



INTRODUCTION

As the first country to switch off FM Norway faced a challenge in converting cars in time for DSO. In 2011, as Government announced a clear roadmap for switchover, only 6% of cars on the road had a DAB-radio and the need for aftermarket solutions was clear.

Products on the market had issues with reception, user interface and compatibility with cars as well as on-air signals.

While consumer awareness of DAB was high at 80%, and 28% of the population owned a DAB radio, there was limited focus on in-car DAB-products from the trade, and conversion of cars was lagging behind.

For DSO to happen the government required "reasonably priced, technically satisfactory in-car DAB-products" to be made available to motorists.

Digital Radio NL is working on an agreement with retail and manufacturers of DAB+ products so that any radio sold can receive digital (including FM). This message helps in visits to car manufacturers to make clear the commitment of all stakeholders, that DAB+ is the digital successor of FM. Also, the WorldDAB UX-Guidelines will be shared with the car manufacturers to make them aware on how to improve the user experience and what action should be taken per stakeholder – for example ensuring the right station logos on screen in cars.

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
Offering promotional cooperation to dealers, workshops and distributors. Event-teams and radio promotion were key. The Car Radio Promotion project was established to deepen relations with manufacturers of aftermarket 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 radio promotion of their products.

THE RESULTS

- The weakest products in the market were identified and replaced
- Performance of in-car adaptors was raised
- Dealers across the country sold and marketed the products, and developed consumer knowledge
- 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 steps are to improve product performance and user interface and to lower further the price of products – important for motorists who have not yet converted.