

# Regional Radio Listening Throughout 2017

4th Quarter 2017



# Background

- This overview describes the development of radio broadcasting at regional levels with updated figures from Q4 2017. The Norwegian Media Authority has composed this overview based on data from Kantar Media.
- Kantar Media measures radio listening at regional and local levels with 45.000 yearly phone interviews (CATI\*) in *Forbruker & Media (F&M)*. The CATI survey represents the official listening figures for Norwegian local radio and national radio at a local level. (Source: Kantar Media)



# Definitions

- Daily coverage: The population share who listened to a given radio service during an average day.



# Overview Over Channels in the Survey

NRK

P4 Gruppen

Bauer Media

The Big Five	Niche channels	
NRK P1	NRK Alltid Nyheter	P9 Retro
NRK P2	NRK mP3	P10 Country
NRK P3	NRK P1 (Region broadcasts)	NRJ (national, Oslo, Bergen, Trondheim)
P4	NRK Klassisk	Kiss
Radio Norge	NRK P13	Radio Rock
	NRK P1+	Norsk Pop
	P5 Hits (national, Oslo, Bergen, Trondheim)	Radio Topp 40
	P6 Rock	Radio Vinyl
	P7 Klem (national, Oslo, Trondheim)	Radio Soft
	P8 Pop	



# Overview Over Channels in the Survey

Region 1	Region 2	Region 3	Other channels
Region 4	Region 5	Region 6	

Radio Bodø	SolørRadioen	Radio Sørvest
1 FM Molde	TrysilRadioen	Ordentlig Radio (from 03.01.17)
Nea Radio	ØsterdalsRadioen	Radio Metro Oslo/Akershus
Radio Trøndelag (from 03.01.17)	Jærradioen	Radio Rox
Radio Ålesund	Radio 102	Radio Sandefjord
ElverumsRadioen	Radio Atlantic Ryfylkeradioen	Radio Tønsberg
HamarRadioen	Radio Kvinesdal	The Beat (Oslo)
Radio Grenland	Radio Loland (from 03.10.16)	Radio Alta
Radio Kongsvinger	Radio Nordsjø	Radio Bardufoss
Radio Metro Buskerud	Radio Sandnes	Radio Tromsø
Radio Metro Oppland	Radio Sør	Radio 3.16 (from 03.05.17)

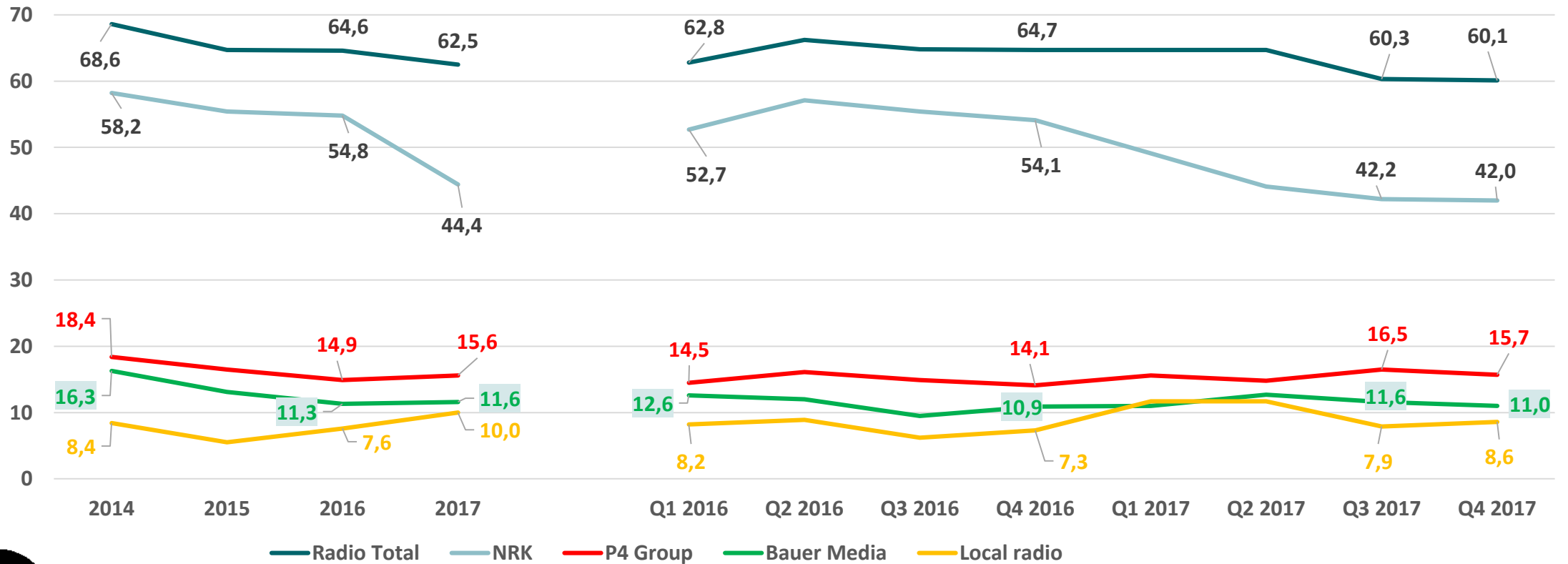


Channels that are in the survey in 2017. The survey also contains other non-specified local channels and foreign radio. Channels are sorted geographically after the regions in the switch-off plan. The origin of this sorting is the geographical affiliation of the channels FM-licence.

