HEADING TOWARDS DIGITAL SWITCHOVER

ABU – DBS Kuala Lumpur 2017
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Ahead of the digital switch for Norwegian radio....
• Radio is a healthy strong medium
• FUTURE?
• NO FM FREQUENCIES
• OLD/COSTLY FM NETWORK
BUILDING COVERAGE
MORE CONTENT
REICEVERS
EUROPE/ASIA P MOVES
PLAN FOR SWITCHOVER
OFFICIAL REPORTS
1. Coverage (Public)
2. Coverage (Comm)
3. Content
4. Cars
5. Consumers

(Checkout Jan 2015)
SFN
different regions
30 NATIONAL STATIONS
FM = 1 station
DAB = all 30
Security
Røst
550 people
1 Taxi
Røst
10 min
30 channels
TV weather

(Wednesday 11. Jan
NRK stops FM in this region)

(Notice wind warnings)
OVER 50 %

OF WEEKLY LISTENERS CONSUME RADIO STATIONS THAT WOULD NOT HAVE EXISTED WITHOUT DIGITALIZATION
74% HAVE ONE OR MORE DAB RADIOS
Switch off #1 out of 6
January 11, 2017 at 11:11:11

County: Nordland
Population: 4.7 %
11. January 2017 Event & Speaches
100 % DIGITAL
Then it was all over the world
Switch off #2
February 8 (NRK)
April 21 (commercial radio)

Counties: Nord-Trøndelag, Sør-Trøndelag, Møre og Romsdal
Population: 13.7 % (18.4)
«The Architect’s house», coverage border
Testing different Radios. He was happy when we left.
«Solveig» had three radios, wanted help with the one in bedroom.
MEETING THE LISTENERS
DAB critics fades away. Of 100 reported holes, 6 was real.
Switch off #3
April 26 (NRK)
June 16 (commercial radio)

Counties: Hedmark, Oppland, Buskerud, Telemark
Population: 16.2 % (34.6)
Switch off #4
June 21 (NRK)
Sept 15 (commercial radio)

Counties: Sogn og Fjordane, Hordaland, Rogaland, V+A Agder
Population: 26.8 % (61.4)
Switch off #5
Sept 20 (NRK)
Dec 8 (commercial radio)

Counties: Akershus, Oslo, Vestfold, Østfold
Population: 34.0 % (95.4)
Switch off #6
Dec 13
(my boss goes on holiday Dec 14)

Counties: Troms, Finnmark
Population: 4.6 % (100.0)
• We digitize to **secure radio’s position** in the media market
• Success lies in **cooperation & strong political plan**
• Norway is **on schedule** for migration to digital radio
• Great **coverage**
• New **content**, wide range of digital radio channels
• **74%** households, have DAB radio(s)
• Focus on **car industry**
• High priority: **DAB aftermarket products** for cars
Thank you!

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