

Update on Denmark, Norway & Sweden,

Geneva
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* DAB is a big success in Denmark

- Every 4th Dane has a DAB radio
- 23 % of the Danes who haven't already got one, are counting on buying a DAB radio in 2009

* Broadcasting

- 18 nationwide channels
 - 12 of these is DAB-only channels
 - 15 public and 3 commercial
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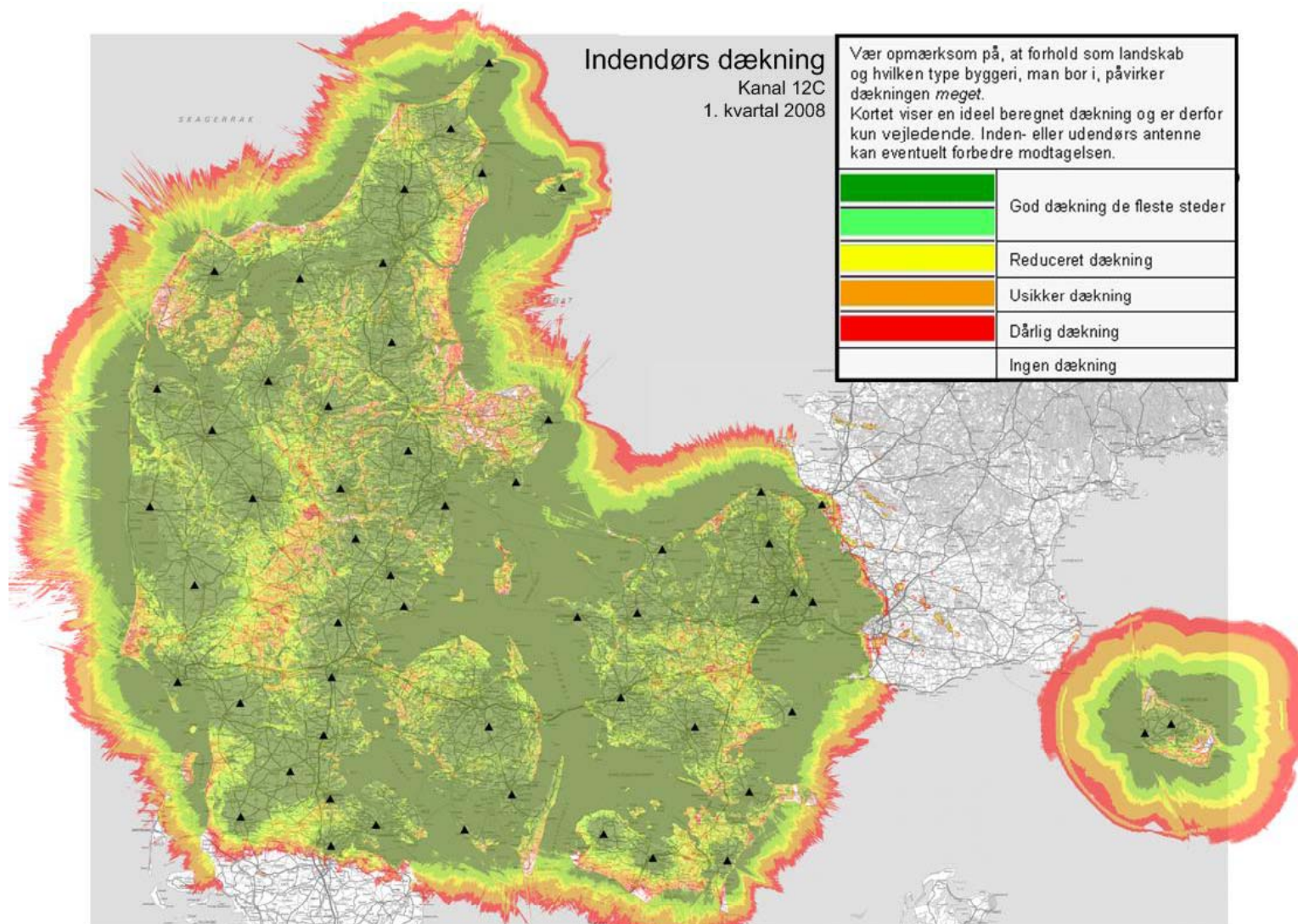
Denmark and DAB

