

# *Norway's multi-platform digital radio strategy*

*IBC 16/9 2019*

*jorn.jensen@nrk.no*





# Very high digital adaptation

83 % of all Norwegians use their mobile online daily

70 % use Facebook daily,

62 % use Snapchat

43 % use video streaming services daily

90 % of the money spent on music, is streaming services

# NRK & the audience



- 9 of 10 Norwegians are using NRK every day!
- NRK1 is the largest linear TV-channel
- NRK.no is the #2 media-site on mobile
- The online-player NRK TV is the second largest (Netflix is #1)
- NRK P1 the largest linear radio-channel

*To be as important in the future as  
we are today...*



# Criteria Analogue Switch off

1. NRK: 99,5 % coverage
2. Commercial radio: 90%coverage
3. Added value of digital radio
4. 50% of daily radio listeners must use digital platforms
5. Technically satisfactory and reasonable solutions for radio reception in cars must be available

# 3 national FM stations



News  
Documentaries  
Music of all genres  
Entertainment  
Culture and arts  
Childrens' programming  
Content for youth and young adults  
Radio drama

Regional programming  
Debate and conversation  
Travel news and regional service  
Sports – elite and grassroots  
Programming for minorities and minority languages  
Coverage of national and regional events

# 15 national DAB stations





# Expanding the radio market



The only station strictly for children



The only station strictly for teenagers



The only station strictly for 55+



# Listeners value this choice

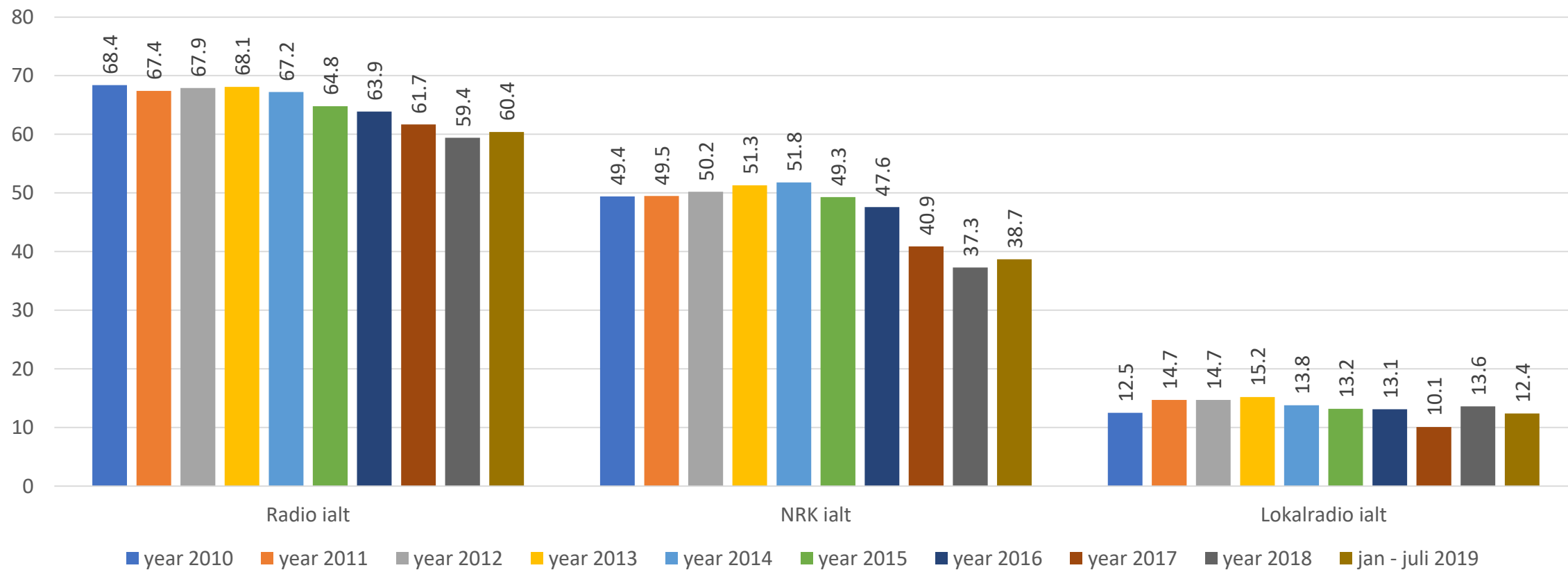


35%

of listening is to new “digital-only” stations.

(Impossible on FM)

# Daily reach % CATI (Population 12yrs+)





With limited radiostations its difficult to meet the competition.



The listener must be moved when they still are there.



