

The Norwegian DSO

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Topics

- Background information & Political decisions
- Update on the DSO in Norway
- Lessons Learned
- Appendix: The Radio Landscape in Norway



Background

- Digital radio: Internet, mobile telephones/apps, TV and DAB/DAB+.
- The digitization process is **industry driven** – including technology choices
- The authorities role in the migration process is merely of a facilitative nature
- White Paper - Report to the Storting No. 62 (1996–97)
- White Paper - Report to the Storting No. nr. 30 (2006-2007)



Political decisions

- **2011** – Government White Paper – conditions for FM switch-off
- **2015** – Governmental decision – conditions for FM switch-off fulfilled
- **2017** – FM switch-off for all national radio stations
 - Local radio stations – the majority may continue on FM at least until 2022



The NMA - Main tasks

- The NMA's main task with regard to the digitization process
 - Provide the Ministry of Culture with annual reports regarding the fulfilment of the switch-off criteria (2011-2015)
 - Survey on digital radio listening and knowledge of the digitization process in collaboration with the broadcasters
 - Issue the necessary broadcasting licences
 - In charge of an information campaign aimed at the general public
 - Incl. vulnerable groups and car dealers/importers



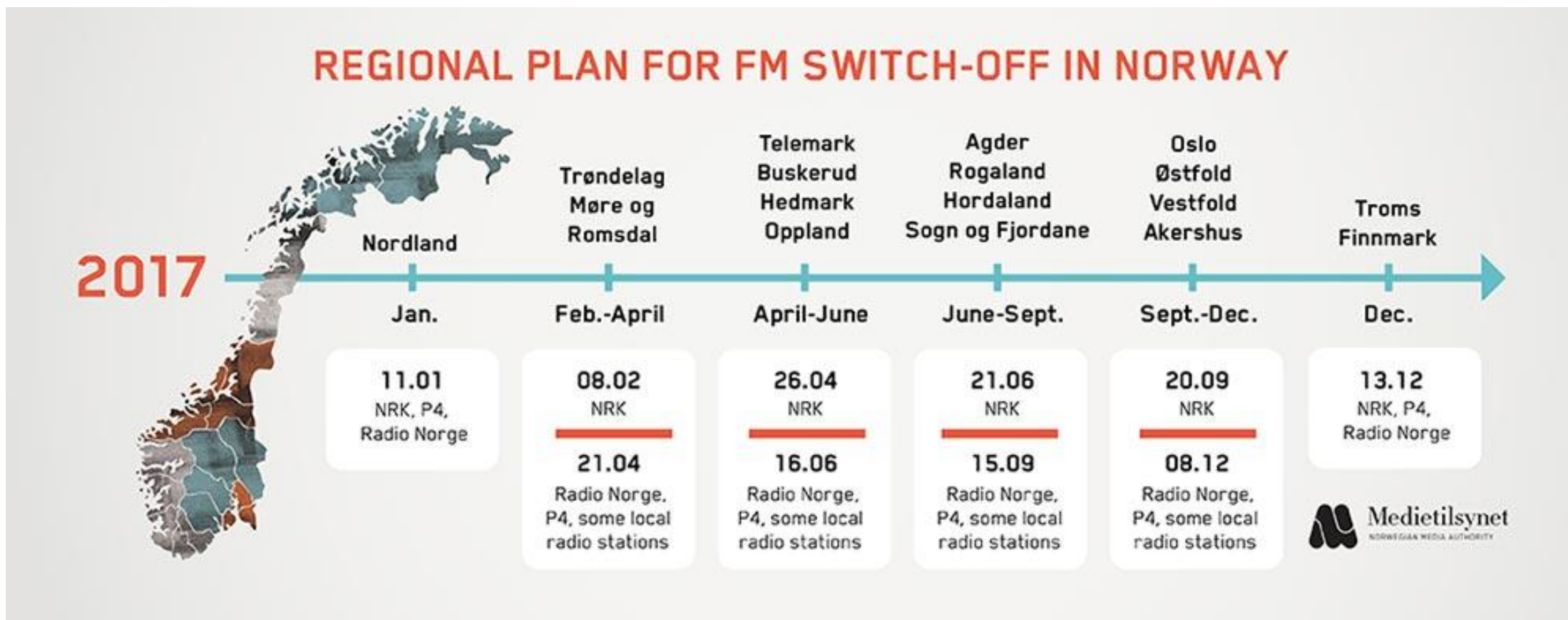
The DSO in Norway



I løpet av vil
all riksdekkende radio
bli sendt på



Regional Switch-off Plan



REGIONAL SWITCH-OFF IN NORWAY 2017

	% of house- holds	% cumulative
Region 1	4,7	4,7
Region 2	13,8	18,5
Region 3	16,2	34,6
Region 4	25,8	60,4
Region 5	34,9	95,3
Region 6	4,7	100



NRK:
Region 3
completed

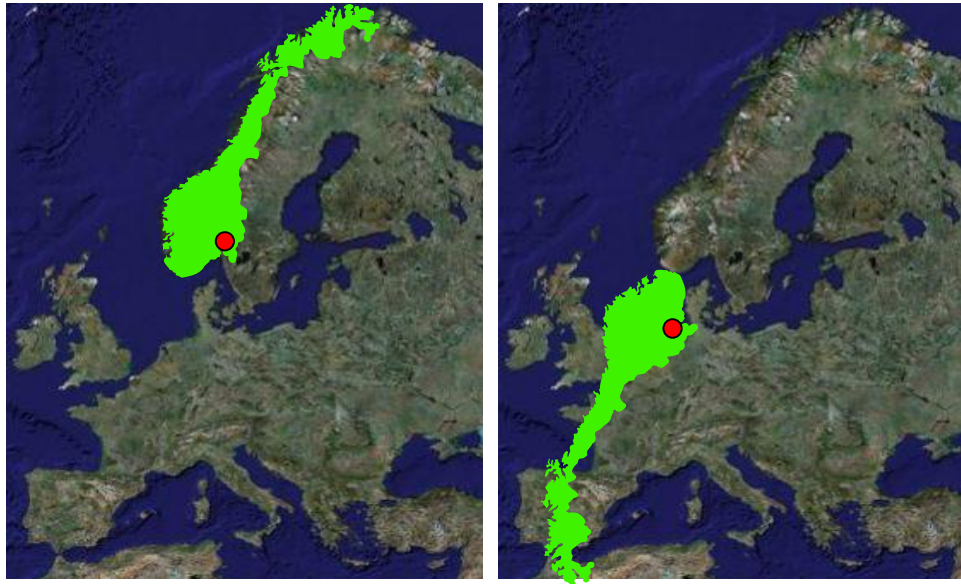


Why?



This is Norway...

5 mill. people in widely spread populations



Huge mountains, deep fjords, a long coastline ...

Distribution of broadcast signals - a major challenge

Huge distribution costs
(DAB transmitters: NRK – 960, the commercial block - approx. 200
FM transmitters: NRK 2 018, close to 3 000 if you include the commercial national stations)



National services on BMB



What happens when you switch off FM?



Facts & Figures – National Level

- 7 in 10 households have one or more than one DAB-radio (Jan 2017)
 - Large sales increase related to the switch-off dates
- 3 in 10 cars have DAB (Jan 2017)
- Digital radio listening: 69 % (Jan 2017)
 - DAB – 57 %
 - 2 million Norwegians* listen to digital radio every day
 - 1,6 million listen to DAB every day



