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/](http://www.tns-gallup.no/medier/radio/nasjonale-lyttertall-ppm/) (Source: Kantar Media).

*PPM (Portable People Meter) – Measuring device that measures the exposure or listening to given radio channels.
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

<table>
<thead>
<tr>
<th>The Big Five</th>
<th>Other national</th>
</tr>
</thead>
<tbody>
<tr>
<td>NRK P1</td>
<td>NRK Alltid Nyheter</td>
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<tr>
<td>NRK P2</td>
<td>P8 Pop</td>
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<td>NRK P3</td>
<td>NRK mP3</td>
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<td>P4</td>
<td>NRJ</td>
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<td>Radio Norge</td>
<td>NRK Sport</td>
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<td>Others P4 (i.a. P9 og P10)</td>
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<td></td>
<td>NRK Klassisk</td>
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<td>Kiss</td>
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<td>NRK P13</td>
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<td>Radio Rock</td>
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<td>NRK P1+</td>
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<td>Norsk Pop</td>
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<td>P5 Hits</td>
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<td>Radio Topp 40</td>
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<td></td>
<td>P6 Rock</td>
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<td>Radio Vinyl</td>
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<td>P7 Klem</td>
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<td>Others Bauer (Radio 1 and P24-7 MIX)</td>
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</tbody>
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NRK, P4 Gruppen, Bauer Media
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

The Big Five and other national channels in percentage
Year 2014-2018 – Per month Jan 2016-Sep 2018

Largest listener change for NRK after switchover

Historical development radio groups (percent coverage)
Year 2014-2018 – Per month Jan 2016-Sep 2018

Before, during and after switchover. Q3 development.

Daily coverage total and radio groups - Q3 2016-2018 in percentage

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

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

Listening Time
Yearly development from 2014 to 2018

Year 2014-2018 – all national radio channels in minutes of listening

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

The Big Five (NRK P1, NRK P2, NRK P3, P4 and Radio Norge)
Other national

Decrease for NRK since 2016

Historical development radio groups (listening minutes)
Year 2014-2018 and per month Jan.16-Sep.18

Before, during and after switchover. Q3 development.

Daily listening in total and radio groups - Q3 2016-2018 (in minutes)

Status national channels - September 2018

National radio channels sorted after minutes listened

Increase since March for P4 and Radio Vinyl

National channels sorted after minutes listened – change since last six months

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

Historical development radio groups (percentage)
Year 2014-2018 – per month Mar.16-Sep.18

Radio groups

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

NRK: 66.7% (-1.3 pp.)
P4 Group: 23.4% (3.5 pp.)
Bauer Media: 9.9% (-1.2 pp.)

More channels leads to more user diversity

The Big Five and other national in percentage
Year 2014-18 – per month Jan.16-Sep.18

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.