

Switzerland and Norway

2 years left and 5 years since

Norway



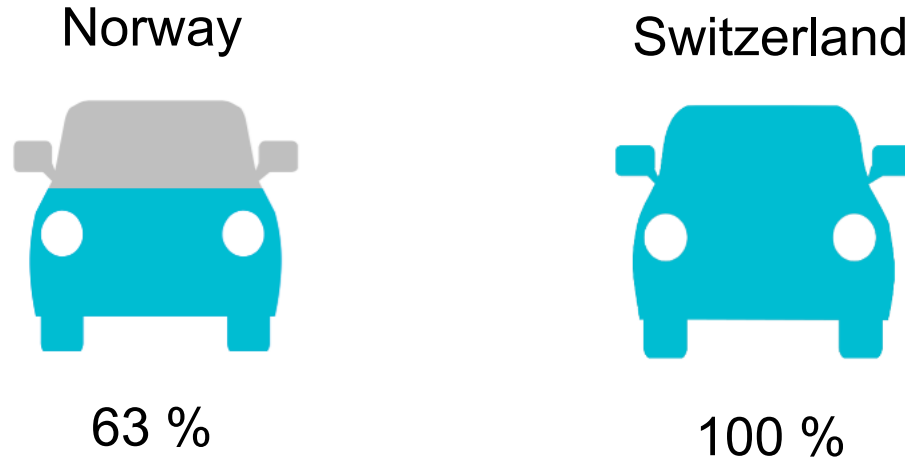
pop. 5.4 mill

Switzerland

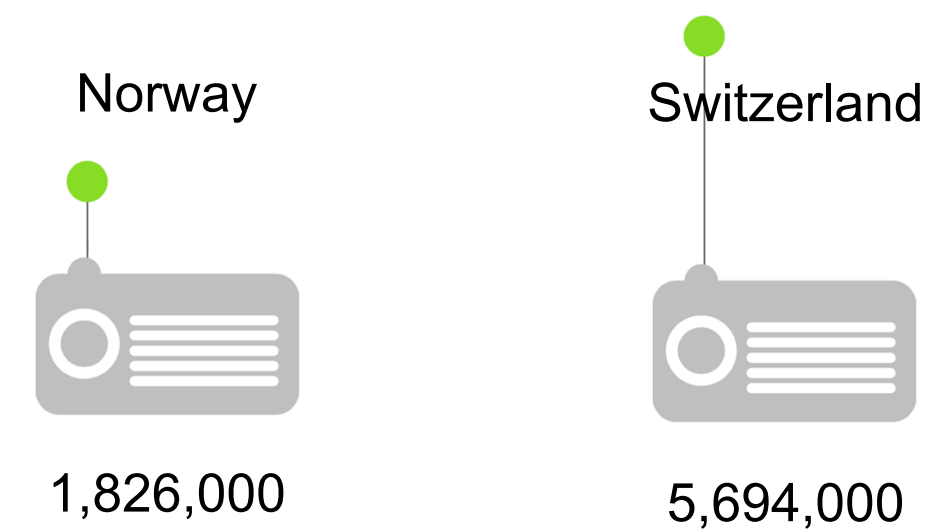


pop. 8.7

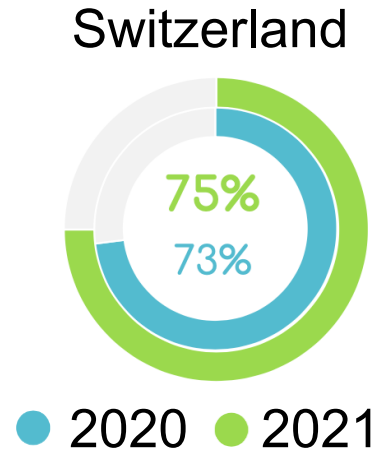
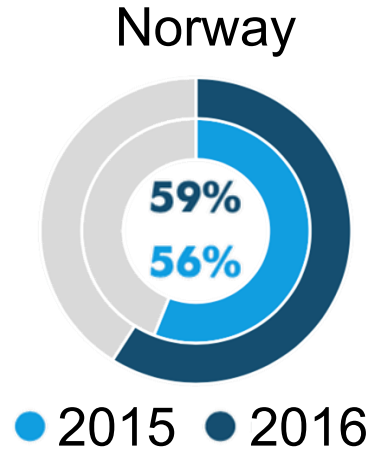
New Cars With DAB – 2 years ahead of DSO



Cumulative DAB Receiver Sales – 2 years ahead of DSO



Digital Radio Reach (All Platforms)



Norway - 5 years after

- 8.5 mill DAB radios
- 85 % listen to radio
- 75 % of cars have DAB
- 19 % of listening happens in cars
- <3 % listening on FM

- 36 % of listening happens on new stations (never on FM)

Switzerland - 2 years left

- 5.7 mill DAB radios
- 87 % listen to radio
- 50 % of cars have DAB
- 12 % of listening happens in cars
- <13 % listens on FM only

- 18 % of listening happens on new stations (never on FM)