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nordic

entertainment group



STRIX **betuba.**
Brain Academy. NICEDRAMA



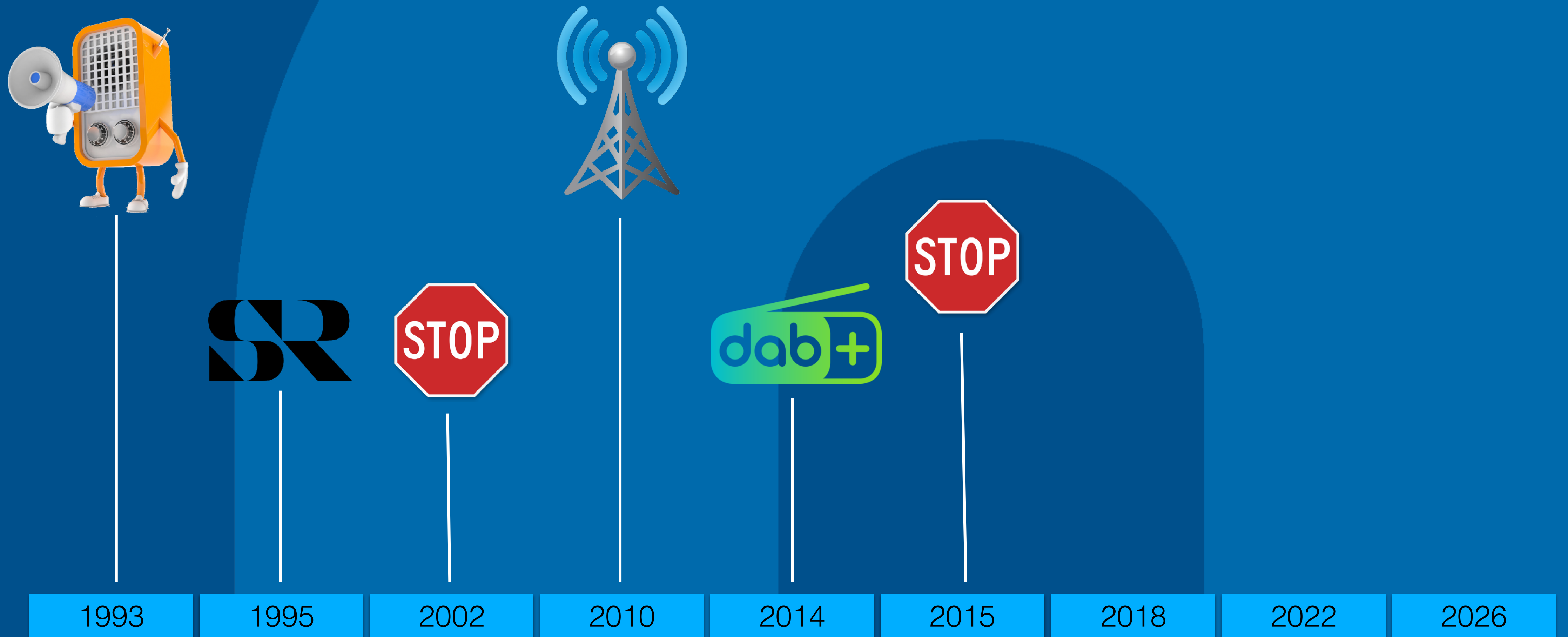


