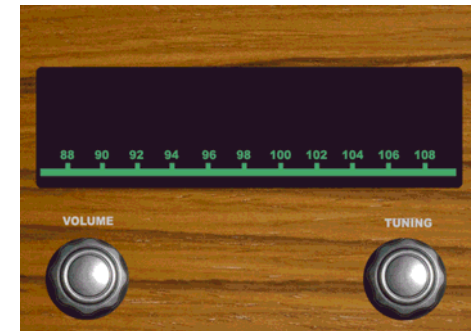




Using web to increase choice



More platforms....



New formats



88 90 92 94 96 98 100 102 104 106 108

VOLUME



TUNING





Access:

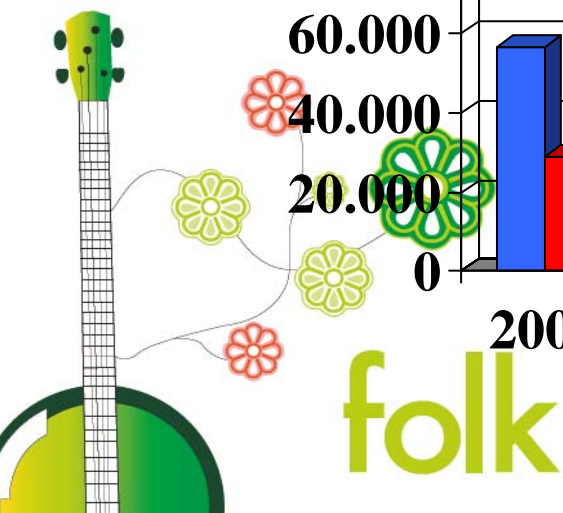
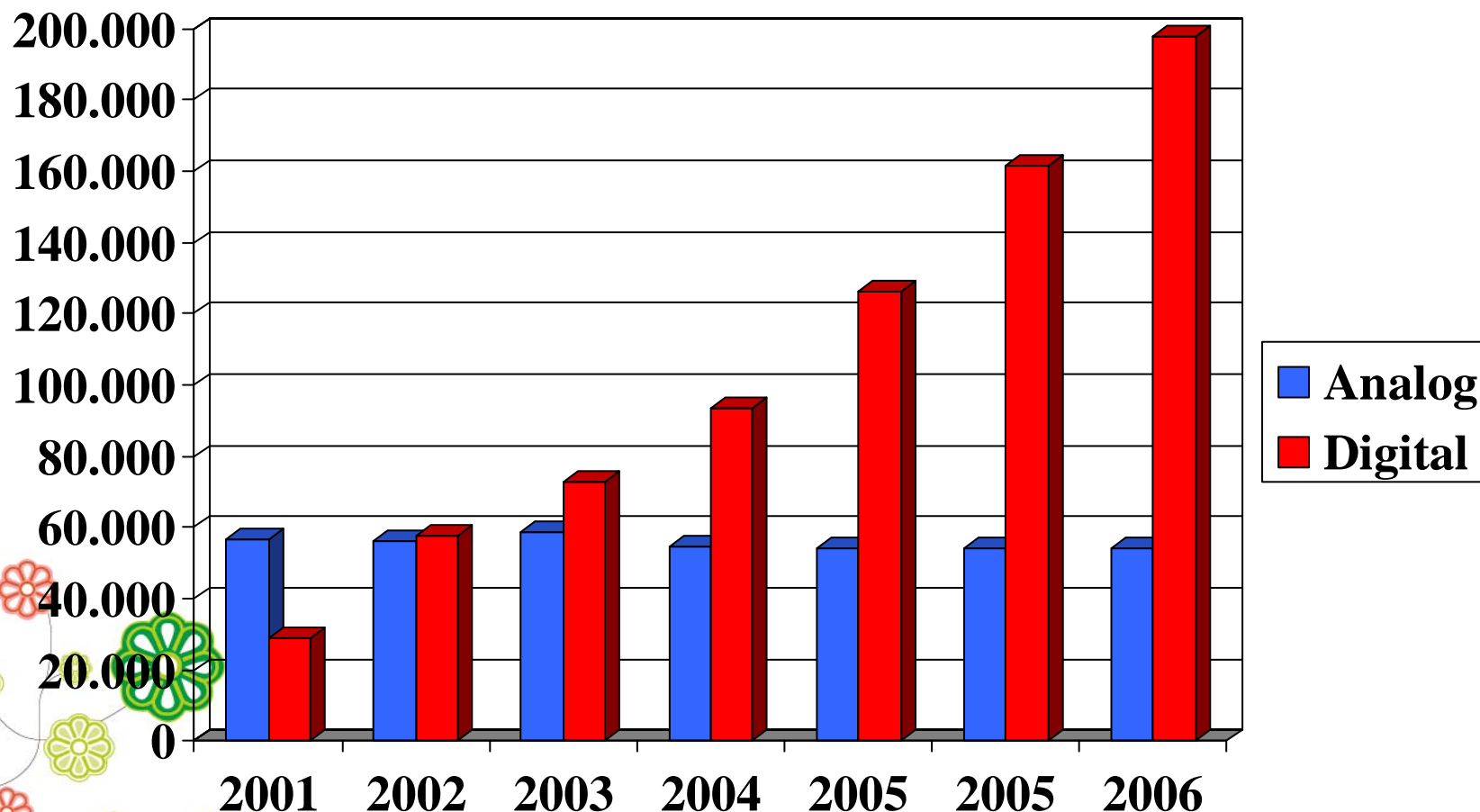
anything, anytime