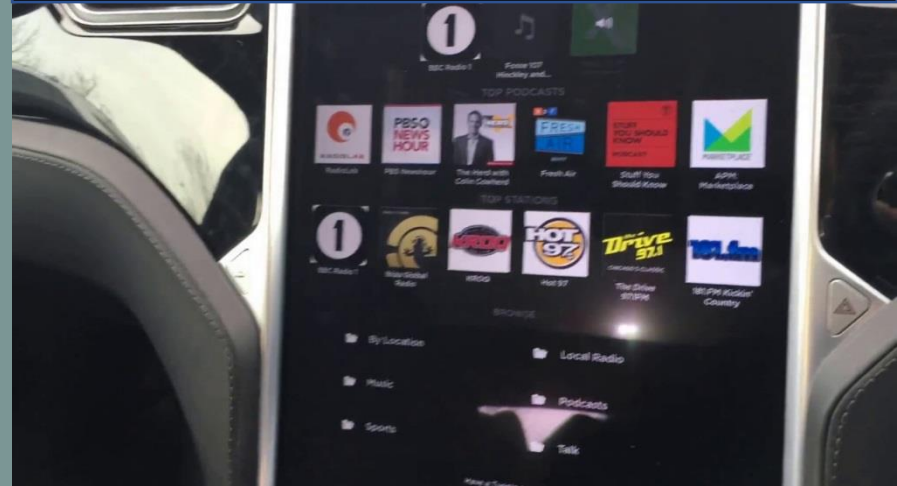
Commercial radio kept their businessmodel and do not have to rely on third party.



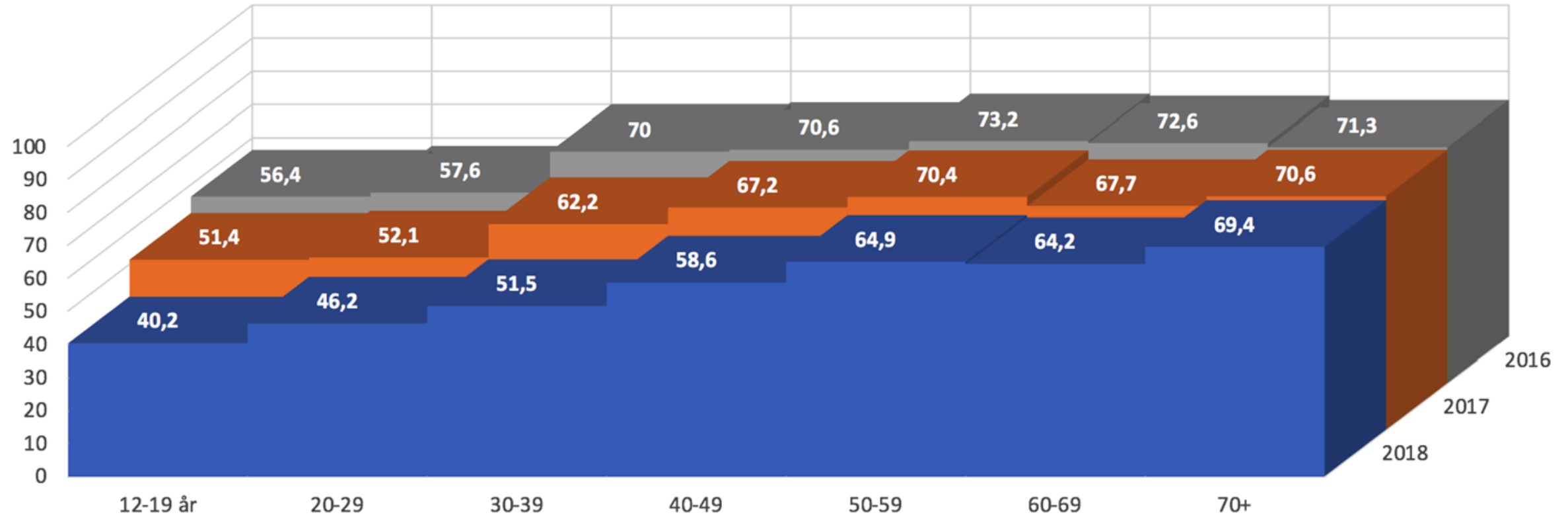
If there is no independent alternative, the big international players set the terms.



