

# National Radio Channels

PPM measurement December 2017



# Background

- This overview describes the development of radio broadcasting at national levels with updated figures from December 2017. The Norwegian Media Authority has composed this overview based on figures received from Kantar Media.
- 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 1000 people using PPM equipment. These figures are reported weekly: <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

- 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 Group**

**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 and P10)

Kiss

Radio Rock

Norsk Pop

Radio Topp 40

Radio Vinyl

Others Bauer Media(Soft and Pop Up)

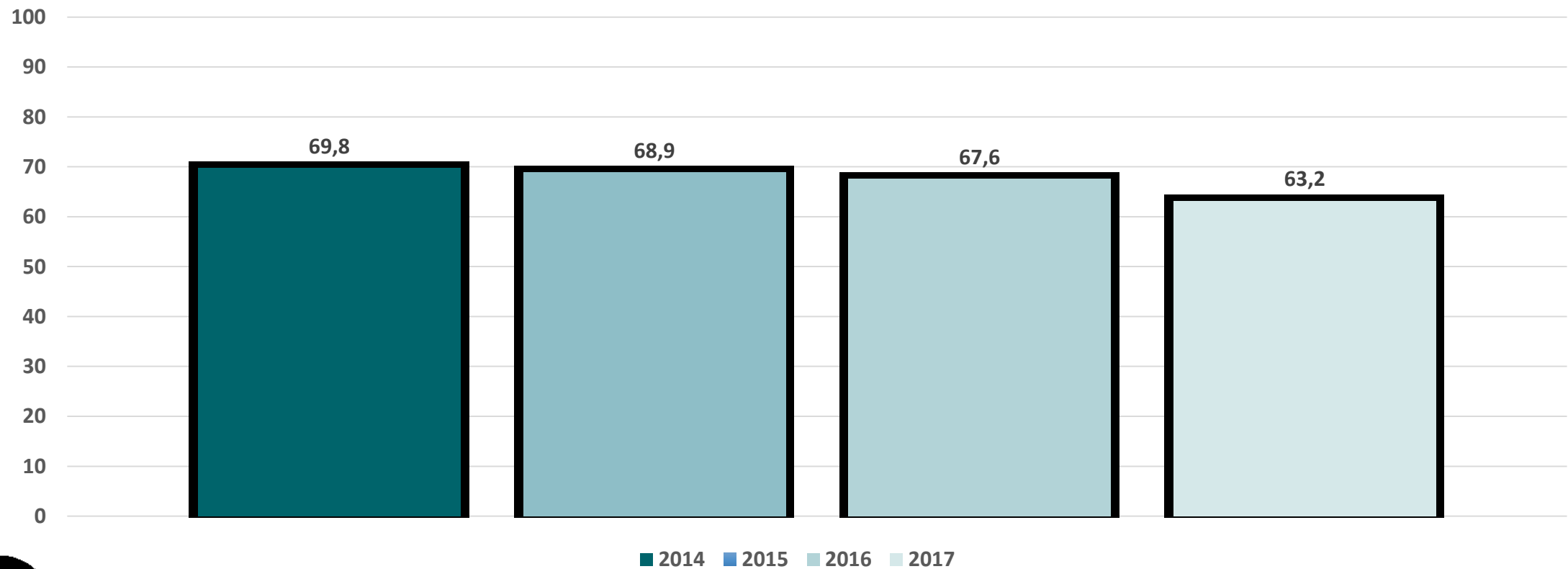


# Coverage



# Coverage: Population share listening to national channels down 4,4 percentage points from 2016

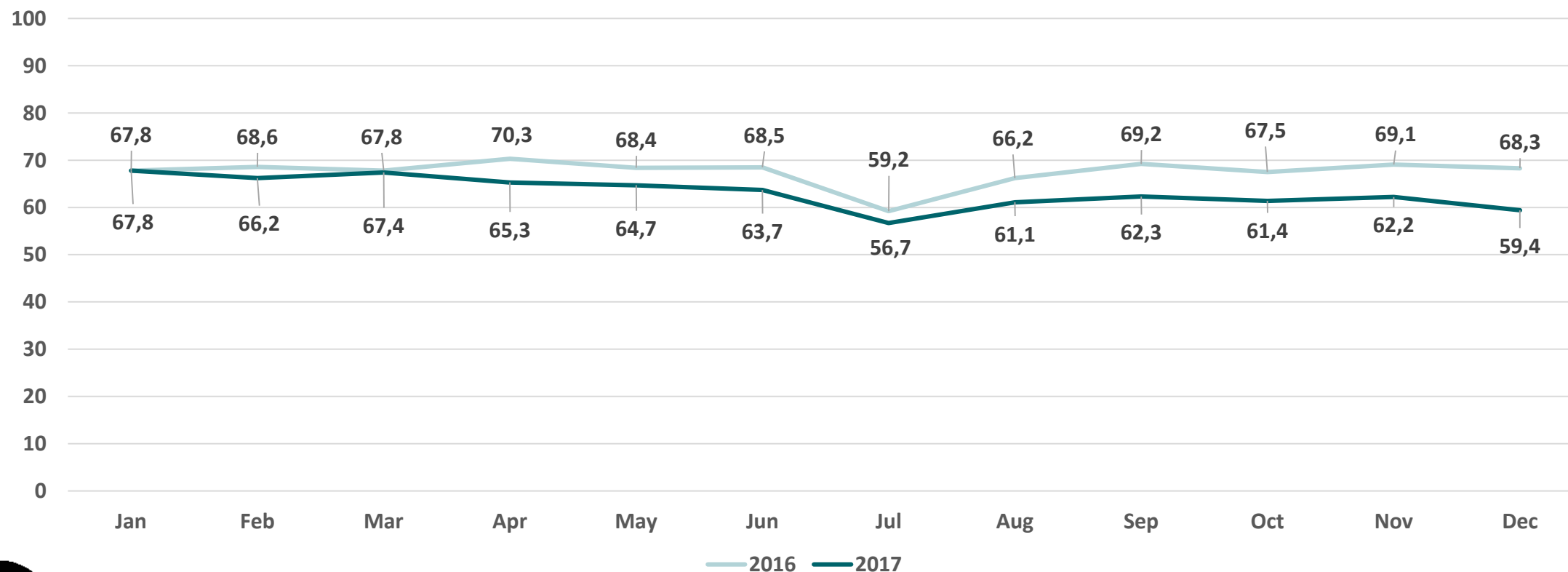
Development per year from 2014 to 2017 – all national radio channels in percentage



