

National Radio Channels

PPM Measurement September 2018



Background

- This overview describes the development of radio broadcasting at national levels with updated figures from September 2018. The Norwegian Media Authority has composed this overview based on figures received from Kantar Media. The figures in this report is based on monthly aggregations.
- Kantar Media is the provider of official radio figures at the national level in Norway. The PPM* measurements are conducted electronically using a national representative panel (Media Panel). The Media Panel consists of 1.000 people using PPM equipment. These figures are reported weekly: <http://www.tns-gallup.no/medier/radio/nasjonale-lyttertall-ppm/> (Source: Kantar Media).

Definitions

- Daily coverage: The population share who have listened to a given radio service during an average day.
- Listening time: Daily time spent among listeners on a given radio service during an average day.
- Market share: Share of time spent on different radio channels/radio groups.

Radio Channels in the PPM Measurements

NRK

P4 Gruppen

Bauer Media

The Big Five

NRK P1

NRK P2

NRK P3

P4

Radio Norge

Other national

NRK Alltid Nyheter

NRK mP3

NRK Sport

NRK Klassisk

NRK P13

NRK P1+

P5 Hits

P6 Rock

P7 Klem

P8 Pop

NRJ

Others P4 (i.a. P9 og P10)

Kiss

Radio Rock

Norsk Pop

Radio Topp 40

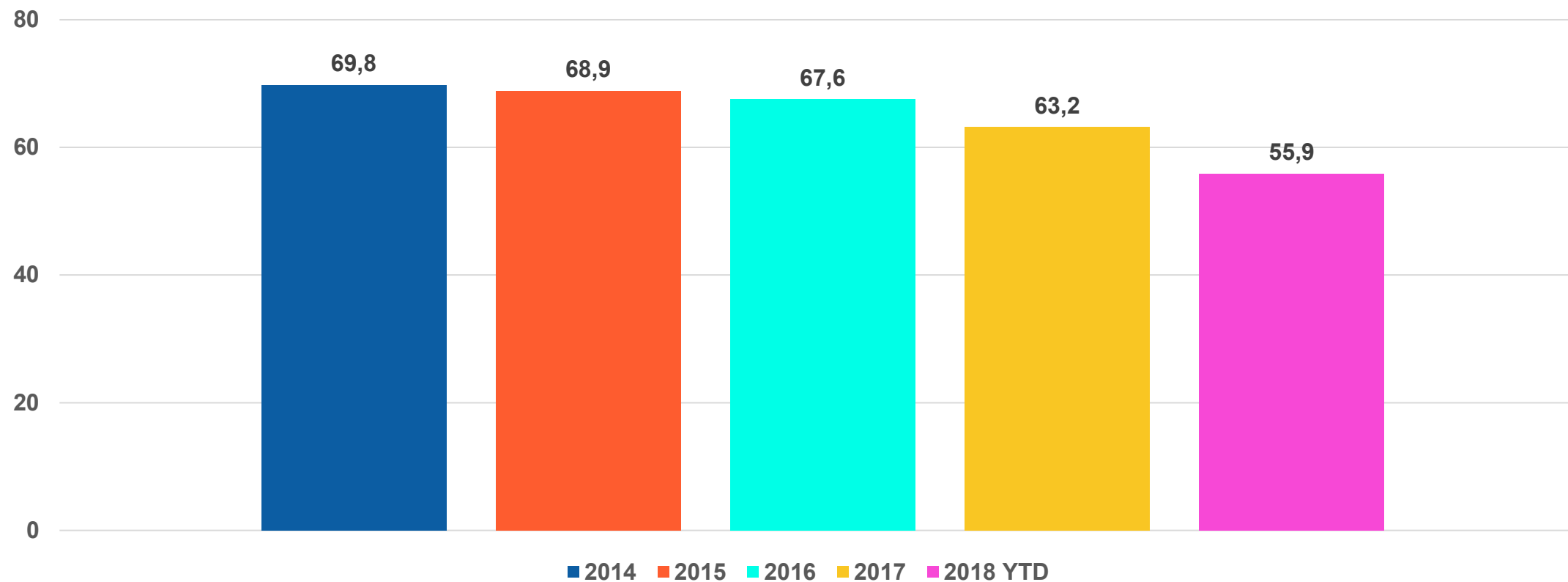
Radio Vinyl

Others Bauer (Radio 1 and P24-7 MIX)