FM switch-off 11.01.17

# Region 1 Nordland

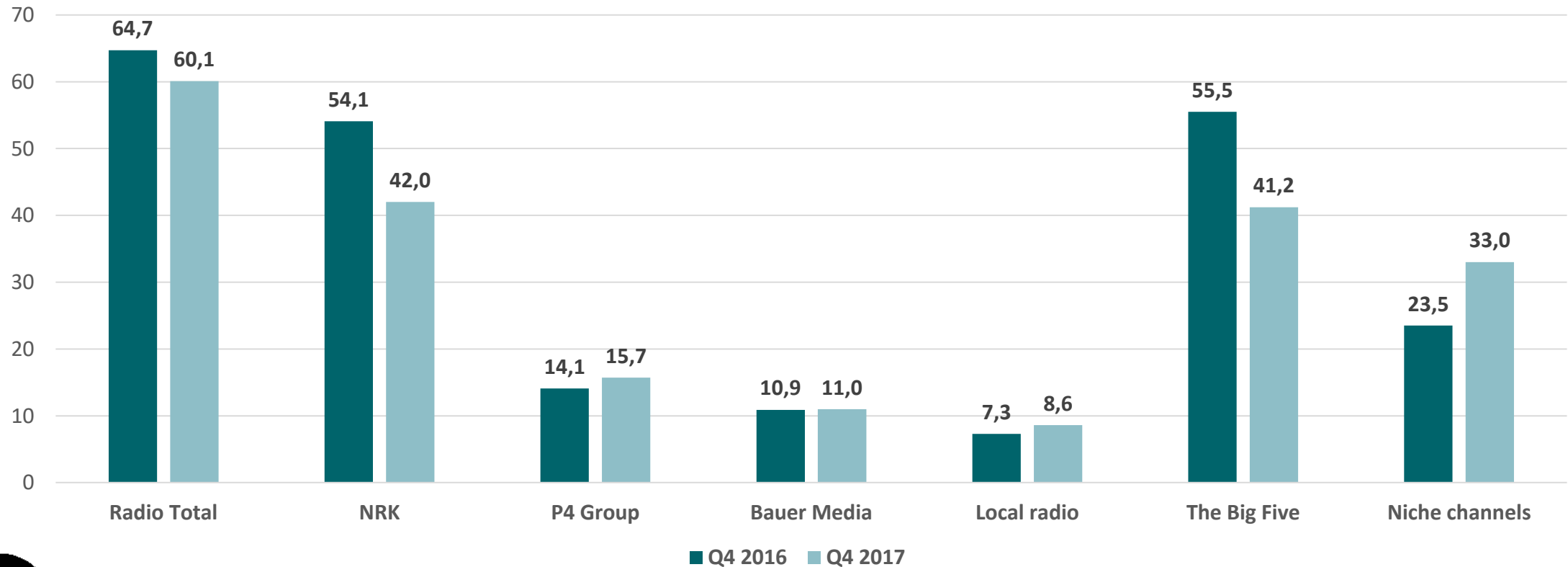
Radio groups in percentage daily coverage – years 2014-17 – Q1-4 2016/17



Source: Kantar Media. F&M CATI. Phone interviews (CATI) of 600 respondents/quarter and 2.400 respondents/year. All weekdays.

# Region 1 Nordland

Radio groups in percentage daily coverage - Q4 2016 vs. Q4 2017



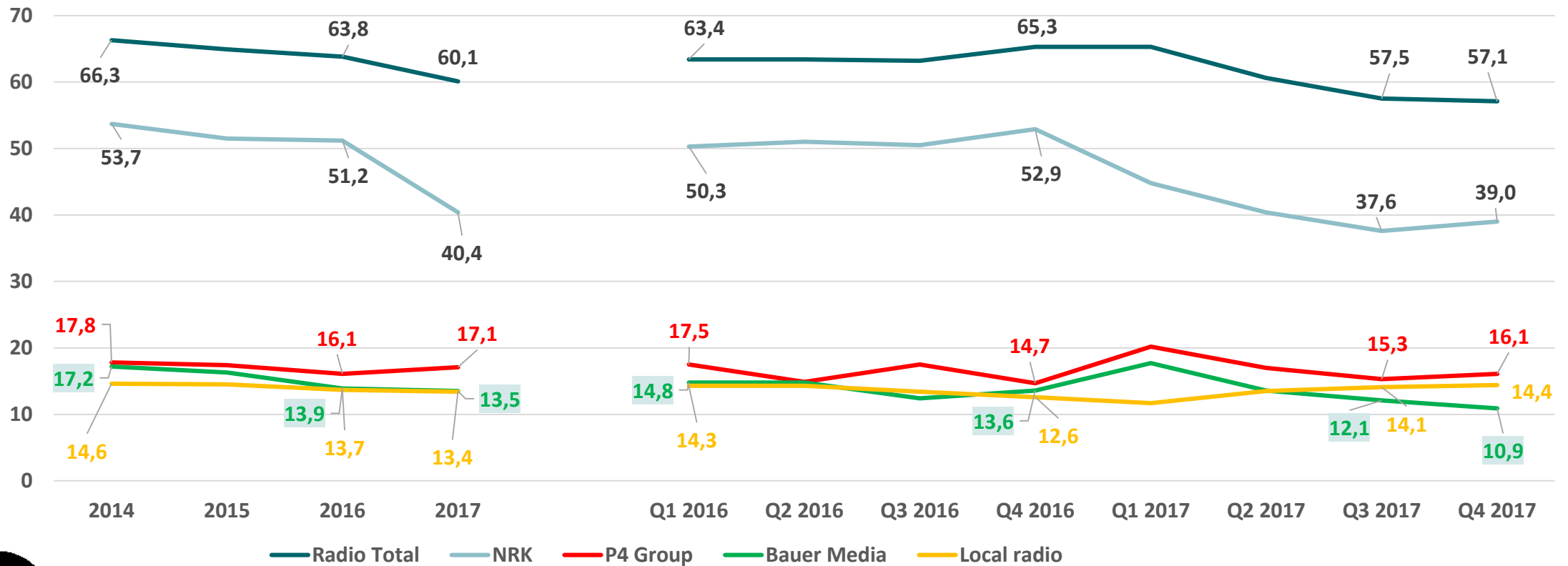
Source: Kantar Media. *F&M CATI*. Phone interviews (CATI) of 600 respondents/quarter and 2.400 respondents/year. All weekdays.