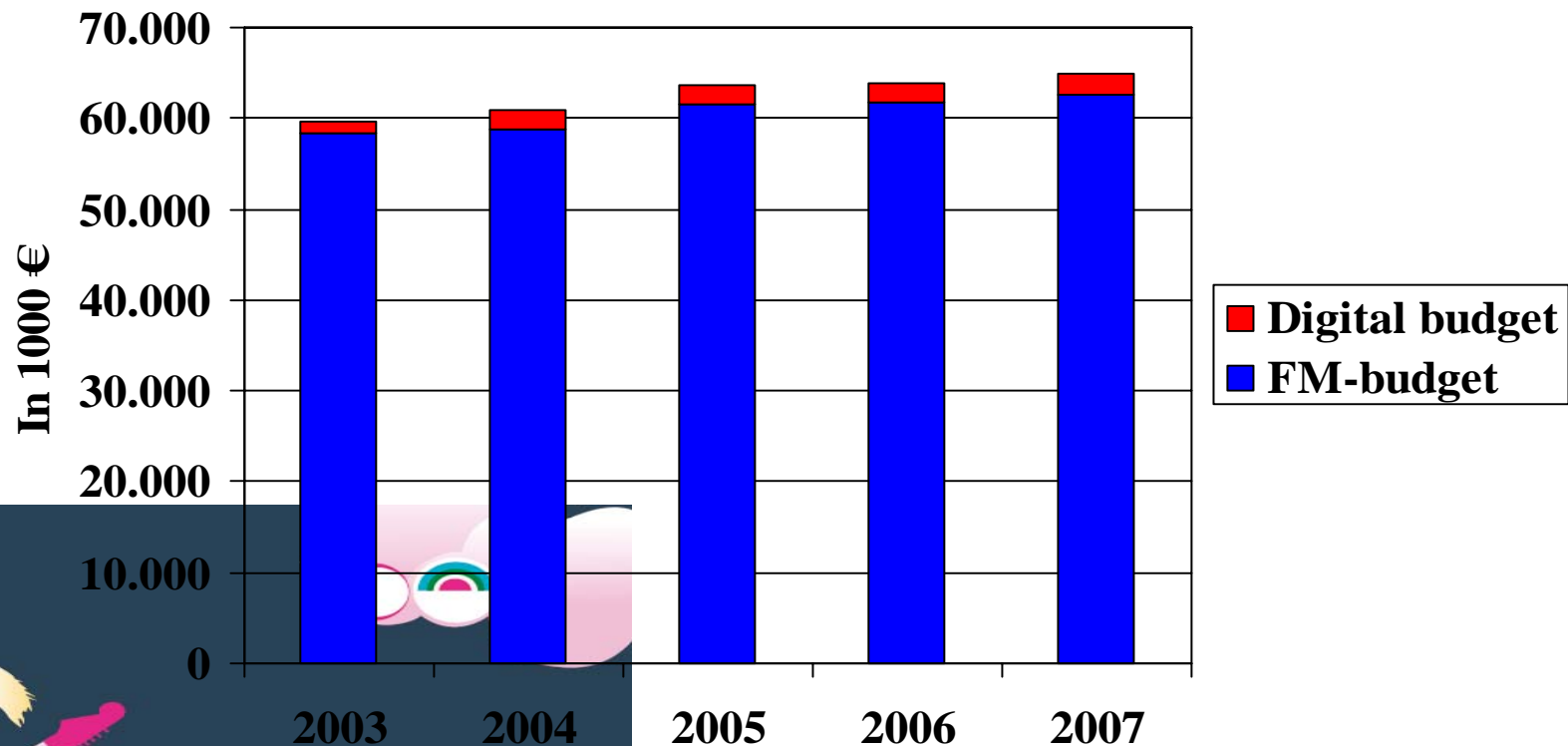
FÅ MERE UD AF
DR
dr.dk/netradio