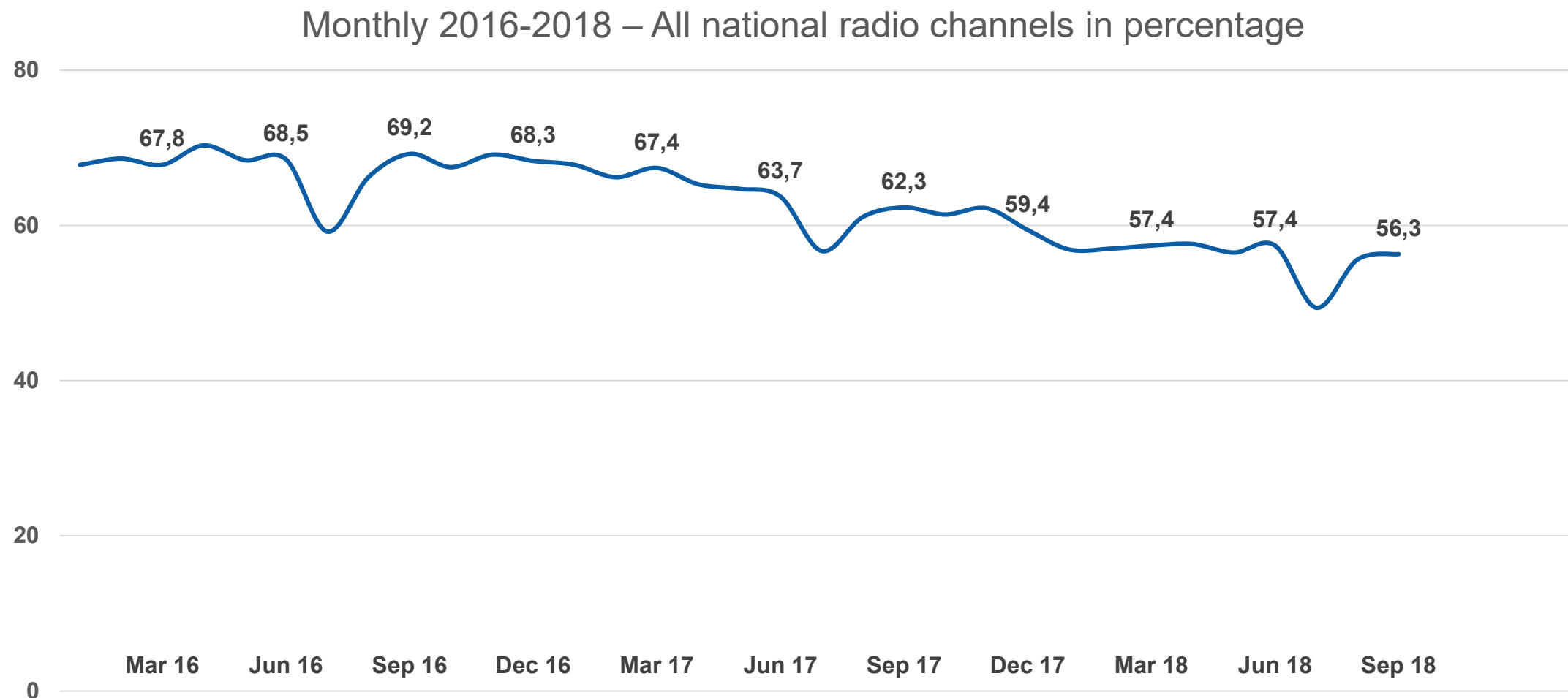
Daily Coverage

11,7 Percentage points listener decrease since 2016

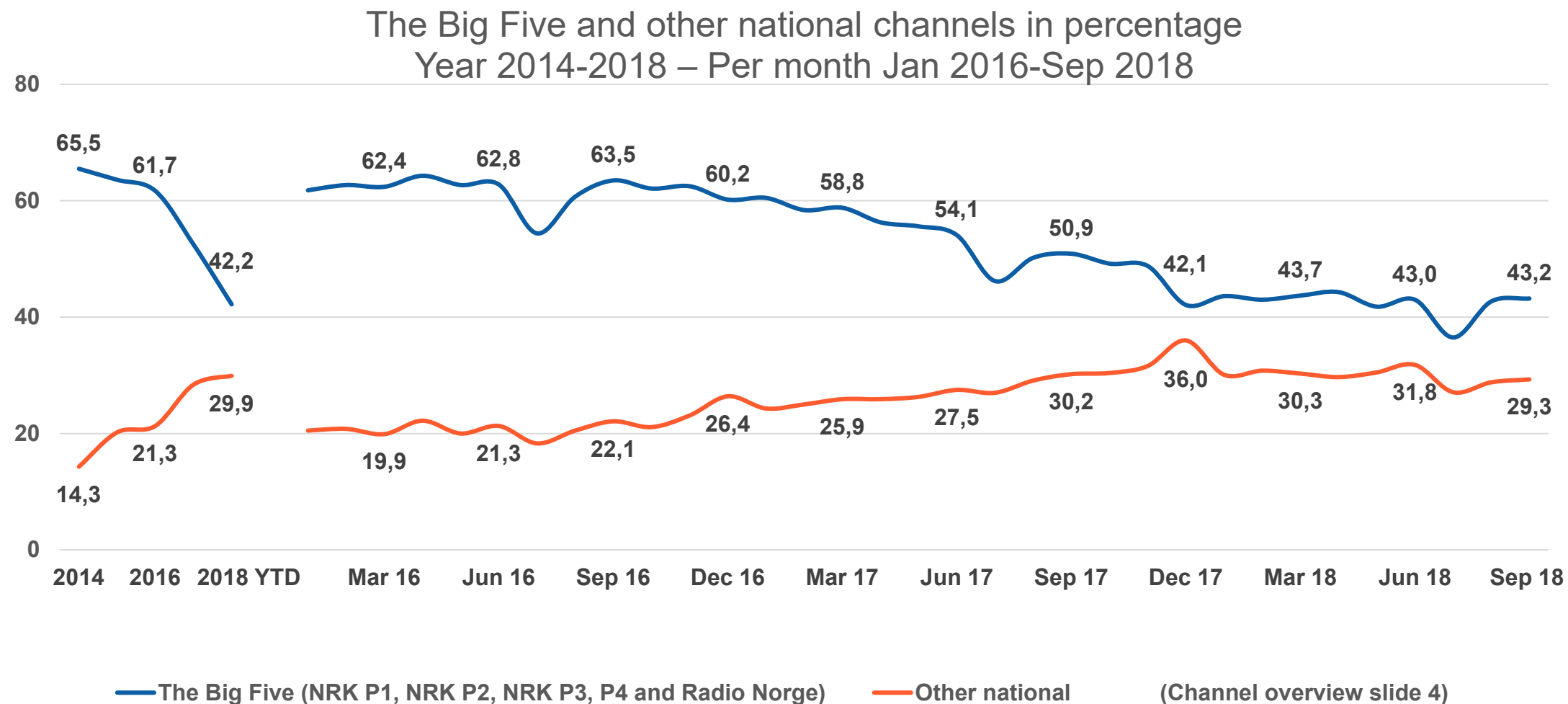
Development per year from 2014 to 2018
all national radio channels in percentage



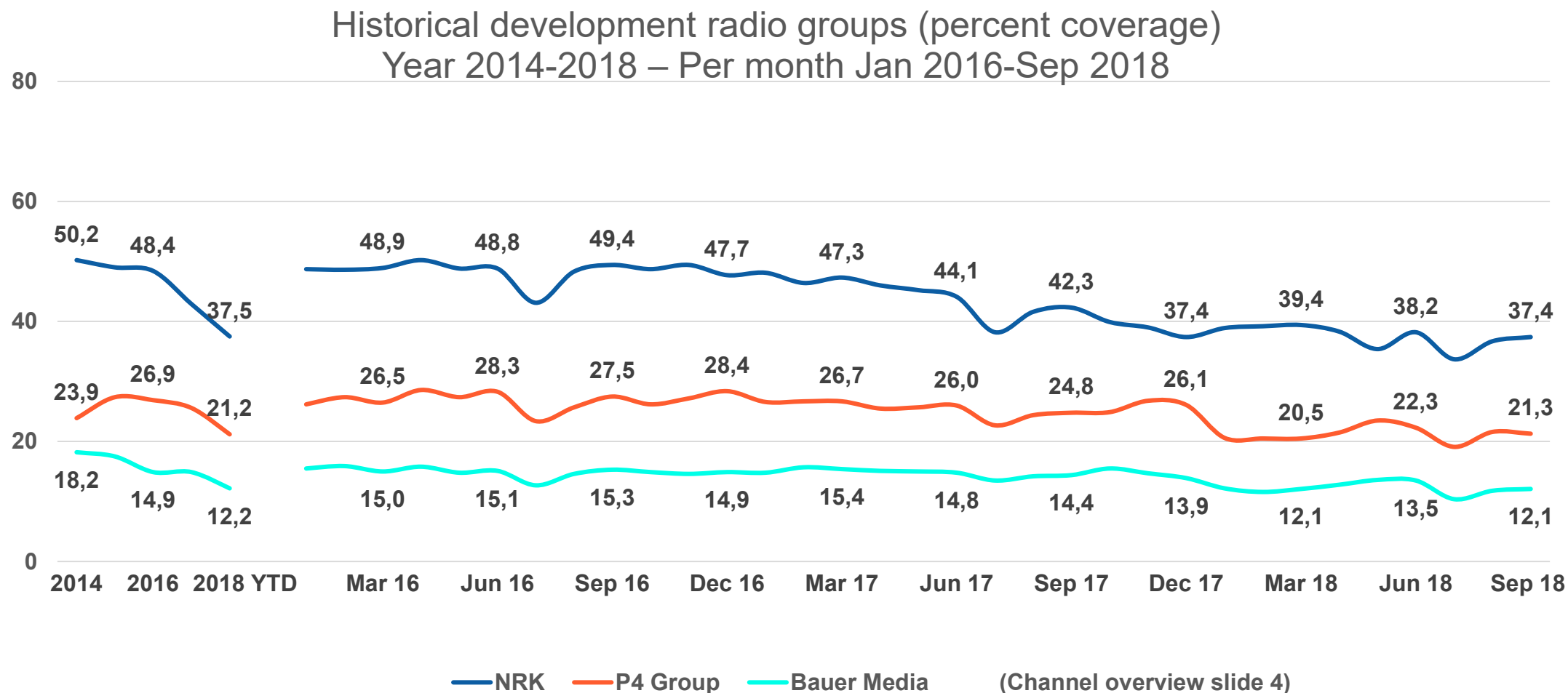
2017: Listener decrease – 2018: Relatively stable development