FM switch-off 21.04.17  
(NRK 08.02.17)

# Region 2

## Trøndelag, Møre og Romsdal

Radio groups in percentage daily coverage – years 2014-17 – Q1-4 2016/17

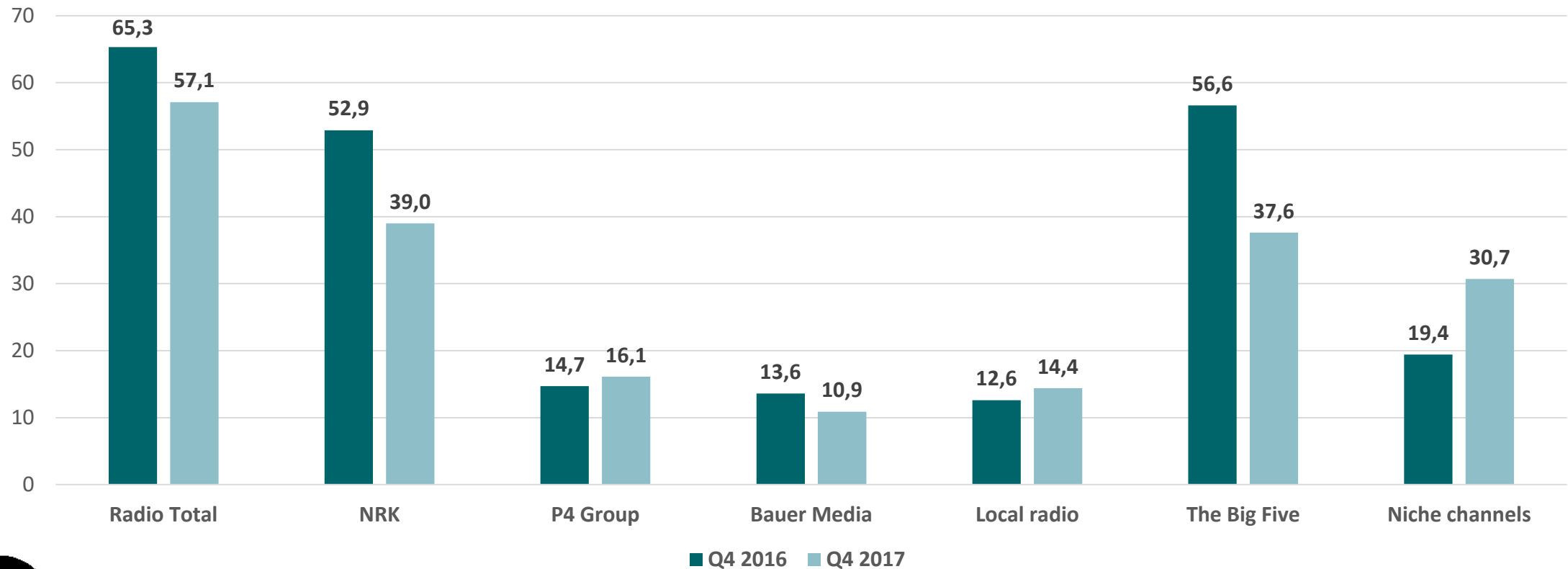




# Region 2

## Trøndelag, Møre og Romsdal

Radio groups in percentage daily coverage - Q4 2016 vs. Q4 2017

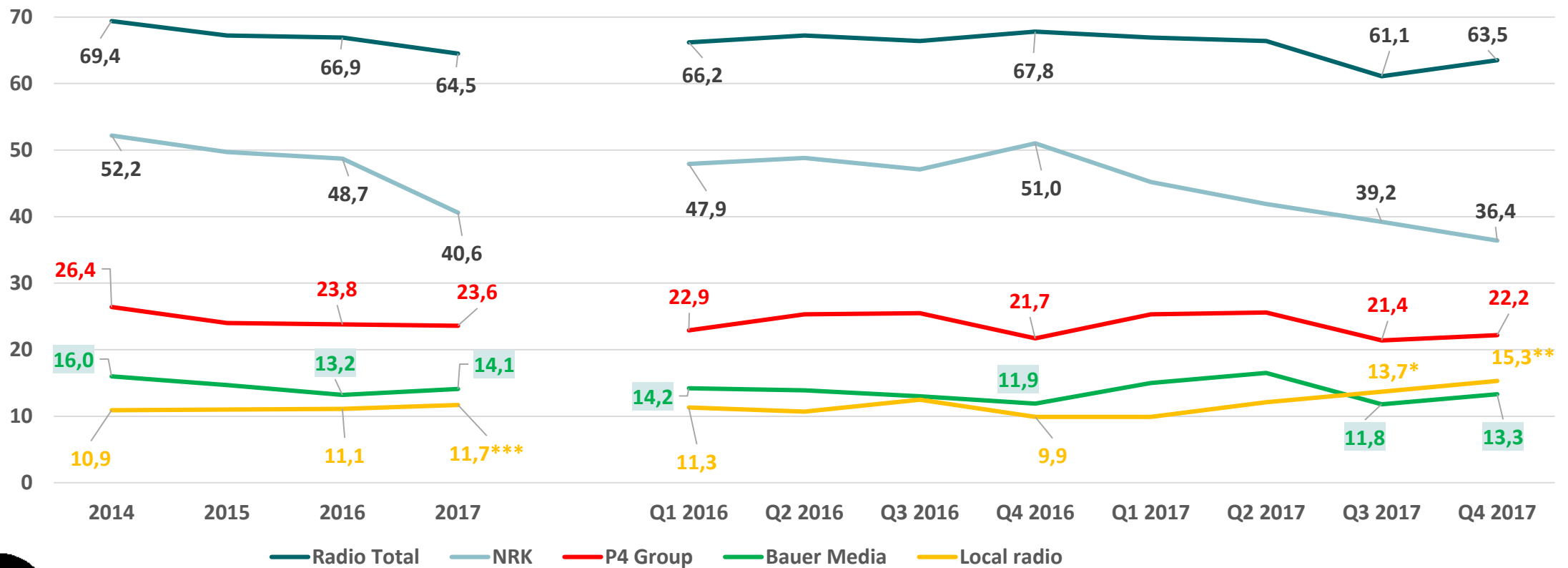


FM switch-off 16.06.17  
(NRK 26.04.17)

# Region 3

## Telemark, Buskerud, Hedmark, Oppland

Radio groups in percentage daily coverage – years 2014-17 – Q1-4 2016/17



Source: Kantar Media. F&M CATI. Phone interviews (CATI) of 2.100 respondents/quarter and 8.400 respondents/year. All weekdays.