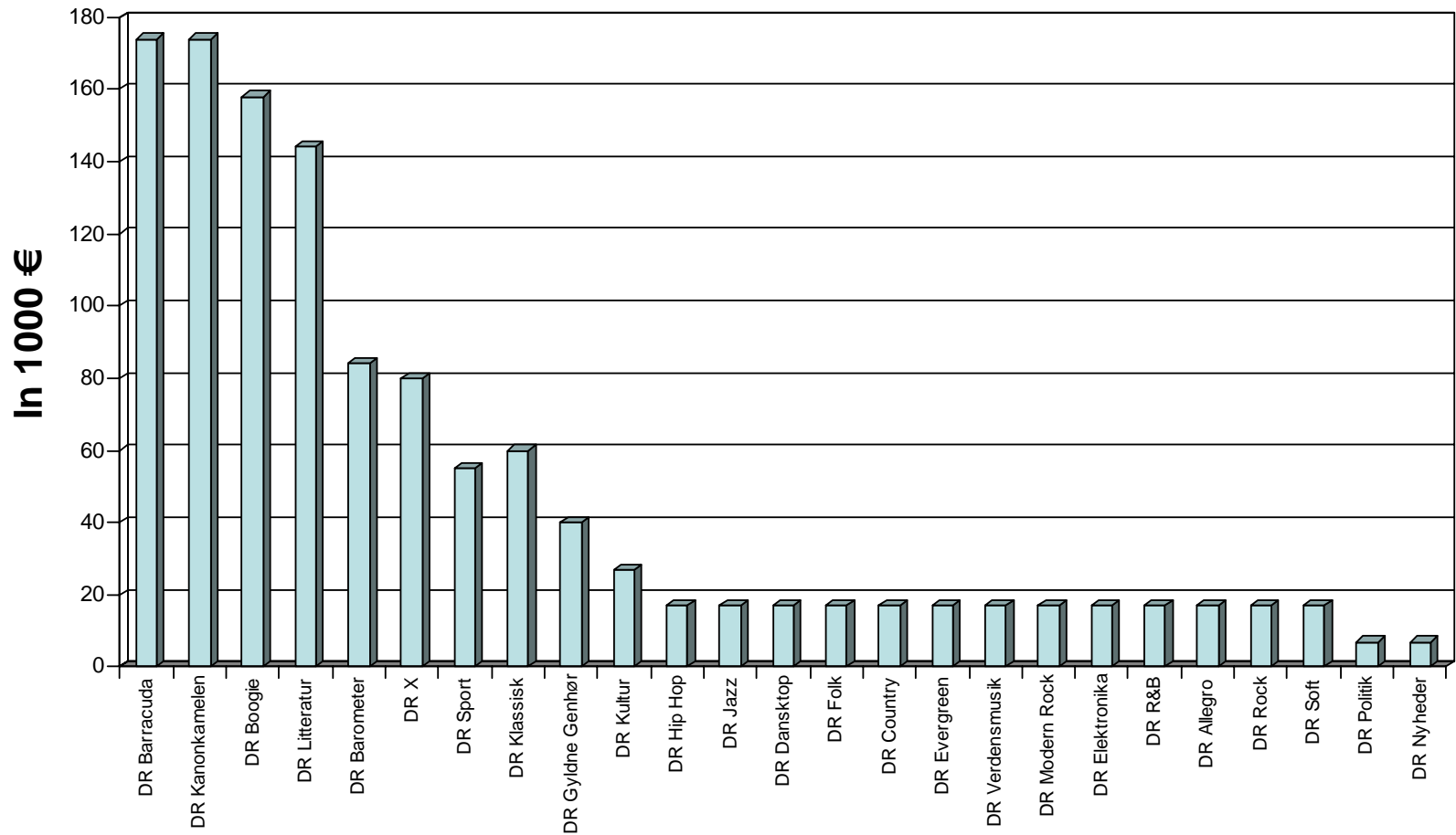
Annual hours of Broadcast



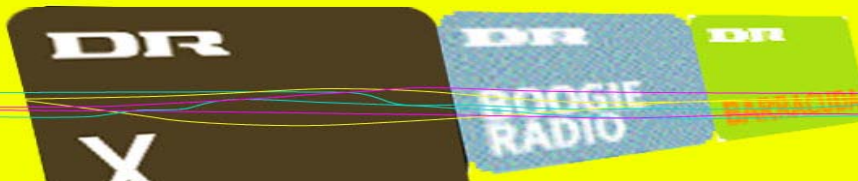
