

# Digital radio listening reaches 51% in Norway

**More than half of all daily listeners are now using digital radio. New figures might indicate an FM-shutdown in 2017.**

Listening figures exceed the government's requirement of 50% reach. 51 % of all daily radio listeners are now listening to radio via digital platforms, according to the October Digital radio survey.

- We digitize radio because we want to give the country a more diverse content on radio. Listeners have adopted the new channels much faster than anticipated. The reach of 51 % digital listeners is a clear message from the public saying they are all in, says Marius Lillelien, Head of Radio at Norwegian Broadcasting Corporation, NRK.

## **Strong growth**

Digital listening has increased from 47 % in the previous quarter.

- We have long seen a positive development in digital radio listening. We are satisfied to have reached a new milestone. These figures inspire us in our continuing effort to offer more radio content to more listeners toward FM-extinction in 2017, says Trygve Rønningen, CEO and Editor in Chief of P4-group, gathering many large commercial radio stations.

52 % of all households now have at least one DAB radio, according to the survey. DAB network is now nationwide with up to 22 radio channels.

## **Optimistic**

New listening figures draw Norway one step closer to national FM-shutdown in 2017. The government has set five criteria to be met by 2015, for the shutdown to take place in 2017.

- It will be up to the Ministry of Culture to assess these requirements, but we are very optimistic as there are strong indications on fulfilment of all requirements, says Ole Jørgen Torvmark, CEO at Digitalradio Norway, who represents both NRK and P4 in the project.

The listening figures were unveiled at an international digital radio conference in Rome, with delegates from 30 nations. Norway is likely to become the first country to close national FM-transmissions. The transition process in Norway is now being followed by broadcasters from around the world.

**The Digitalradio survey is carried out by TNS Gallup, being the official measurement of radio listening connected to the digitization of Norwegian radio. The survey is following the White paper adopted in Parliament 2011.**

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**Norways five Digital Switchover Criteria**

1. DAB-coverage of 99,5 % of the population, corresponding to FM-coverage for the most extensive transmission-networks for public broadcaster NRK.
2. DAB-coverage of 90 % of the population for commercial radio channels
3. Digital radio to constitute an added value for radio listeners
4. At least half of the radio listeners must listen daily to a digital platform
5. The solutions for Digital radio in cars must be at an economically and technically satisfactory level for consumers. All counties and half of all municipalities must have established services for aftermarket-service in 2015.