Securing a future for DAB+ in Sweden



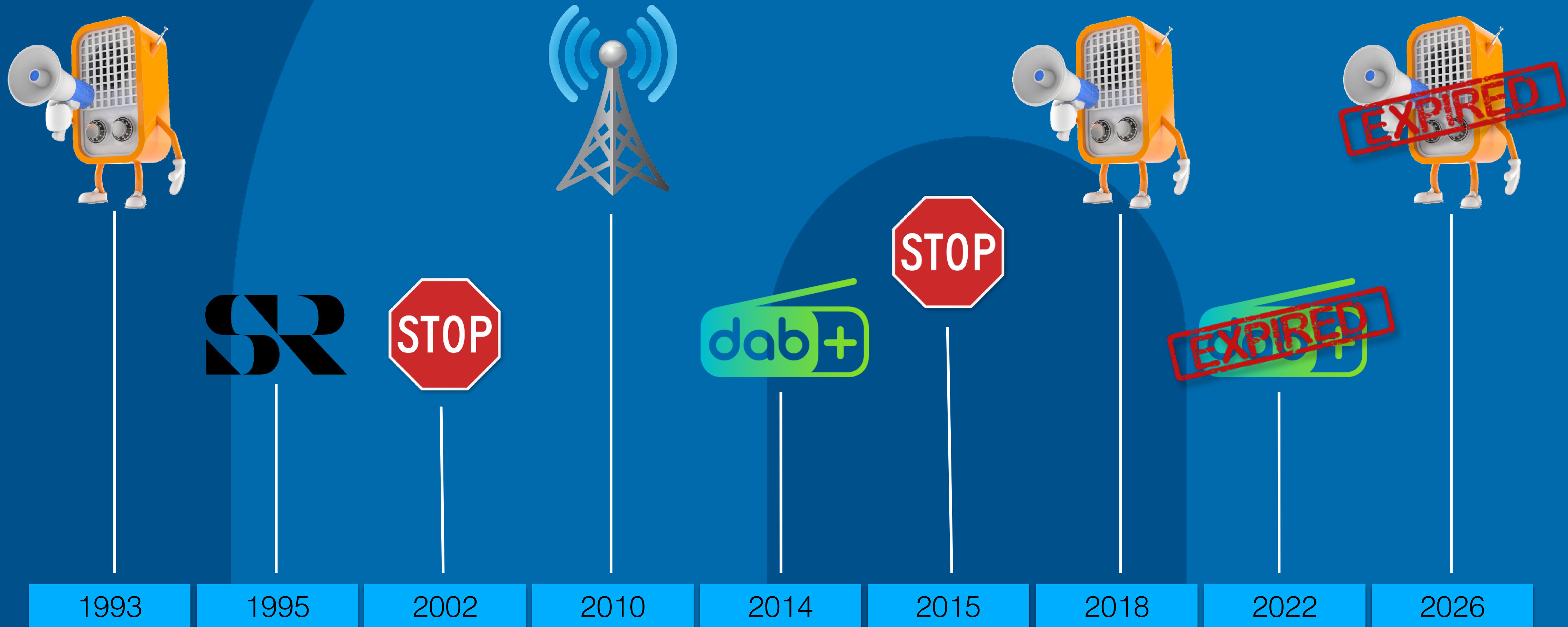


background





background





RIXFM
BÄST MUSIK JUST NU!

