

100 % DIGITAL

OMG!
WE ACTUALLY
DID IT

FM DAB

JVC

FM 93.3 MHz

CD

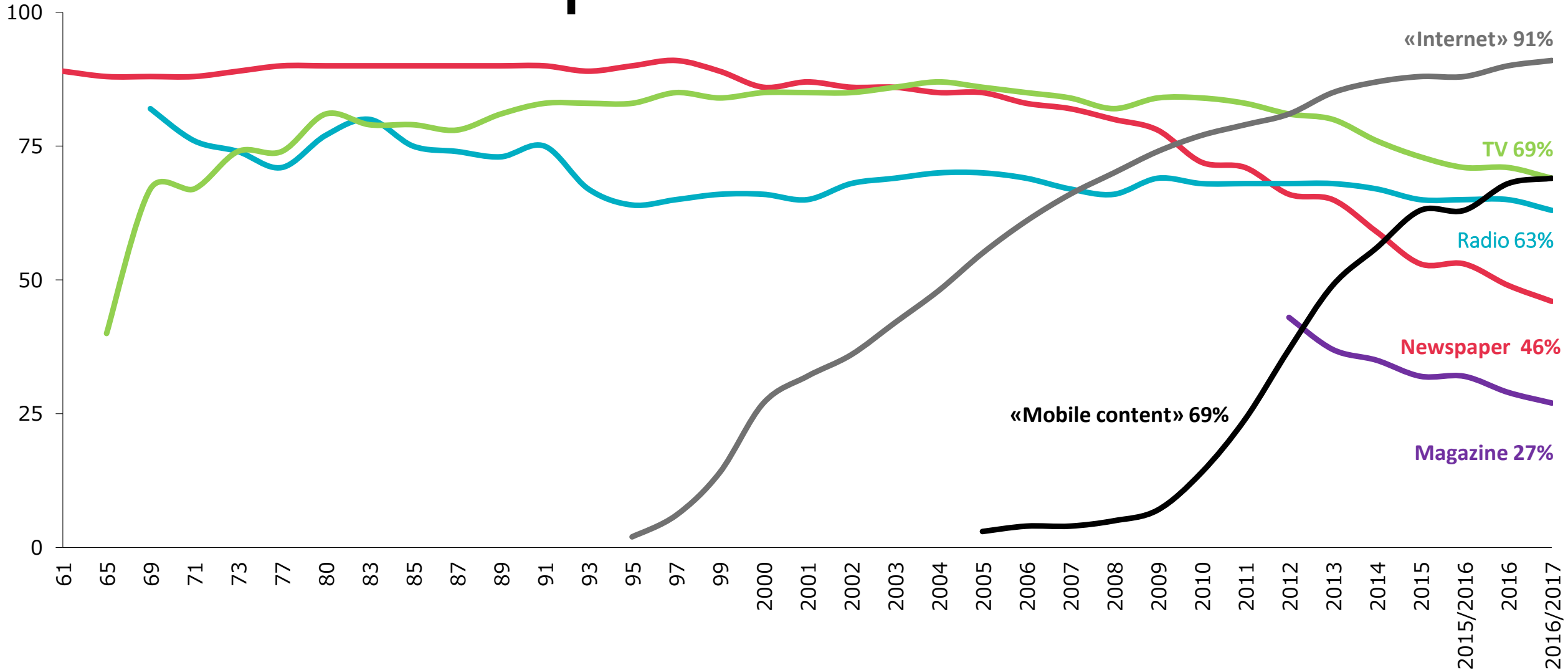
TAPE

TUNER

LEVEL STANDBY

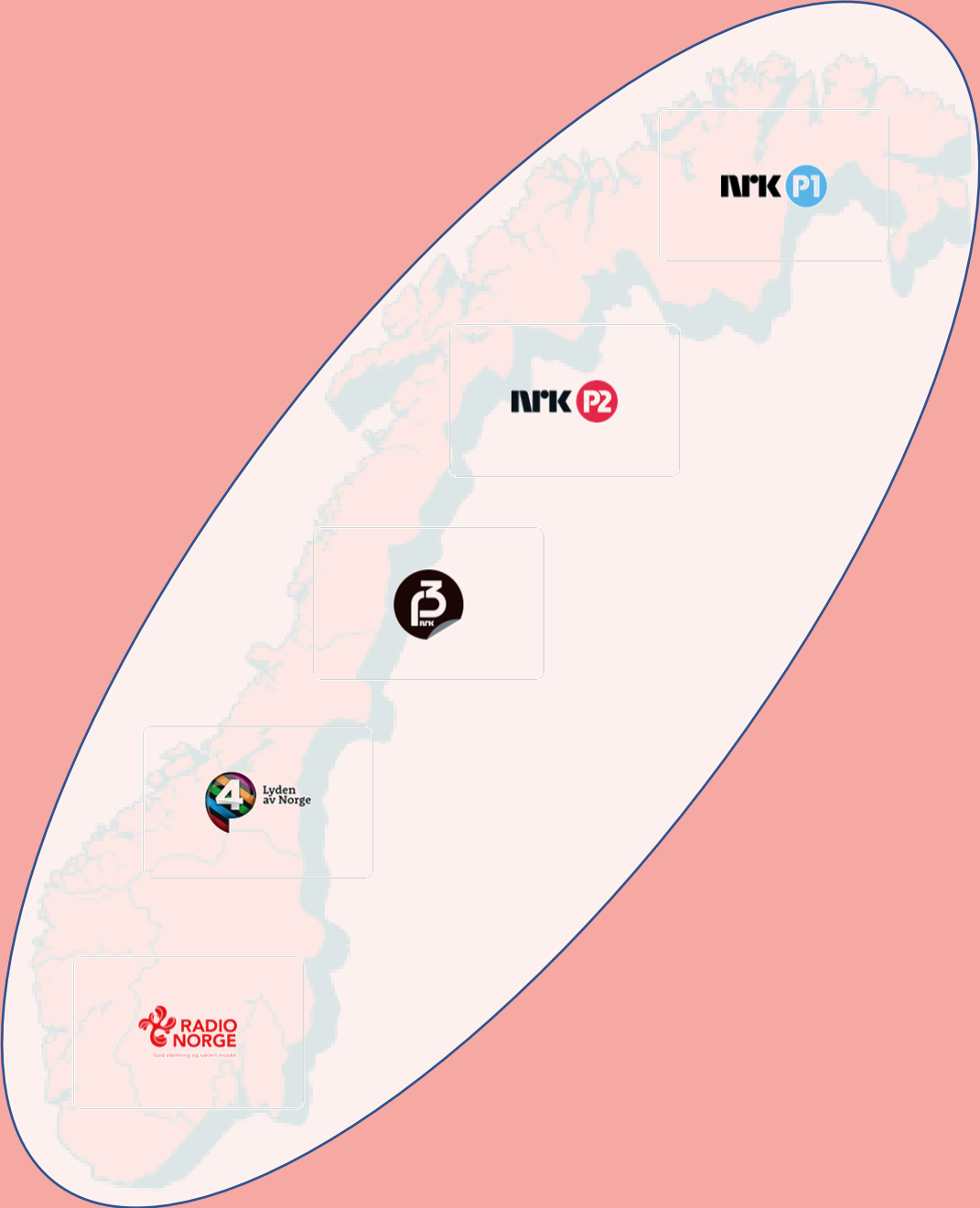


Media development 1960 - 2016/2017



Source: KANTAR MEDIA

Daily use newspaper, radio, tv and internet



NRK P1

NRK P2

B
NRK

4 Lyden av Norge

RADIO NORGE
God stemning og svært musikk

NRK SPORT

SOFT
for rolig musikk



NRK P1

TOPP40

1
RADIO1



NRK P2

10 Country

RADIO
NORSK
POP



NRK P13

6 Rock

9 Retro



7 Klem

NRK FOLKEMUSIKK

NRK SÁMI RADIO

8 Pop

m3

4 Lyden
av Norge

5 Hits

NRK ALLTID
NYHETER

NRK VÆR

NRK JAZZ

NRK P1+

RADIO
NORGE
God stemning og samer musikk

nrk super

NRK KLASSISK

NRK TRAFIKK

Vinyl



1 DAB 2000 transmitters

~~3 000+~~

FM

transmitters

NRK P1

NRK P2

RADIO
NORGE

Scandinavian commercial radio

2018 – 2026



FM:

3 national stations

Approx. 80 % population coverage

Distribution: € 50 M *

License fee: € 100

M

Total: € 150 M



DAB:

16 national stations

92,8 % population coverage

Distribution: € 55 M

License fee: € 0

M

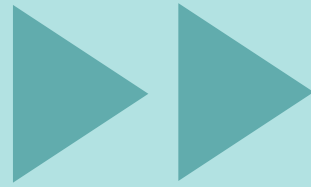
Total: € 55 M

* Estimated cost

Digitization of newspapers and television



Digitization of radio



Radio is...





