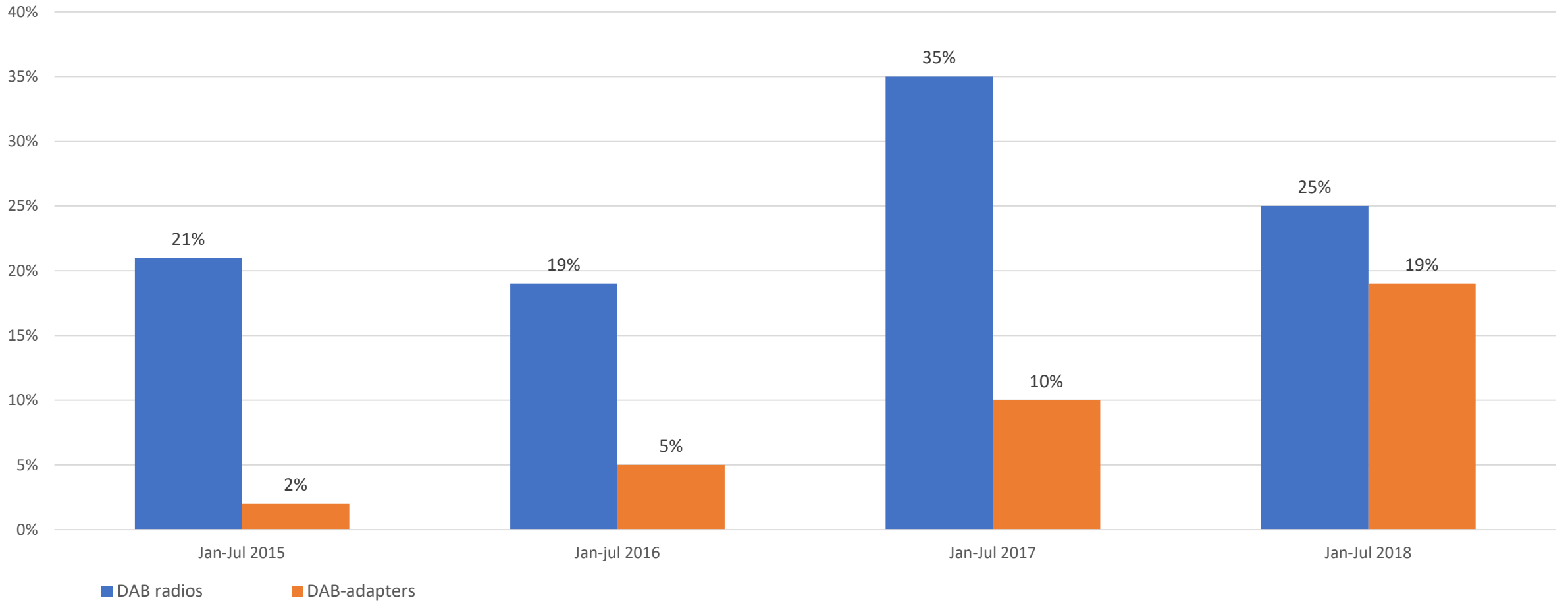
Source: Kantar Media, PPM

# Total radio in switch off regions



Source: Kantar Media, CATI

# Radio sales

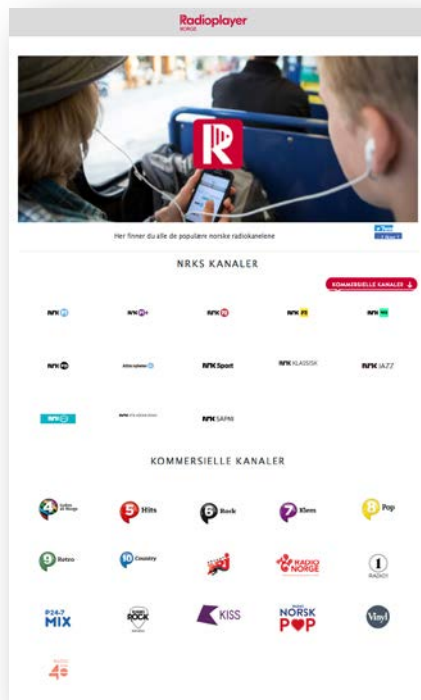


Radio is...

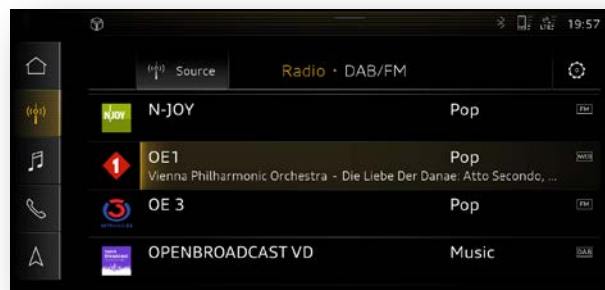


Radio is also...





# 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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