Would like the politicians in Denmark to decide on FM shut off

- careful not to confuse the message, by talking too loud about other standards - yet DR is interested in DAB+ and DMB

Future plans, as it is right now:

- * DR is expanding DAB MUX1 (12C) to an improved indoor coverage in 2009-2010
 - * DR will probably make a DAB+ test on a single station
 - * DR has no immediate plans for multimedia applications
 - * There is possibility to establish 13 regional MUX from 2010 – but it has not been decided yet
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Norway: Government & regulation

Supporting DAB as primary technology for digital radio in Norway.

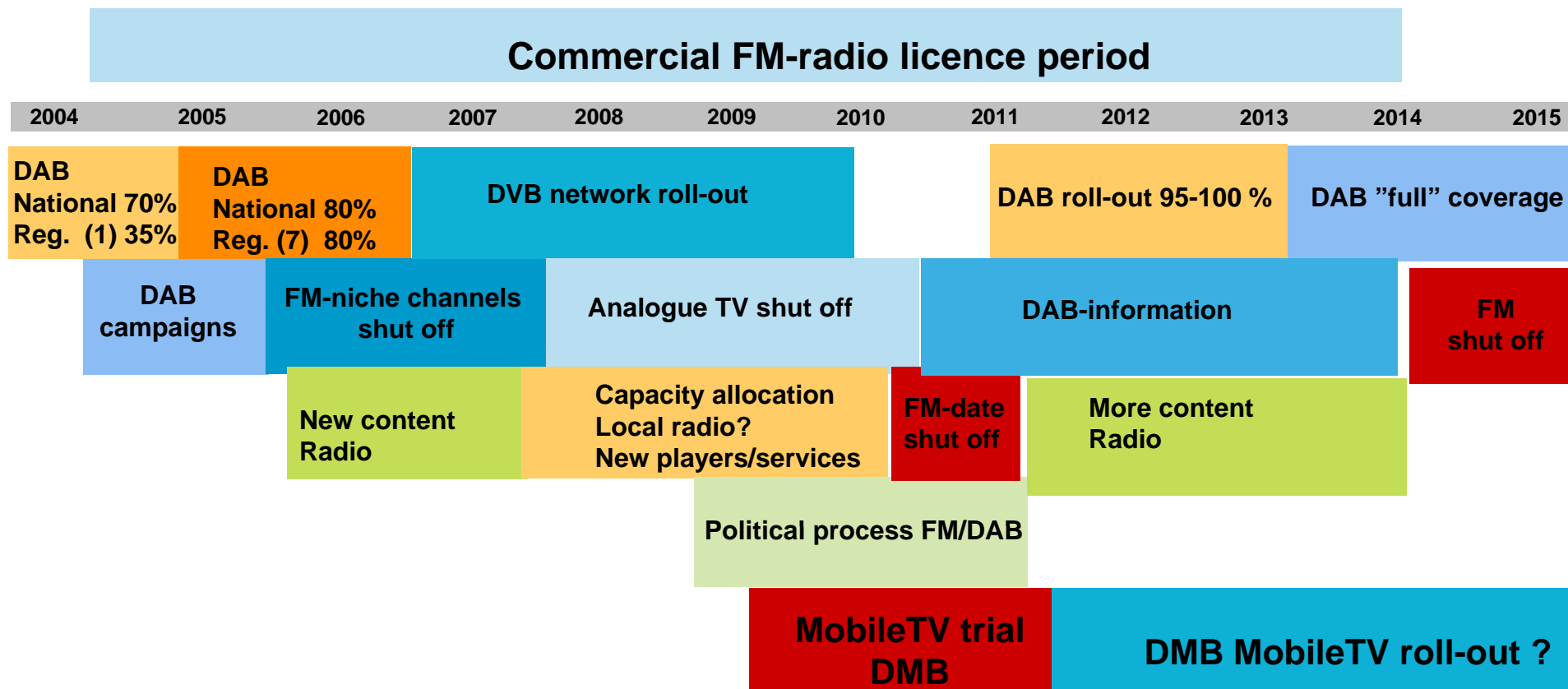
The Ministry of Culture can not see any over-the-air alternative to DAB. DAB is well known and established in several markets