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Coverage: 8,9 percentage points listening decrease from December '16 to December '17

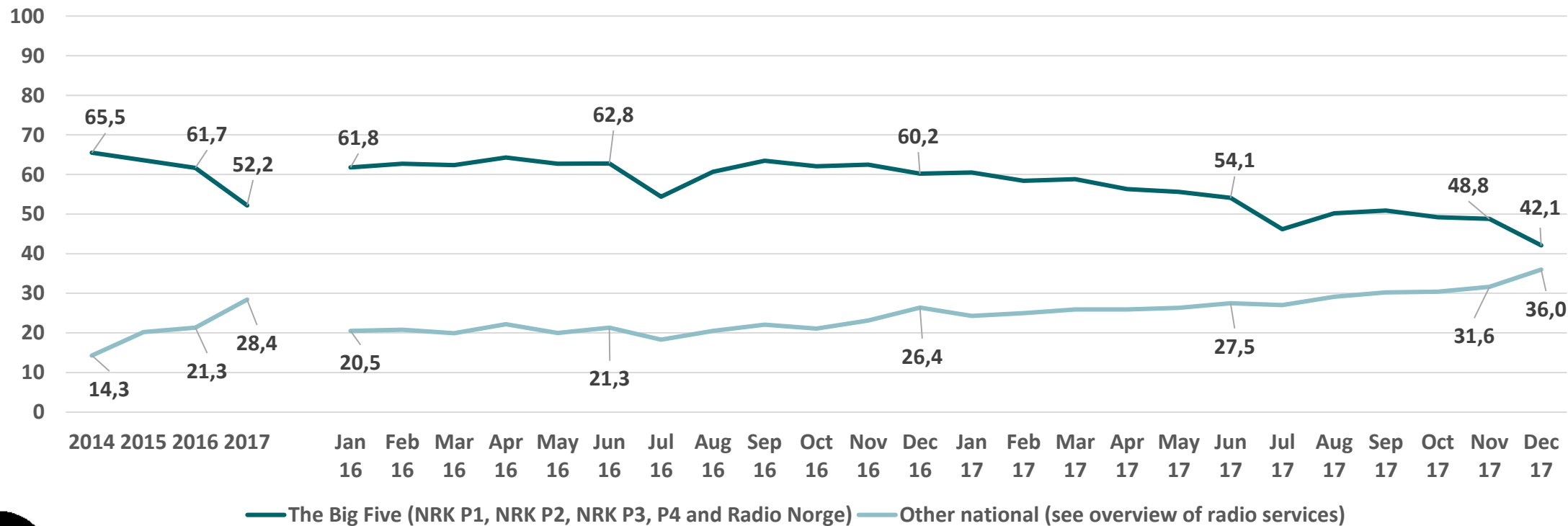
Per month 2016/2017 – all national radio channels in percentage



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Coverage: New radio channels almost equals traditional radio channels

The Big Five and other national in percentage – year 2014-2017 – per month  
2016/2017

