

Digital radio in Norway

WorldDAB General Assembly 2016, 10 November – Vienna

Line Langnes, Legal Senior Adviser – the Norwegian Media Authority



Topics

- Update on the migration process in Norway
- Challenges



The Norwegian Media Authority

- The Norwegian Media Authority (NMA) is an administrative body, placed under the Royal Ministry of Culture
 - User safety (age classification of movies, safer Internet for children etc.)
 - Media Grants and Analysis
 - Licensing and Supervision
- The role of the NMA in the switch-over process
 - Issue the necessary broadcasting licenses
 - Provide neutral information to the general public



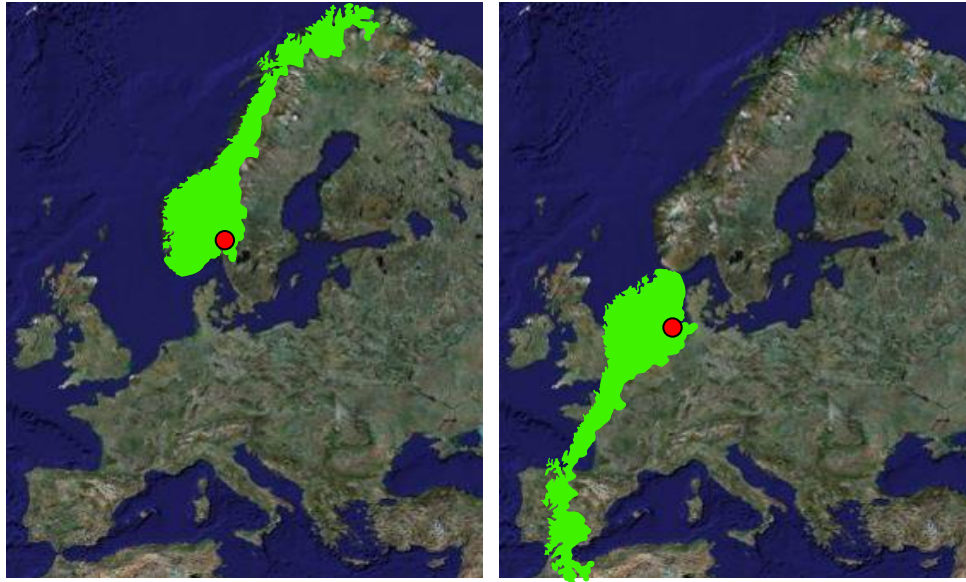
Political decisions

- **2011** – Government White Paper – conditions for FM switch-off
- **2015** – Governmental decision – conditions for FM switch-off fulfilled
- **2017** – FM switch-off for all national radio stations
 - Local radio stations – the majority may continue on FM at least until 2022



This is Norway...

5 mill. people in widely spread populations



Huge mountains, deep fjords, a long coastline ...

Distribution of broadcast signals - a major challenge

Huge distribution costs

(DAB transmitters: NRK – 960, the commercial block - approx. 200

FM transmitters: NRK 2 018, close to 3 000 if you include the commercial national stations)



Regional Plan for FM Switch Off - 2017



Are we ready?

- 7 of 10 households has one or more than one DAB-radio
- 3 of 10 cars have DAB
- Digital radio listening: Reach – 64 % (2016 Q3)
- Digital radio listening: Share – 57 % (2016 Q3)



Challenges?

- Cars
- Coverage
- Information



Cars

- Only 3 of 10 cars have DAB
 - Approx. 1,7 million cars with FM-radio
- 59 % are planning to wait until switch-off before they install DAB in their car
- 50 % will install DAB in their car themselves



Coverage

- Complaints regarding «lack of coverage» – especially in cars
 - The antenna has not been properly installed
 - «Service Following» has not been switched on
 - Lack of knowledge regarding the difference in coverage commercial vs. state owned PSB
 - FM-transmitters are not yet replaced with DAB in all tunnels – leaving «gaps» in DAB-coverage



Information

- Information and guidance – proven to be even more important than expected
- General knowledge of the FM switch-off is high (87 %)
- In-depth knowledge - not as high
 - Guidance regarding use of new technology



Thank you for your attention!

line.langnes@medietilsynet.no

2017

SPØRSMÅL OM DIGITALRADIO?
www.medietilsynet.no/digitalradio
digitalradio@medietilsynet.no