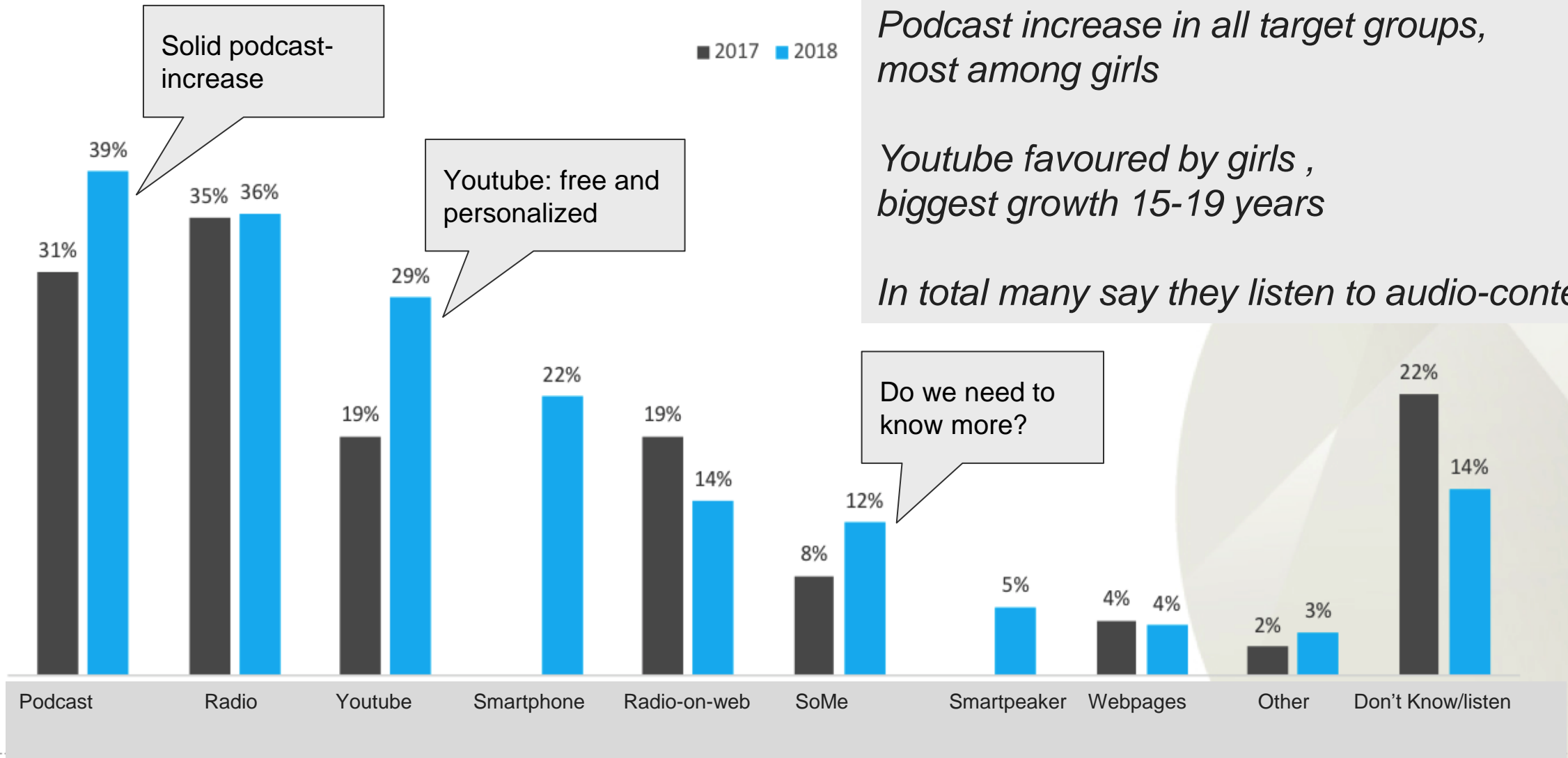
Digitize led to investments in new content, both for commecial and public radio.