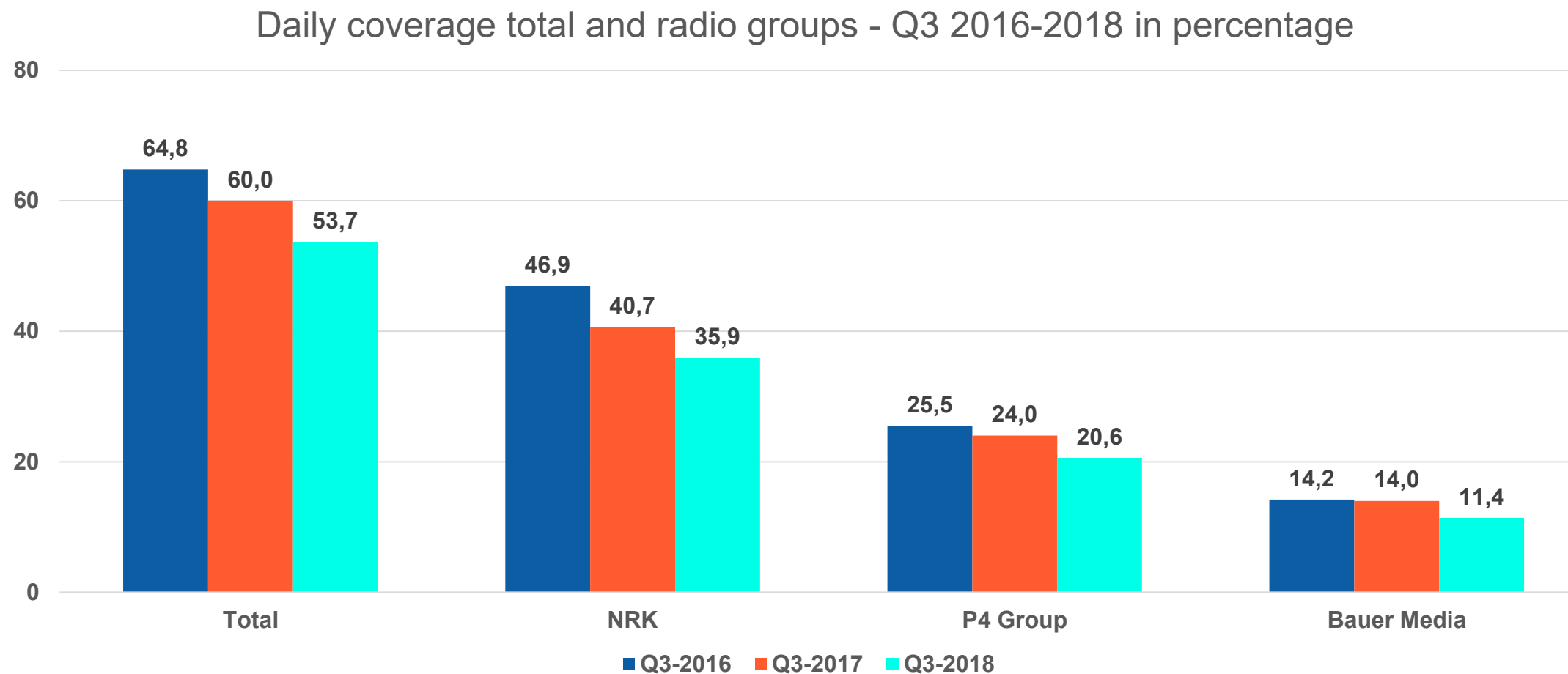
The pattern of channels has stabilised in 2018



Largest listener change for NRK after switchover

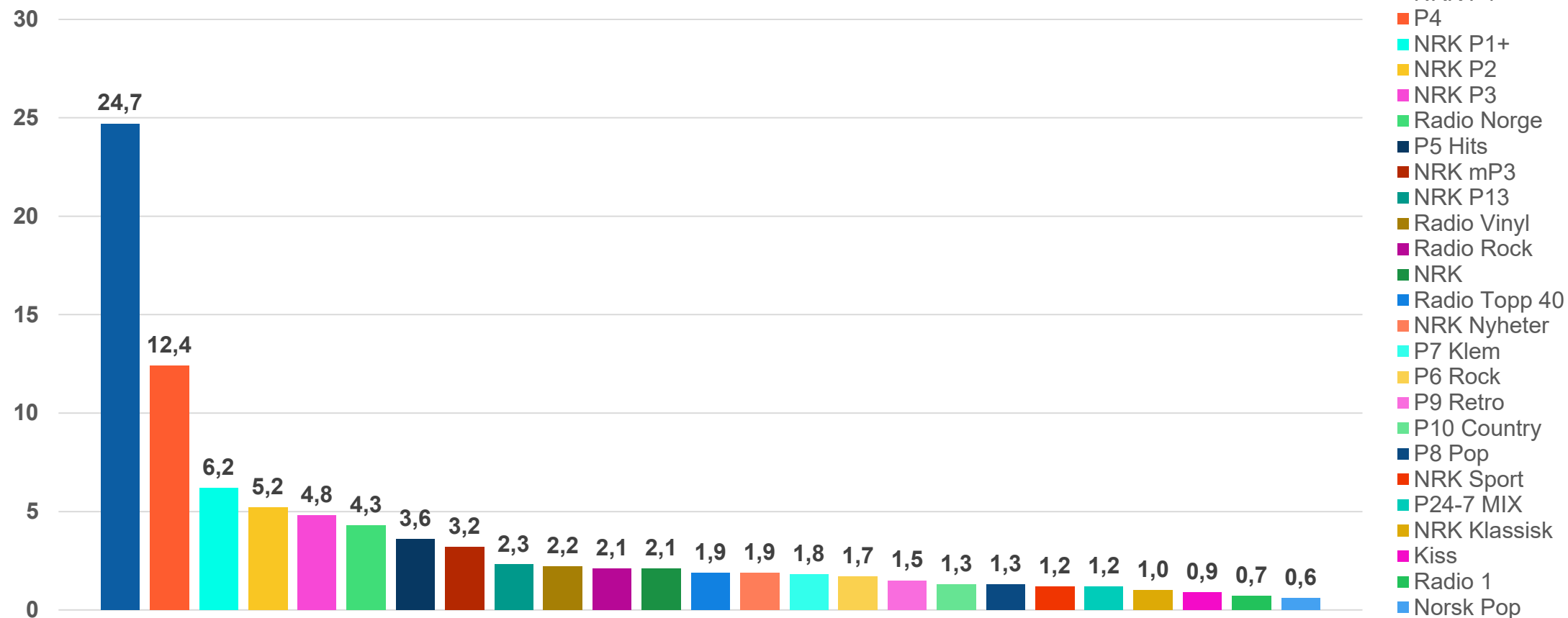


Before, during and after switchover. Q3 development.