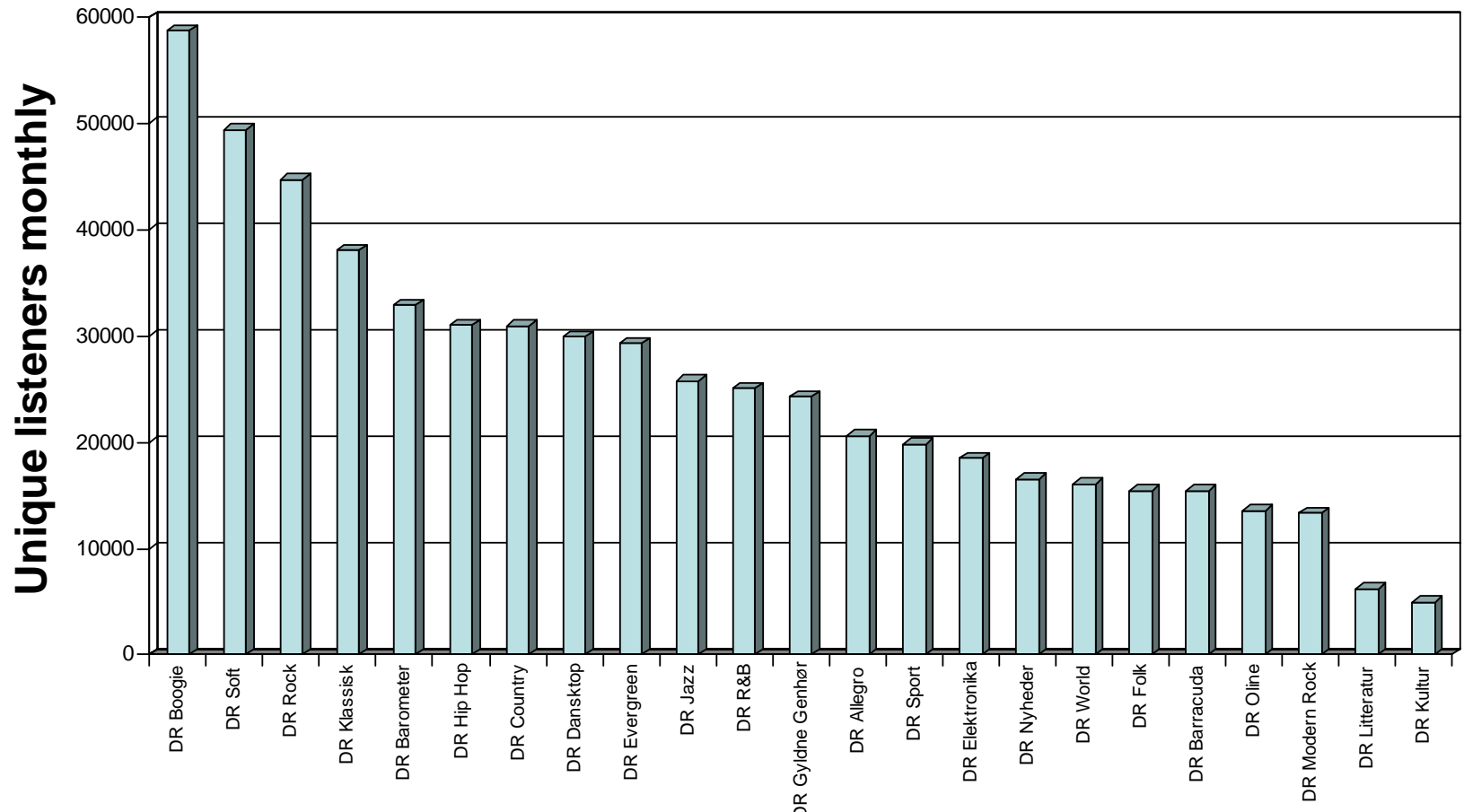
Budgets for analog and digital platforms