# Linear listening falls for those under 40 years



# «Research-young» 2017: On what do you prefer to listen to audio content ? Like radio/podcast



*Podcast increase in all target groups, most among girls*

*Youtube favoured by girls, biggest growth 15-19 years*

*In total many say they listen to audio-content*



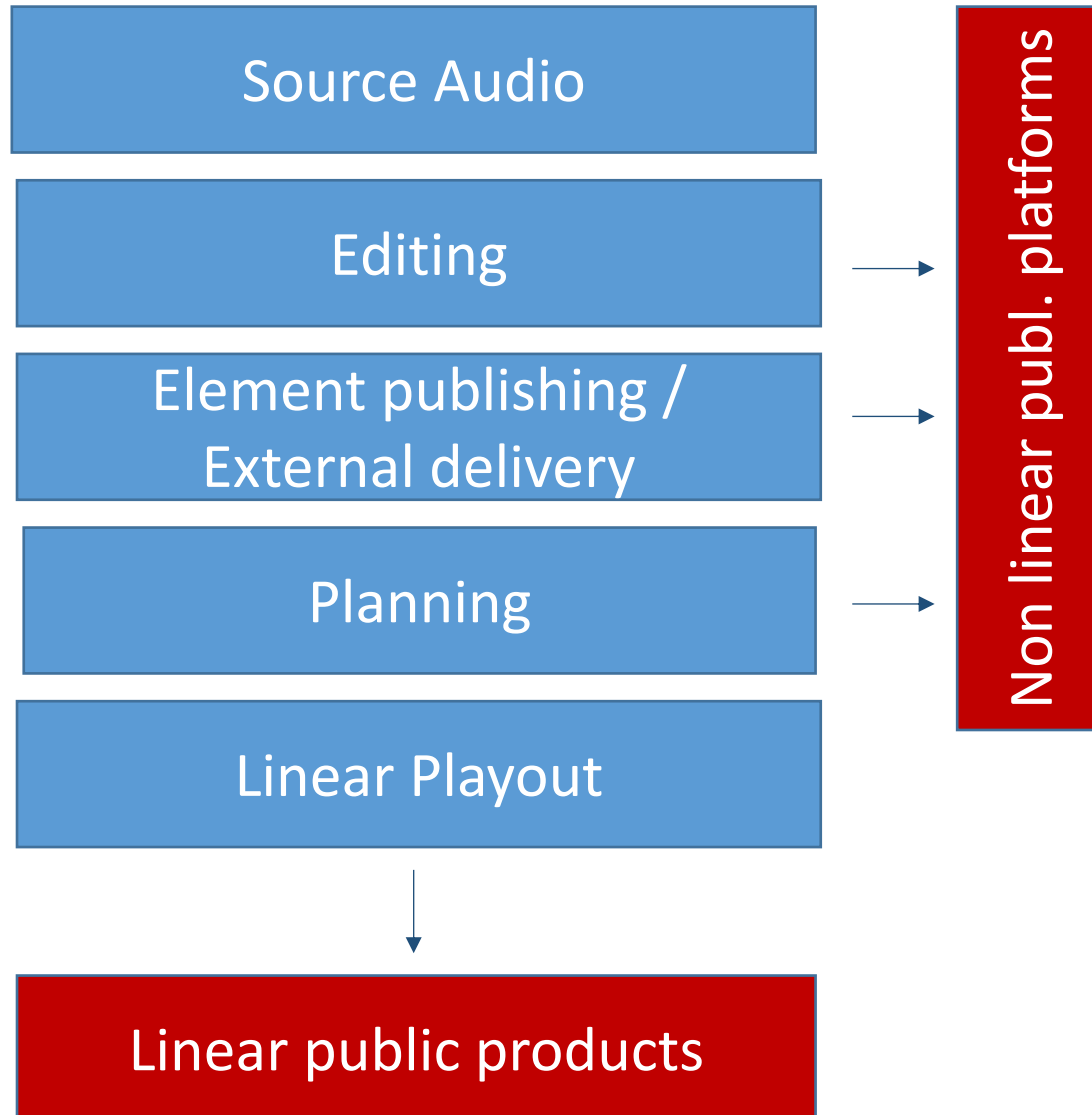
**DAVID**  
s y s t e m s

# Radio Production Tools

---

- Ingest
- Production Asset Management
- Edit
- Planning
- Playout / Publish

# Main workflow in production and publishing



## Audio sources

- Digital Music Archive (DMA)
- Radio archive / DRA
- Digas (Database Manager)

## Editing tools

- Single track editor
- Multitrack editor
- Avid Media Composer

## Planning tools

- ENPS (not integrated)
- DigAIRange/BCS
- RCS GSelector musikkrotation

## Playout

- Turboplayer/BCS
- Multiplayer (5 channels)





