



Norway sets date for FM Switch Off

London, February 4, 2011: Following the publication of a report from the Ministry of Culture today, Norway will enact legislation to enable the migration of radio from FM to DAB across the country by 2017, when analogue FM broadcasting will cease.

Norway was one of the first countries to embrace digital radio using the Eureka 147 family of standards, and coverage currently stands at 80%. This will rise to 99.8% by 2017 as broadcasters build out transmitters to match FM reach

Ole Jorgen Torvmark, General Manager of Digitalradio Norway, welcomes the government's decision. "We are pleased with the fact that our Minister of Culture, Ms Anniken Huitfeldt, understands the need for a clear strategy from the authorities. It will provide all radio listeners with a much bigger selection of channels," he says.

The news from Norway supports a growing trend in Europe to move analogue radio services to digital platforms. The UK already has a target switch-over date of 2015, while in France, a law passed in 2009 calls for all domestic radio receivers to be digitally enabled by 2013, with in-car radios equipped by 2015. In Germany, a new law is currently being drafted which will set a date (expected to be within the next four years) for all receivers to be digital. Germany is Europe's biggest radio market and recently announced a series of new national DAB+ radio stations to be launched in 2011, along with regional digital radio services from both public and commercial broadcasters.

WorldDMB President, Jorn Jensen says: "The momentum for digital radio switchover in Europe is growing very fast. Norway's is a considered, well researched decision based on consultation with broadcasters and listeners alike. It follows several years of trials during which the benefits of digital radio versus analogue have been fully explored. WorldDMB members are delighted with today's news which heralds positive moves in 2011 for the international radio industry."

The report* contains various criteria for switch-over, including coverage and listening targets, along with a timetable for implementation once the said criteria have been met.

Support for DAB as the digital standard of choice for radio continues to grow. With Norway, the UK, France and Germany leading the way, there is a sense in the

industry that a long period of trials and testing is coming to an end and we are entering a period of transition from FM to digital broadcasting across the continent.

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For more information contact Caroline Brindle, WorldDMB Project Office on 020 3206 7848 or caroline.brindle@worldDAB.org

The report, which is in Norwegian, can be found here

<http://www.regjeringen.no/pages/15661822/PDFS/STM201020110008000DDDPD FS.pdf>

About WorldDMB

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.

Notes to Editors: The DAB family is the most successful set of digital radio standards in the world. Created for mobile and portable reception of audio, multimedia and video services, the family includes the compatible standards DAB, DAB+ and DMB digital radio and DMB mobile TV. Collectively these are the Eureka 147 Family of Standards, having originated as an EU funded Eureka project. The system is on-air in nearly 40 countries across Europe, Australia and the Far East. More than 500 million people are within range of DAB, DAB+ or DMB services, with over 1,000 services on-air. The world's first DMB mobile TV services launched in South Korea in 2005 and is now one of the most successful markets in the world. In 2008 the industry body responsible for the Eureka 147 family of standards, the WorldDMB Forum, created the 'Digital Radio Receiver Profiles' which specify a set of minimum requirements and features for different types of consumer digital radio receivers. The Receiver Profiles ensure interoperability of new receivers and services between countries whose broadcasters may be using different combinations of DAB, DAB+ or DMB and creates a harmonised digital radio and multimedia market across the world.