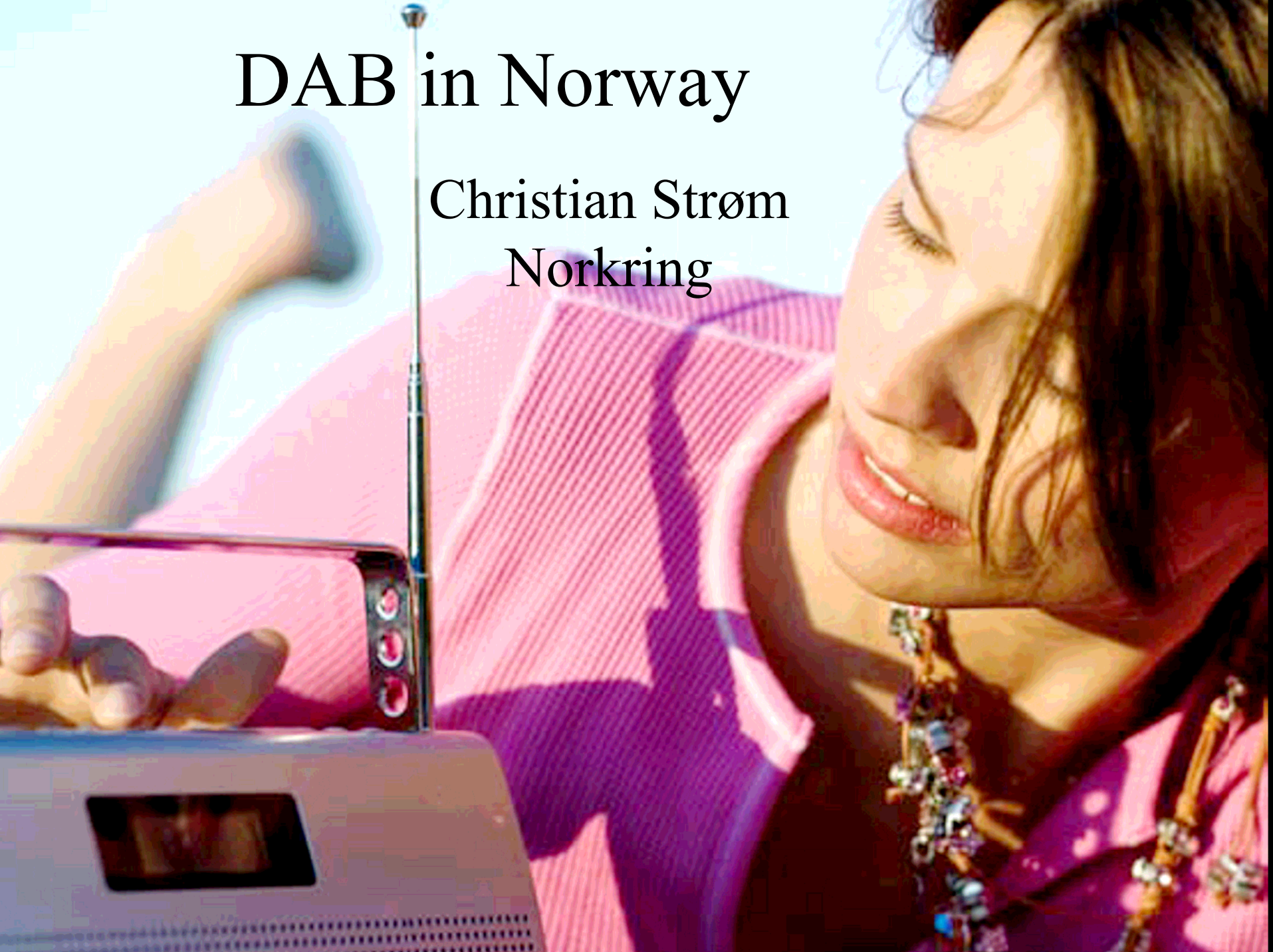


# DAB in Norway

Christian Strøm  
Norkring



# DAB - the situation in Norway

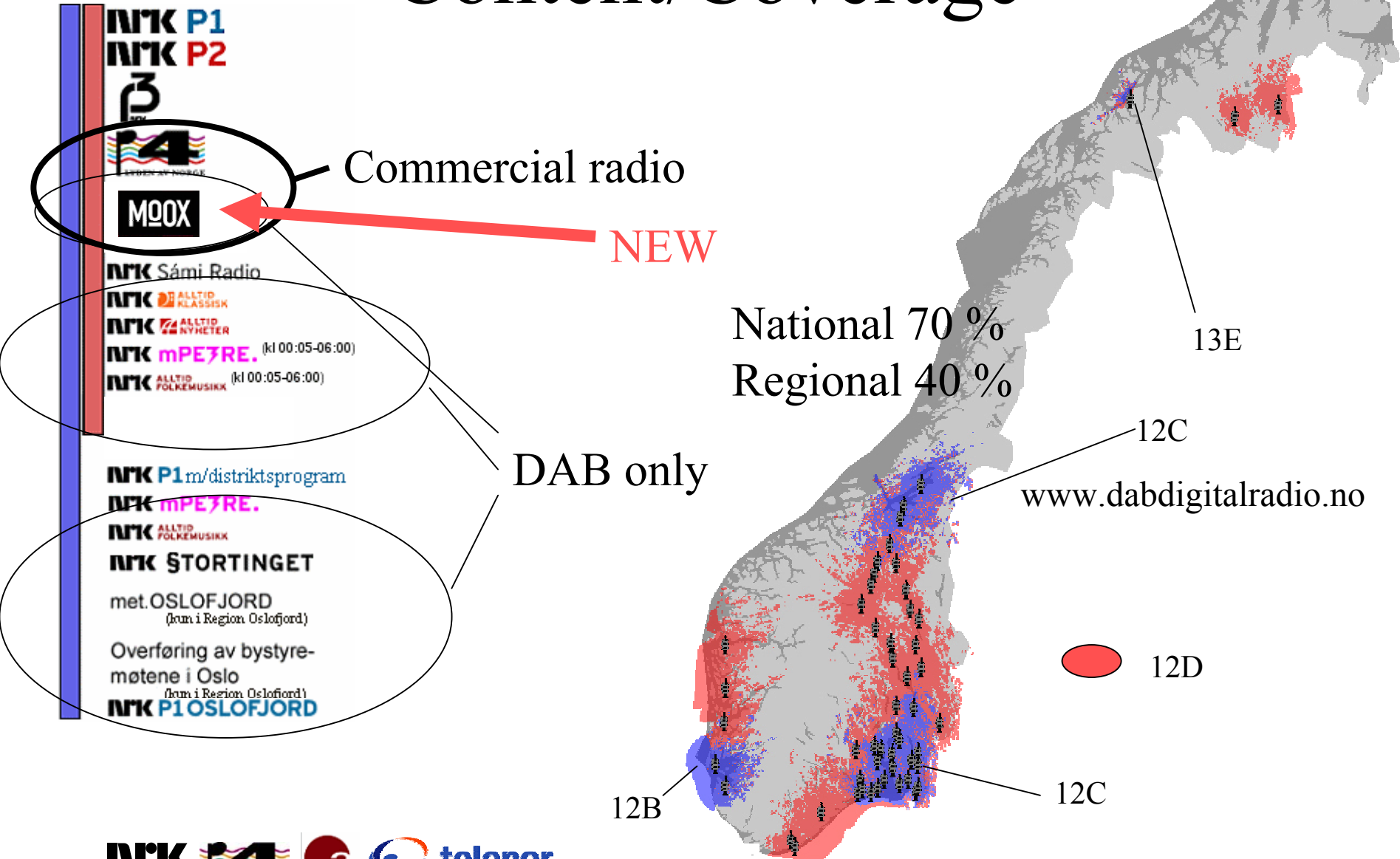
- 1997: DAB technology was chosen to replace FM
- 2005: Decision revised and conclusion is to continue with DAB

# DAB - the situation in Norway

- Sales above our expectations
  - 50.000 radios sold in 2005
- Critics of DAB
  - Few but they make a fuss
- Promotional activities
  - DAB presentations for retail, manufacturers/importers and the car-industry
  - Media
  - Regulatory presentations and lobbying
  - WEB site
  - Retail sales material



# Content/Coverage



- NRK P1
- NRK P2
- NRK P3
- NRK P4
- MOOX**
- NRK Sámi Radio
- NRK ALLTID KLASSEK
- NRK ALLTID NYHETER (kl 00:05-06:00)
- NRK mPEYRE. (kl 00:05-06:00)
- NRK ALLTID FOLKEMUSIKK (kl 00:05-06:00)
- NRK P1m/distriktsprogram
- NRK mPEYRE.
- NRK ALLTID FOLKEMUSIKK
- NRK STORTINGET
- met.OSLOFJORD (kun i Region Oslofjord)
- Overføring av bystyremøtene i Oslo (kun i Region Oslofjord)
- NRK P1 OSLOFJORD