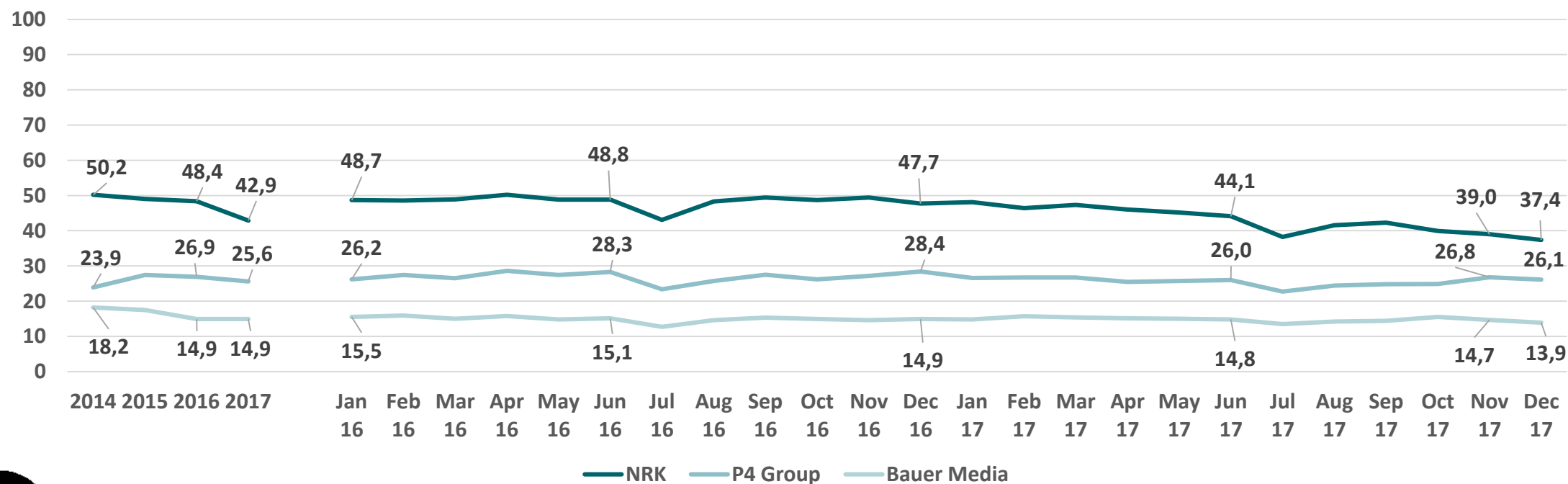


Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+



# Coverage: All groups down in December

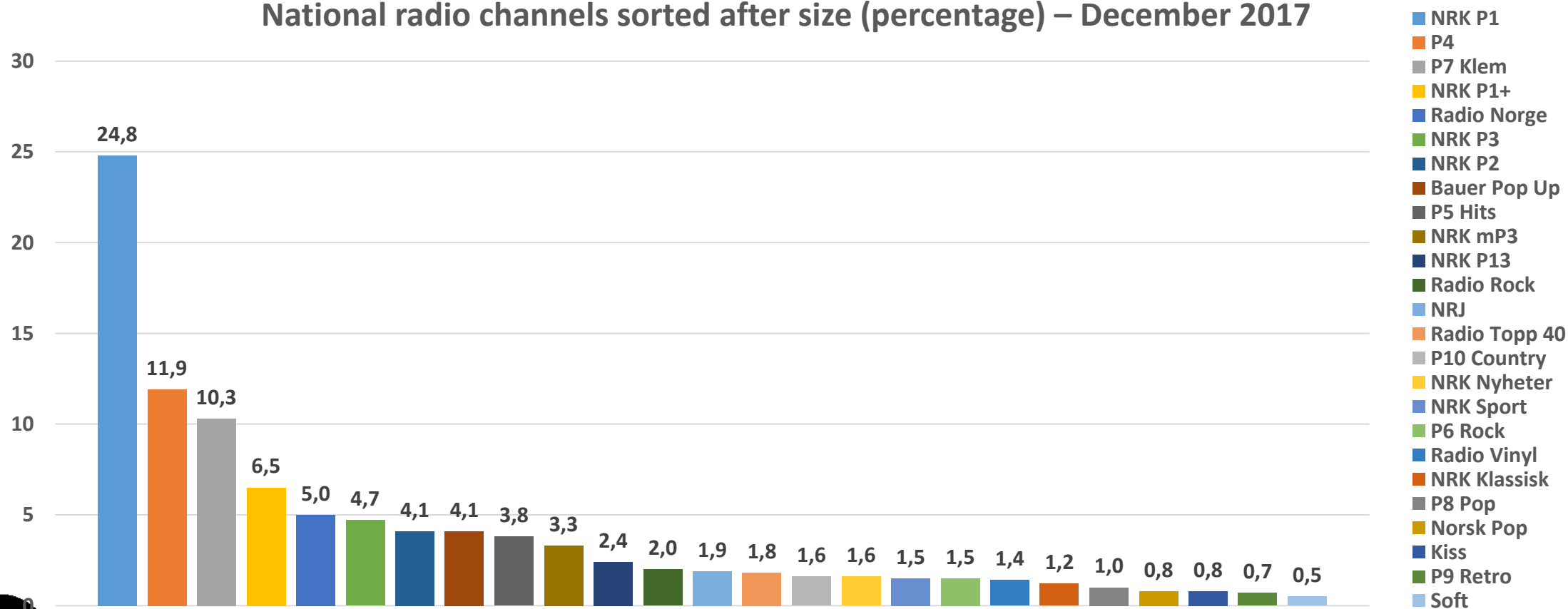
Historical development radio groups (percent coverage) – year 2014-2017 – per month 2016/2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Coverage: Status December 2017

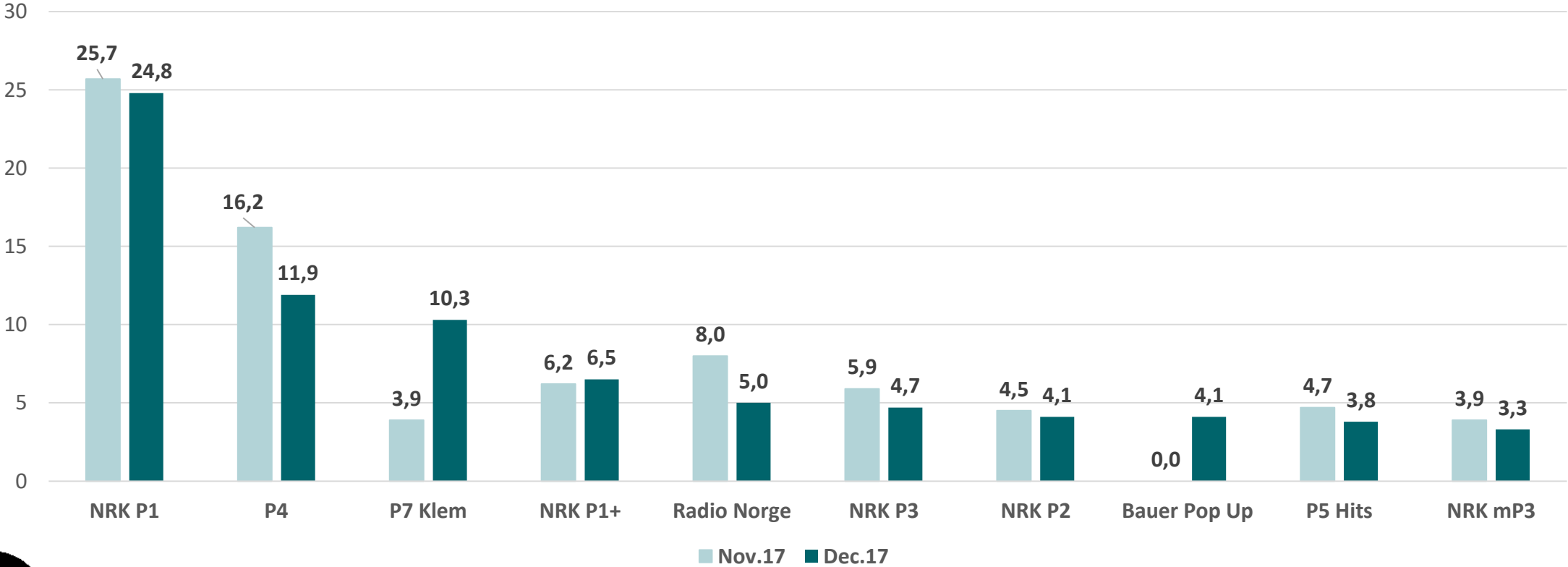
National radio channels sorted after size (percentage) – December 2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Coverage: Top 10 – November vs. December