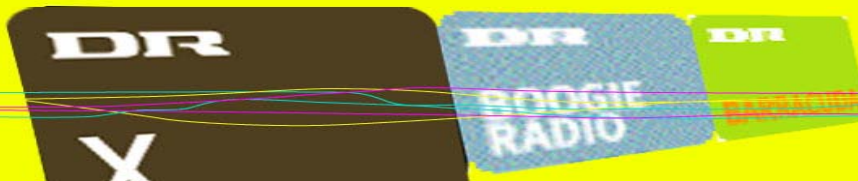
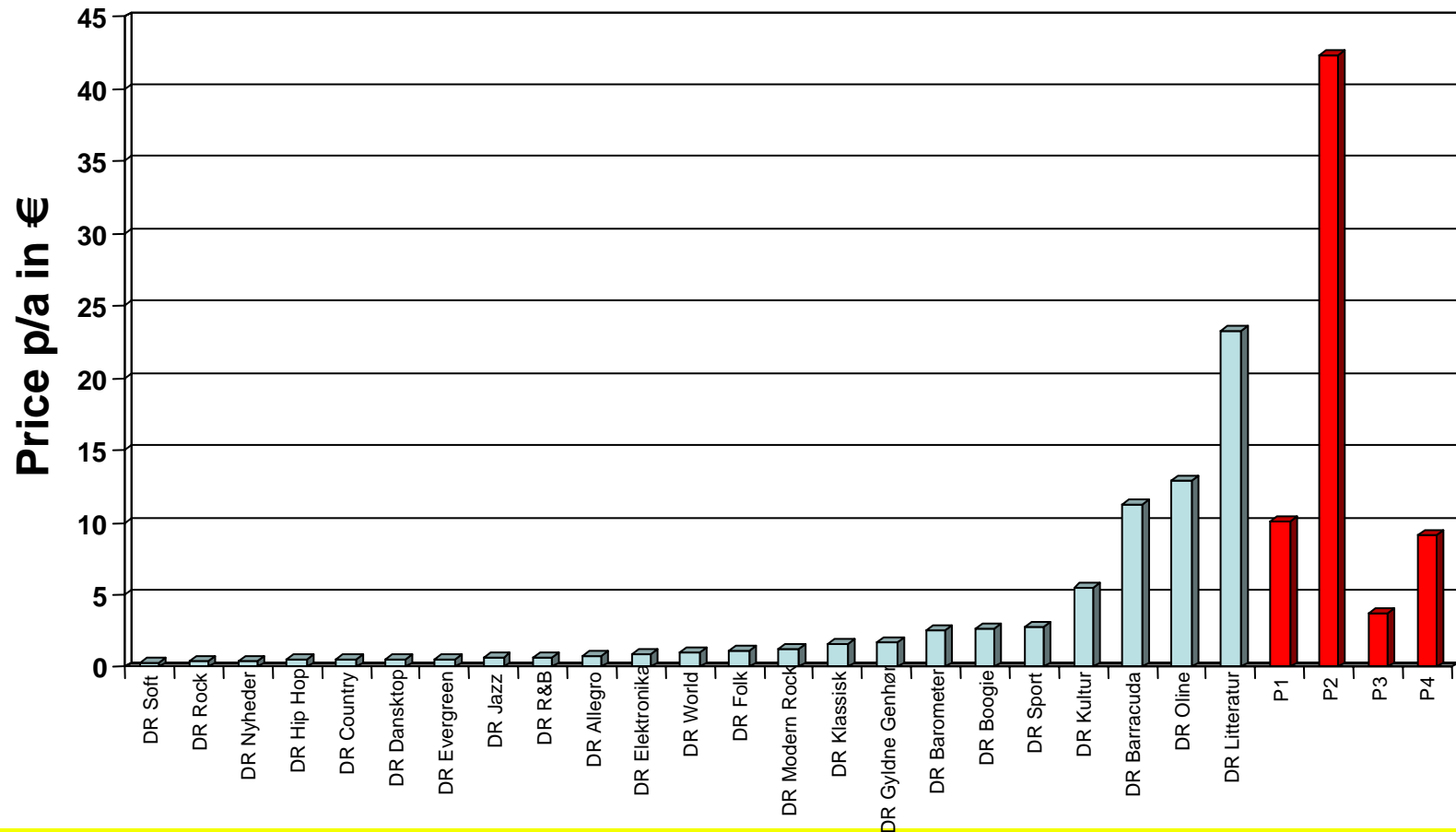
Budget for each of the digital channels **DR**