\*Channels P5, P7 og NRJ are only measured as local radio in two of three months in Q3-2017.

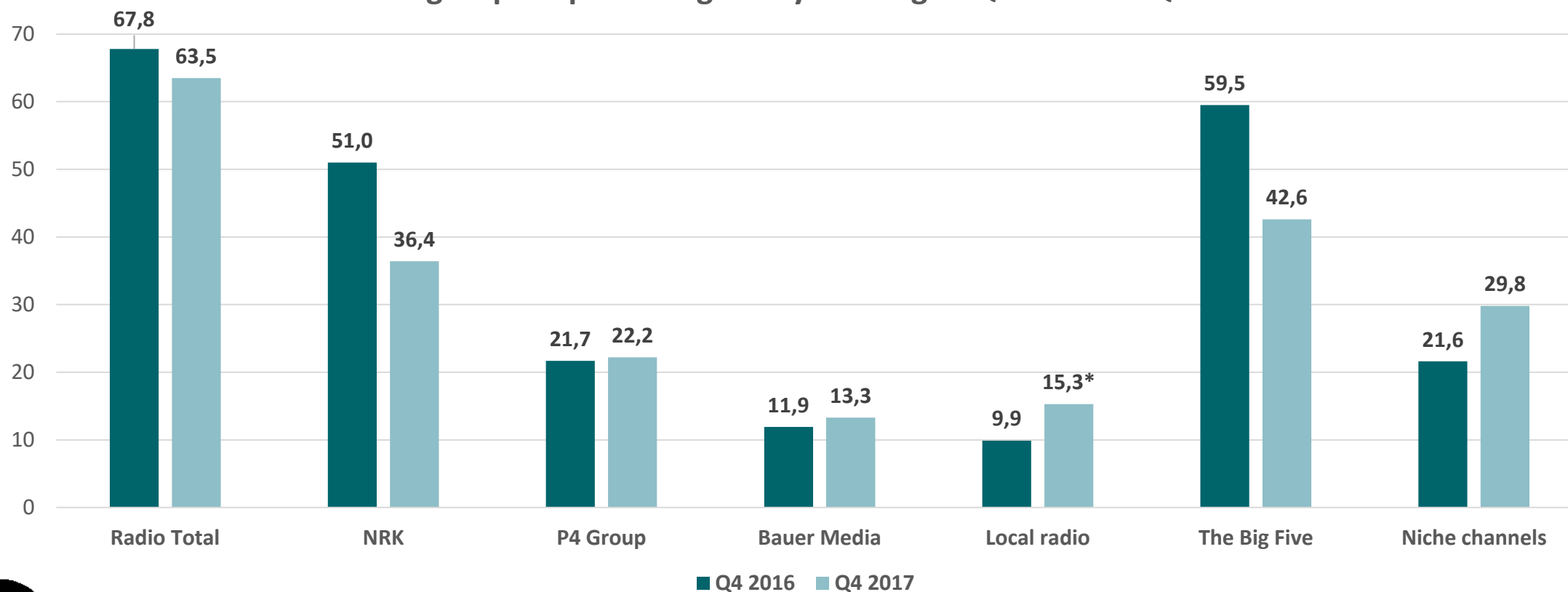
\*\*Channels P5, P7 og NRJ was not measured in Q4-2017.

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# Region 3

## Telemark, Buskerud, Hedmark, Oppland

Radio groups in percentage daily coverage - Q4 2016 vs. Q4 2017



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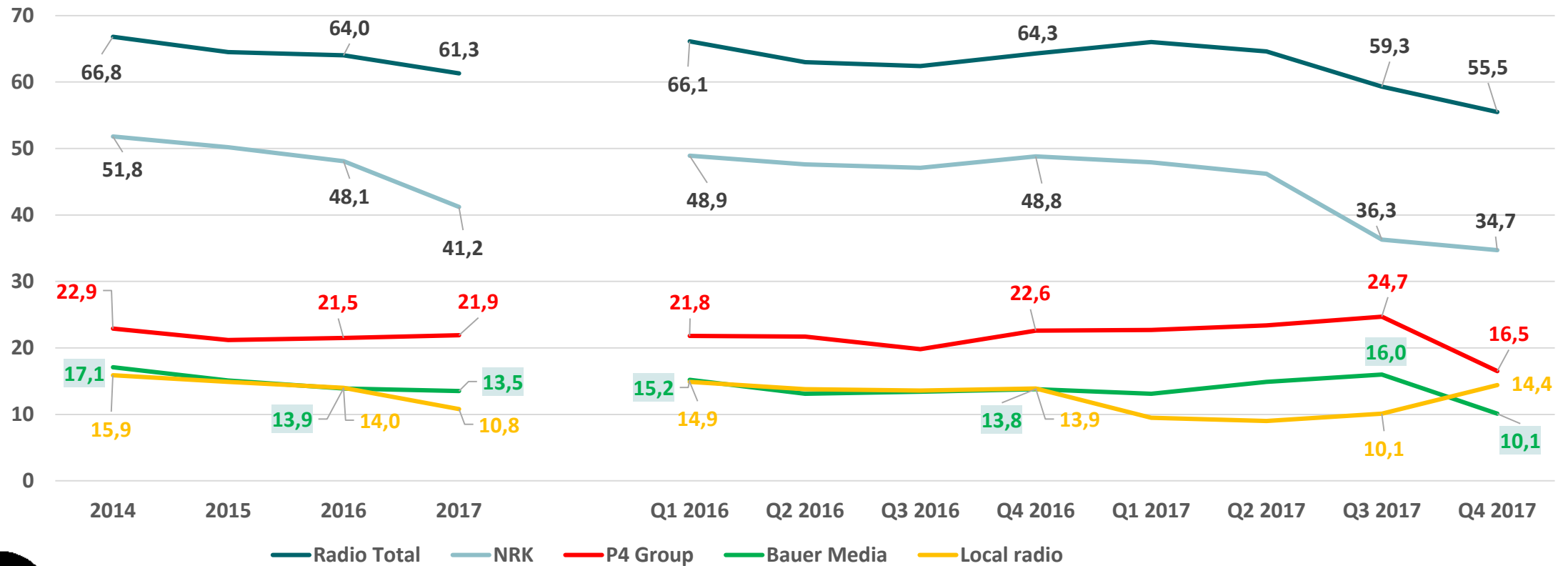
\*Channels P5, P7 og NRJ was measured in Q4-2016, but not measured in Q4-2017.

