

# Is radio still alive in Norway

more than seven years after FM's death?

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100 % DIGITAL

OMG!

I wonder how things  
are in 7 years time?





# Radio in Norway

- 68 % of all Norwegians have one or several DAB radios at home
- 78 % of all Norwegians have DAB radio in the car
- 98 % of all Norwegians have the opportunity to listen to digital radio
- 97 % of all radio listening happens with digital devices, only 3 % listen analogue (to local radio stations) \*

Sources:

Nielsen's PPM, 2024 Annual Audience Report

\* The Norwegian Media Authority's Radio Survey, conducted by Kantar, Q3 2020.



# National radio in Norway

- 100 % of listening to national radio is digital
- 35 % of listening happens on the new stations (never on FM)
- All stations with 92.8 – 99.8 % coverage \*
- Similar distribution cost for all the 34 DAB stations as the 5 stations had on FM \*
- 54,4 % of listening happens at home, 24,1 % outside the home, 19,0 % in cars and 2,5 % in secondary home

Sources:

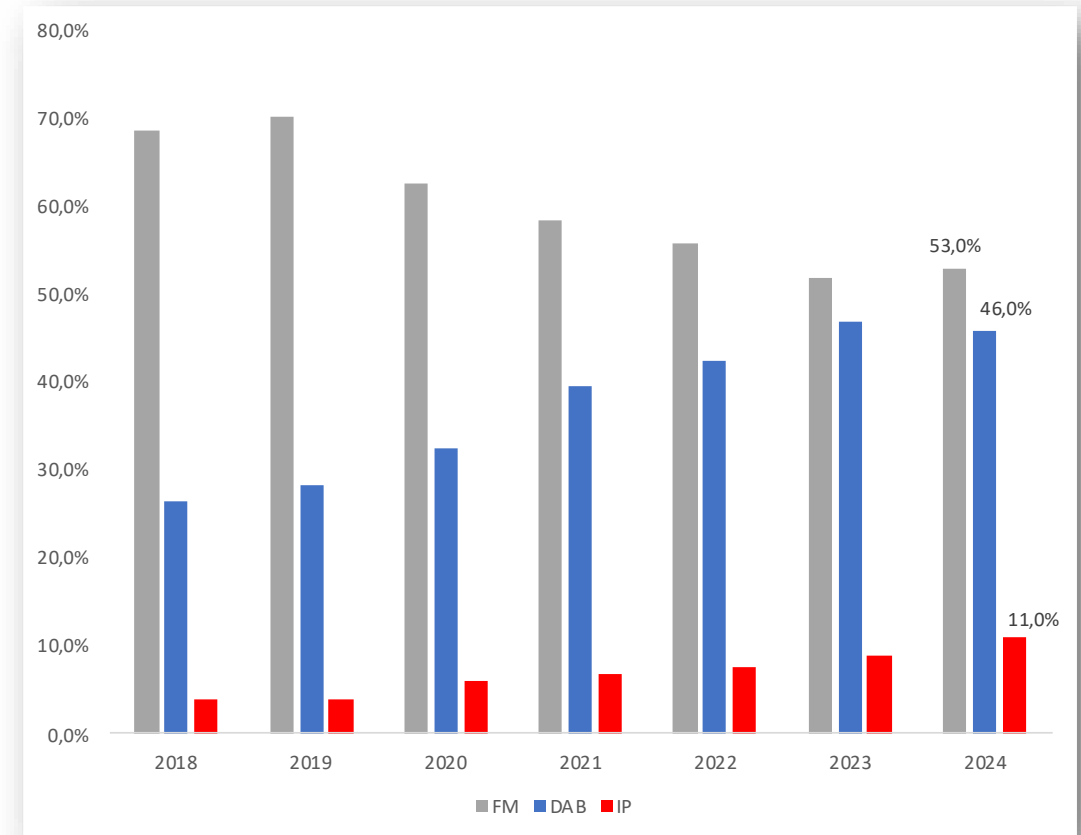
Nielsen's PPM, 2024 Annual Audience Report