BANDIT
ROCK

STARFM

PWR
POWER HIT RADIO

Lugna
favoriter

SVENSKA
FAVORITER

DANSBANDS
FAVORITER

GAMLA
FAVORITER

PWR
MILLENNIUM

BANDIT
CLASSIC ROCK

RAINBOW

90,2
skärgårdsradion

guld
KANALEN

NENT launch DAB+ July 15

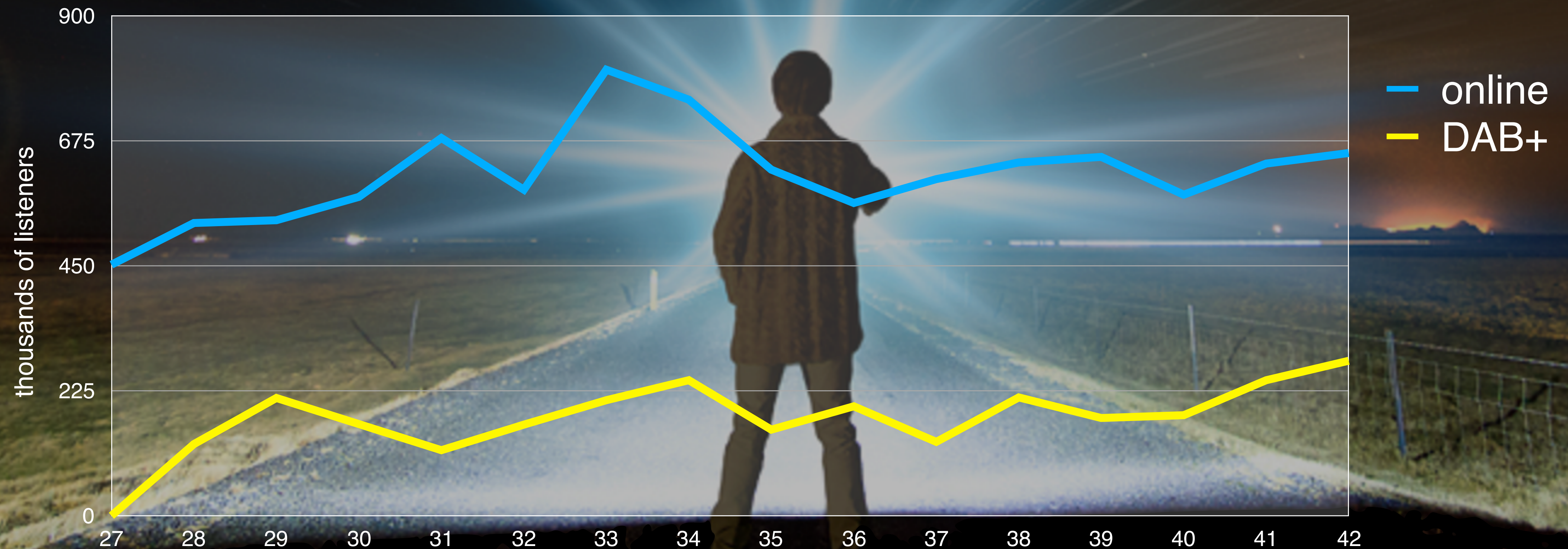
Stockholm, Gothenburg, Malmö, Uppsala och Gävle

43%



they are out there...

weekly reach PPM age 12-79



Comparison of NENT Groups total online listening across all of Sweden vs. PPM-coded DAB-channels broadcasting over Stockholm, Uppsala and Gävle only (pop. 2.5 million) - without marketing of DAB+



why do we do this?