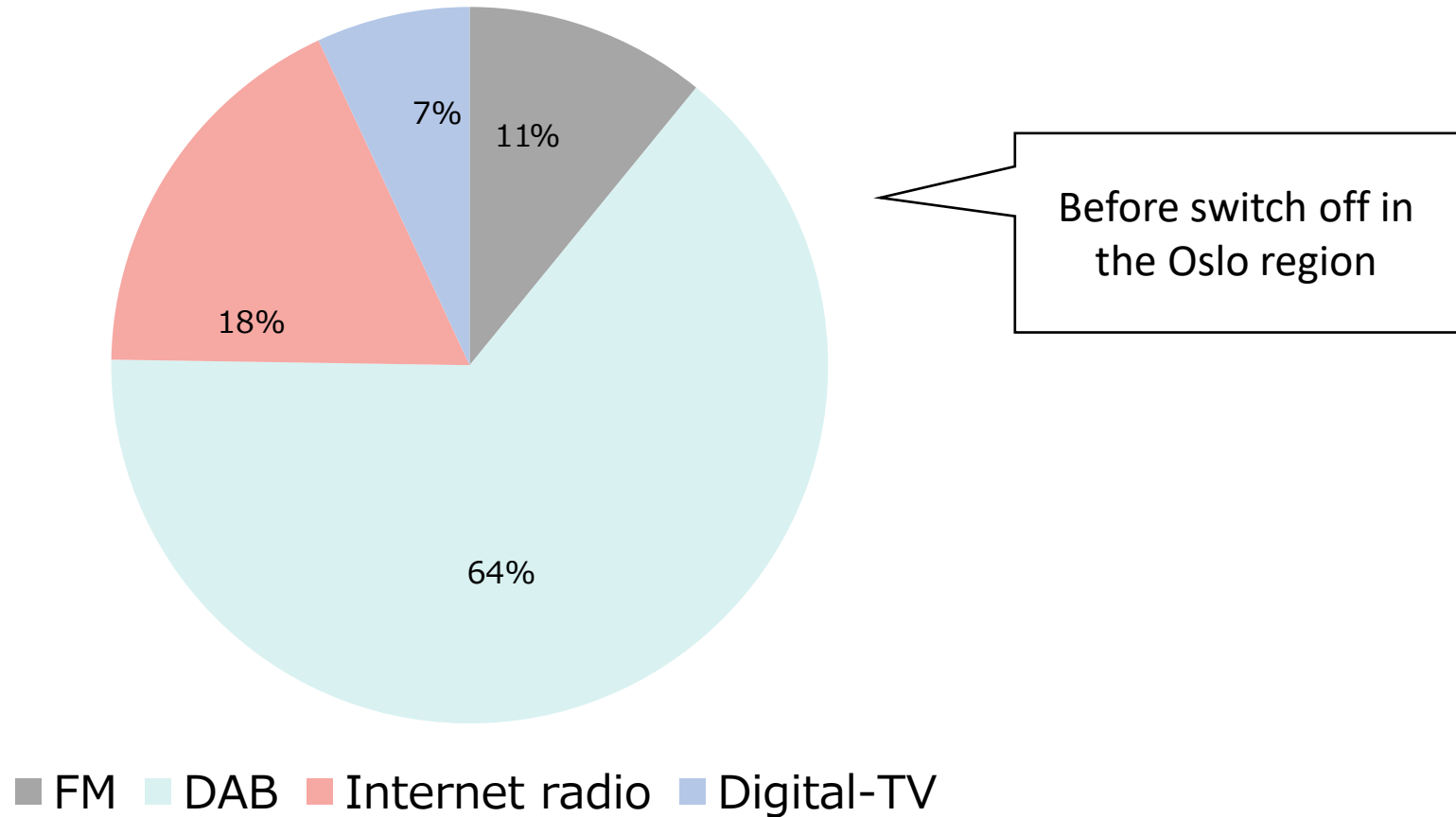
CONTENT

FREE

AVAILABLE

EASY

Share of time spent



Des 2016:

FM on

10.1 mill radios

2.9 mill cars

91.6

4 127 496

weekly listeners

Des 2017:

FM off

5.4 mill radios

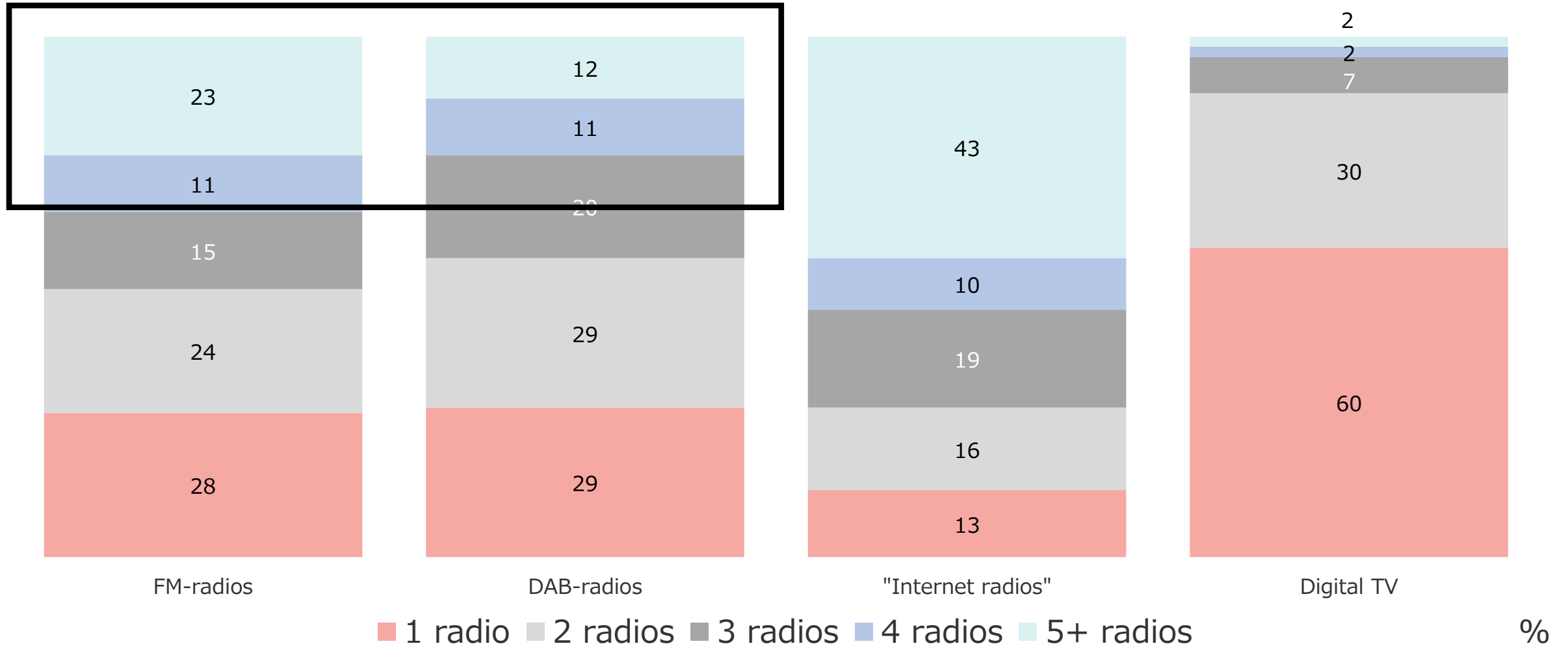
1.4 mill cars

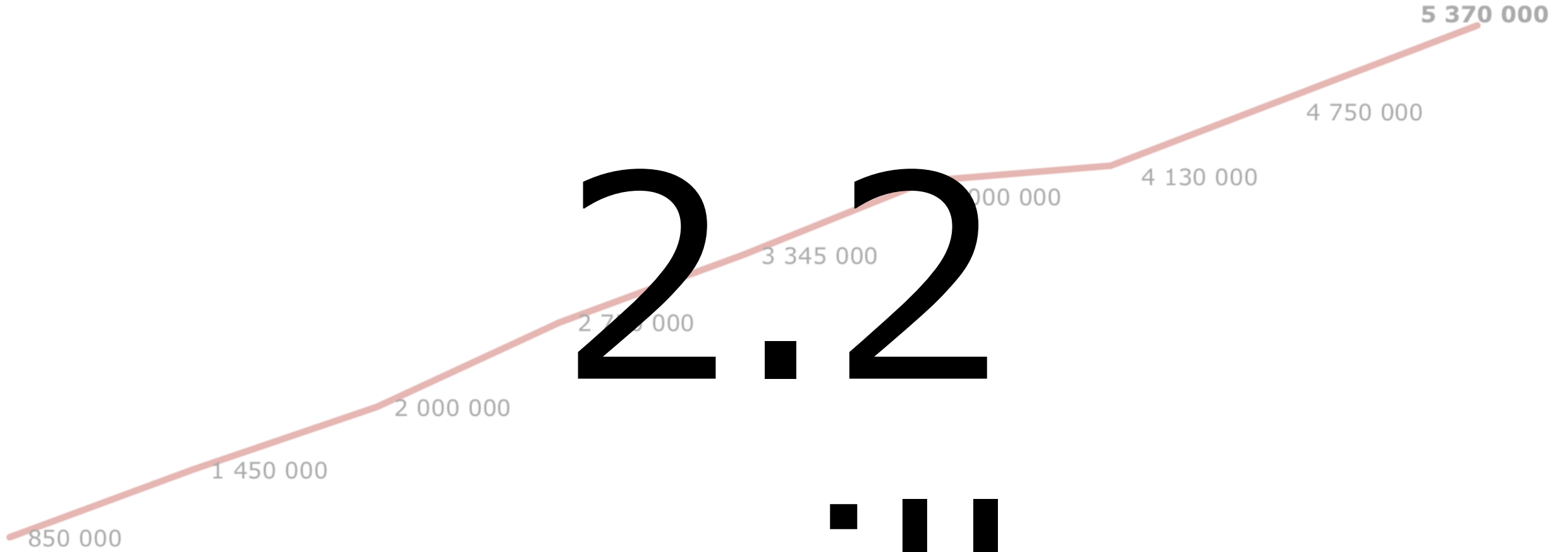
85.1

3 834 606

weekly listeners

Spread of the number of radios





mill

NRK P2



RADIO NORGE
Gull, Sølv og sølv-tradisjon

NRK P1+



NRK ALLTID NYHETER

NRK P13

NRK JAZZ

NRK SPORT

NRK KLASSISK

NRK FOLKEMUSIKK



NRK SÁMI RADIO

NRK VÆR

NRK TRAFIKK

5 Hits

6 Rock

7 Klem

8 Pop

9 Retro

10 Country



1 RADIO1

RADIO ROCK
EXTRE ROCK

RADIO SOFT
Fin rolig musikk

RADIO NORSK
POP

KISS

TOPP10

Vinyl

69.5

3 131 670

4 Lyden av Norge

RADIO NORGE
Godt selskap og vakre mennesker

67.5

3 041 550

NRK P1+

mP3

NRK ALLTID NYHETER

NRK P13

NRK JAZZ

NRK SPORT

NRK KLASSISK

NRK FOLKEMUSIKK

NRK super

NRK SÁMI RADIO

NRK V R

NRK TRAFIKK

5 Hits

6 Rock

7 Klem

8 Pop

9 Retro

10 Country

ENERGY NRJ

1 RADIO1

RADIO ROCK
EXTRE ROCK

SOFT
RADIO
Fin rolig musikk

RADIO NORSK
POP

KISS

TOPP10

Vinyl

NRK P1

OLD 5 ONLY:

NRK P2

17.6

NRK P3

793 056

RADIO NORGE
God stemning og varm musik

NRK P1+

mP3

NRK ALLTID NYHETER

NRK P13

NRK JAZZ

NRK SPORT

NRK KLASSISK

NRK FOLKEMUSIKK

NRK super

NRK SÁMI RADIO

NRK V R

NRK TRAFIKK

5 Hits

6 Rock

7 Klem

67.5

8 Pop

9 Retro

10 Country

ENERGY
NRJ

1 RADIO1

RADIO ROCK
EXTRE ROCK

RADIO SOFT
Fin rolig musikk

RADIO NORSK
POP

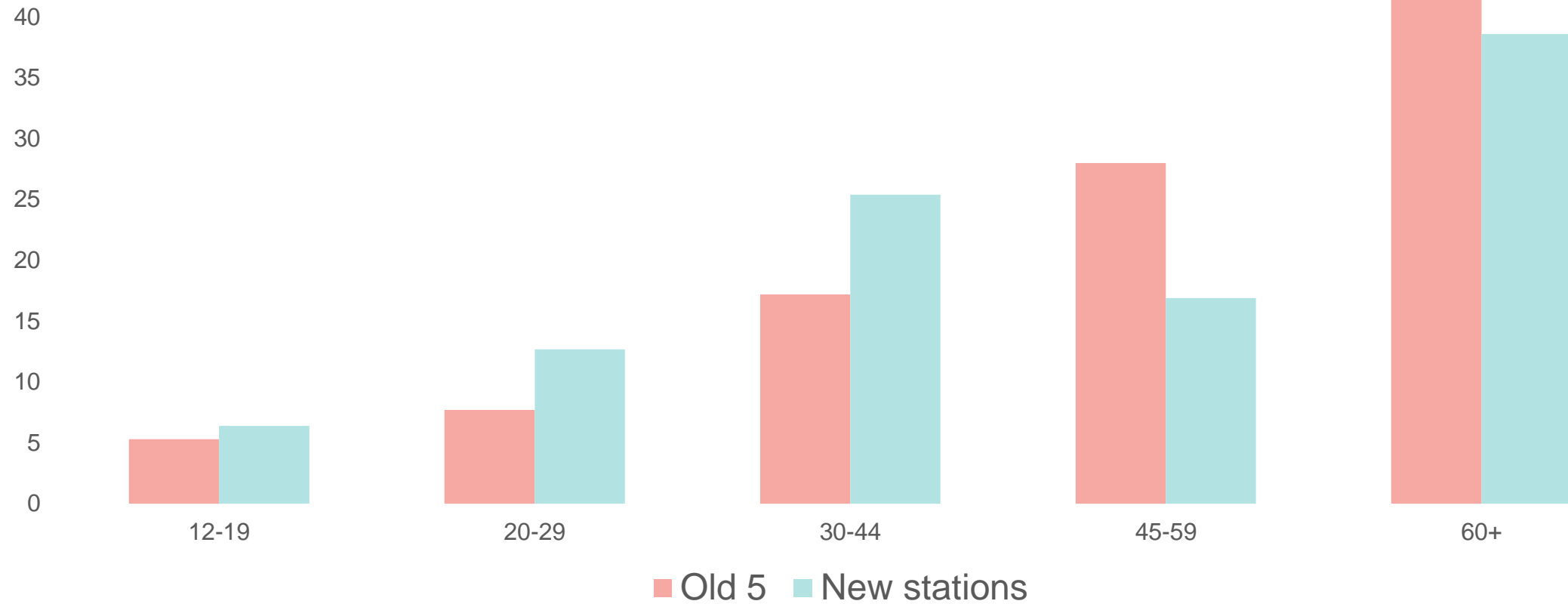