FM switch-off 15.09.17  
(NRK 21.06.17)

# Region 4

## Sogn og Fjordane, Hordaland, Rogaland, Agder-counties

Radio groups in percentage daily coverage – years 2014-17 – Q1-4 2016/17

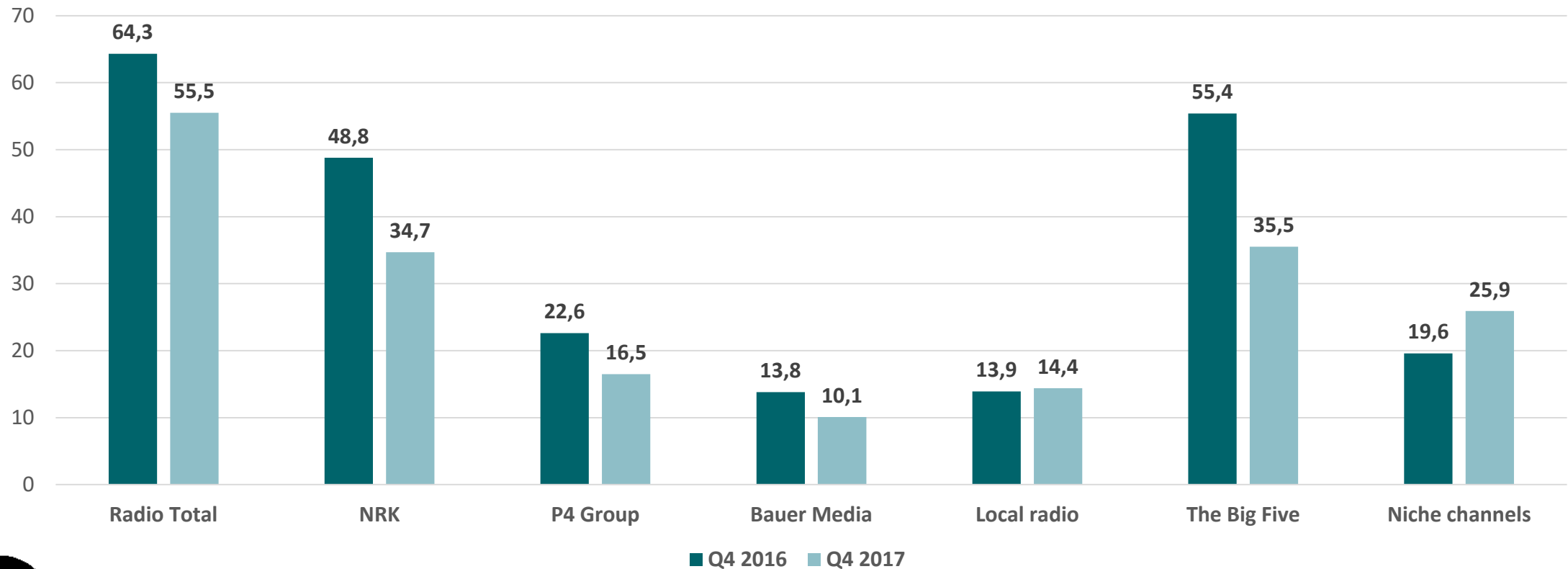


Source: Kantar Media. F&M CATI. Phone interviews (CATI) of 2.900 respondents/quarter and 11.700 respondents/year. All weekdays.

# Region 4

## Sogn og Fjordane, Hordaland, Rogaland, Agder-counties

Radio groups in percentage daily coverage - Q4 2016 vs. Q4 2017

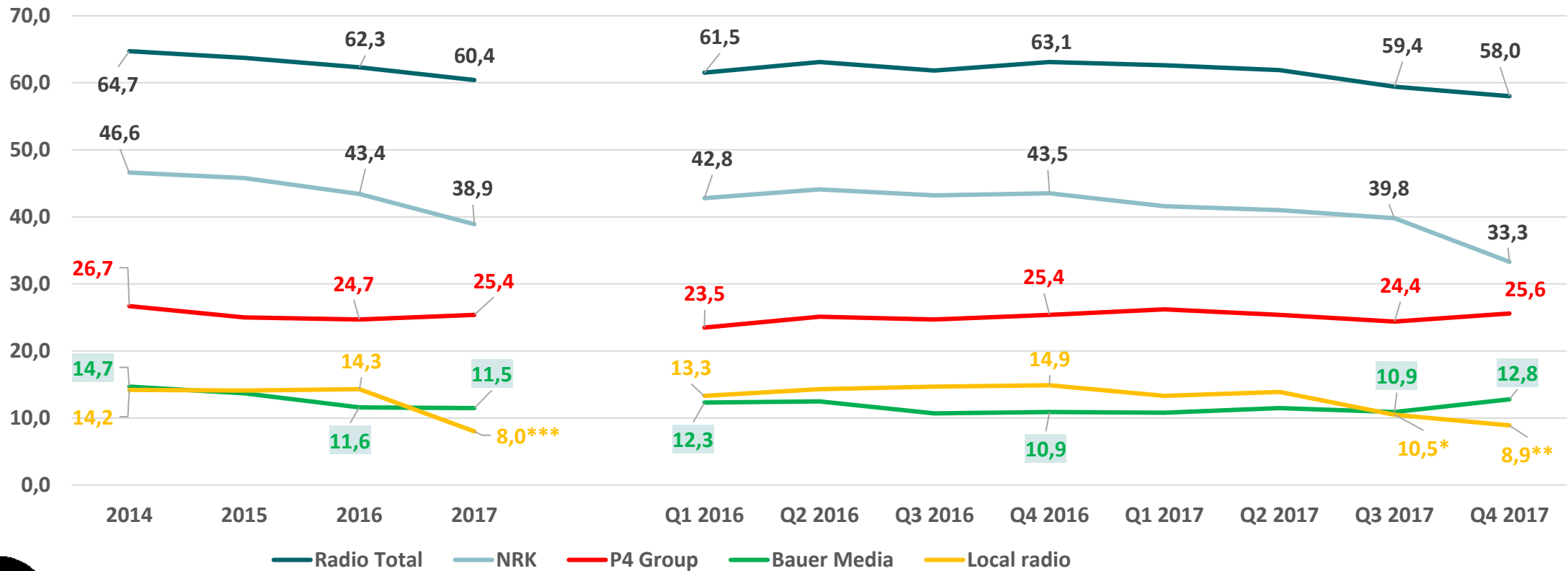


FM switch-off 08.12.17  
(NRK 20.09.17)