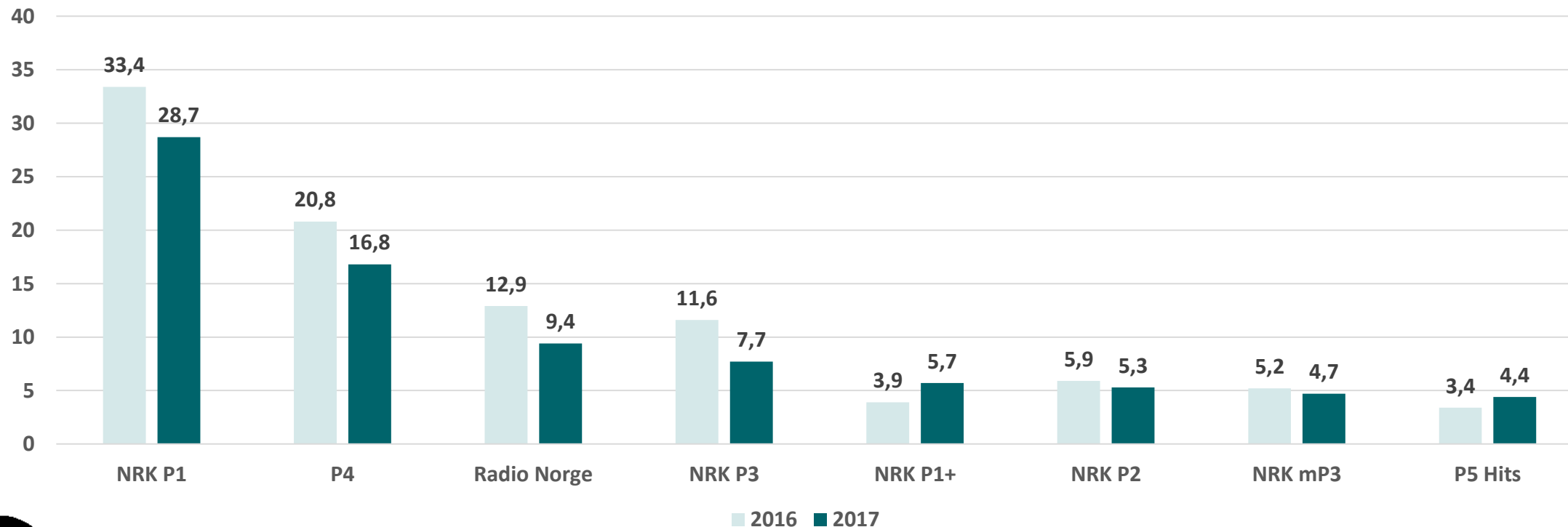
National channels sorted after size (percentage) – November/December 2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Coverage 2016 versus 2017

The eight largest radio channels sorted after size (coverage in percentage) – 2016 versus 2017



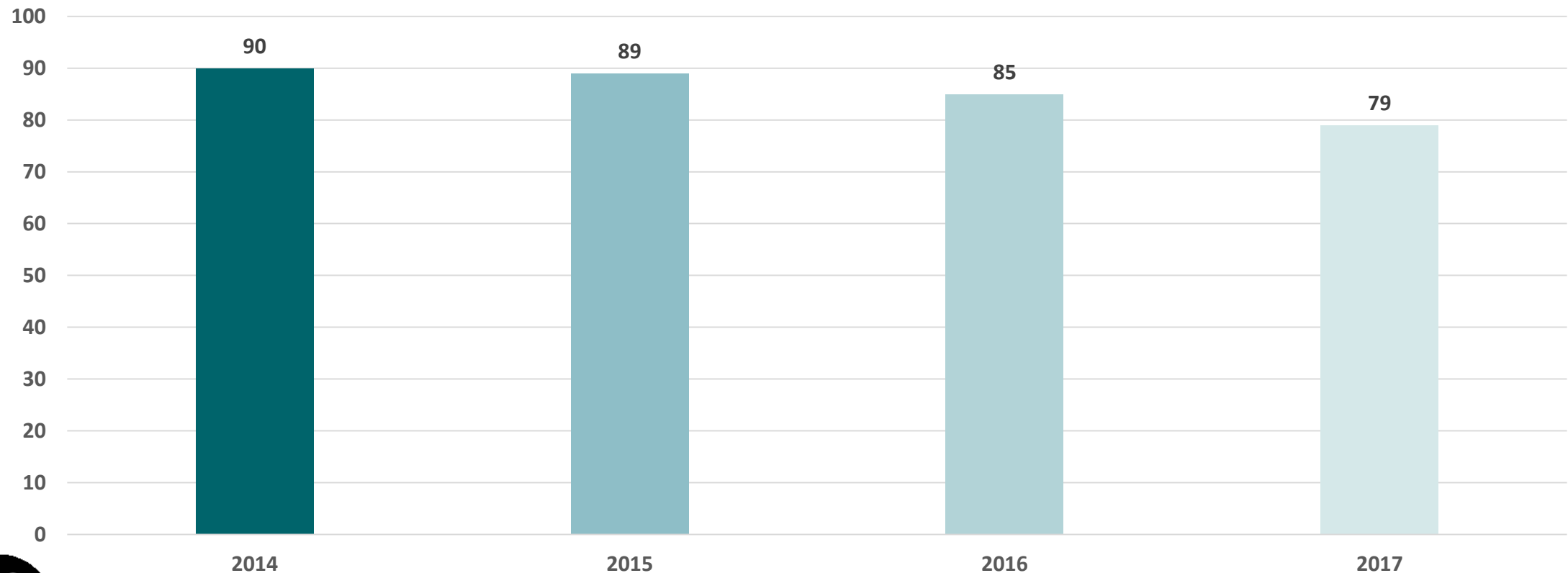
Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Listening time