Various platforms may be used to achieve access to digital radio for the whole population

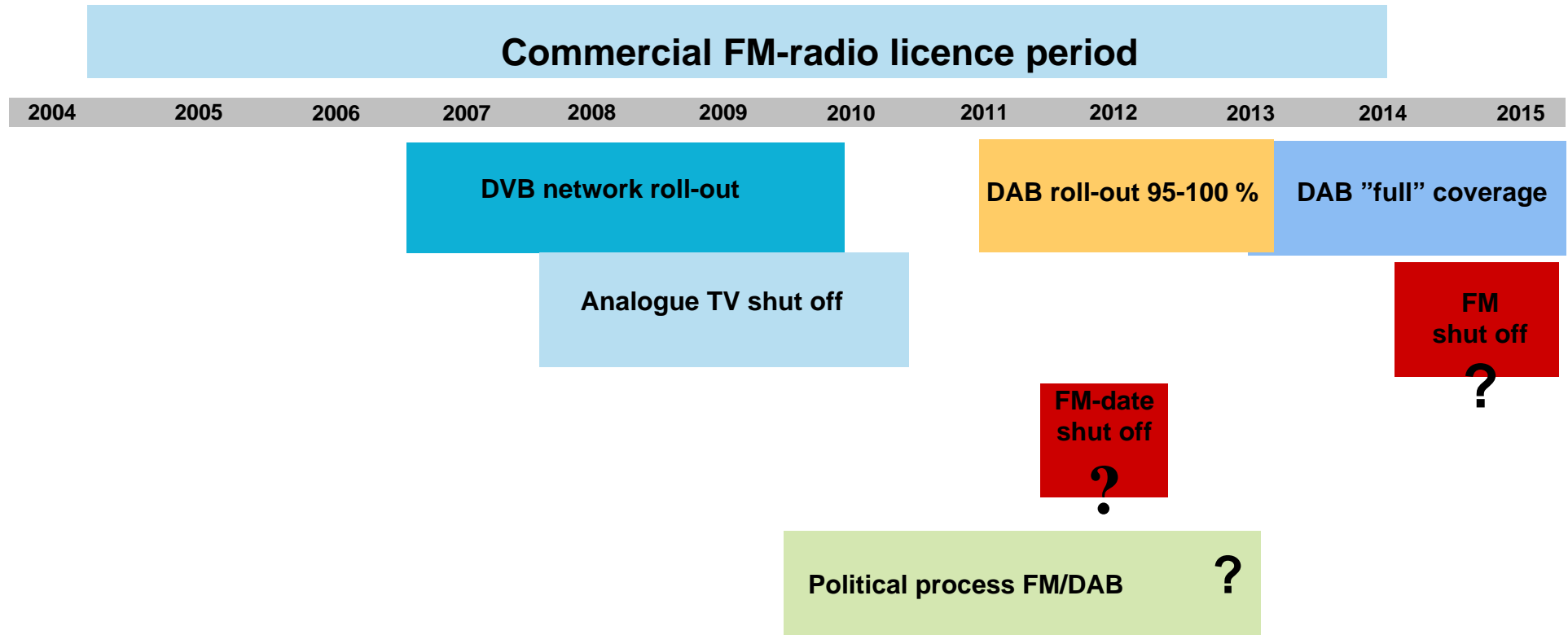
FM shut-down planned to be decided

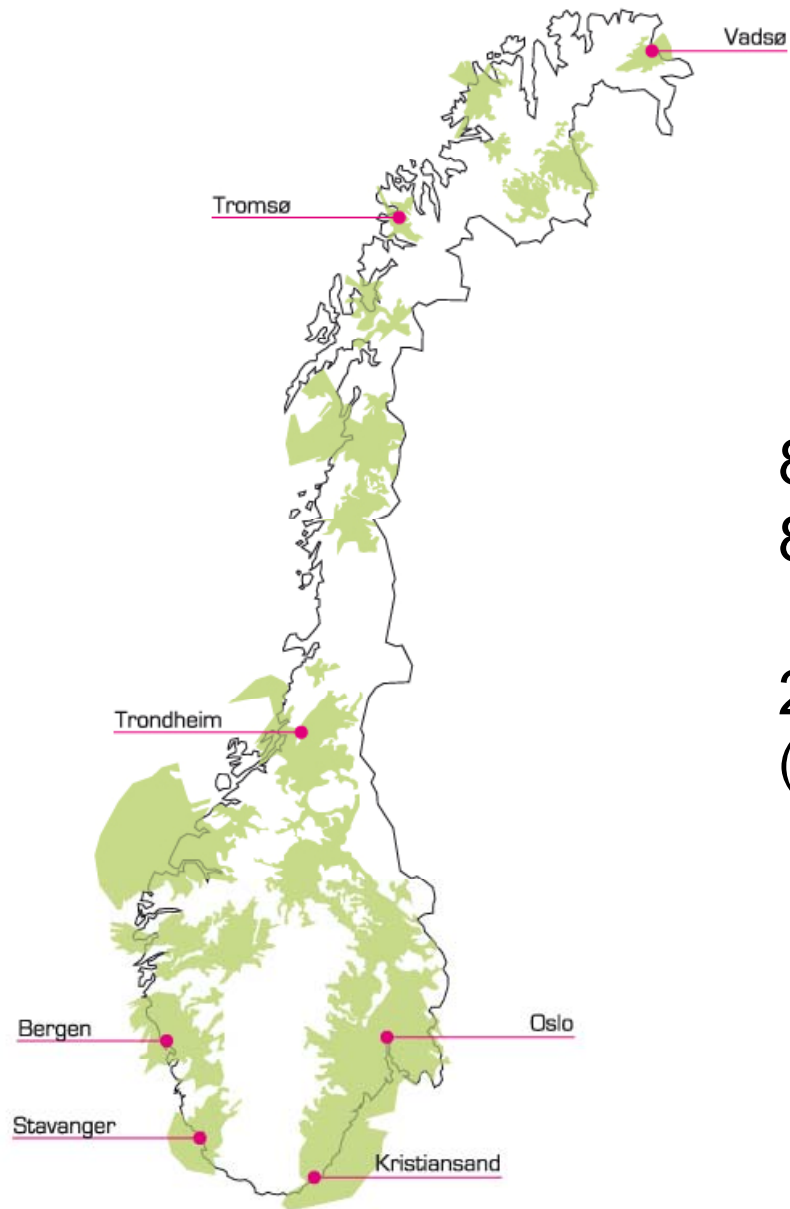
when 50% have access to digital radio

NRK strategy digital Radio and TV, 2005



NRK strategy digital Radio and TV, 2005





80% population coverage
88 transmitter sites

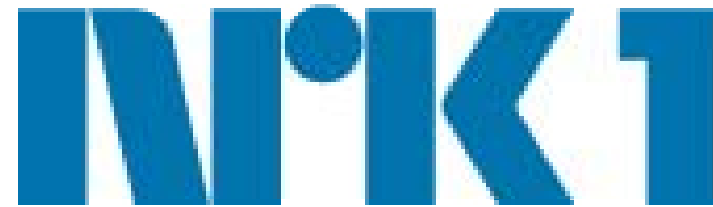
2 multiplexes
(1 split in 7 regions)

