

Press Release

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Swedish Broadcasting Authority awards 25 licenses for commercial digital radio

The Swedish Broadcast Authority have announced licenses for commercial digital radio. A total of 25 channels have been awarded a license.

21 of which are national licenses and four are regional channels. 12 of the national channels are unique to digital radio and not broadcasted in FM.

The licensing allows for a significant increase in range of programs throughout entire Sweden. On an average, the Swedish radio listener could go from two commercial channels up to 25. Additionally 10-16 channels from public service broadcaster Swedish Radio, given that their broadcasting license from the government will permit this, will add to the wide range of programs. In other words, more than 40 digital radio channels compared to today's average of 4-7 analog FM stations.

The terms of the license is an expansion of the digital terrestrial network according to:

- July 1, 2016 DAB+ broadcast network shall cover at least 35 percent of the population
- July 1, 2017 DAB+ broadcast network shall cover at least 50 percent of the population
- July 1, 2018 DAB+ broadcast network shall cover at least 70 percent of the population

Licenses will be valid from 2nd October 2014 until 30th September 2022 and broadcasting is to begin no later than 1st October 2015.

All major commercial broadcasters, representing following six companies have been authorized: MTG Radio / Kiloherzt AB, SBS Discovery Ltd (8), NRJ / RBS Broadcasting AB (2), DB Media AB (2), Skärgårdsradion (1) and Norrköping Radio & Co (1). Among the new programs in the digital offerings listeners can expect to find Sportsradio, Talkradio, Radio for the Car, Retro radio, Dance hall radio, Indie radio, 80's and 90's radio and channels aimed at the young.

For more information:

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