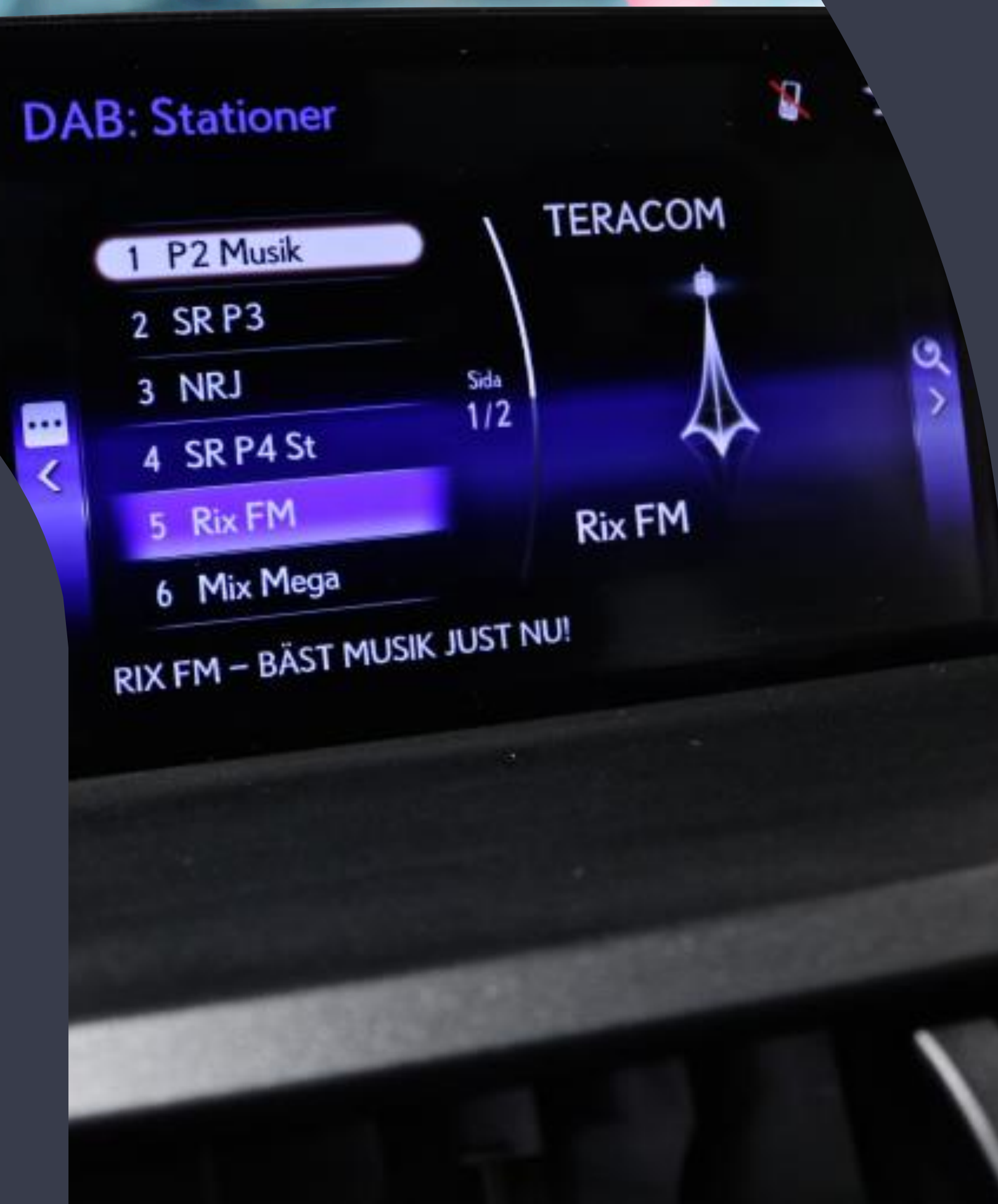
1. protect the DAB+ spectrum from getting allocated to the Defense
2. re-ignite the political process and push for a decision on DAB+ before the licenses expire in 2022
3. secure the spectrum for a renewal of DAB+ licenses in 2022
4. get first mover advantage and secure a strong position on DAB+





why is DAB important?

1. to increase channel diversity across all of Sweden to keep radio relevant in the future
2. cellular capacity will remain limited for yet some time
3. it's a regulated platform where we can build and distribute new brands without the immense competition that is online
4. if you control the device - you control the content. DAB+ is a locally regulated platform independent of global gate-keepers
5. it's a matter of democracy





thank you!

