

Norway after FM shut-off: The new digital radio stations are a success story

20 March 2018, London, United Kingdom: Only 3 months after FM was switched off in Norway, a listener survey* shows the new digital stations have one third of all radio listening. Most radio listeners still tune in to radio, and the new digital stations have shown strong growth.

These are some of the findings presented by a group of Norwegian stakeholders at Radiodays Europe 2018, the radio industry's annual European assembly. A new report from the year of switchover can be viewed online at www.radiodso.com.

Listener loyalty has been recorded at 98% versus last year (Jan-18 vs Jan-17), on a weekly listening basis. Listeners have stayed loyal through the switchover, even though daily listening has shown a bigger reduction than the weekly listening.

"We are happy and grateful for having most radio listeners still with us. The Norwegian broadcasters did not carry out the digital switchover to gain listeners in the short term, but to retain them in the long run," says Ole Jørgen Torvmark, CEO of Digitalradio Norway.

With the transition from analogue to digital broadcasting, the number of national stations has increased from 5 to 31.

During 2017, a record breaking 2 million* DAB radio sets were sold in Norway - this is almost 3 times a normal year's sales.

"We know that not all listeners have replaced all their FM radios. This means fewer listening opportunities and explains the drop in daily listening. From our survey, however, we see that listeners, given some time, will gradually develop a new, digital listening pattern," says Torvmark.

Digitalradio Norway released their report on the digital switchover at Radiodays Europe. In total, more than 300 delegates from over 20 countries have attended the sessions on the Norwegian switchover.

* Sources:

Digital Radio Survey Feb-18, Kantar Media
Electronics Trade Association

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About WorldDAB

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1200+ experts from over 100 member organisations cover 27 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

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