# Region 5

## Østfold, Vestfold, Oslo, Akershus

Radio groups in percentage daily coverage – years 2014-17 – Q1-4 2016/17



Source: Kantar Media. F&M CATI. Phone interviews (CATI) of 3.550 respondents/quarter and 14.200 respondents/year. All weekdays.

\*Channels P5, P7 og NRJ are only measured as local radio in two of three months in Q3-2017.

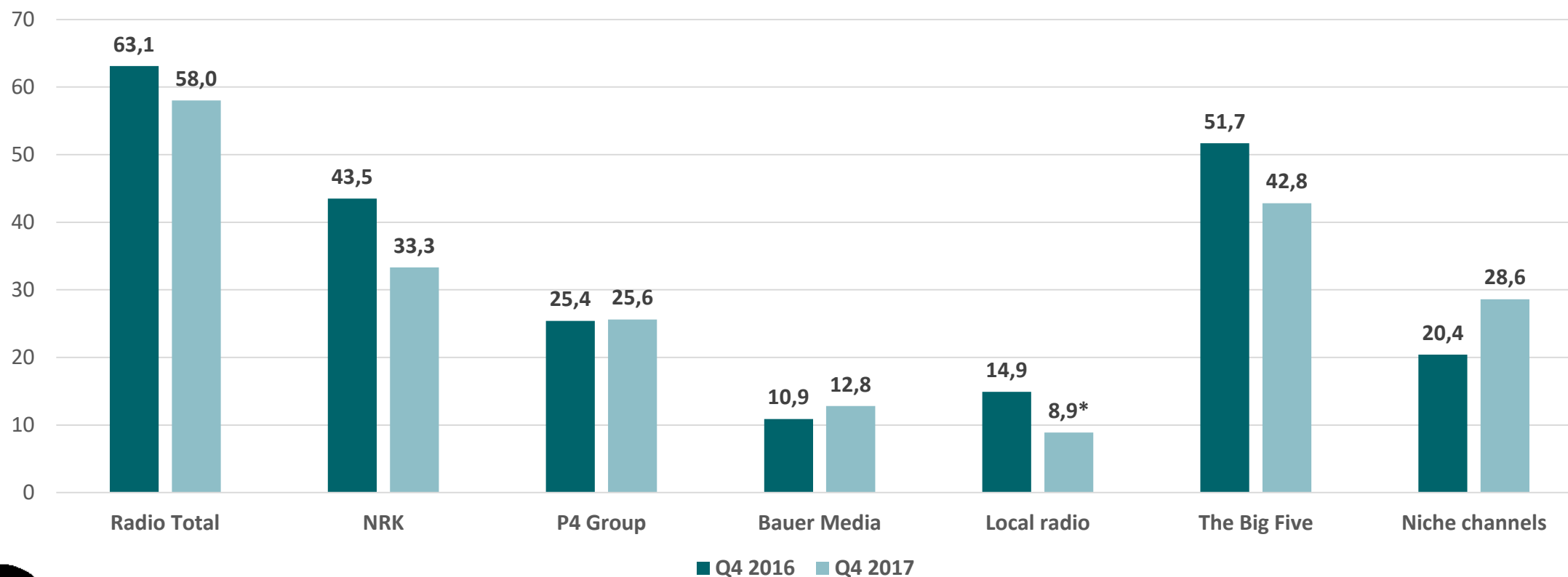
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# Region 5

## Østfold, Vestfold, Oslo, Akershus

Radio groups in percentage daily coverage - Q4 2016 vs. Q4 2017



Source: Kantar Media. *F&M CATI*. Phone interviews (CATI) of 3.550 respondents/quarter and 14.200 respondents/year. All weekdays.

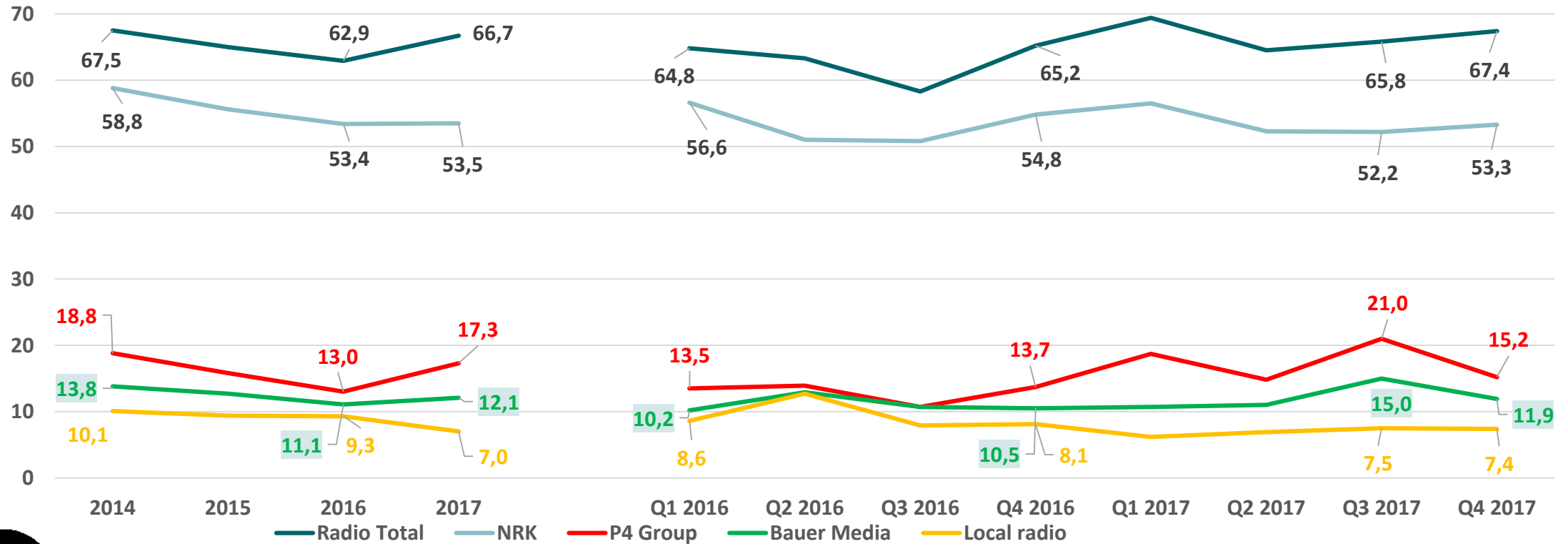
\*Channels P5, P7 og NRJ was measured in Q4-2016, but not measured in Q4-2017.