KISS

TOPP10

Vinyl

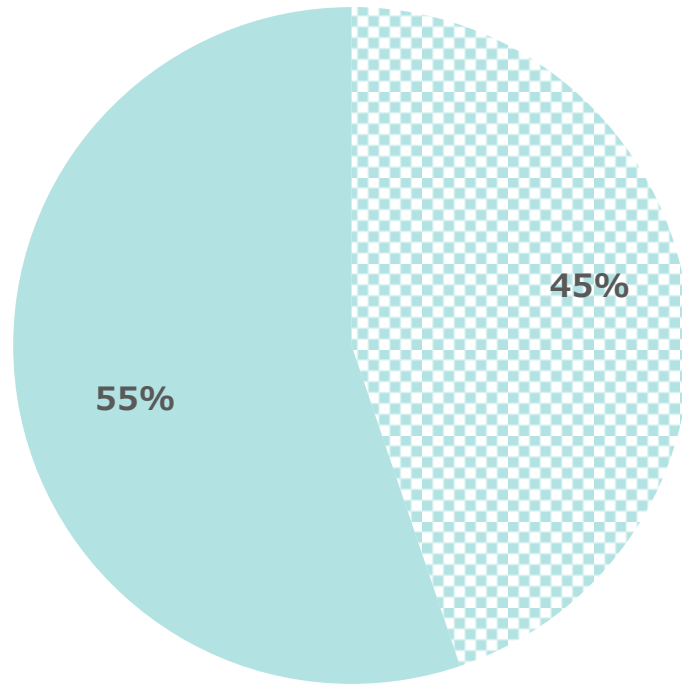
3 041 550

Age profile

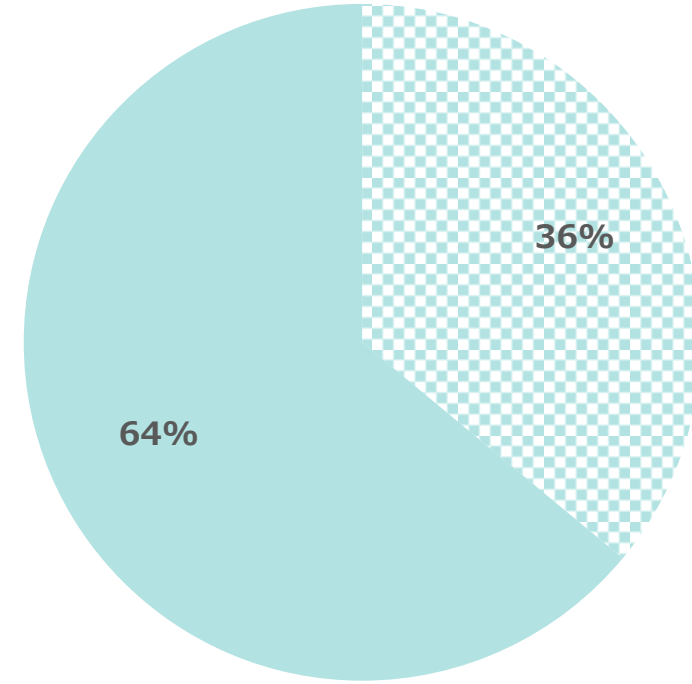


Geographical profile

new stations



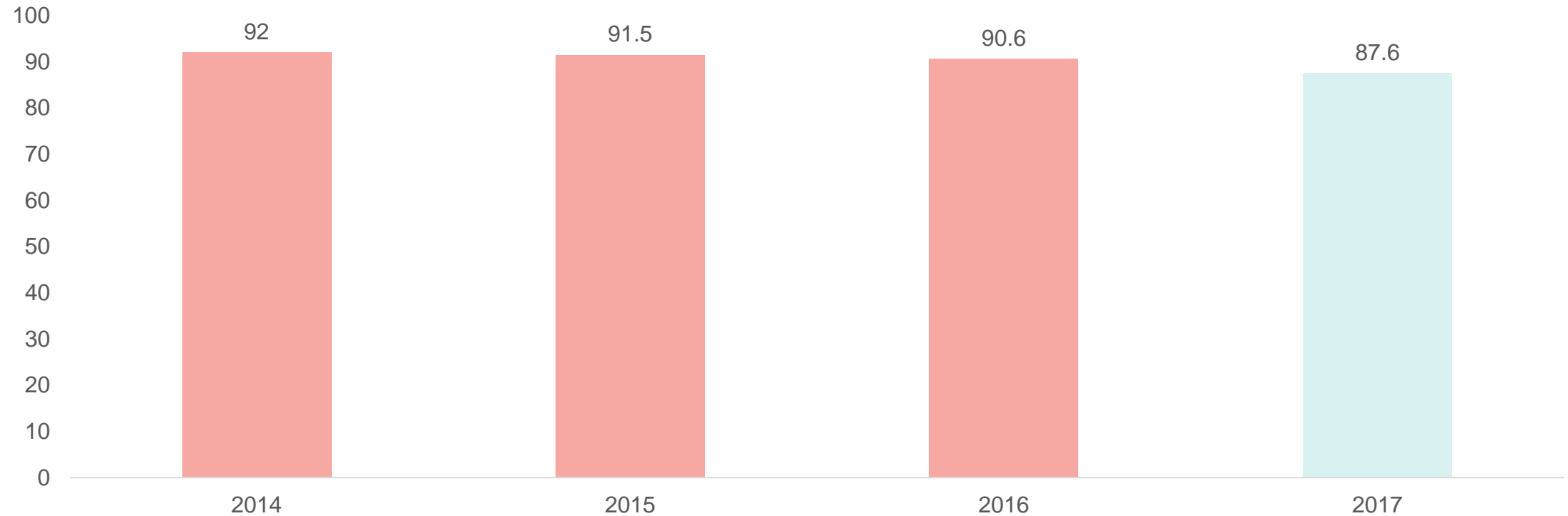
Big cities 2016 Outside big cities 2016

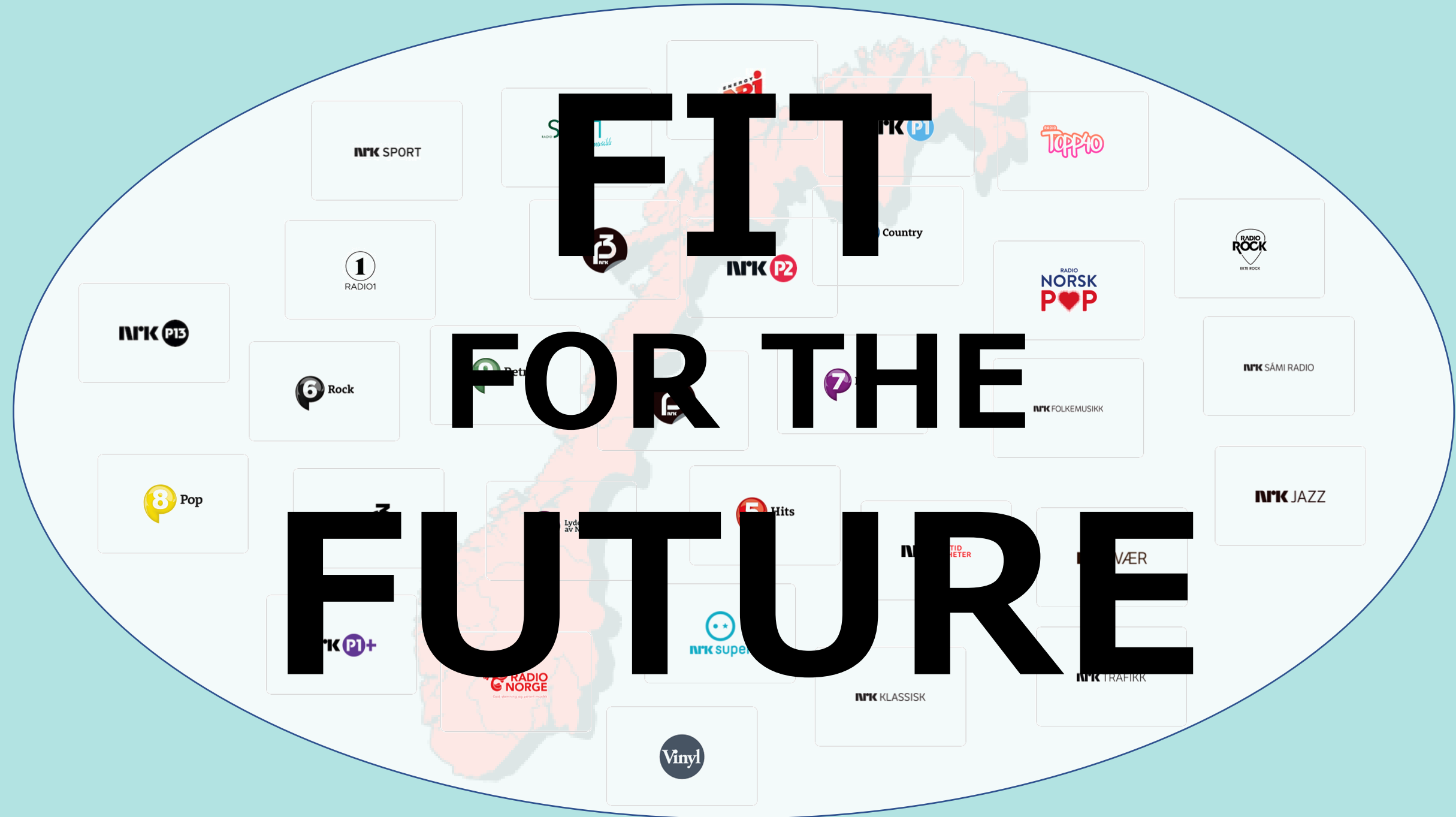


Big cities 2017 Outside big cities 2017

Weekly listening, total radio

2014 – 2017





FIT

FOR THE

FUTURE

NRK SPORT

1
RADIO1

NRK P13

6
Rock

8
Pop

NRK P1+

Vinyl

NRK P2

Country

TOPP40

RADIO
NORSK
POP

RADIO
ROCK
EXTRE ROCK

NRK SÁMI RADIO

NRK JAZZ

NRK FOLKEMUSIKK

5
Hits

NRK SUPER

NRK KLASSISK

NRK TRAFIKK

RADIO
NORGE
God stemning og uavhengig musikk

Lyd
av NRK

NRK
TID
HETER

NRK
VÆR

Thank you!

Ole Jørgen Torvmark
torvmark@radio.no

