

4 new services on DAB in Norway from mid July

(Oslo June 28, 2010) Around mid June, the four radio stations Radio Norway, Radio1, P5, NRJ and will be available on national DAB in Norway. All major radio channels will then be represented in the DAB-network, which means many Norwegians will get access to new broadcasted services.

Behind this expansion is SBS Radio, MTG and NRJ. - What we now see, is the beginning of a digital era in radio, with more services offered to more listeners. The addition of 4 new services is a result of the cooperation within Digitalradio Norway, and it proves that Norwegian broadcasters are ready to move to a digital platform, says Ole Jørgen Torvmark, general manager of Digitalradio Norway.

The 4 stations will reach 80% of the country`s population by utilizing the national DAB-network.

Common grounds

The stakeholders in Digitalradio Norway are P4 (MTG), SBS Radio and NRK (public broadcaster). The fact that they now cooperate on distribution technology is a clear illustration that they are serious about going digital.

- Digital radio paves the way to a future of wider selection than what is the case today – our listeners will have many more stations to choose from, says Torvmark. He also points out that Digitalradio Norway regularly receives requests from listeners for more broadcasted content.

Accessibility is key

The term "digital radio" includes internet-radio, radio via tv set-top-box and broadcasted digital radio, which is DAB for Norway. Broadcast has the advantage of being available to listeners almost wherever you are, within the boundaries of the network, including outdoor and in-car. This is good news for everyone in Norway, even for travelling tourists, who can soon enjoy a total of 18 DAB-services. 7 of these cannot be found on FM at all, and a further 5 has limited FM availability.

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About Digitalradio Norway (Digitalradio Norge AS)

Digitalradio Norge AS (DRN) will apply for license on available capacity in the DAB-network, and will distribute it into the market. DRN is also working for a smooth and swift transition to digital radio in Norway.

www.digitalradionorge.no