FM switch-off 13.12.17

# Region 6

## Troms, Finnmark

Radio groups in percentage daily coverage – years 2014-17 – Q1-4 2016/17



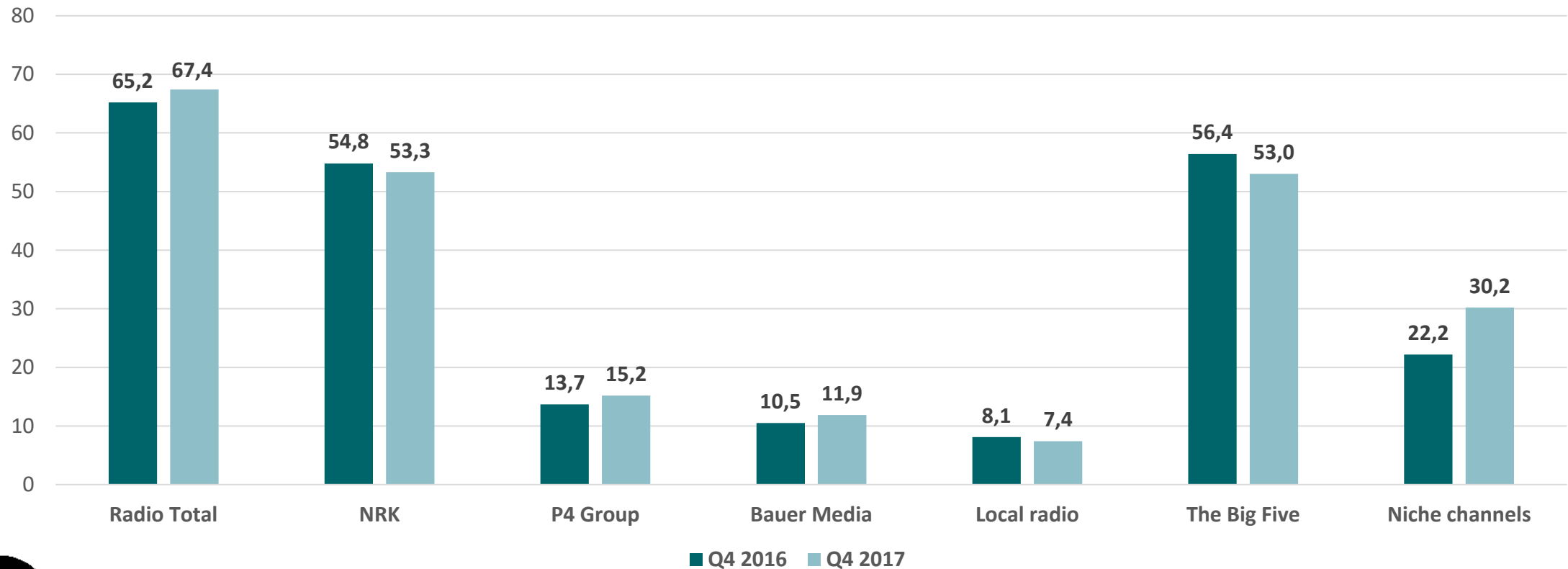
Source: Kantar Media. F&M CATI. Phone interviews (CATI) of 575 respondents/quarter and 2.300 respondents/year. All weekdays.



