



## **FM radios: Customers need to be aware of limited use**

**FM radio sets in Norway will go quiet in a few years' time. All major radio channels will stop transmitting, and Norwegian retailers are now being encouraged to inform customers that FM radios will soon be "useless".**

Norway is in a transition period where radio distribution is being changed from FM to DAB, from analogue to digital. The exact switch-off date is yet to be set, but car and radio dealers are now encouraged to proactively inform customers about the possible consequences of purchasing an FM radio.

The national FM networks are likely to be shut down in January 2017, assuming that governmental requirements for the switch-off are being met. Shutdown will alternatively take place in 2019, at the latest.

- FM switch-off is less than five years away, and retailers need to be aware of the facts to properly inform customers. Products such as radio sets come with a five years guarantee, and potential buyers deserve to be given an accurate update about known changes in available programmes and channels, says Jarle Ruud, Marketing Manager at Digital Radio Norway. The organization provides information to car dealers and retailers of household electronics about the shift in technology and consumer law considerations.

### **Seller's disclosure**

The Consumer Council states that the retailers are required to share all information available at the moment of purchase, and that failure to do so may be taken into consideration in case of a later dispute. - The Consumer Council has proposed that car retailers include a paragraph in the sales contract where it is stated that the customer has been made aware of the car radio's limited FM functionality in the future. A variation of this should be considered by retailers of household radios as well, to avoid future disputes, says Mr. Ruud.

To market FM radios without information about the consequences of FM switch-off, could from now on be considered misleading, according to the Consumer Ombudsman.

All national and regional FM networks will be shut down in Norway. Authorities will allow certain local radio stations to continue to broadcast on local FM networks. Approximately 800,000 radios are sold in Norway every year. 59% of them were DAB capable in 2013.

**For further information please contact Communication Manager Mari Hagerup +47 920 46 088**