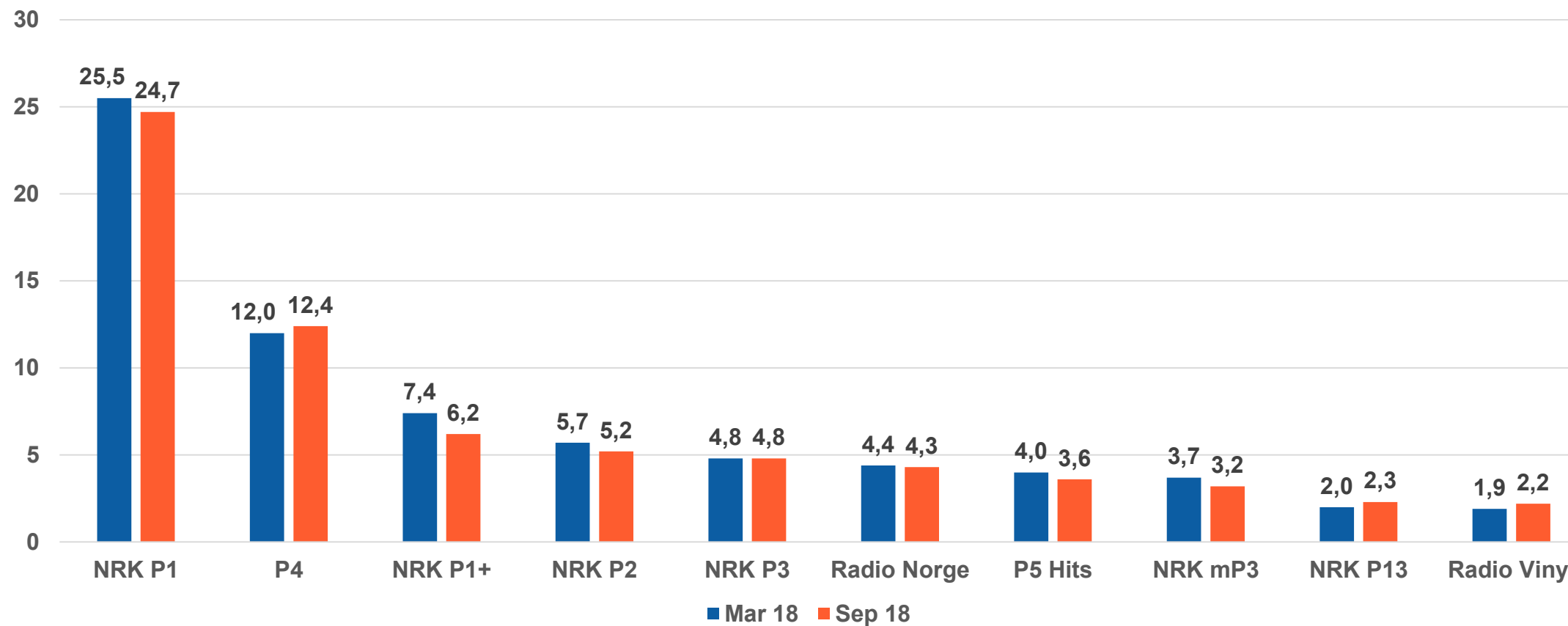
Status September 2018

National radio channels sorted after size – September 2018



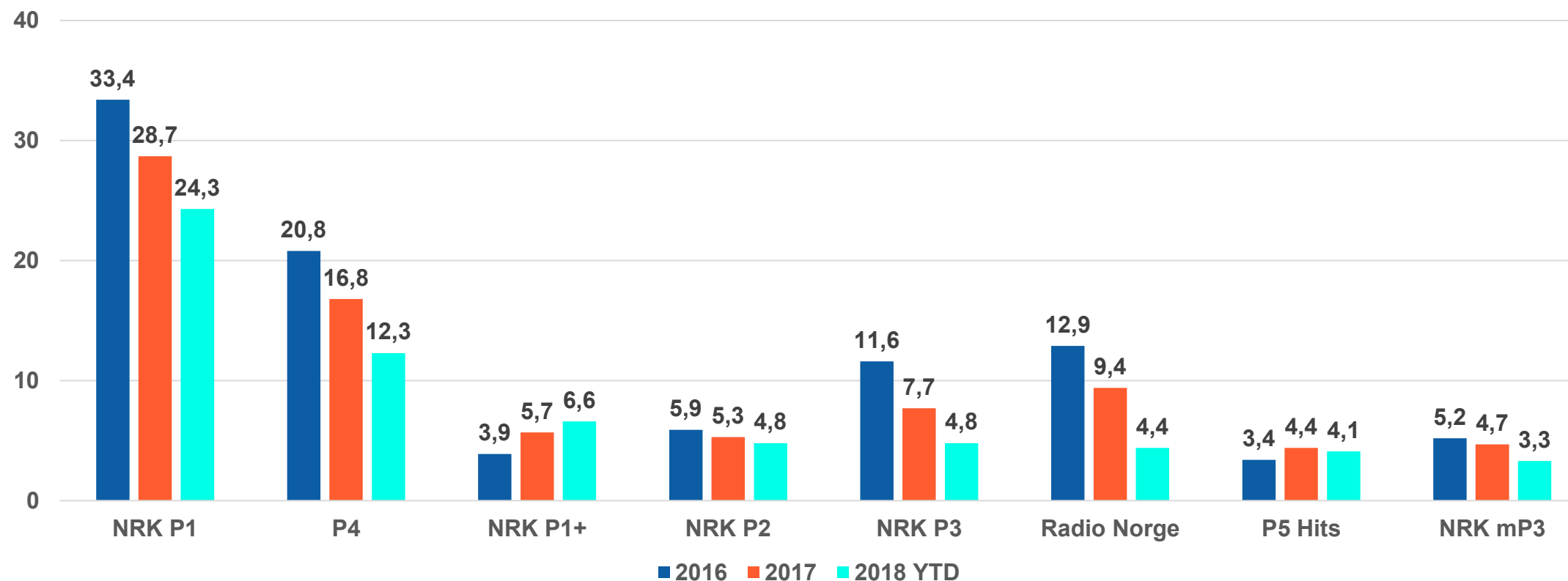
P4, NRK P13 and Radio Vinyl - increase since March

National radio channels sorted after size (percentage) – March/September '18



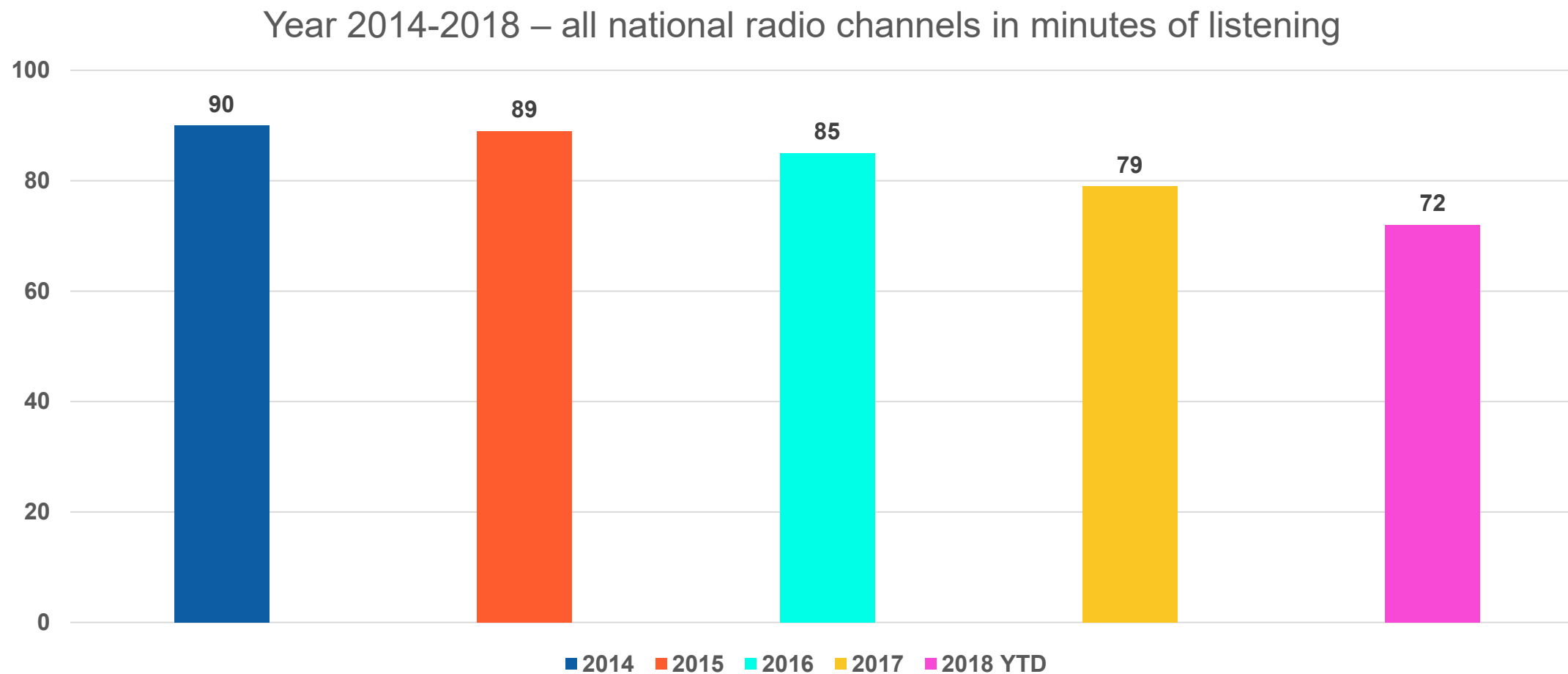
2016 versus 2017 - and 2018 so far

The eight largest radio channels sorted after size (coverage in percentage)
2016, 2017 and 2018 YTD