# NRK Radio

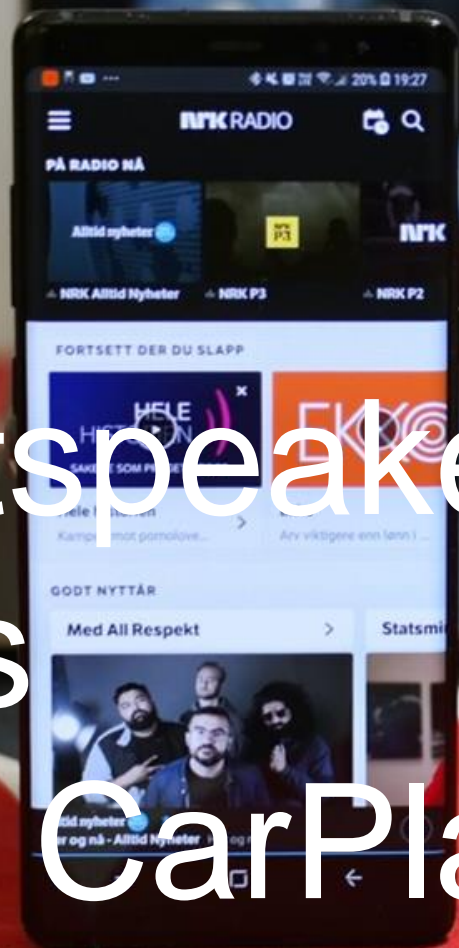
App

Web

Smartspeaker

Sonos

Apple CarPlay





Target group

**20-40**

Streaming main habbit

NRK Radio would be my first choice

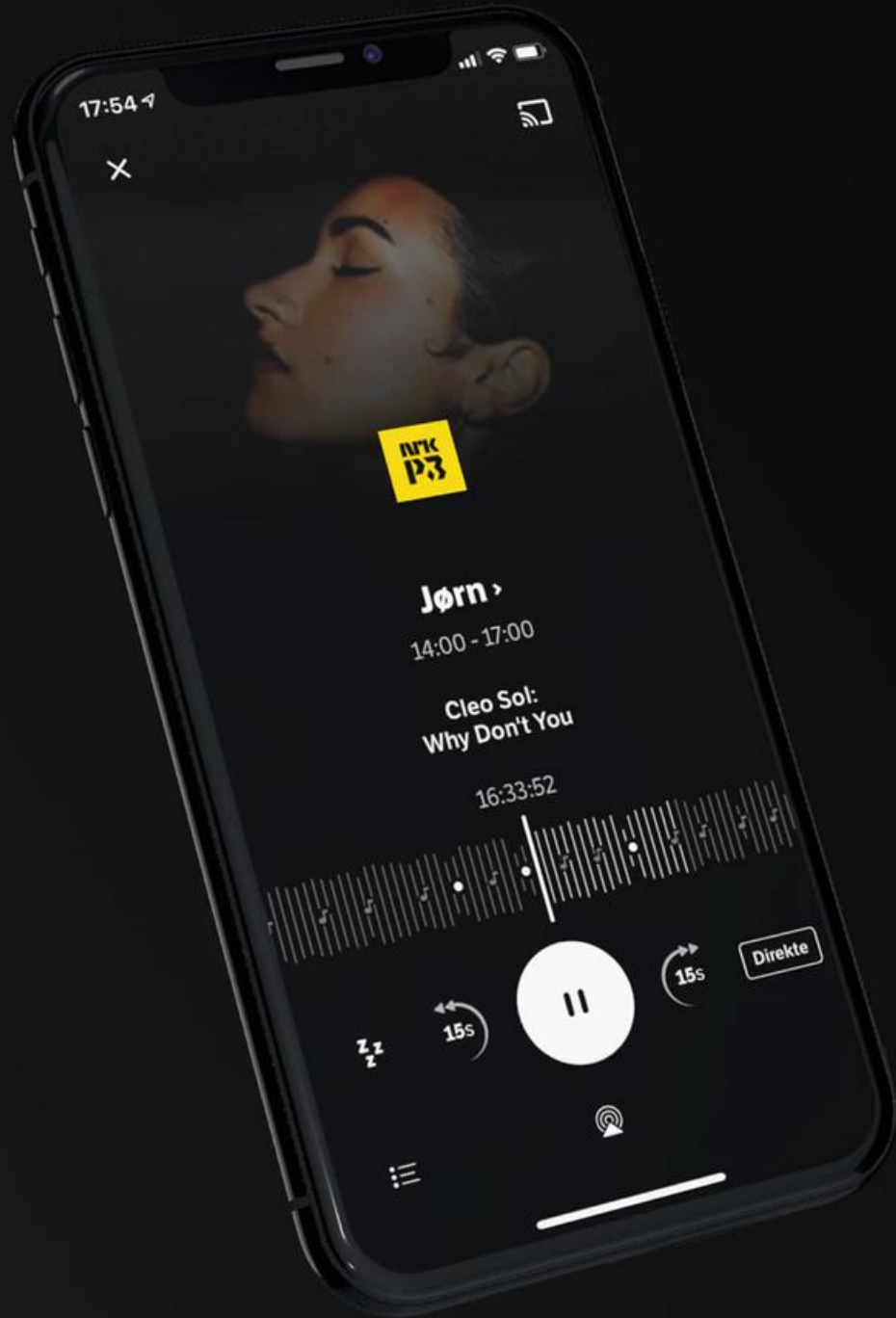
...good stories

...company

...understand

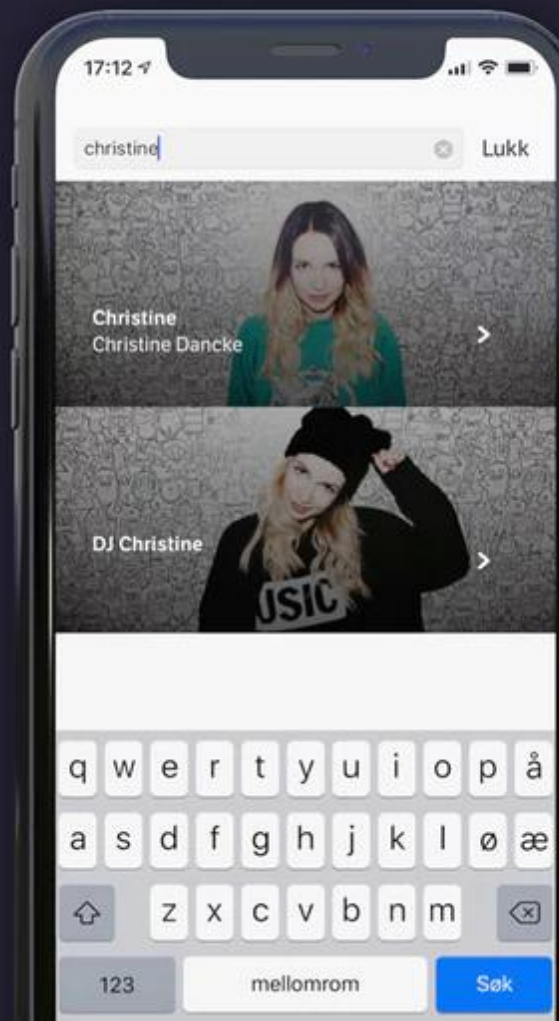
**20-40**





**NRK** RADIO

# Dig into the archive

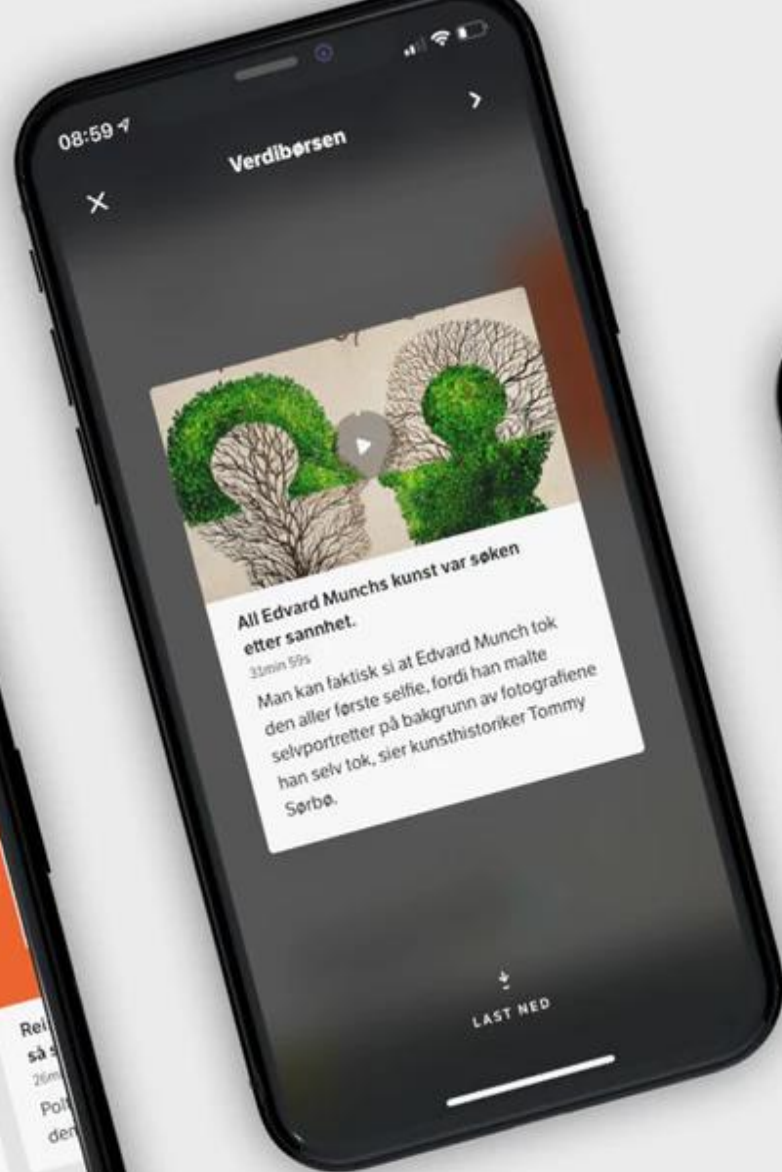
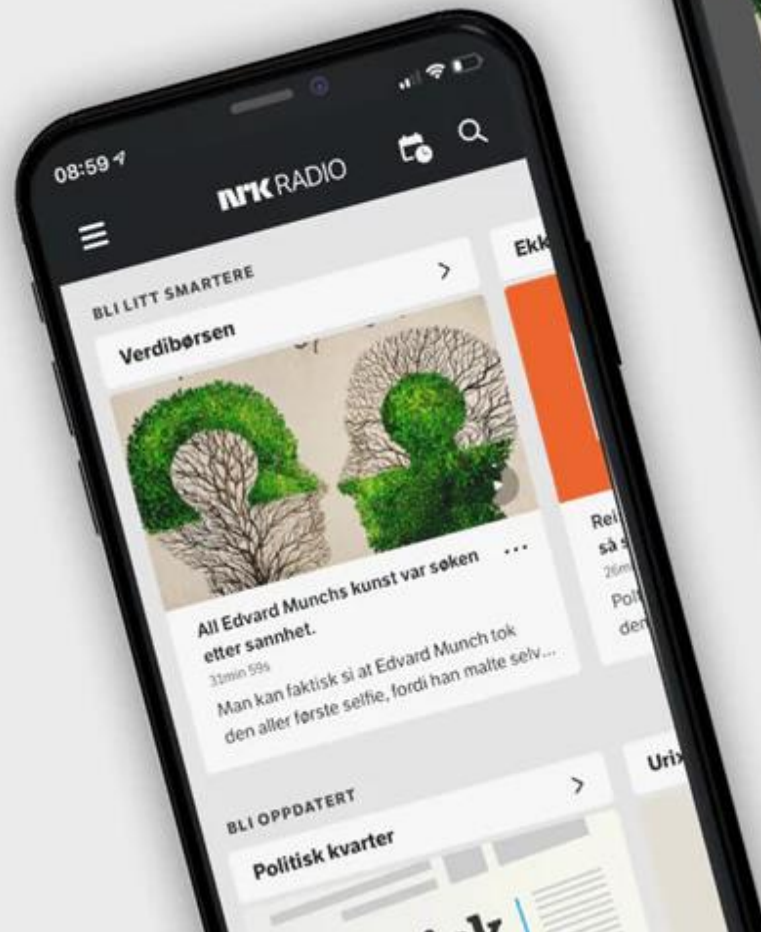


ZZzz..Audio stopps



Speed

*Download,  
listen offline*







# Content concept



## BLI OPPDATERT

Påkobling på verden og forberedelse i møte med andre, være oppdatert, ikke føle seg dum, få oversikt

Get updated



## SLAPPE AV

Bli underholdt, slippe å tenke, koble helt ut, guilty pleasure, søker noe enkelt og lite komplisert

Relax



## BLI LITT SMARTERE

Lære noe nytt. Forstå hvorfor og hvordan ting henger sammen, danne seg en mening.

