

The full Norwegian story

How shutting down FM made radio fit for the future

**Sunday Special Focus Workshop, Radiodays Europe 2018
Vienna 18. March 14:00-16:30**

Norway is the only country in the world to have fully digitised national radio. When the last FM-signals were switched off in December 2017, a long journey was completed and the transition to DAB as a broadcasting platform a fact. In this workshop you will be given in-depth presentations on the switchover and the lessons learned.

Moderators

James Cridland
Jaqueline Bierhorst

Panel Participants

Digitalradio Norway
Ole Jørgen Torvmark, General Manager
Tommy Gaustad, Marketing & Com.
Jarle Ruud - Products and radio in cars

Broadcasters

Jon Branæs - Head of Radio NRK
Kenneth Andresen - Head of Radio P4 Group
Lasse Kokvik - MD Bauer Media
Line Gevelt Andersen, Head of NRK P1+
Kristoffer Vangen, PD Bauer Media
Ulla Kristine Rafaelsen, PD P4 Radio

Insight

Knut-Arne Futsæter Research Director Media
Kantar TNS

Authorities:

Øyvind Christensen,
Deputy Director General Ministry of Culture
Line Langnes - Norwegian Media Authority

Workshop program:

1, The Norway Way

- Timeline and story in brief. Why did it take 20 years?
- 2011-2016 «The DSO done right»
- Shutting down FM and moving the audience to digital.

2, Yes we did it

- The transition in the perspective of Broadcasters, Authorities, Radio industry and the listeners
- Learnings & Listening figures

----- Break -----

3, Radio Fit For the future

- Summary.

4, Questions and discussion

5, Mingle and individual discussions