\* NRK / Viaplay / Bauer Media



# Local radio in Norway

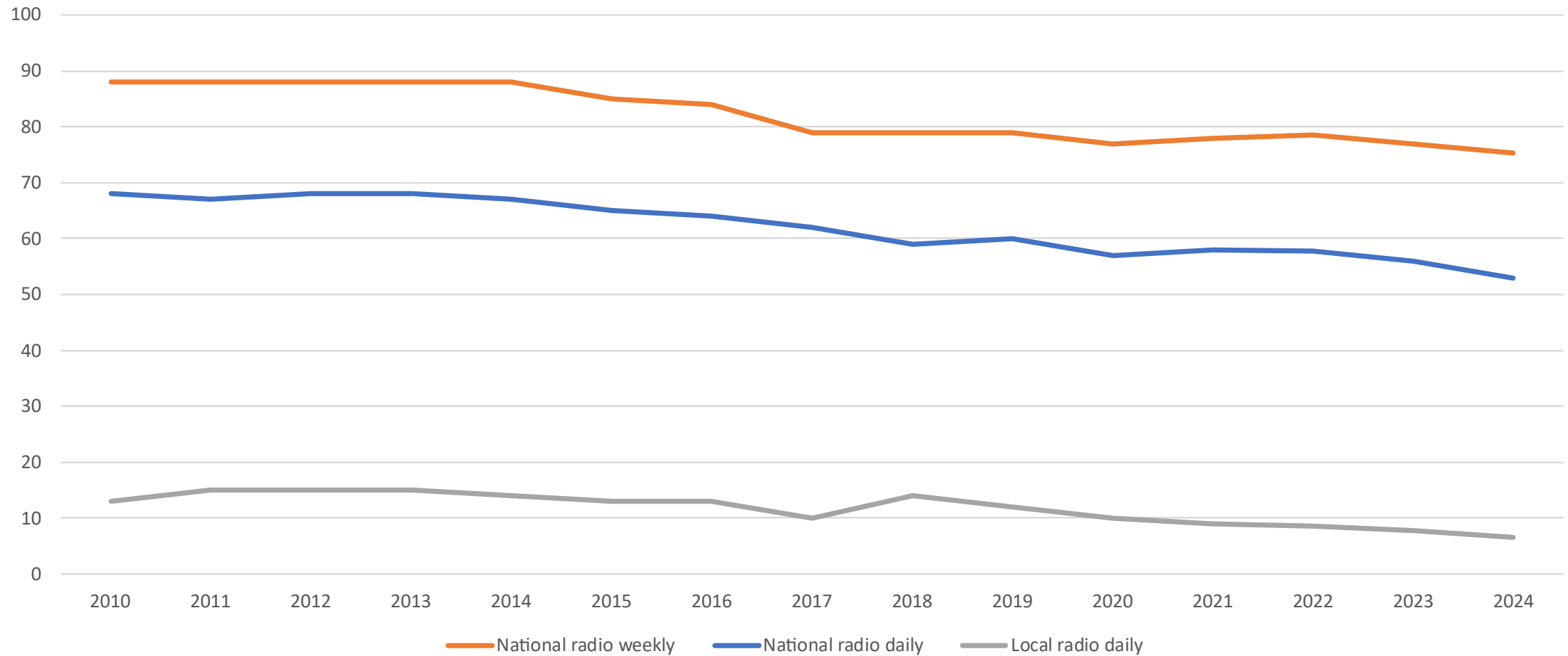
- Allowed to use FM until end of 2031 to finance digitization
- No or few stations to share the distribution costs with
- 60 % broadcasting on DAB, 17 % DAB only and 41 % FM only
- Among daily local radio listeners 53 % use FM, 46 % DAB and 11 % IP



Sources:

The Local Radio Association / Forbruker & Media by Kantar 2024

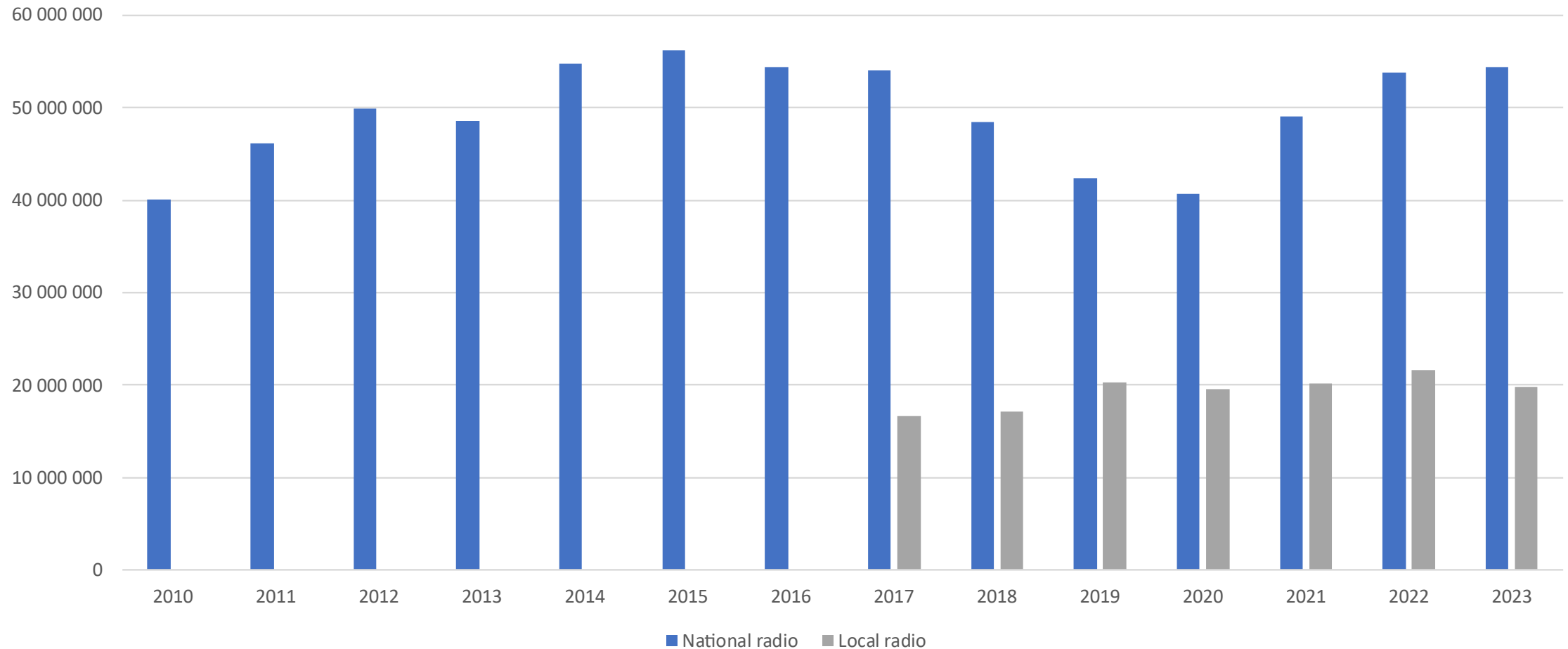
# Total radio reach



Sources:

- Forbruker & Media CATI, Kantar Media

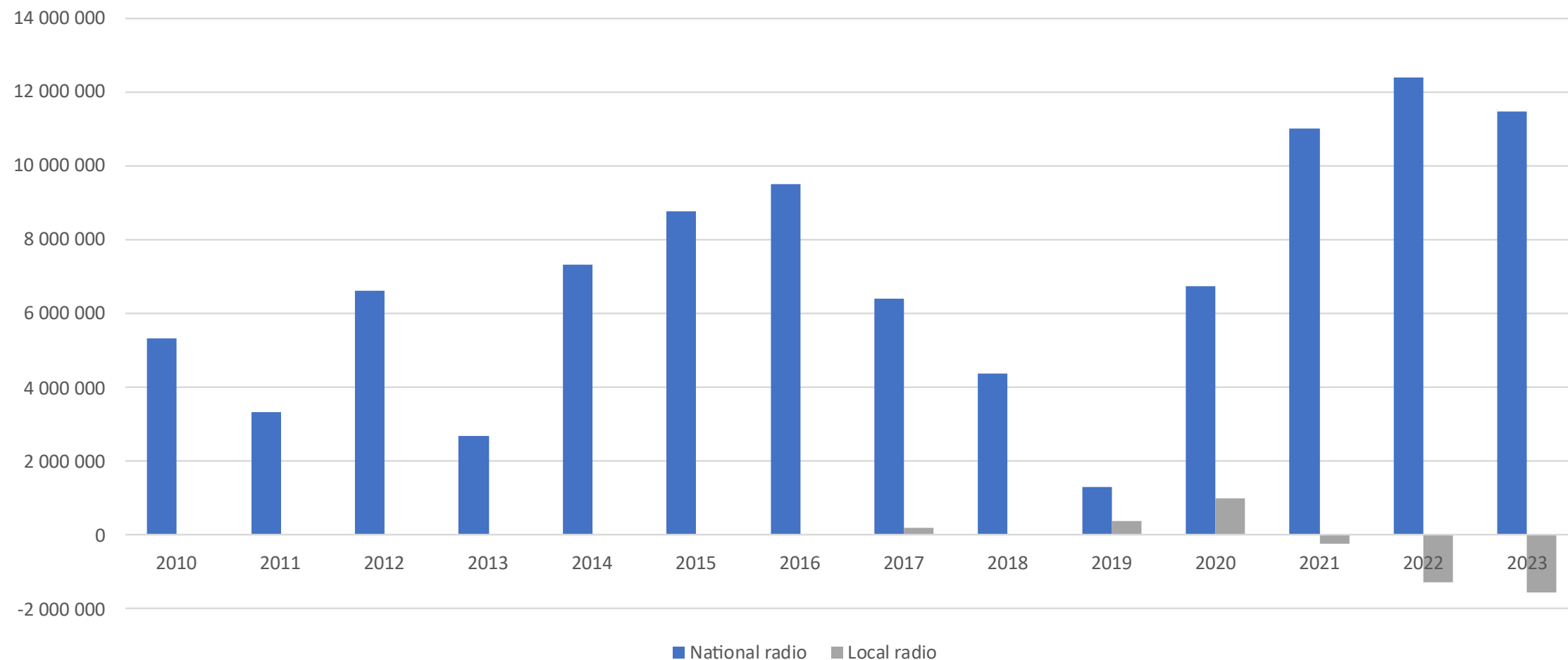
# Turnover (Euro) – commercial radio



## Sources:

- The Brønnøysund Register Center (figures for Viaplay and Bauer Media).
- Local Radio Association (comparable figures available from 2017).