# Listening time: Continuous decrease in minutes spent listening to radio channels

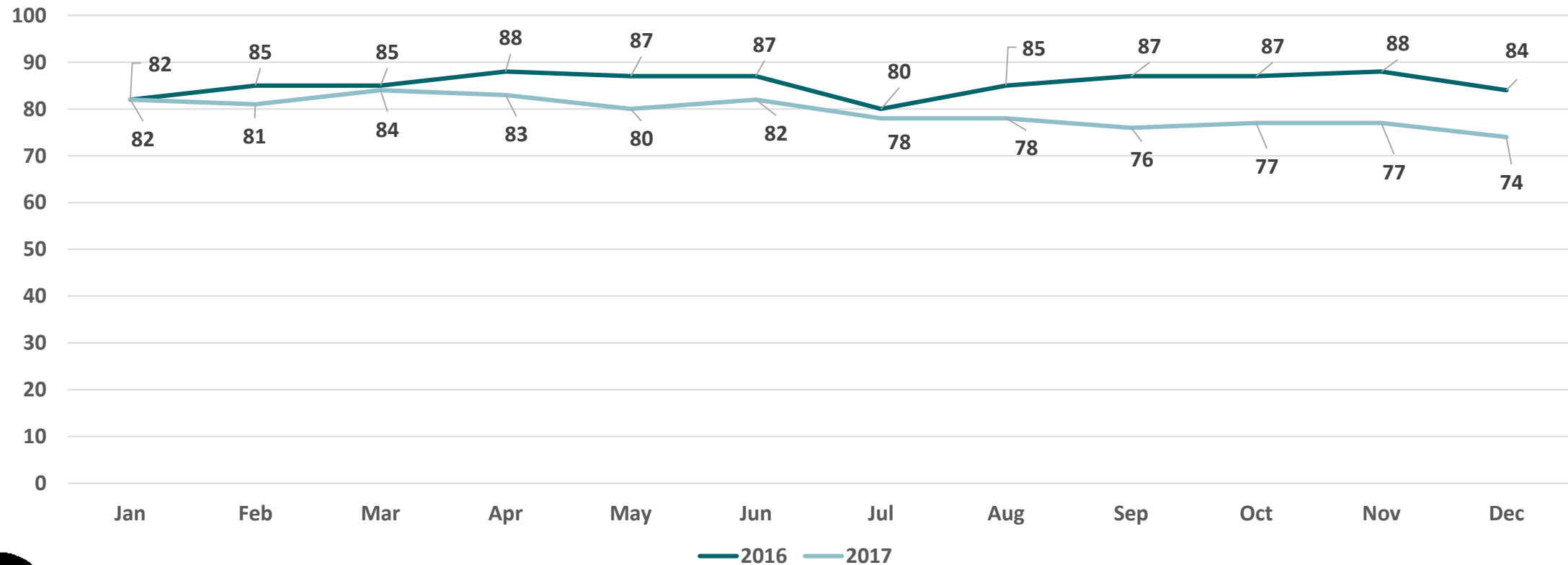
Year 2014-2017 – all national radio channels in minutes of listening



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

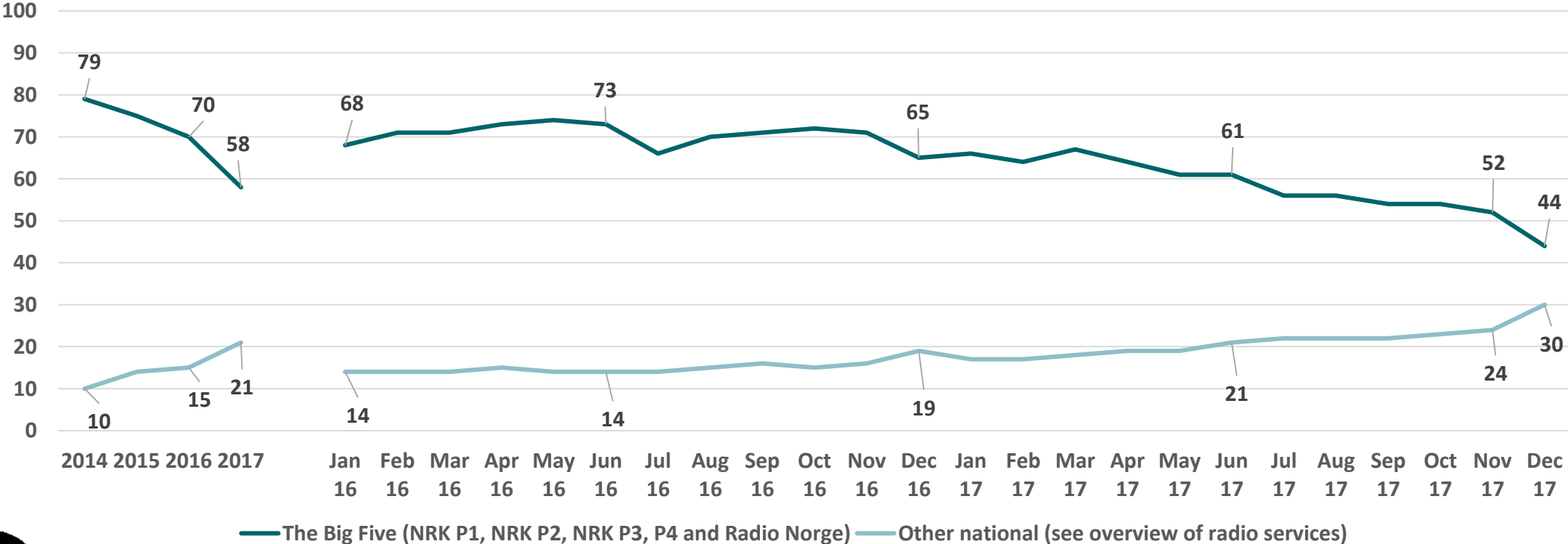
# Listening time: 10 minutes gone since December 2016 – Stable development from autumn 2016 to autumn 2017