christer.modig@nentgroup.com

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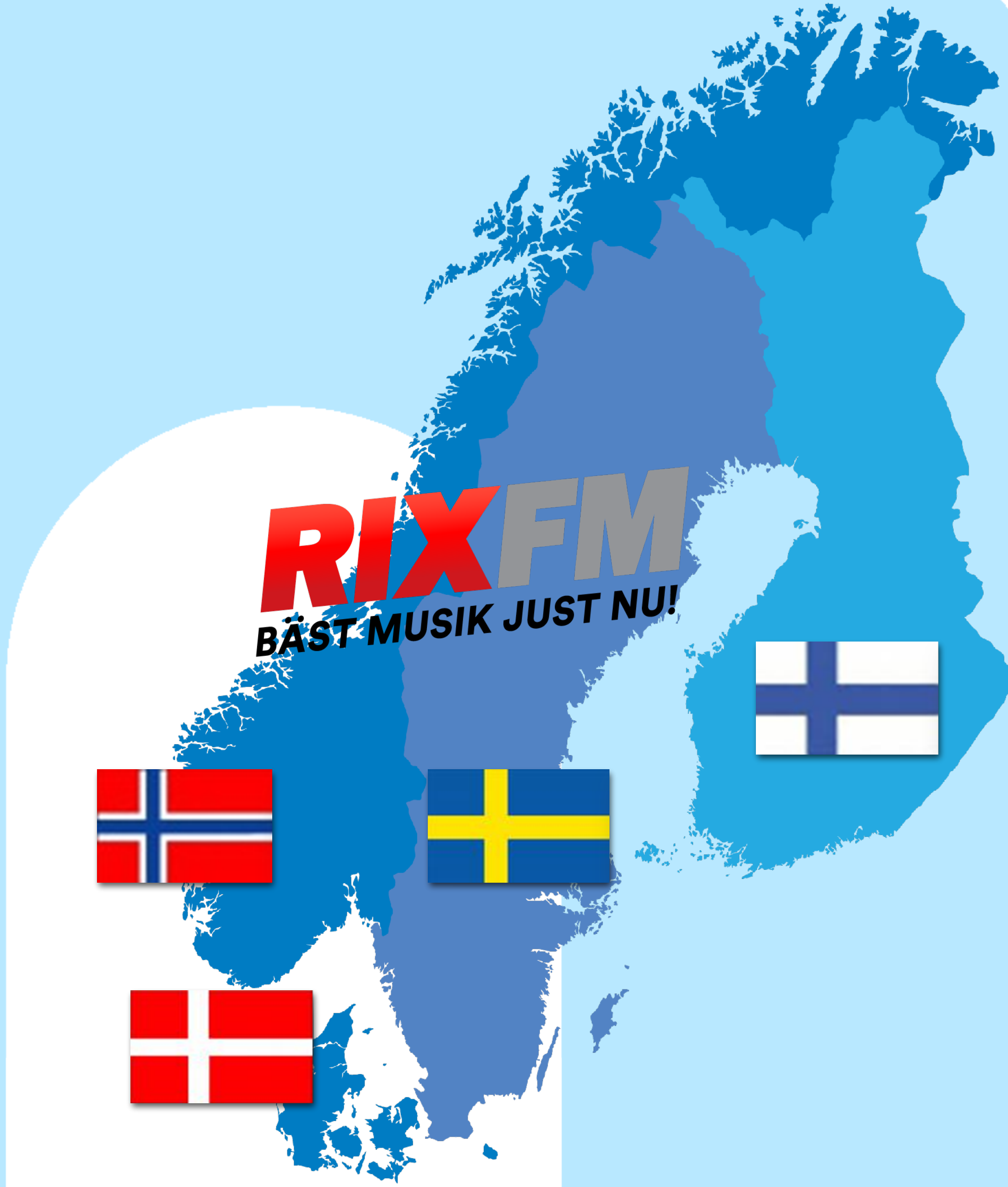


