

Press release

## Internet radio simplified

**Digitalradio Norway has signed an agreement with UK Radioplayer and will launch a new type of radio player for Norwegian radio channels. The British system, in Norway being named Radio.no, makes it easier to listen to online radio. The radio player contents features adding new dimensions to the use of Internet radio.**

The technology allows all Norwegian radio stations to be linked together on the Internet and provides listeners with one common interface for all radio stations. Today, the switching between radio stations frequently involves opening a new application, with a different look and functionality compared to the previous one.

- The new radio player will bring online radio listening back to what has been radio's trademark and geniality; it's unique ease of use. The service collects all the information being broadcasted from every radio station, so one easily can search for content between stations. For example, you can search for songs, artists, topics, programs and program hosts and get a list of radio stations transmitting your desired content in near future. In addition, you can save your favourite stations just like you do on a traditional radio set, says Ole Jørgen Torvmark, CEO of Digitalradio Norway.

### Launching this summer

P4, Norway's no. 1 commercial broadcaster, is the first station to use the system and starts already this summer. Digitalradio Norway aims to gather all radio broadcasters in Norway - even those who are only distributed through the Internet. In near future, Digitalradio Norway, will invite small and large radio stations to join the service and inform them about the convenience following the player.

- We experience a great need to simplify radio listening through Internet. Today there are surprisingly few people who listen to radio streamed over the Internet, even though most people have access to computers and mobile phones. We want to change that, says Torvmark.

Only 5 per cent of the Norwegian population listened to radio through streaming on Mac/PC in 2012, while the equivalent listening through mobile applications accounted for 2 per cent, according to TNS Gallup Radio Equipment Survey conducted on behalf of the Norwegian broadcasters NRK, MTG and SBS.

### Digitalradio Norway

Digitalradio Norway is owned by P4 and NRK. The company's objective is to ensure a smooth transition to digital radio in Norway for radio listeners and involved professionals. More information about the coverage and content: [www.radio.no](http://www.radio.no)

## British success

UK Radioplayer was originally developed for the UK, the country in the world with the highest radio popularity. The player is a collaboration between BBC and the commercial stations. The use of Internet radio has increased substantially since the service was launched in 2011. The share of radio listening through the Internet in the last 12 months has grown from 3.4 per cent to 4.9 per cent, according to Rajar. The range of radio stations available in a common interface has increased steadily since its launch; UK Radioplayer now includes more than 320 radio stations. Norway is the first country outside Britain to adopt the technology.

Try UK Radioplayer here; <http://www.radioplayer.co.uk>

For comments and/or additional information:

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