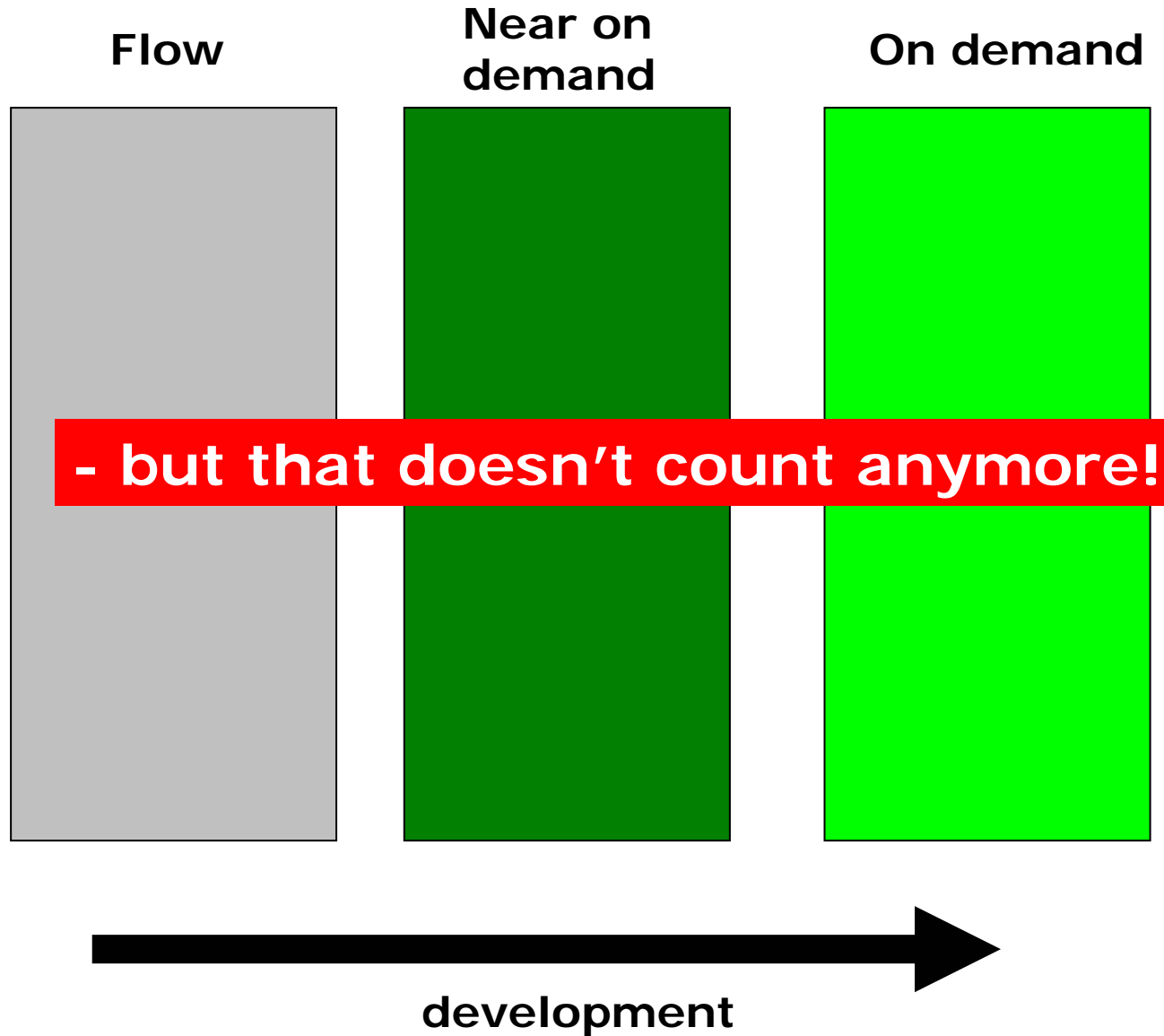


Number of listeners

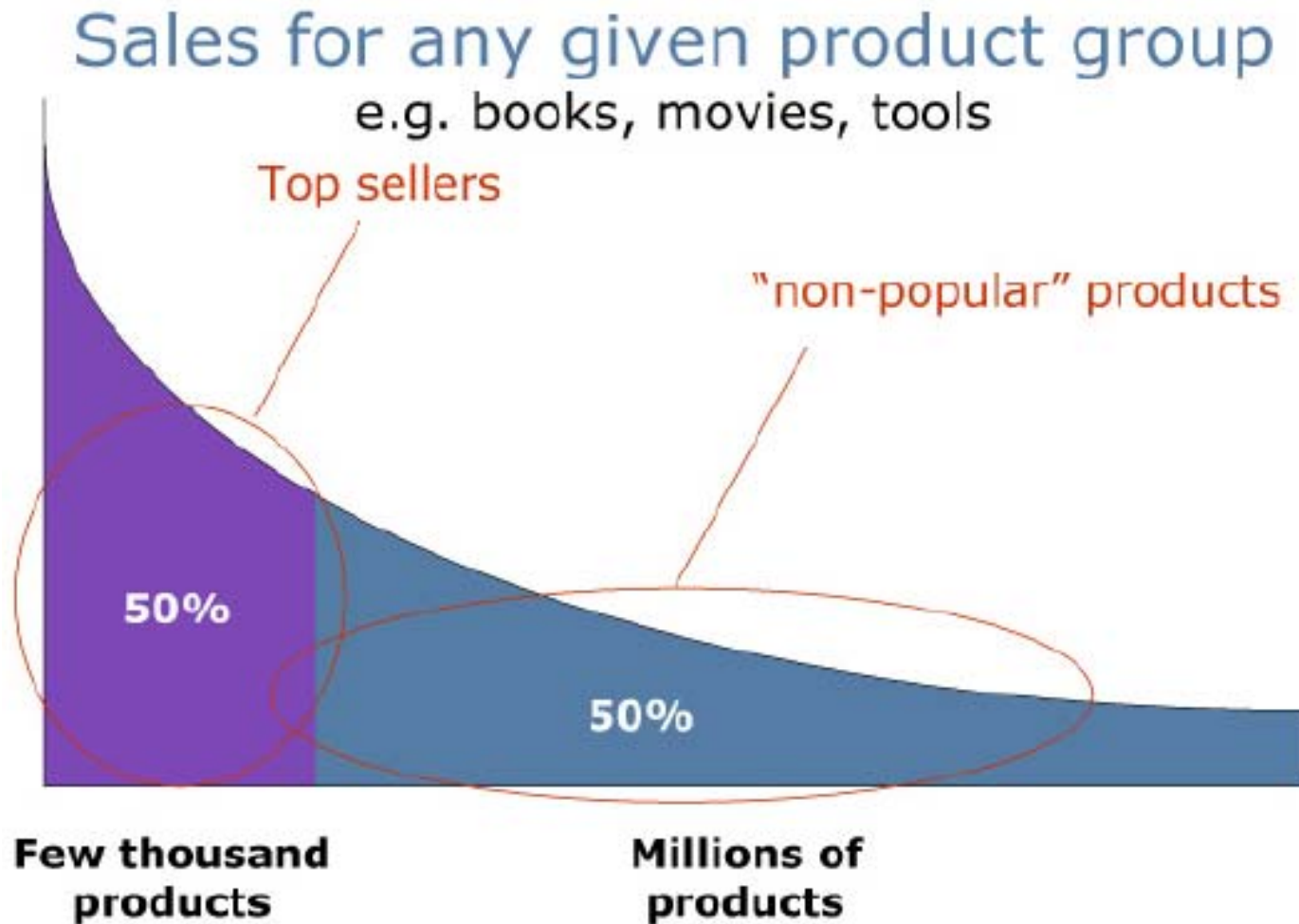


Price pro anno pr. listener





The long tail...





Price pro anno pr. listener