Per month 2016/2017 – all national radio channels in listening minutes



# Listening time: Increase in listening to new radio channels, decrease in listening to traditional radio channels

The Big Five and other national in listening minutes for 2014-2017 and per month 2016/2017

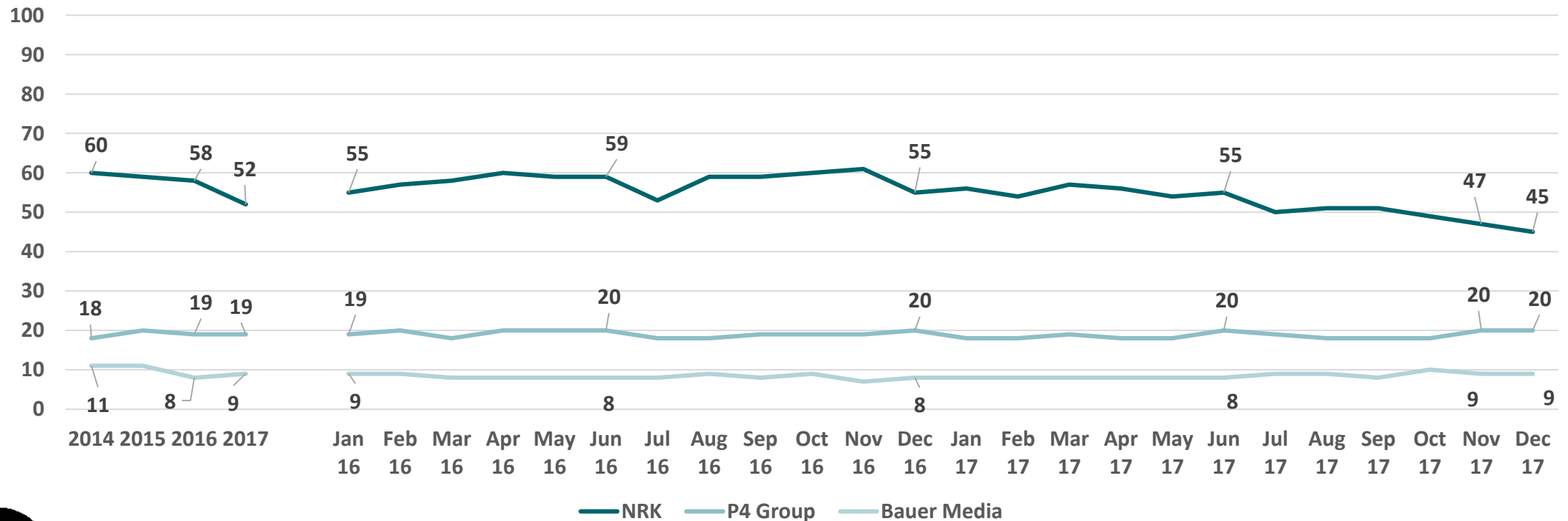


Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+



# Listening time: Decrease in listening time continues for NRK – P4 and Bauer stable in December

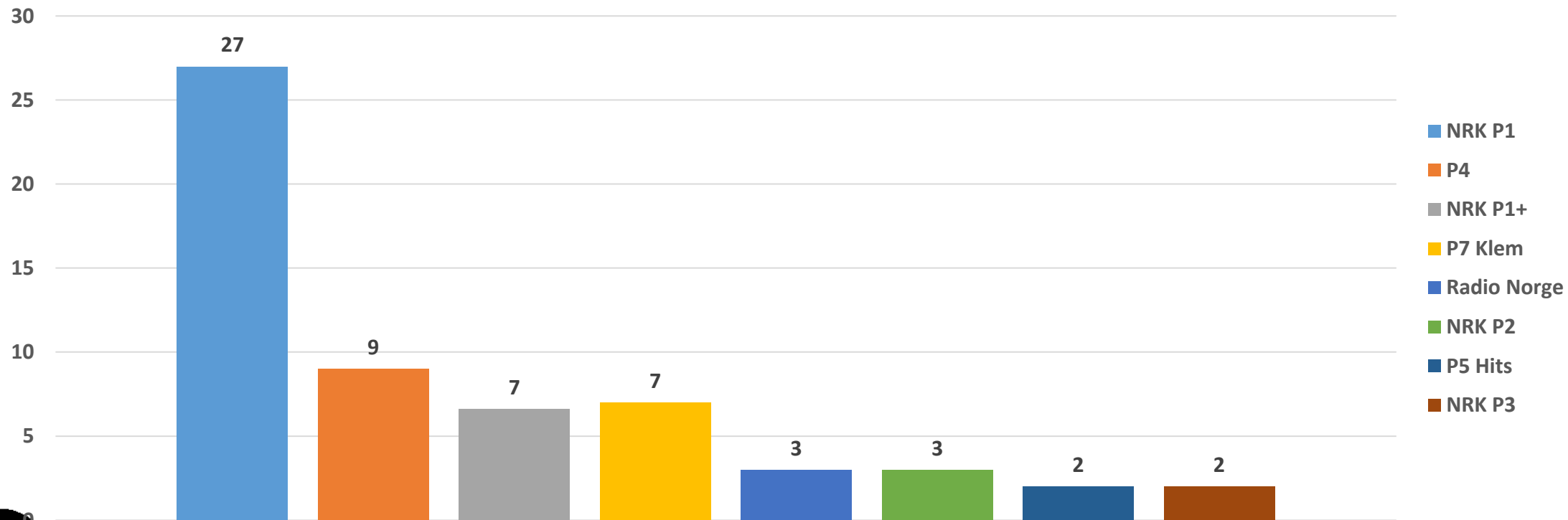
Historical development radio groups (listening minutes) for 2014-2017 and per month 2016/2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Listening time: Status December 2017