Get smarter

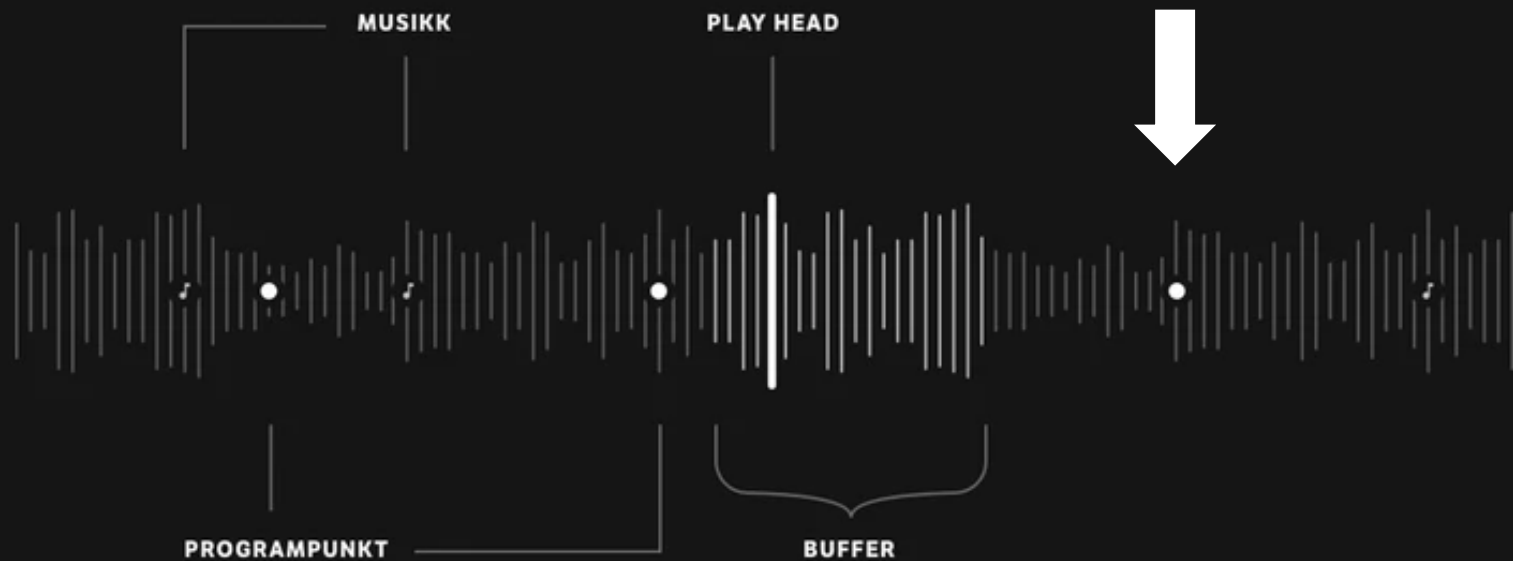


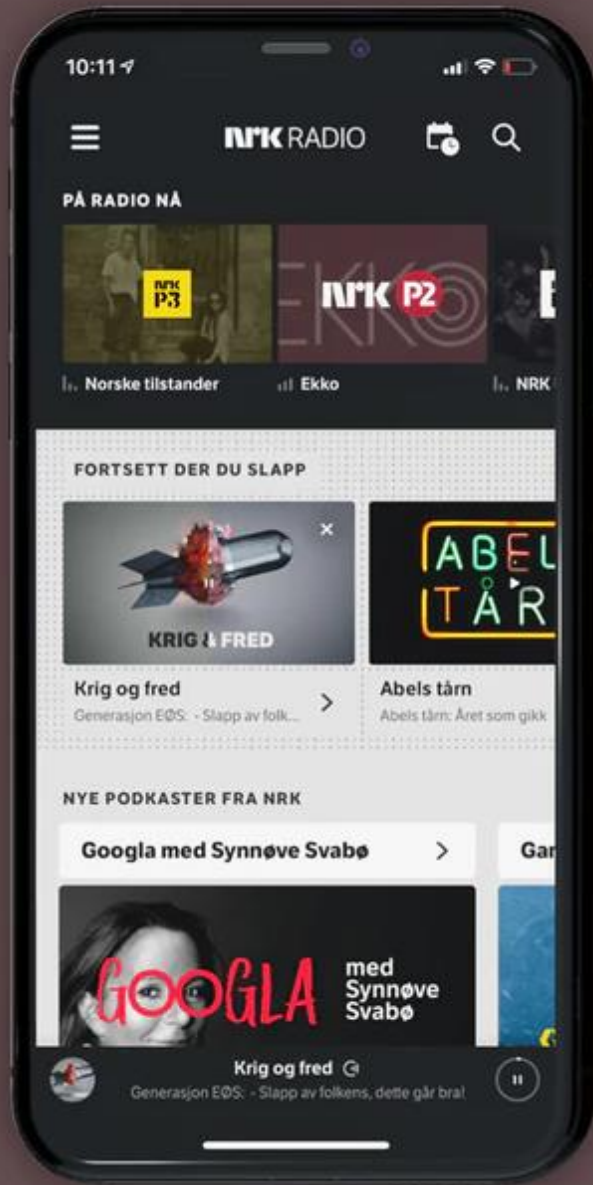
## VIRKELIGHETSFLUKT

Glemme seg selv, bli oppslukt av en annen virkelighet. Oppdage noe du ikke visste er spennende.