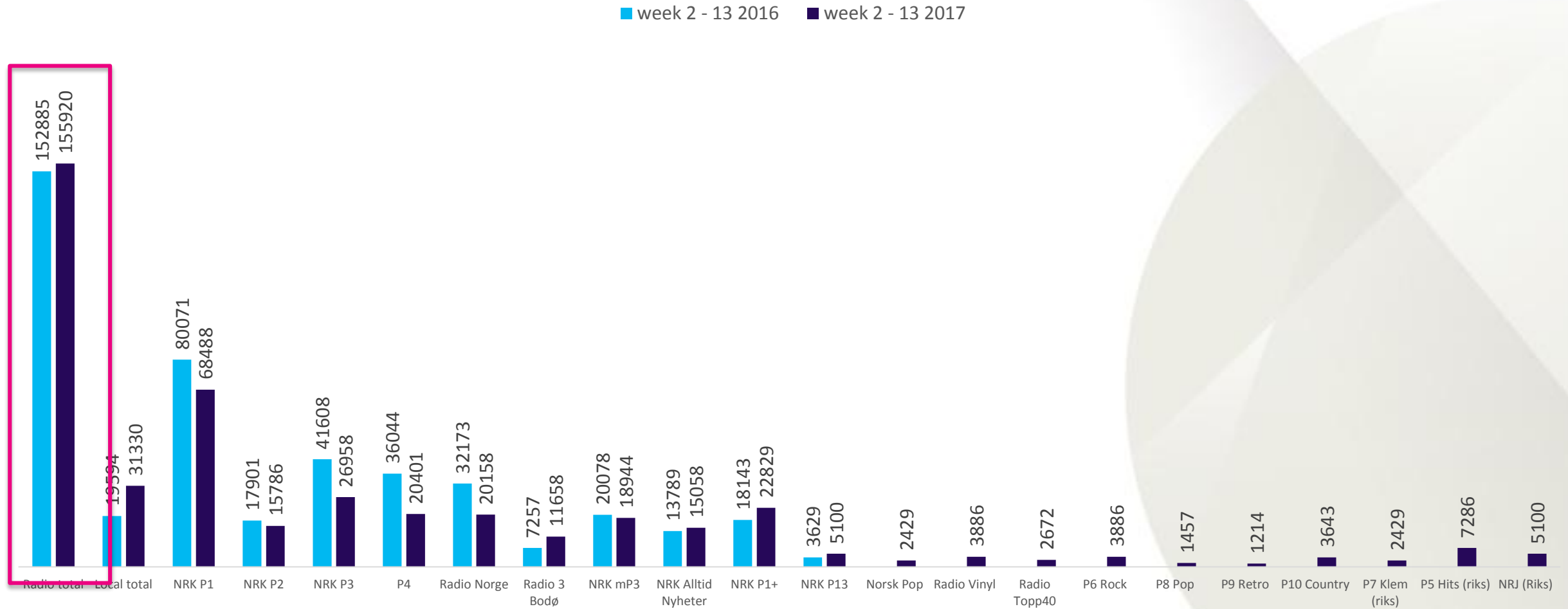
* Population: 5 258 317

Facts & Figures* – Nordland** Switch-off

- DAB available in homes: 75 % (65 %)
- DAB available in cars: 41 % (30 %)
- Total radio listening: 64% (74%)
- Reach of total **digital** radio listening: 86 % (75 %)
 - DAB: 81% (57%)



Daily reach Nordland week 2 – 13, day



Lessons Learned

- Information is key
 - Information and guidance – proven to be even more important than expected
 - Must be prioritized by both authorities and the industry
- Collaboration is key
- Switch-off date is key



Thank you for your attention!

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Information in English:

<http://www.medietilsynet.no/en/about-medietilsynet/digital-radio/>

2017

SPØRSMÅL OM DIGITALRADIO?
www.medietilsynet.no/digitalradio
digitalradio@medietilsynet.no