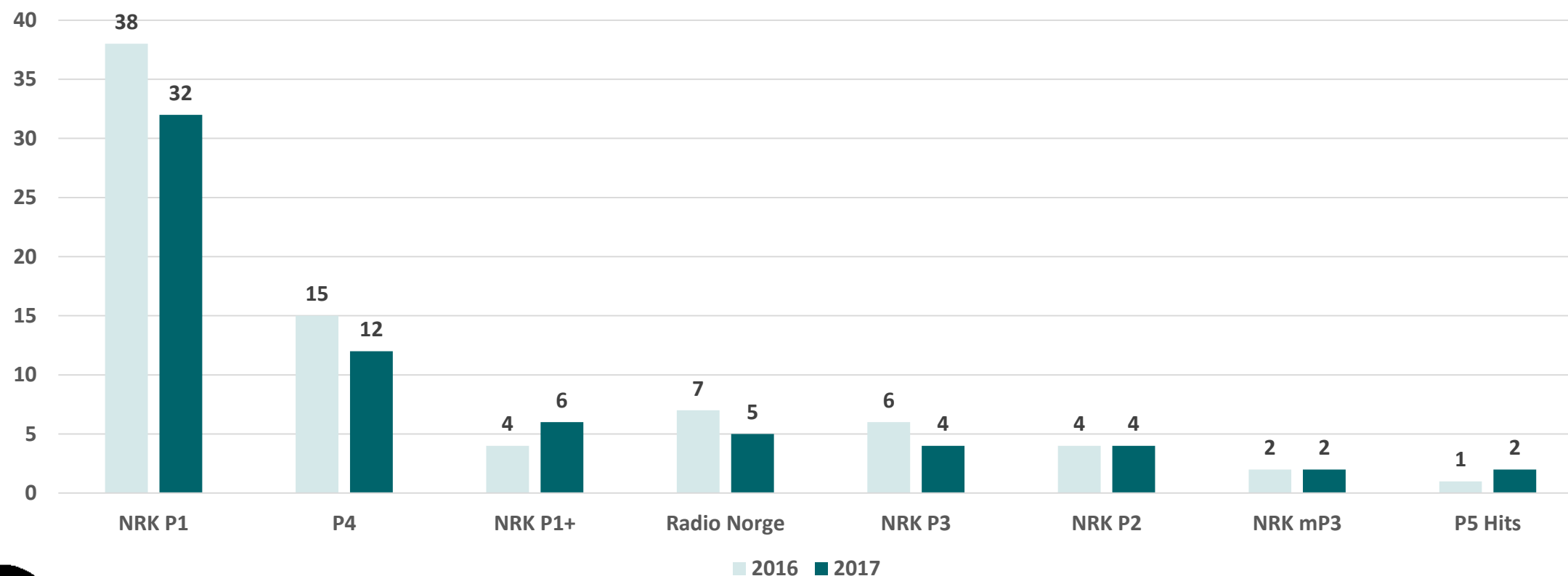
The eight largest radio channels sorted after size (listening minutes) – December 2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Listening time: 2016 versus 2017

The eight largest radio channels sorted after size (listening minutes) –2016 versus 2017



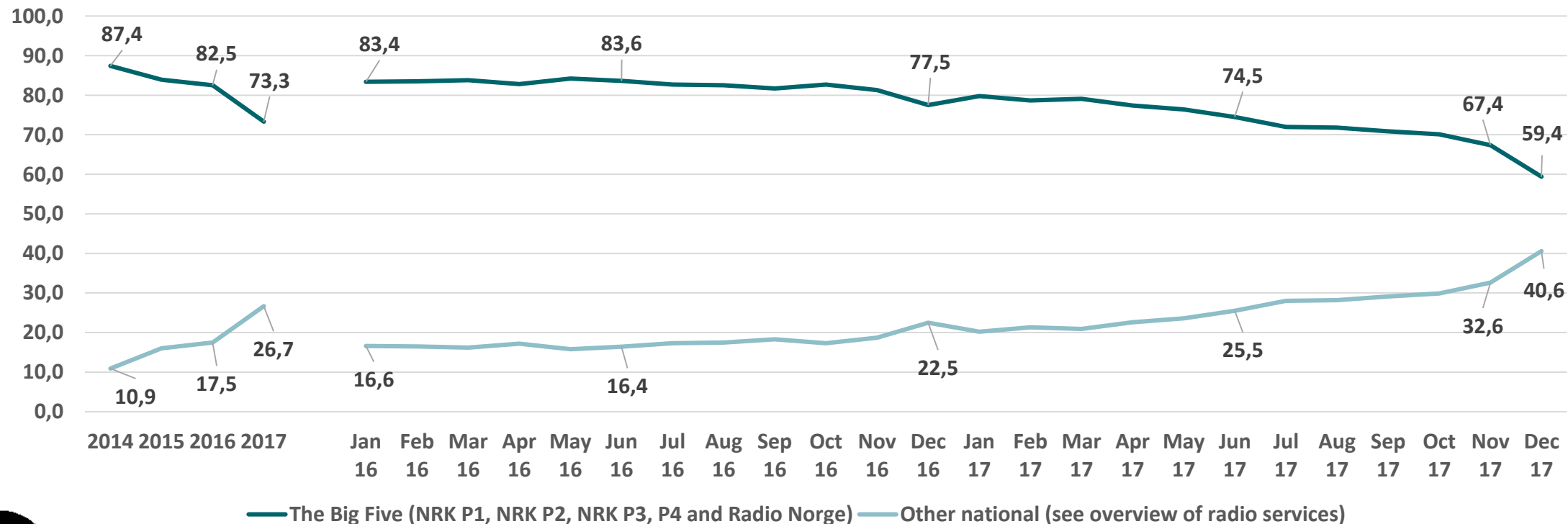
Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Market share