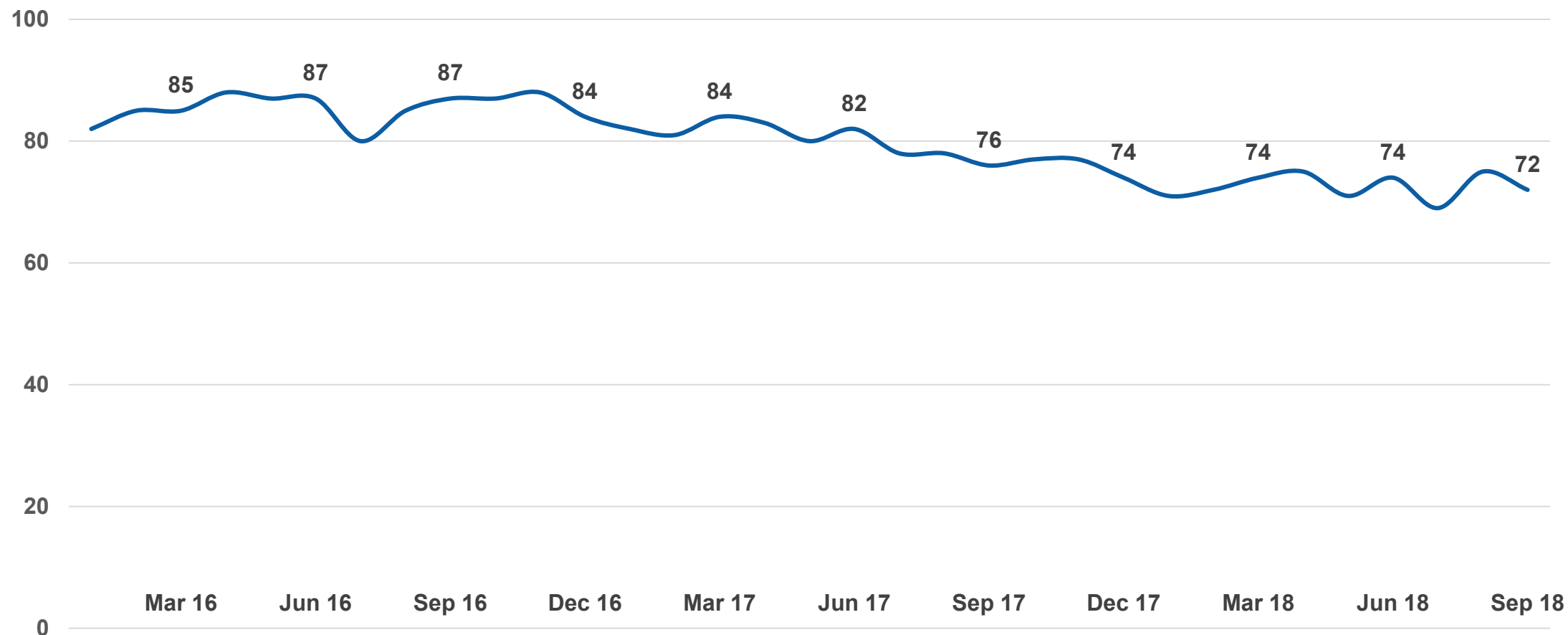
Listening Time

Yearly development from 2014 to 2018



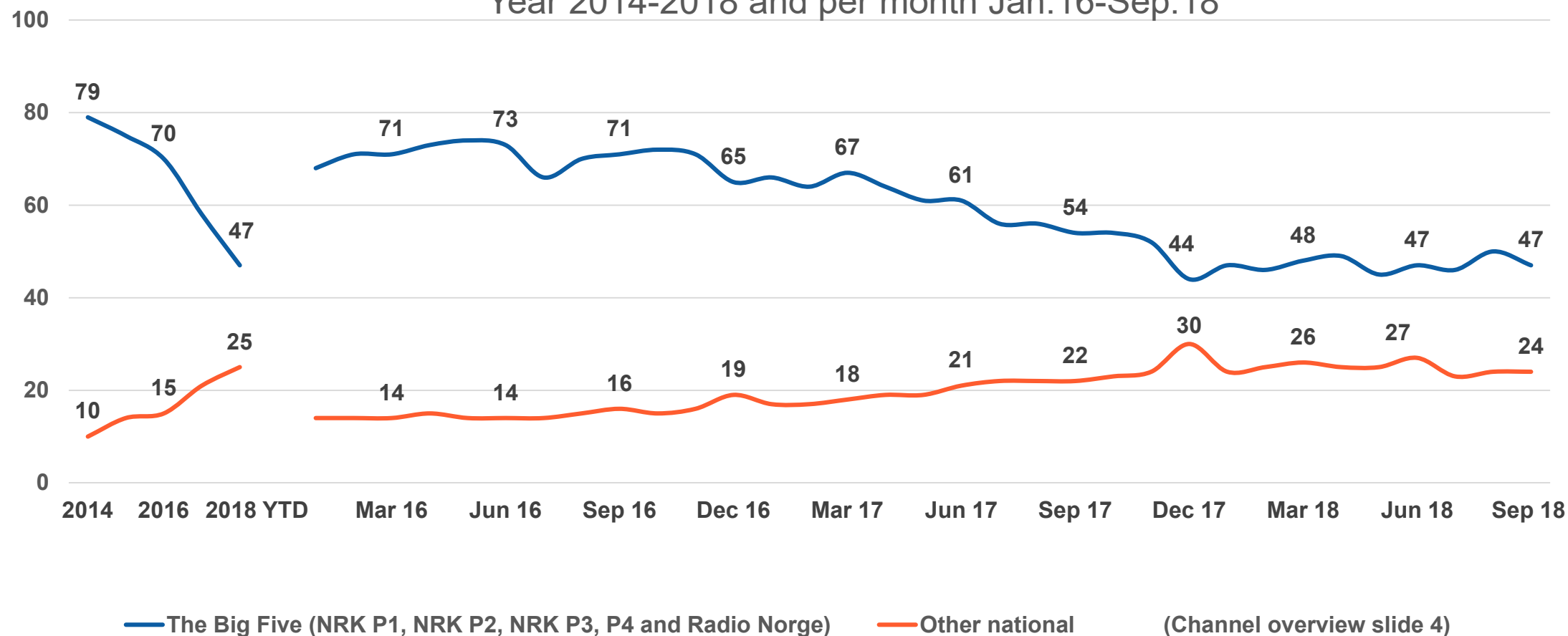
Decrease throughout 2017 (switchover year) Stable development in 2018