# Operating profit (Euro) – commercial radio



Sources:

- The Brønnøysund Register Center (figures for Viaplay and Bauer Media).
- Local Radio Association (comparable figures available from 2017).

# Why/how did radio in Norway succeed?

- Collaboration
- Content
- Coverage
- Communication
- (Despite) Cars

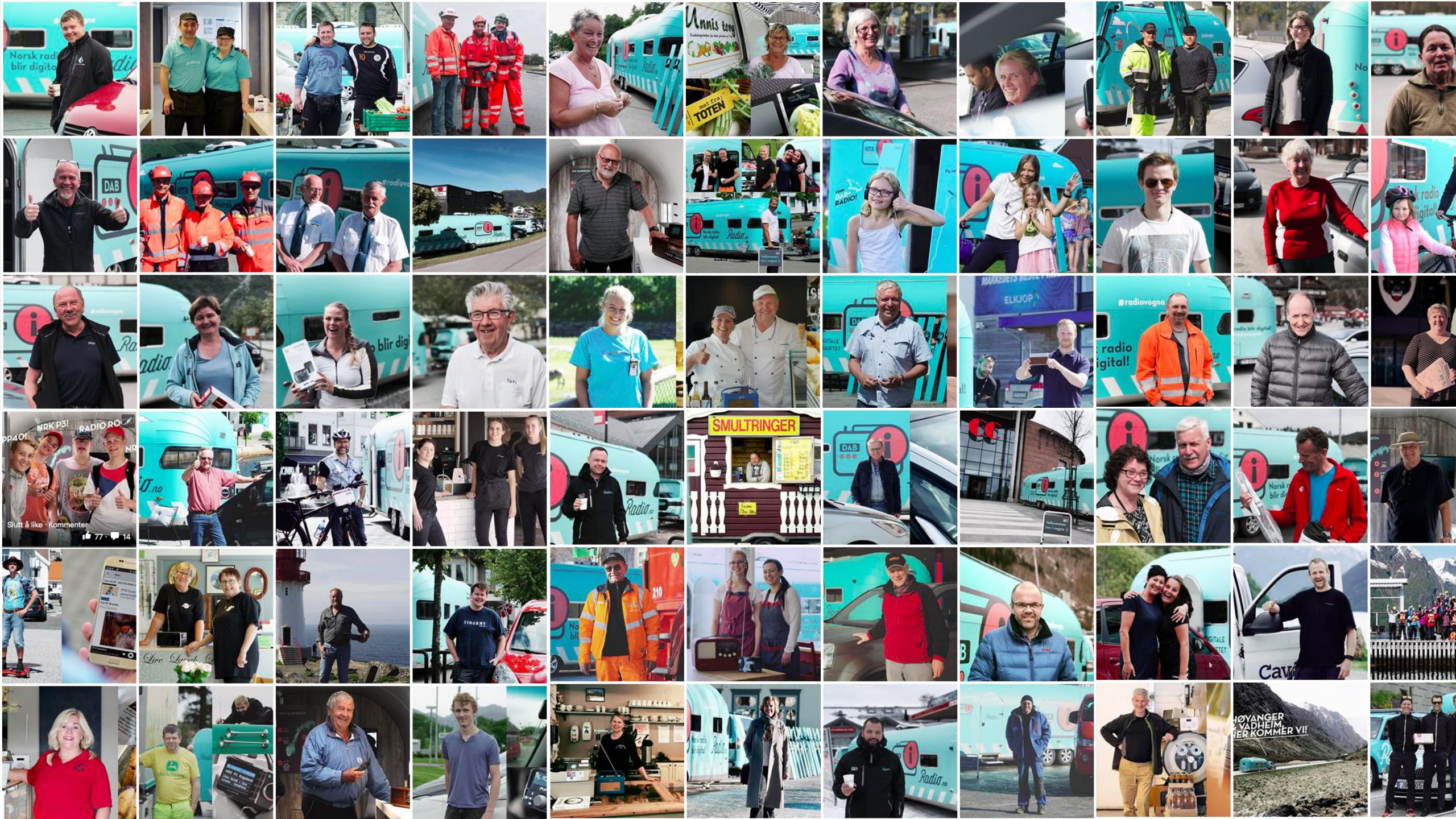


# Why/how did radio in Norway succeed?

- Timing
- Faith
- Patience
- Stamina











Thank you!

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