Appendix



The Radio Landscape in Norway



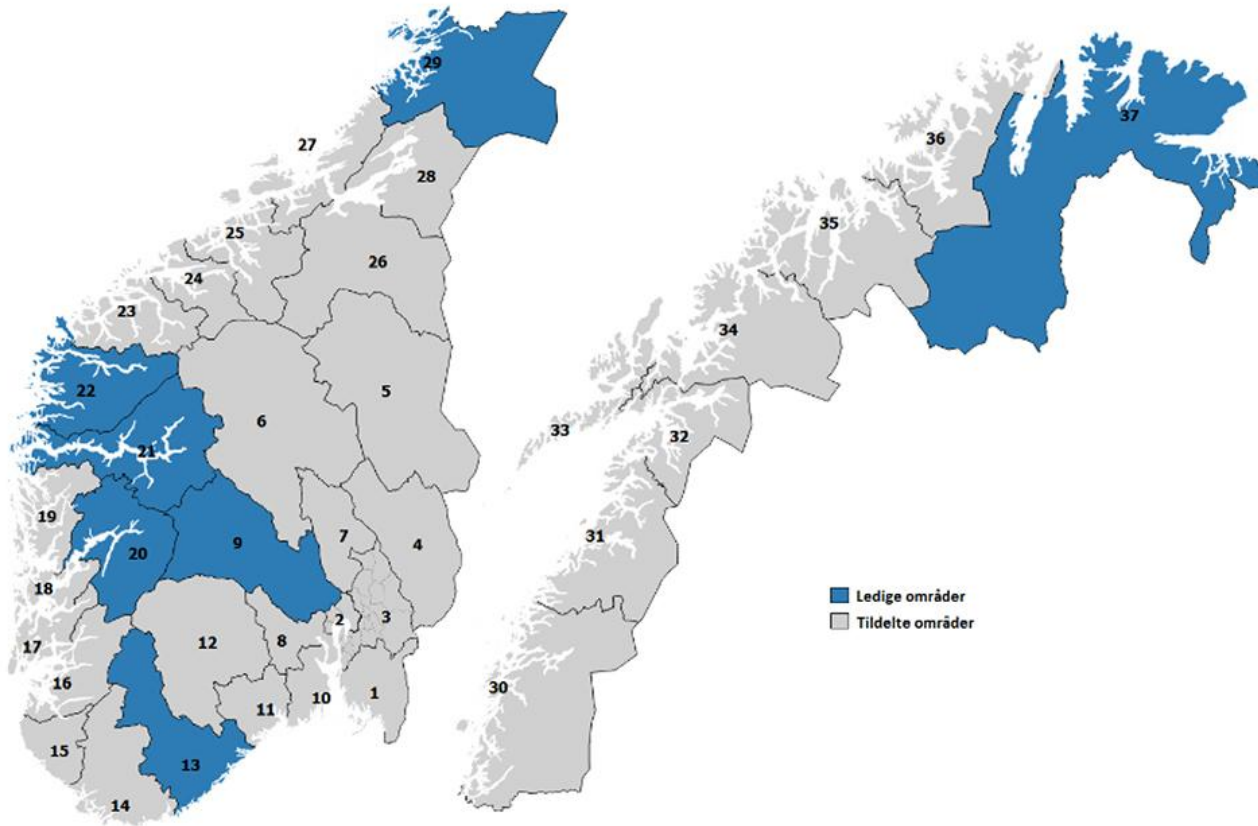
4 multiplexes for digital radio Channels

- National multiplex reserved for the Public Service Broadcaster - Regionblokk
- National commercial multiplex 1 - Riksblokk I
- National commercial multiplex 2- Riksblokk II
- One regional multiplex for digital local radios - Lokalradioblokk



Multiplex for digital local radios

Ledige lokalregioner pr 28.10.2016:



- 31 facility licenses
 - Each area has a capacity of 15-20 radio Channels
- A total of 57 content licenses



Regulation of digital radio

- Liberalization and less requirements
- Must provide an agreement with the holder of a facility license in order to apply for a content license
- No content requirements
- Very similar to a registration procedure
- Some requirements for the holder of the facility license
 - Access to the facility for other radios
 - Reporting to the NMA every year



Grants awarded to the digitization of local radios

- The NMA manages a support scheme for stimulating investments in digital broadcasting for local radios
- 2017: approx. 12 million NOK awarded
- 54 different digitization projects for local radios
- Mostly DAB-installations, but also web-radios and other digital technologies received support this year



What about the analogue local radios?