VIASAT



STRIX **baluba.**

Brain Academy. NICEDRAMA

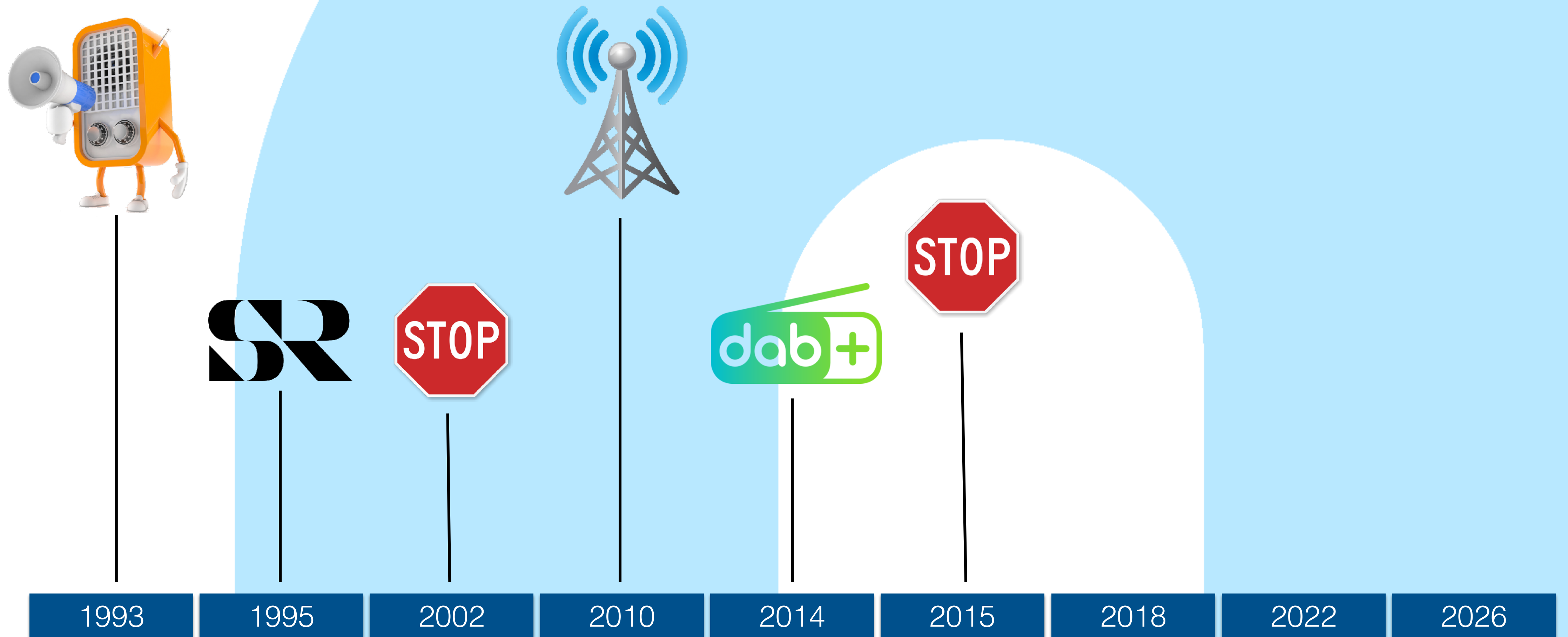




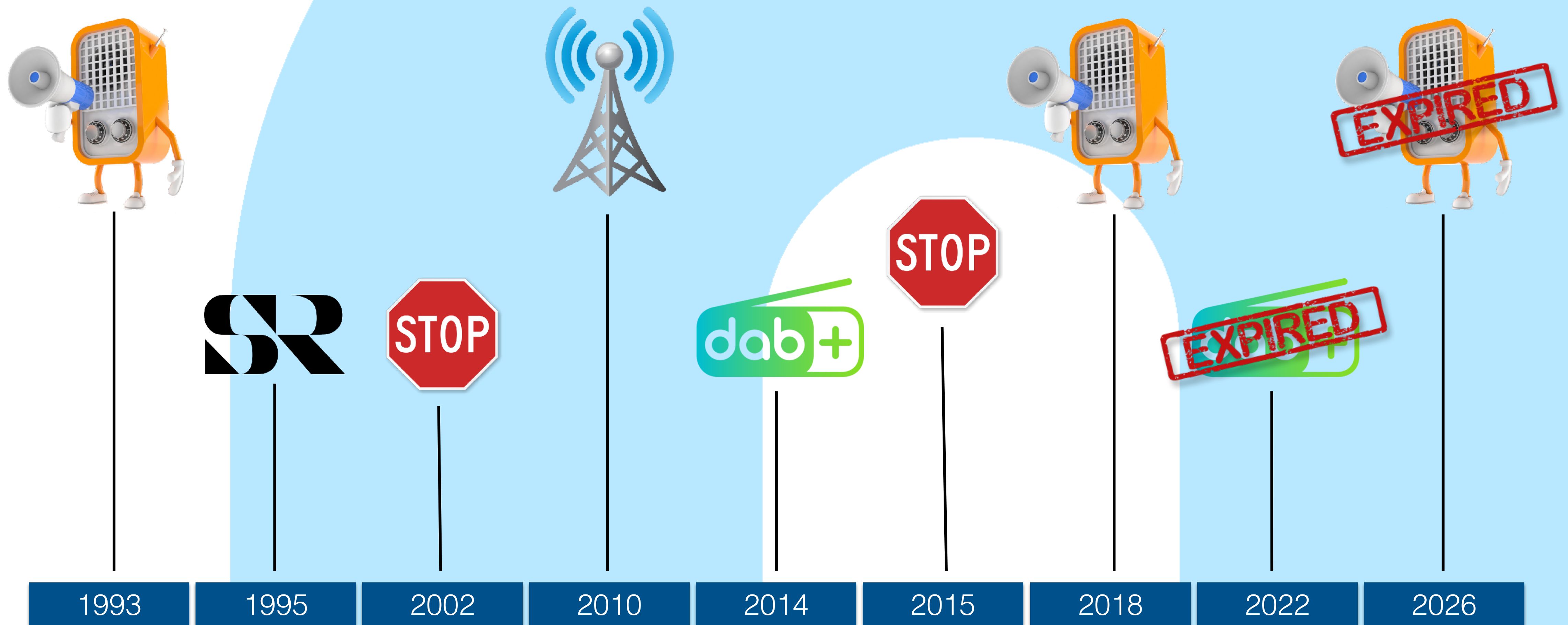