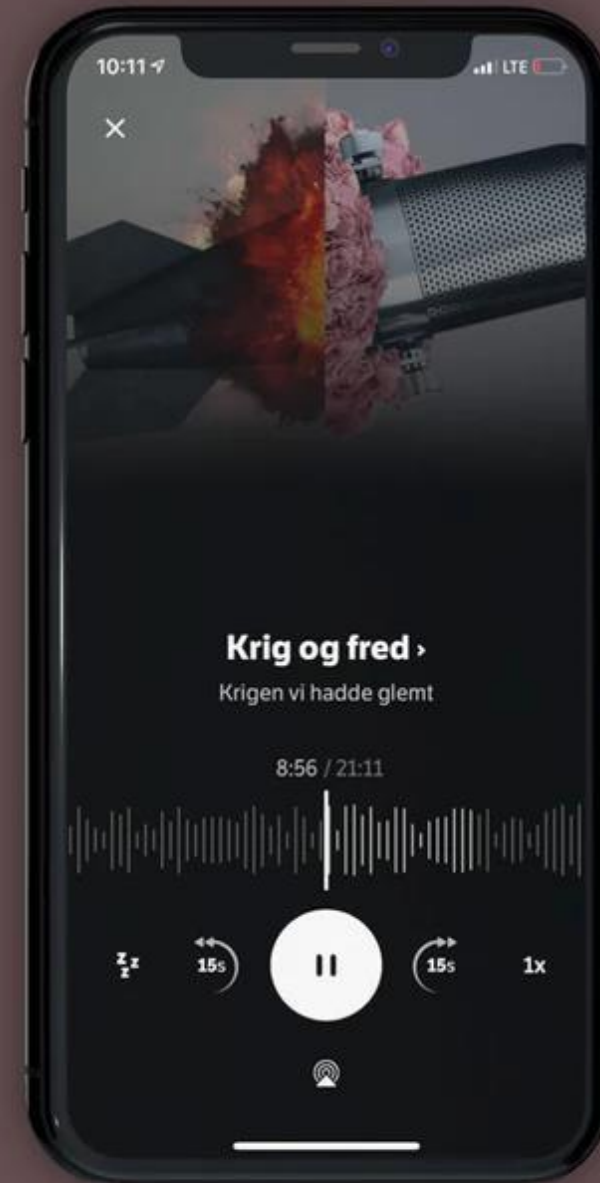
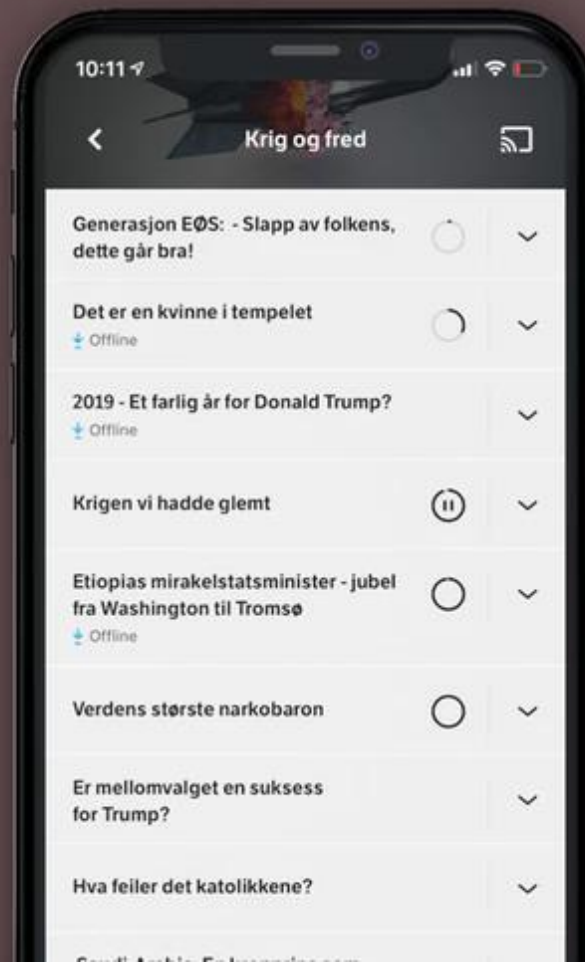
Escape reality

# Functional indexpoints





*Continue where you left*



News podcast daily

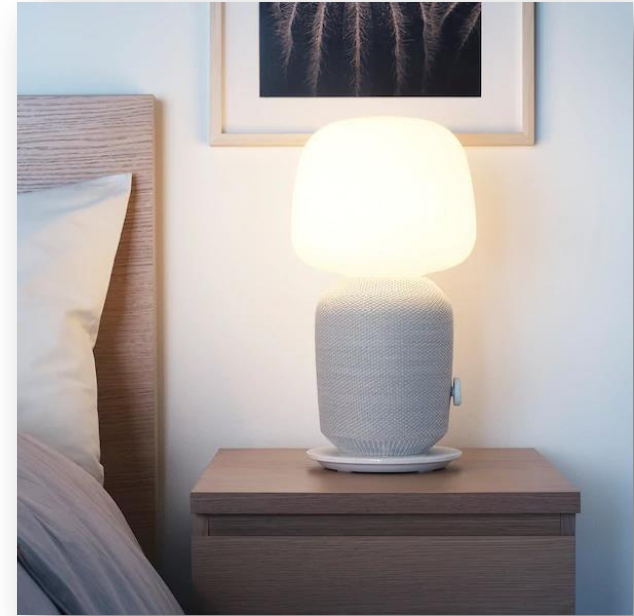
15-20 min

One subject

Target group 19-29

06.00 am





***From NRK  
Atomized news  
categories  
suggested content***

# Norway's multi-platform **digital radio** strategy

## Broadcasting & Online



Maintain trustability and relevance

Our content has NO value  
unless people are using it

**Thank you**

**jorn.jensen@nrk.no**



<https://www.nrk.no>