

DAB with more content and better coverage.

From the 2nd of July 70% of the Norwegian population can enjoy a wider selection of radio channels on DAB (Digital Audio Broadcast). More than 14 channels, including NRK's regional programs, are then available to DAB listeners in Norway. Existing DAB owners need only to reset their radio in order to receive the new channels.

The improved DAB coverage ensures that radio listeners get a wider choice of content, says Hans Petter Danielsen, leader of the Digital Radio Group. In rural areas the FM network only offers 5 to 6 channels but now DAB listeners can receive all NRK's national and niche programs, P4 and several channels only available on DAB; P4 bandit, NRK Gull, NRK Super, NRK Jazz and NRK Sport.

This day is a milestone in the digitalisation of radio in Norway. From now on we can offer several new radio channels, and our audiences get a considerably better choice of radio programs, compared to the analogue FM network with limited channel capacity, says Øyvind Vasaasen, head of radio in NRK.

The current content providers of the DAB network are NRK, P4 and Moox. They provide a variety of programs; sport, news, weather, music, (dedicated channels for classical, rock, jazz and folk music), and a children's channel.

The DAB- radios are easy to operate, provide distortion-free reception, display text information related to the program, offer features such as recording and EPG (Electronic Program Guide).

Through continuous cooperation the content providers are working to improve content and coverage of the DAB network. The next phase, providing 80% coverage of the Norwegian population will be implemented by the end of 2007.

For more information of coverage, content see: www.dabdigitalradio.no

Further information, please contact:
Patrick Valeur
Marketing Coordinator DAB Norway
mobil: + 47 971 51 159
e-post: patrick.valeur@dabdigitalradio.no
web: www.dabdigitalradio.no