# Region 6

## Troms, Finnmark

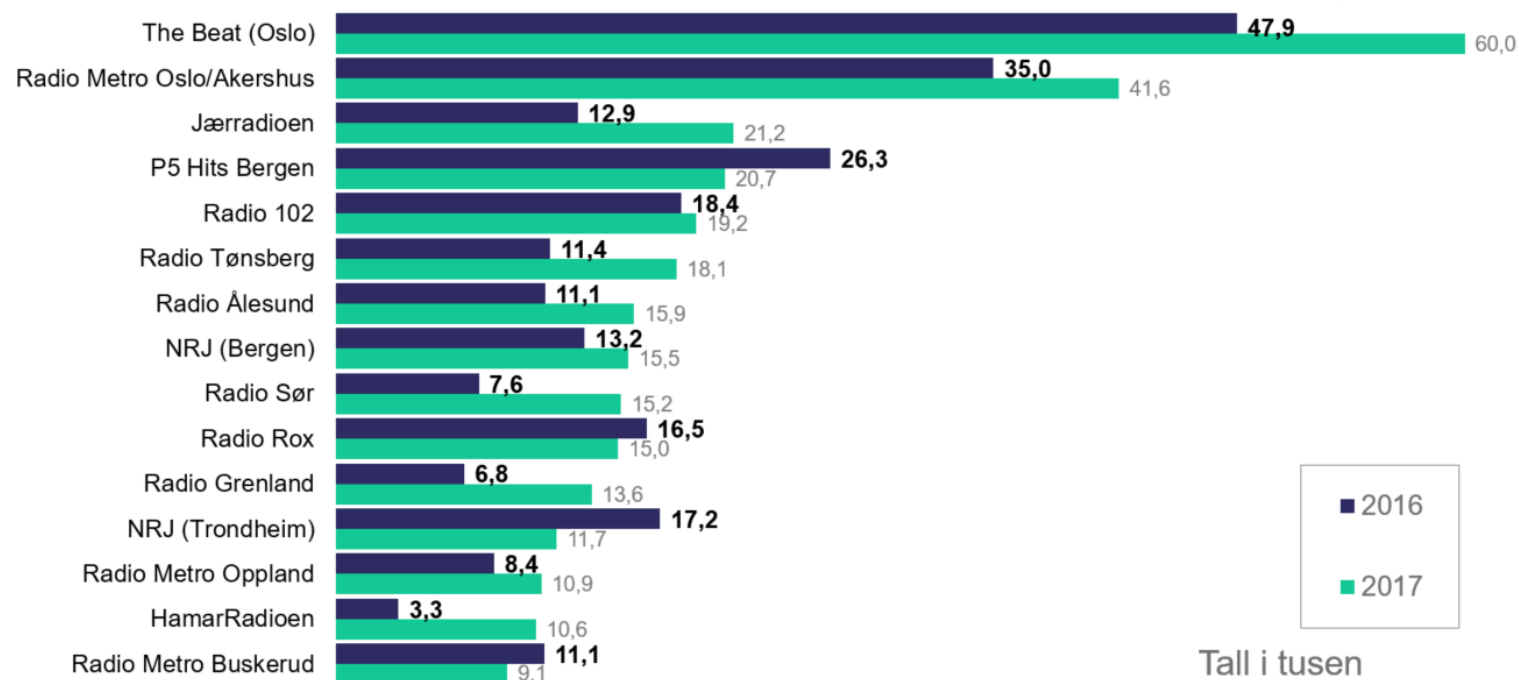
Radio groups in percentage daily coverage - Q4 2016 vs. Q4 2017



# Local Radio: Listening Figures in Thousands

## 1/2

### Topp 30 Norges største lokalradio stasjoner (1): Daglig dekning med tall i tusen: *20% vekst for målte stasjoner*



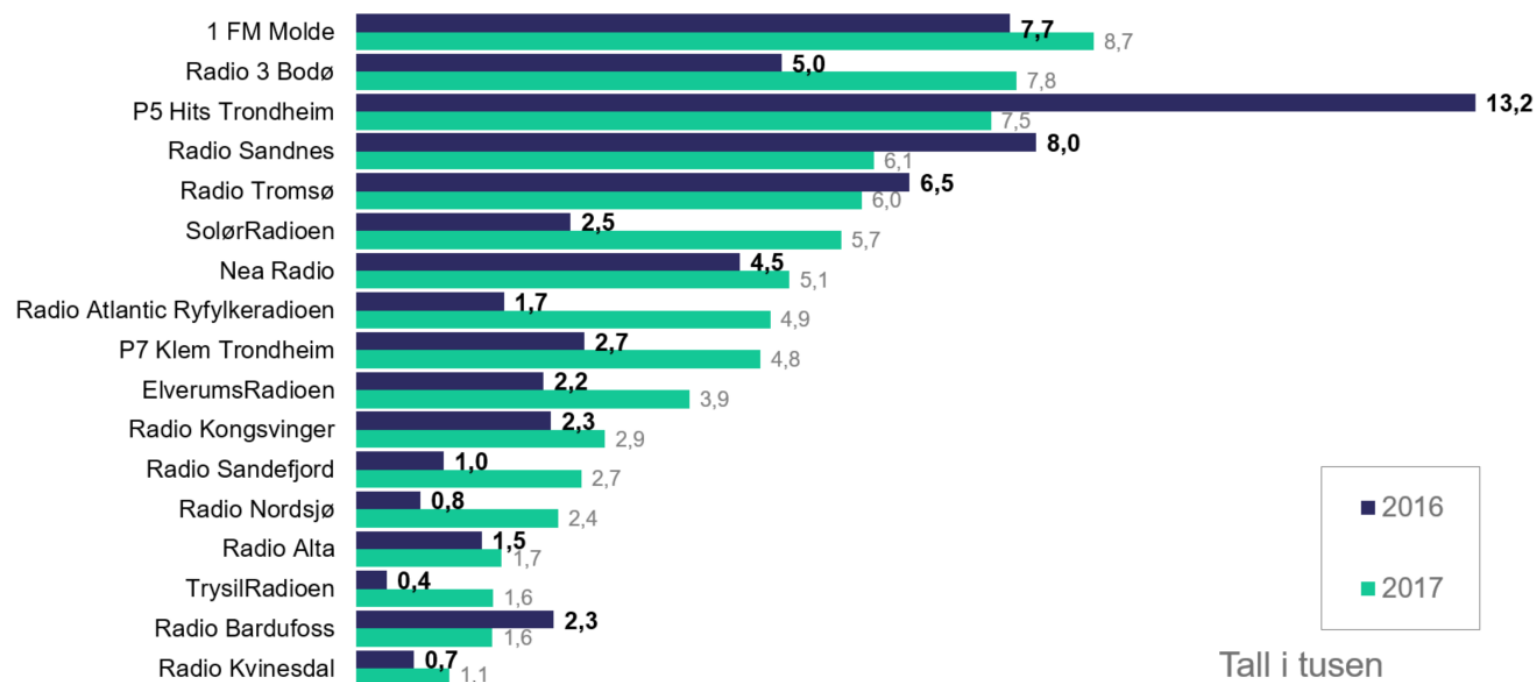
KANTAR MEDIA Kilde: Kantar Media/Norsk Gallup. F&M CATI. Alle ukedager.

Source: Statusrapport 2017. Knut-Arne Futsæter and Salve Jortveit. Kantar Media.

# Local Radio: Listening Figures in Thousands

## 2/2

### Topp 30 Norges største lokalradio stasjoner (2): Daglig dekning med tall i tusen



KANTAR MEDIA Kilde: Kantar Media/Norsk Gallup. F&M CATI. Alle ukedager.