Per month Jan.16-Sep.18 – all national radio channels in listening minutes

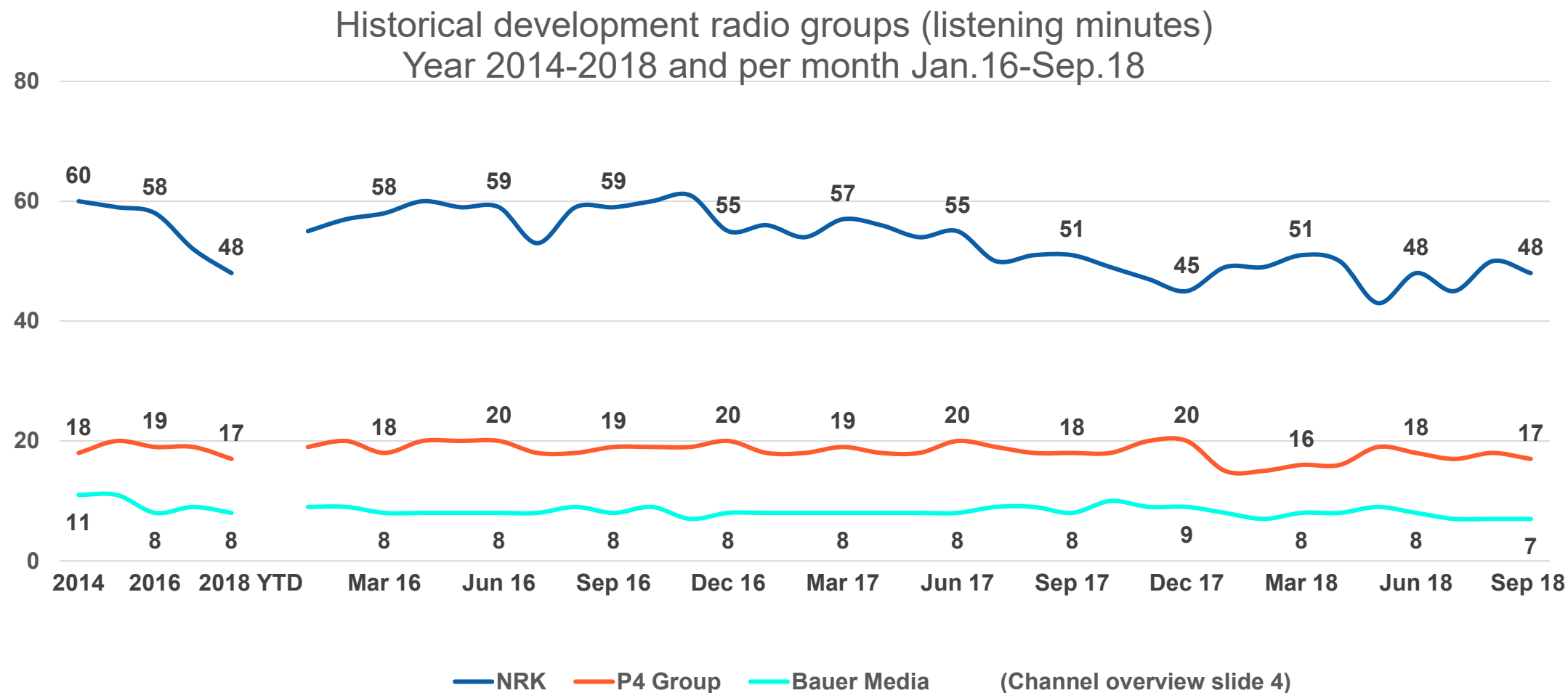


Stable development in listening minutes in 2018

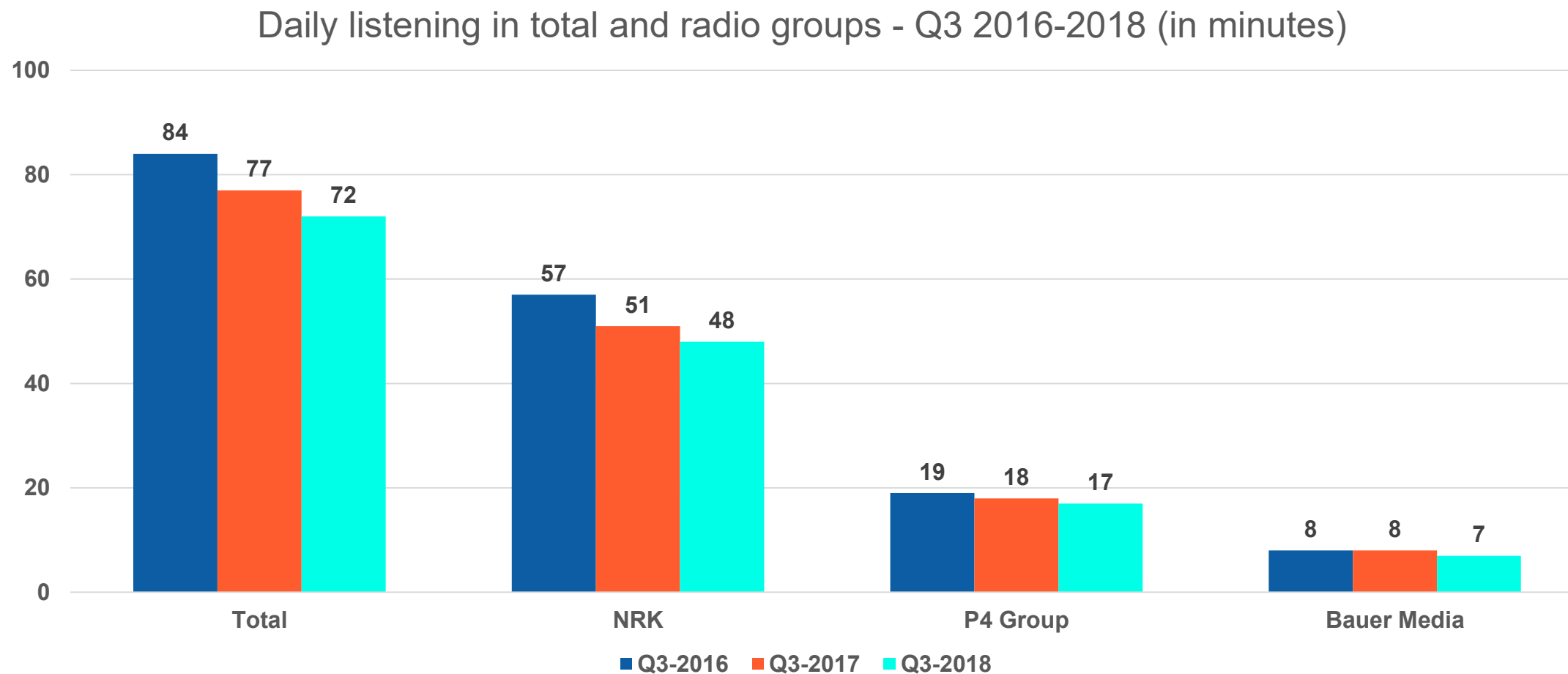
The Big Five and other national channels in listening minutes
Year 2014-2018 and per month Jan.16-Sep.18