DAB digitalradio Jan 2009

- 17% (640.000 persons) have access to one or more DAB-radioes.
- About 290.000 DAB-receivers
- 1,1 million persons will pay <NOK1000 extra for a digital radio
- 98% of population have access to a "digital radio plattform"



DMB: Norges Mobil TV AS



Mobile TV,

not

”mobile-phone TV”

Test project

Oslo area

Two years

Possible up to 9 TVchannels

in 2 muxes :

8C and 11C, bandIII

+ data services

DAB receivers

will show more

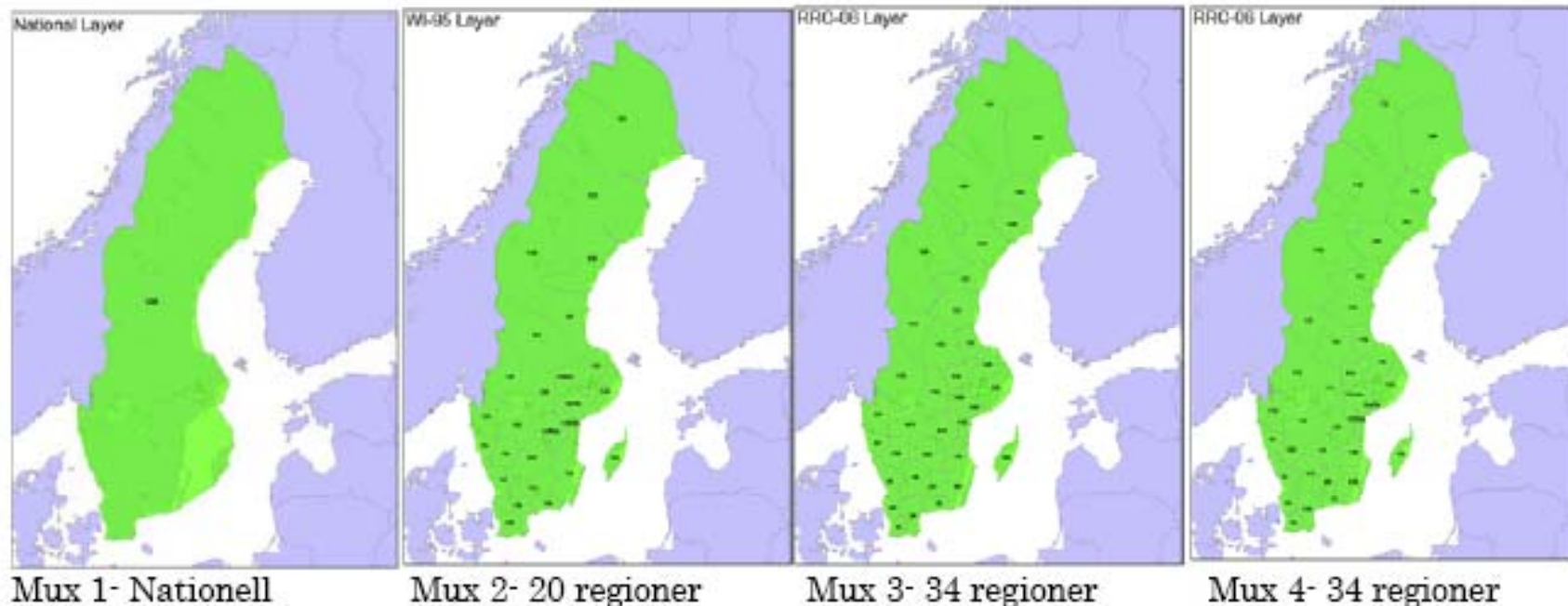
”Multimedia”



Sweden: Relaunch with DAB+?

