ABU – DBS 2018

WorldDAB workshop

jorn.jensen@nrk.no
How
DAB launch

Few, expensive radio sets

Less channels on DAB than FM

Limited coverage

A little info/marketing

Some more radio sets

A couple of new channels

A little better coverage

A little info/marketing

A little better coverage

A little info/marketing

Some more radio sets

A couple of new channels

A little better coverage

A little info/marketing

Some more radio sets

A couple of new channels

A little better coverage

A little info/marketing

Some more radio sets

A couple of new channels

A little better coverage

A little info/marketing

Some more radio sets

A couple of new channels

A little better coverage

Limited coverage

Less channels on DAB than FM

1995 Start

- 22 years -

2011

Full coverage

DSO- period

Info/marketing

Cheaper radio sets

Real added value, many new channels

White paper

2017 FM-shut off

First - period
Region by region
Why
Media development 1960 - 2016/2017

- Daily use newspaper, radio, TV and internet

Source: Kantar Media

Newspaper: 46%
TV: 69%
Internet: 91%
Radio: 63%
Mobile content: 69%
Magazine: 27%
1200 DAB transmitters
3 000+ FM transmitters
Digitization of newspapers and television
Digitization of radio
Radio is...
CONTENT
FREE
AVAILABLE
EASY
Share of time spent in Q4 every year, total radio, all platforms

Source: Digital Radio Survey, November 2017
Results (so far)
January 2017:
FM on
10.1 mill radios
2.9 mill cars

January 2018:
FM off
5.4 mill radios
1.4 mill cars
January 2017:

FM on
10.1 mill radios
2.9 mill cars
83.2%
3,714,000 weekly listeners

January 2018:

FM off
5.4 mill radios
1.4 mill cars
81.4%
3,670,000 weekly listeners
Base: n= 1000
Basert på SSBs statistikk over antall husstander: 2 348 797
Husstandsvektet
OLD 5 ONLY:

22.5

1 016 000

58.9

2 654 000
A new dynamic radio market
Weekly listening, total radio

Source: Radio Survey PPM KANTAR MEDIA

Weekly reach 12+
Lessons learned

• **Cooperation** on tech and process, compete on **content**
• Listeners embrace more **choice**
• Listeners are loyal to radio during the switch over, but some need more time to **replace all radios** or establish new digital habits.
• Carefully **planning** of the actual switchover
• **Regional** switch off works
• Public Service Broadcaster with robust license income to switch off first.
• Huge need for **information**! DAB more different then we thought.
• Car **aftermarket** difficult, but heavy users converts easier
• Some listeners will always **wait** until they have no more choice
• DRN representing **one voice**, necessary and successful
FIT FOR THE FUTURE
Thank you