Norway, one (and a half) year after

Based on a WorldDAB report
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A quick recap

• Five national stations not enough to secure radio’s future
• Long term double distribution, not an option
• 2000’s: Chicken and egg period
• 2011: A political plan made it possible invest in networks and content
• 2015: All requirements in the plan were fulfilled
• A new and diverse radio market emerged
• 2017: FM turned off for national and commercial big city stations
• From five to 32 stations. Almost all radios upgraded or replaced
• A new market also needs new measurements
• A challenging 2018, but listening is back at similar levels as before the switch-off
Reach 2010 – 2019, PPM

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Time spent listening, 2010 – 2019, PPM

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Daily reach by age groups, 2010 – 2019, PPM

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Sales of DAB radios, 2006 - 2018

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Source: The Electronics Trade Association

* Including sales of DAB car adapters.
Number of radios, 2012 – 2019

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Source: Digital Radio Survey Q1 2019 Kantar Media
Share of digital equipment in households, 2005 – 2019

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Source: Digital Radio Survey Q1 2019 Kantar Media
Total digital use among daily listeners

Q1-2019

- Used digital platforms: 93
- Not used digital platforms: 7

Source: Digital Radio Survey Q1 2019 Kantar Media
Use of platforms among daily listeners, 2012 – 2019

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Source: Digital Radio Survey Q1 2019 Kantar Media
Market share 2010 – 2019, PPM

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Source: 2010 – 2018 PPM Kantar Media
A new market
Consequences and learnings

• Going first in a technology shift will always be hard
• Converting the existing car pool was the single most difficult part
• The digital switchover should have been easier for the individual listener to accomplish
• As a consequence, a period of lower listening figures, accompanied by negative public attention
• Radio’s reputation and advertising revenues are still suffering, even though the listeners are back
• A modernized market, but it will take time to rebuild the radio’s reputation
One (and a half) year after

- 9 out of 10 have one or more DAB radios, everyone have digital listening options
- More than 6 of 10 cars have DAB, all new ones
- Very little remaining use of FM (7 %)
- Radio listening is back at same levels as before the switch-off.
- The market has changed. New stations are popular – more than 1/3 of the market share