4 multiplexes possible.

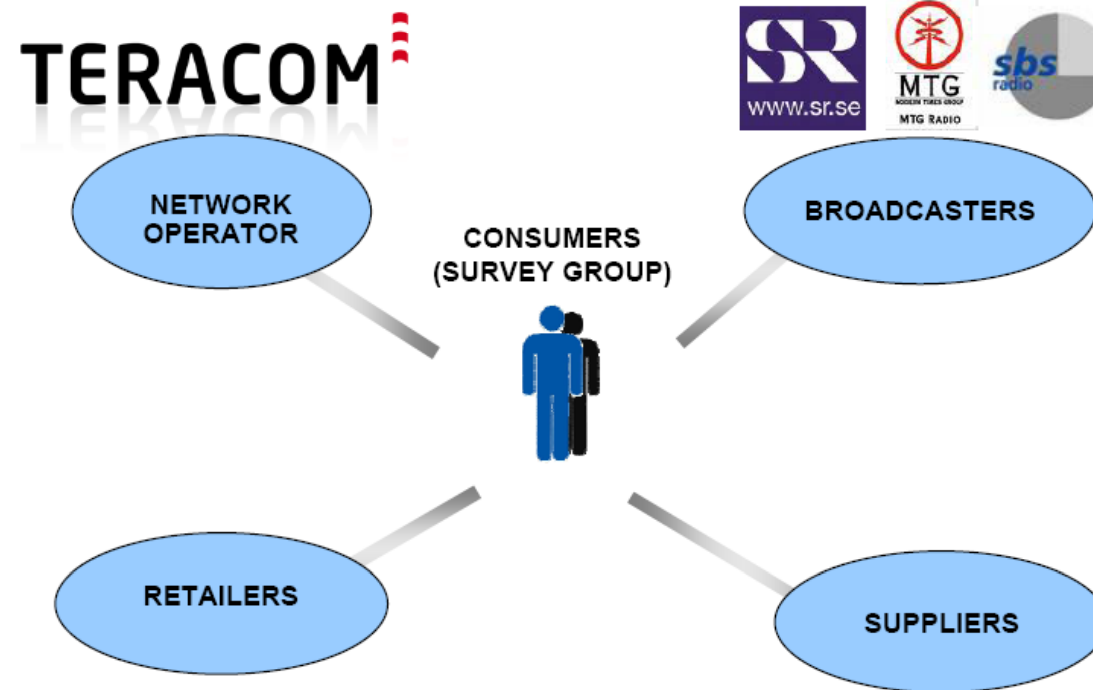
Political decisions expected 2009.



Sweden

- DAB since 1995. SR broadcasts 7 digital channels on DAB in 4 cities (35%). Few receivers.
- 1 national and 3 regional networks possible.
- Radio and TV Authority favourable of DAB+ in its final report June 2008.
- Joint statement by MTG, SBS and SR on DAB+.
- Report on future of commercial radio in November 08 propose digital licenses from 2010.
- Teracom to announce DAB+ test in 3 cities 2009.
- New licenses for PS and commercial radio from 2010. Government propositions during 2009.
- Min. of Culture (in interview): " "Digital radio is something that will come – it must come".

Digital radio pilot – in co-operation



The main objective



- The pilot participants (radio listeners) will be able to listen to approx 12-15 digital radio channels in the regions of Stockholm, Uppsala and Gävle
- The public and commercial channels will appear progressively on the new platform in the coming months, broadening the choice of content for the listeners significantly
- The technology used will be DAB+
- The main objective is to evaluate commercial aspects such as content, coverage and sales of receivers

Summery

Denmark : DAB, possible DAB+ & DMB

Sweden : DAB+

Norway : DAB & DMB (soon)

receiver profile VERY WELCOME

ONE MARKED - ONE TECHNOLOGY