

Regulation of Radio in Denmark:

Localness, Licensing, Digitalisation

History

- DR founded 1925 as public service organisation
- DR second radio channel in 1951
- Illegal Radio Mercur from ship 1958-1962
- DR third radio channel (FM) in 1963
- DR regional radio in 1975

Private local radio in Denmark

- Trial period 1983-1986
- Introduced in 1986
- Advertising allowed in 1988
- Networking allowed in 2002



New national radio channels

- FM 4 in 2001 (DR) by beauty contest
- FM 5 (Sky Radio) in 2003 with public service obligations (news) by auction
- FM 6 (Talpa Radio) in 2003 by auction



MEDIA SECRETARIAT

The radio market

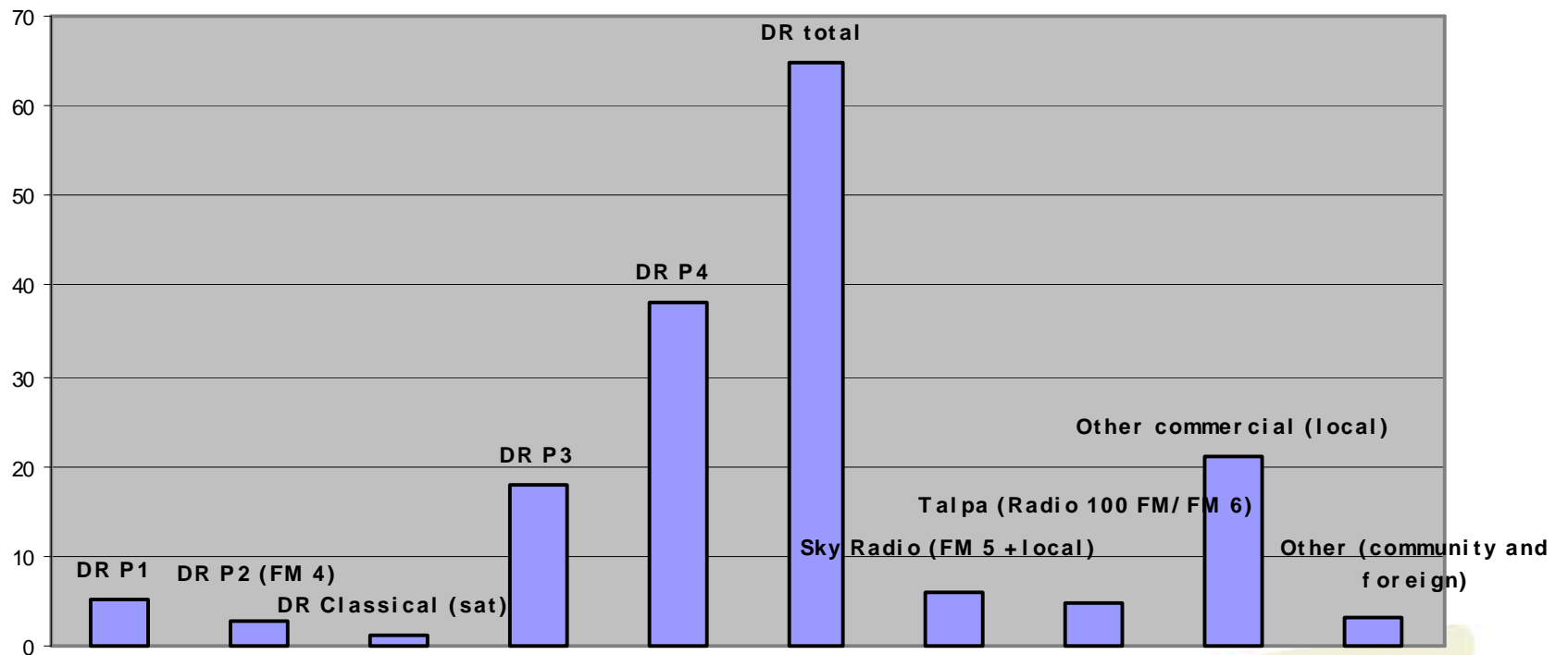
- DR: 4 national, 9 regional, 9 DAB channels
- FM 5 and FM 6
- 1 network of local stations (SBS)
- Regional networks, independent local, community radio



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Share of listening

1. Quarter 2004



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Licensing of local radio

- Local Broadcasting Boards for local radio
- Local transmitters in municipalities (160 W)
- Local media policy is possible
- Commercial and non-commercial stations



Licensing of national radio

- National Radio and Television Board licenses regional and national radio
- Beauty contest or auction



Local radio and localness

- Local Broadcasting Boards
- Board of licensee must live in local area (-2002)
- Ban on networking (-2002)
- Public grants for non-commercial stations



Grants

- Basic grants (2/3 of the sum): Maximum 15 hours per week. From 2004 new rules (local connection or fulfill media policy)
- Programme grants (1/3 of sum). National board on basis of applications based on the content. Also based on recommendation by Local Board.

Are the radios then local?

- Not really – little success
- Larger areas by merger of Local Broadcasting Boards
- New challenge: To secure local content in commercial radio



Ownership of radio

- International media companies
- Local/regional newspapers
- Some independent
- DR of course

DAB I

- DR started in 1990's
- Now almost 100% coverage, 9 channels
- Today 7,000 listeners
- 1 national bloc and 1 regional blocs



DAB II

- 1 further regional bloc in 2007
- Tender of DAB frequencies
- FM 5 and FM 6 on DAB at some time



Future ?

- New political agreement is expected in June
- Focus on the interest of commercial radios
- Policy to be discussed at a conference in September