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.

<table>
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<th>Norway: DAB+ status</th>
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<tr>
<td>Population</td>
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<tr>
<td>DAB+ coverage</td>
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<td>DAB services on air</td>
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<td>New cars sold with DAB</td>
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<td>DAB receivers sold</td>
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**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 Jørgen Torvmark, CEO, Digital Radio Norway

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**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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