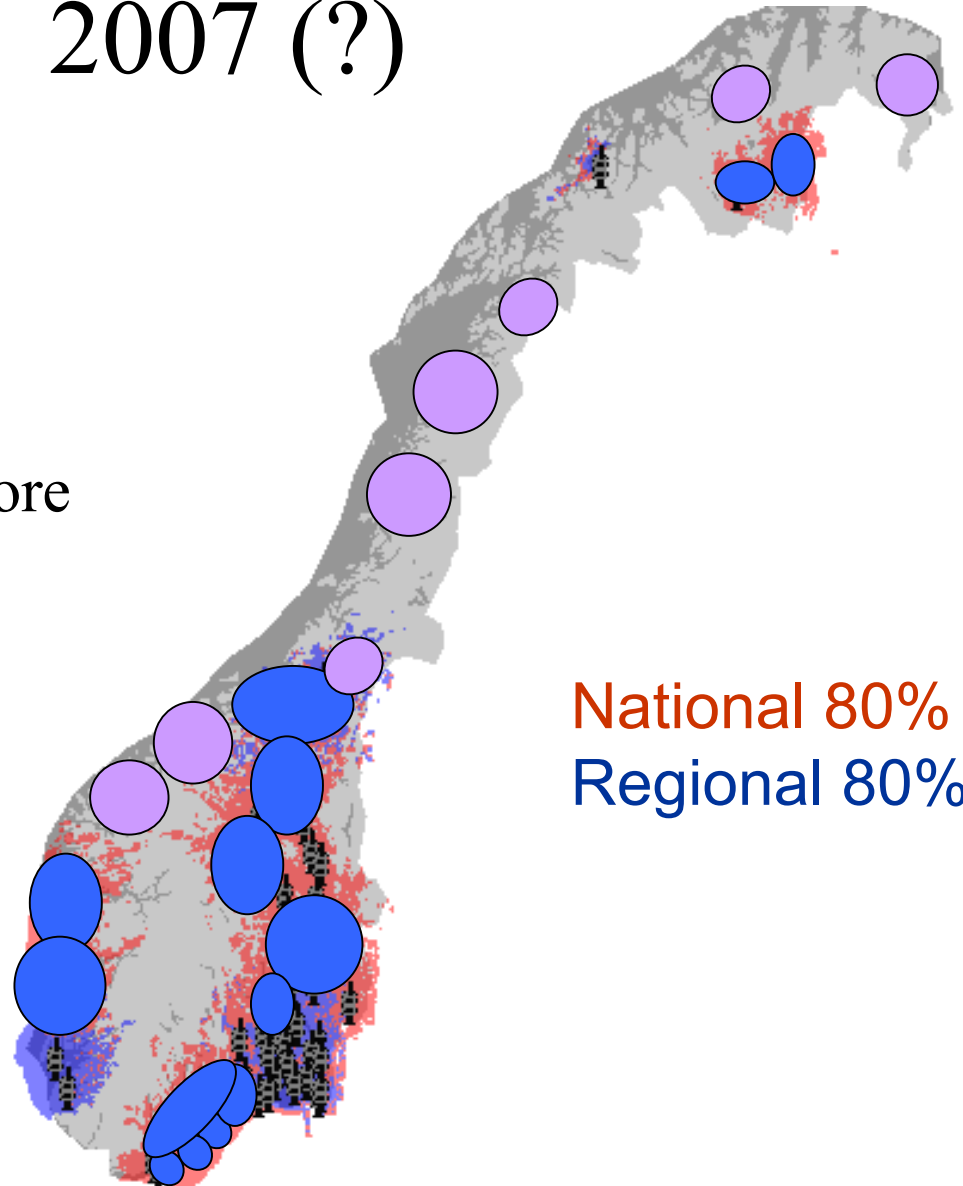
# DAB 2007 (?)

**NRK P1**  
**NRK P2**  
**NRK P3**  
**NRK P4**  
 LYDEN AV NORGE  
**MOOX**  
**NRK Sámi Radio**  
**NRK ALLTID KLASSEK**  
**NRK ALLTID NYHETER**  
**NRK mPE7RE.** (kl 00:05-06:00)  
**NRK ALLTID FOLKEMUSIKK** (kl 00:05-06:00)

**NRK P1 OSLOFJORD**  
**NRK Østlandssendingen**  
**NRK Østfold**  
**NRK Buskerud, Telemark og Vestfold**  
**NRK STORTINGET**  
**NRK mPE7RE.**  
**NRK ALLTID FOLKEMUSIKK**  
 met.OSLOFJORD  
 Overføring av bystyremøtene i Oslo

And more

- NRK** Troms og Finnmark
- NRK** Hedmark og Oppland
- NRK** Møre og Romsdal
- NRK** Trøndelag 1
- NRK** Rogaland
- NRK** Hordaland
- NRK** Sørlandet
- NRK** Sogn og Fjordane



National 80%  
 Regional 80%

# Strategy

- Replacement for FM
  - Reduce simulcast costs
- NRK strategy up for discussion
  - Niche channels close down on FM
  - Total FM close down 2014
- Existing FM services are attractive
- New DAB only services launched,
  - more to come with NRK close down niche
- Model for local radio is a challenge
- More frequency capacity needed (RRC06)
  - for existing and new players
- All players are preparing new services, awaiting receiver functionality
  - EPG, BWS, SS etc