- Still approx. 200 local radios on FM
- Their licenses have been prolonged until 31 December 2021
- Not yet any political decision on what will happen after 2021
- A few of the most commercial local radios in the four largest cities must switch off their FM signals during 2017 together with the national radios

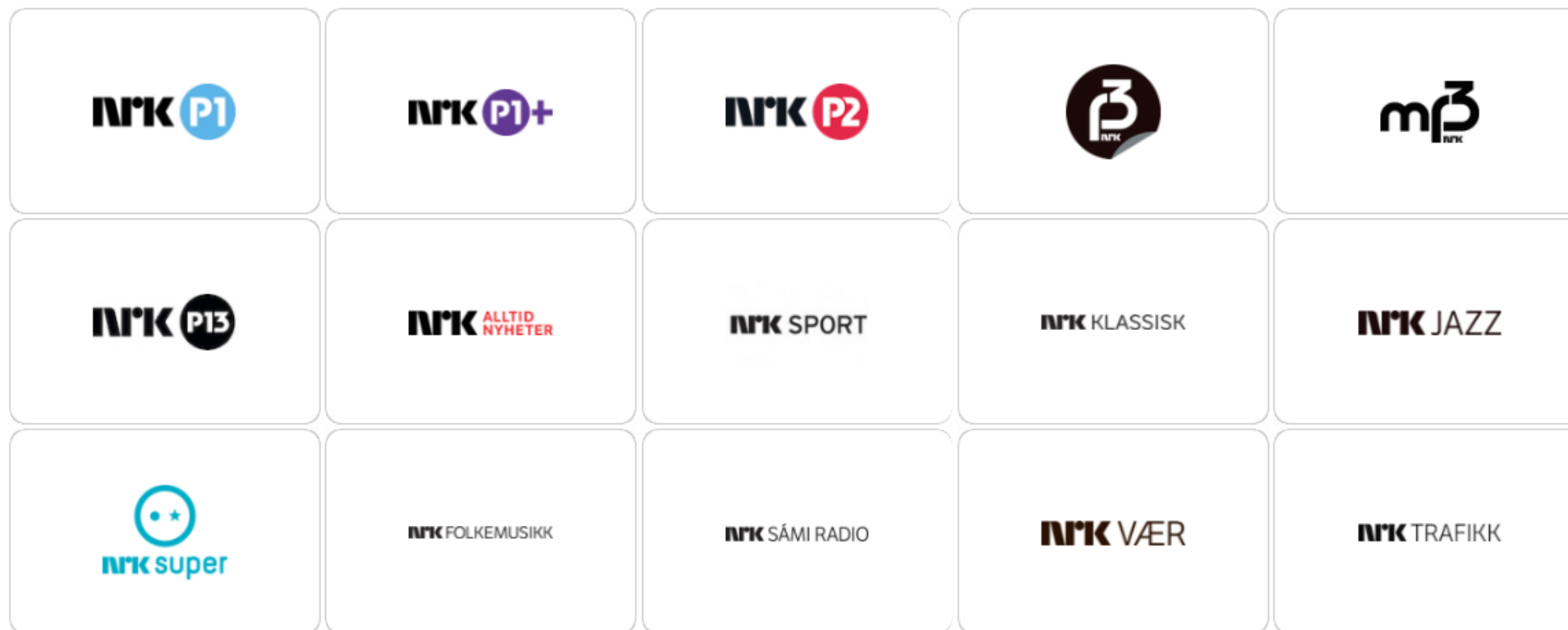


Regulation on local FM-radios

- Liberalization of the license conditions
- No content requirements
- No limits on revenues from advertising and sponsorships
 - Except for the non-commercial radios that will continue to broadcast in the four biggest cities. They will continue to have limits on revenues from advertisements and sponsorships.



Multiplex for public service broadcaster – «Regionblokka»



Commercial multiplex 1 – «Riksblokk 1»