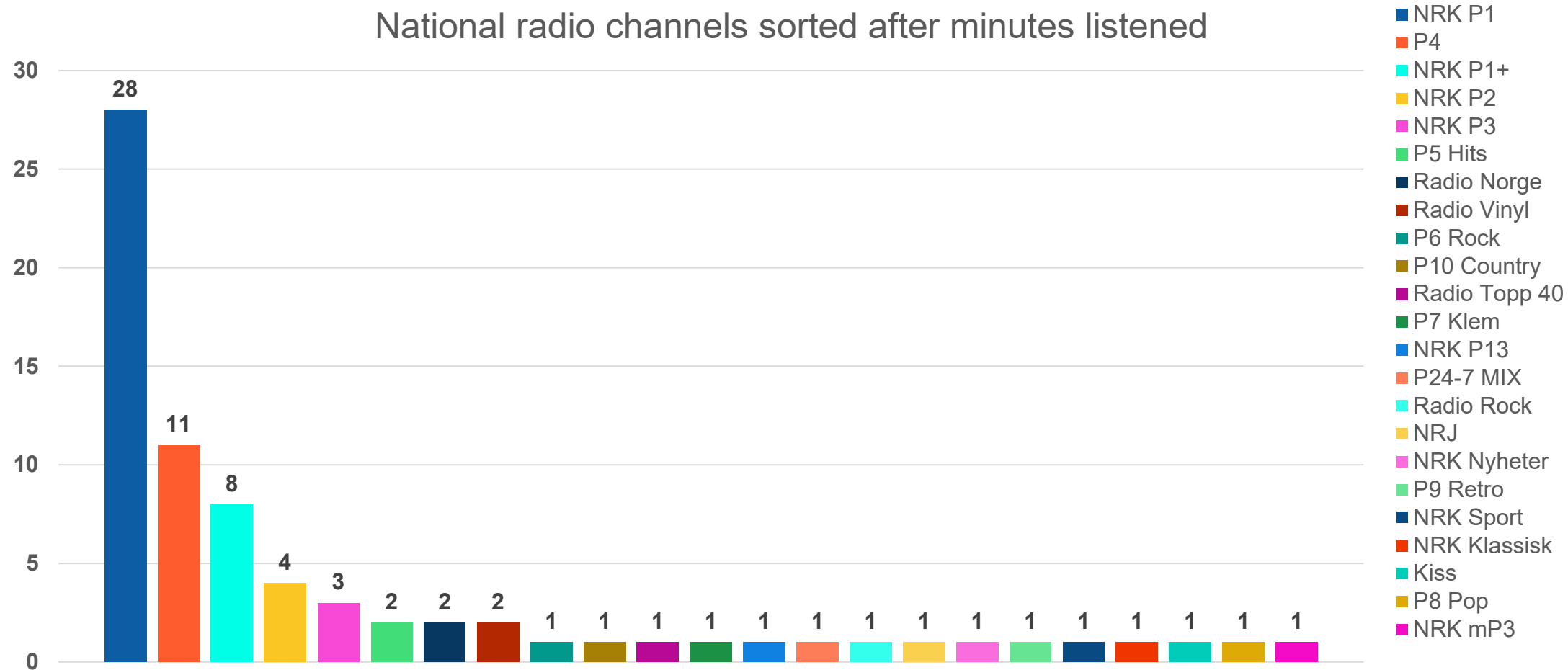
Decrease for NRK since 2016



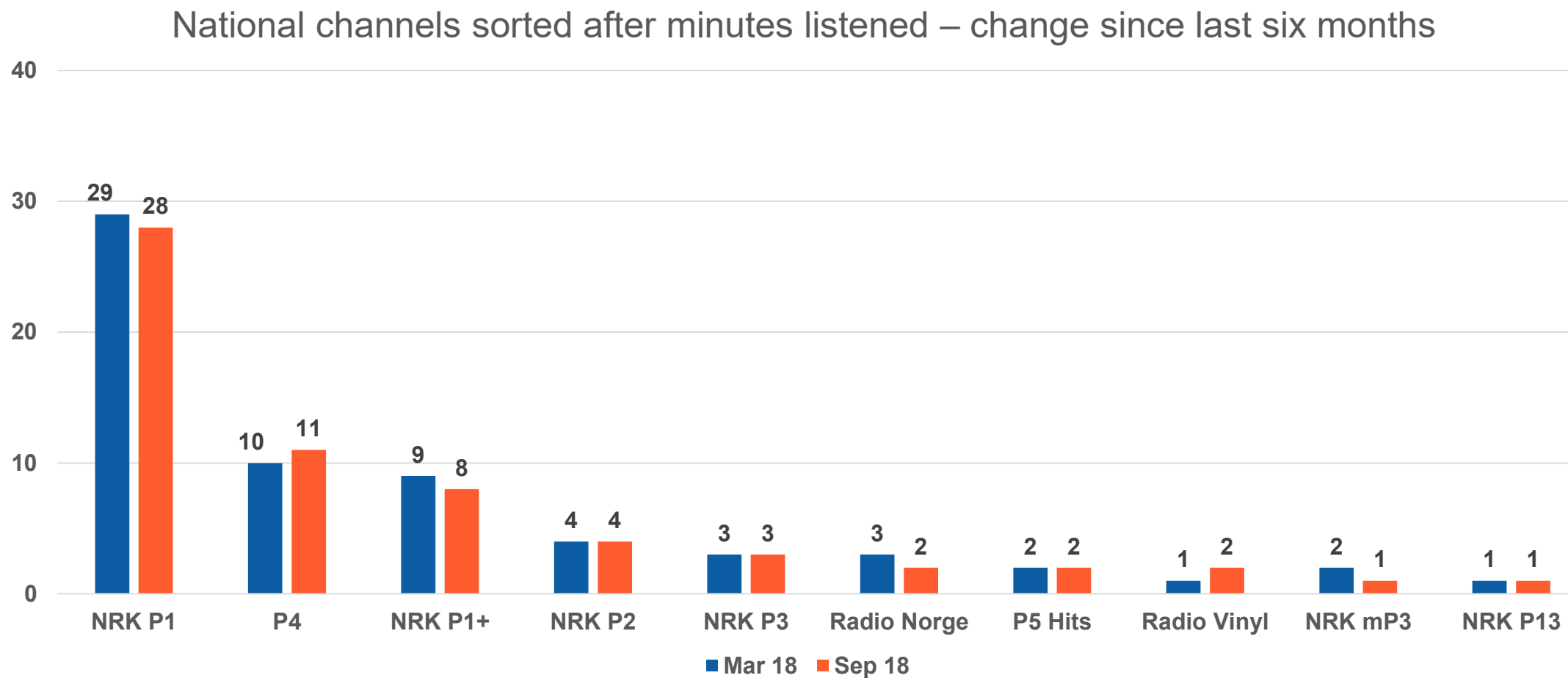
Before, during and after switchover. Q3 development.



Status national channels - September 2018

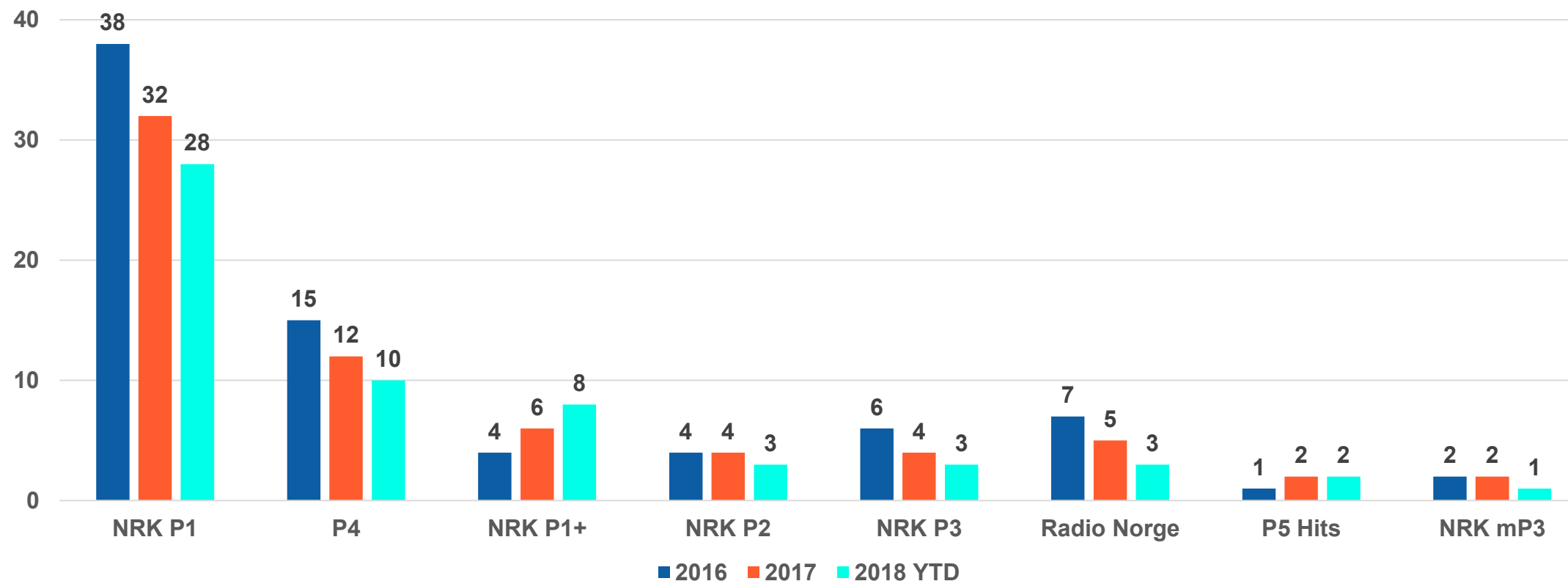


Increase since March for P4 and Radio Vinyl



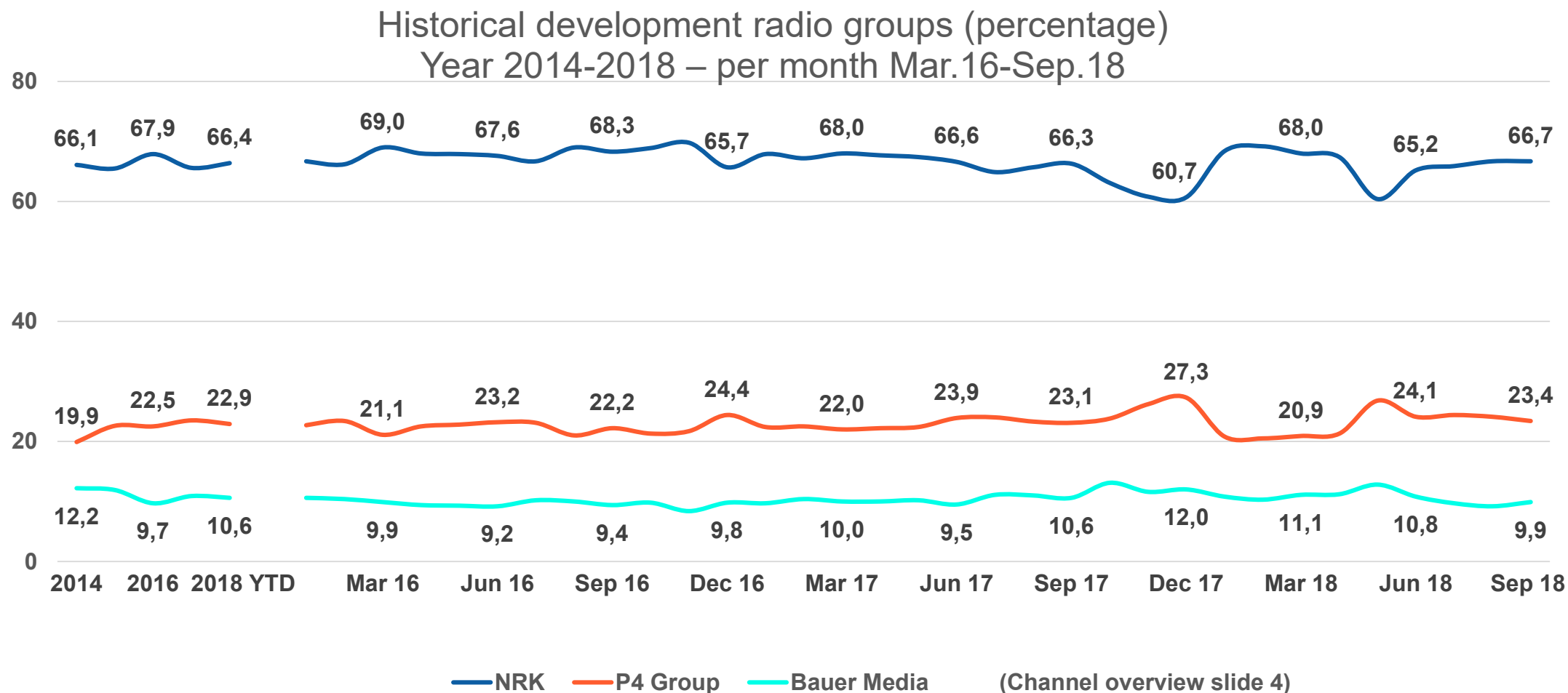
NRK P1+ - Channel for the elderly in rapid growth.

