



## 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 5.4 million**

**DAB+ coverage 99.7%**

**DAB services on air 215 national**

**New cars sold with DAB+ 98%**

**DAB receivers sold 6 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.