

Preparing Norwegian motorists with relevant products & services for digital switchover

Introduction:

As one of the leading countries in radio digitisation, Norway faced a challenge in converting the sufficient number of cars in time for FM switchoff. In 2011, as Government announced a clear roadmap for switchover, only 6% of cars on the road had a DAB-radio. The need for aftermarket solutions was obvious.

While products were in place in the market, many had issues with reception, user interface and compatibility with cars as well as on-air signals.

Consumer awareness of DAB was high (approx 80%), and 28% of the population owned a DAB-radio. However, there was limited focus on in-car DAB-products from the trade, and conversion of cars was lagging behind.

The requirement from the Government for DSO to happen, included "*reasonably priced, technically satisfactory in-car DAB-products*" to be made available to Norwegian motorists by 2015. This task had to be solved to avoid prolonging the period of double distribution.

Norway: DAB+ status

Population	5.1 million
DAB+ coverage	99.7%
DAB services on air	31 national
New cars sold with DAB	98%
DAB receivers sold	5.4 million

The activity

Phase 1: 2011-2013

Testing of in-car products in cooperation with distributors. Field and lab measurements, UI evaluations. Results fed back to improve product performance and enhance level of expertise at distributors and dealers.

Phase 2: 2013 - 2017

Expanding on Phase 1 by offering promotional cooperation to dealers, workshops and distributors. Event-teams & radio promotion were key ingredients. Norwegian Car Radio Promotion project established to deepen relation further with two manufacturers, focusing on universal products. Broadcasters got involved in product development and set a spec for approval of the in-car products. In return manufacturers received special conditions for extended radio promotion of their products.

Results

- The weakest products in the market were identified and replaced
- Performance of in-car adaptors was raised, not only for the approved models
- Dealers across the country sold and marketed the products, and developed know-how
- Installers became available across the country

"Providing stimuli for the in-car aftermarket has been essential for the Norwegian DSO. We think this is highly relevant for other markets as well."

Ole Jorgen Torvmark, CEO, Digital Radio Norway

Conclusions and next steps

The activities to prepare Norway for DSO were successful in achieving the Government's requirements. The next step are further improvements in product performance and UI and further lowering prices – this is important for the motorists who haven't converted yet.



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