The eight largest radio channels sorted after size (listening minutes)
2016-2018



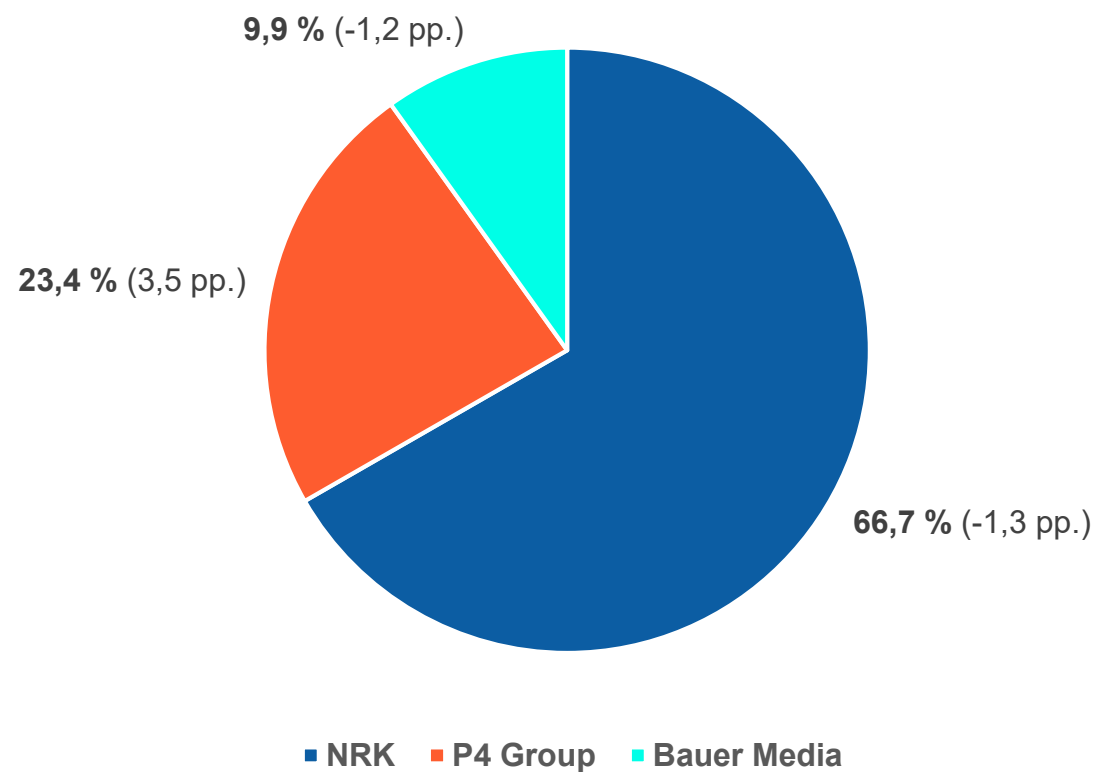
Market Share

P4 gain market shares in 2018

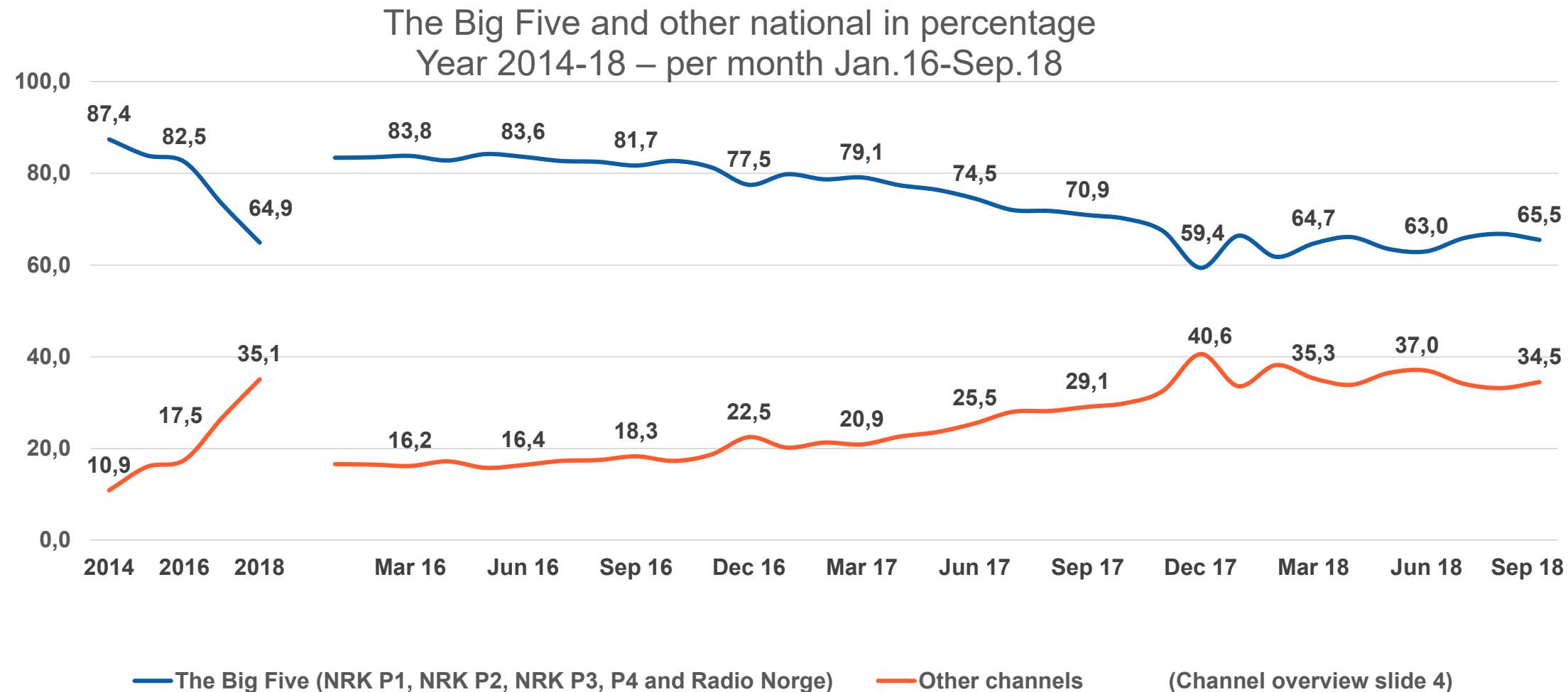


Radio groups

Market share radio groups in percentage – national channels – Sep. 18
Change from last month in parenthesis



More channels leads to more user diversity



Local Radio

Local radio

- The Norwegian Media Authority published listening figures for local radio for Q1 2018 in april (<http://www.medietilsynet.no/en/about-medietilsynet/digital-radio/>). The Norwegian Media Authority will publish new figures on radio listening on a regional level on the 22nd of October.