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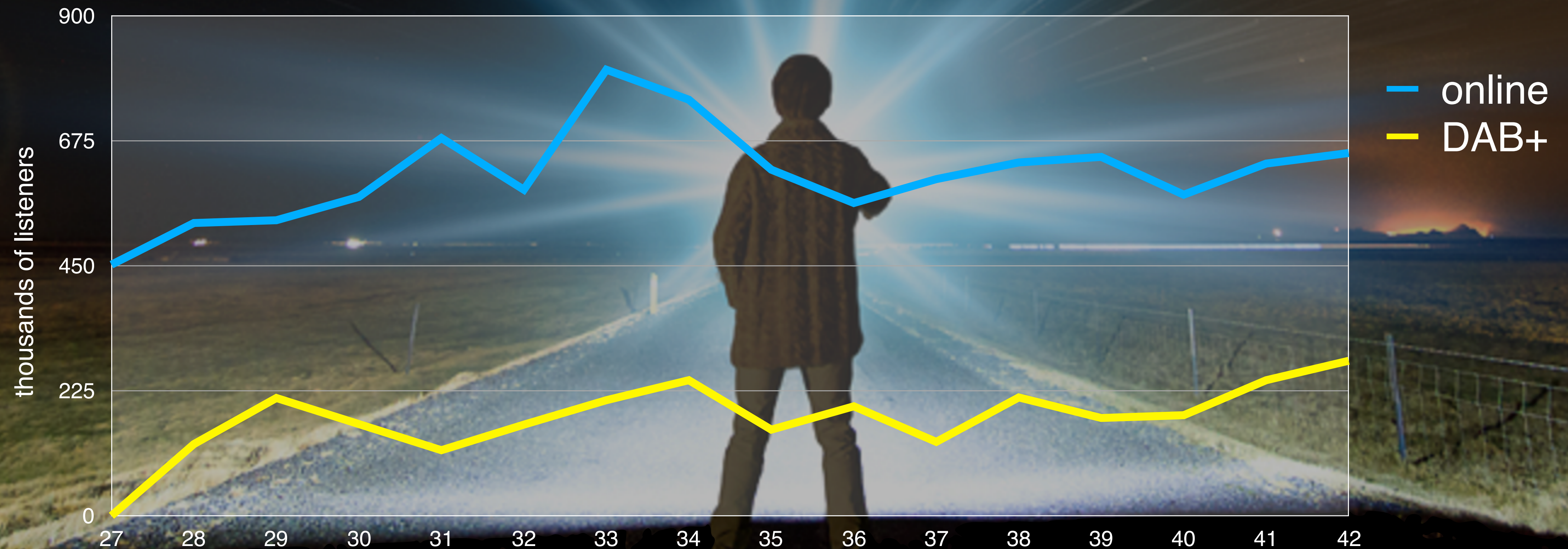
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