# Market share: Traditional channels versus new channels

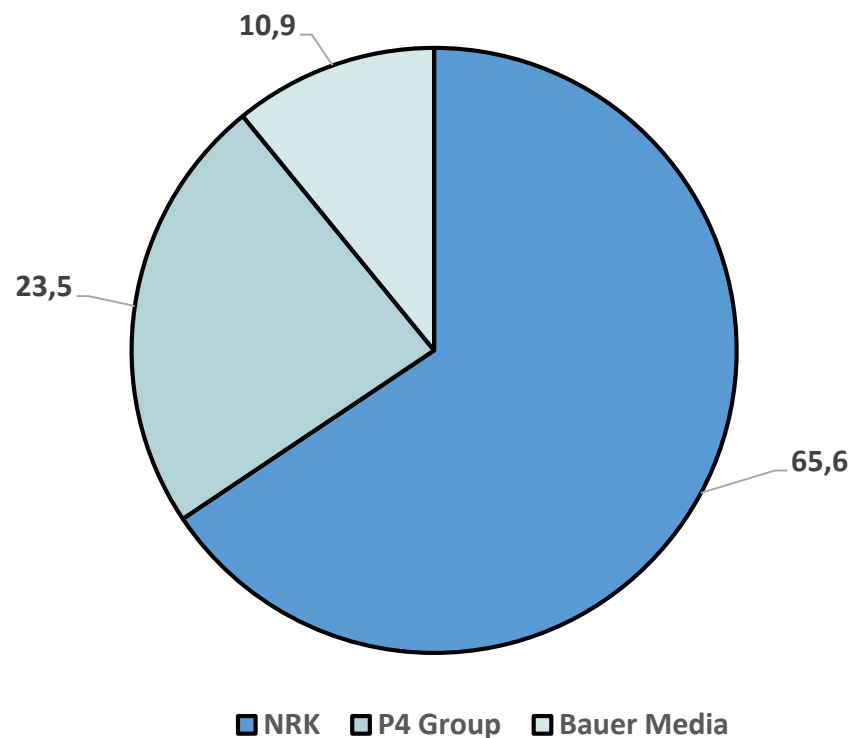
The Big Five and other national in percentage for 2014-2017 and per month 2016/2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

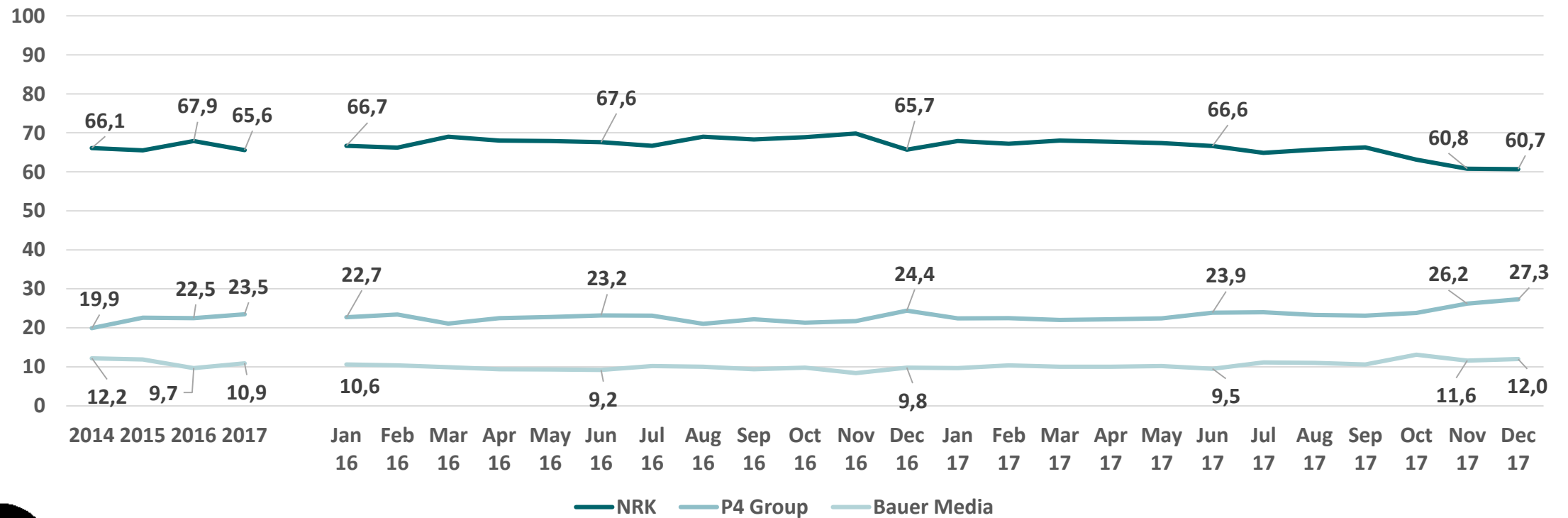
# Market share: Radio groups in 2017

Market share radio groups in percentage- national channels 2017



# Market share: Radio groups – Historical development

Historical development radio groups (percentage) – year 2014-17 – per month  
2016/2017



Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

# Local radio





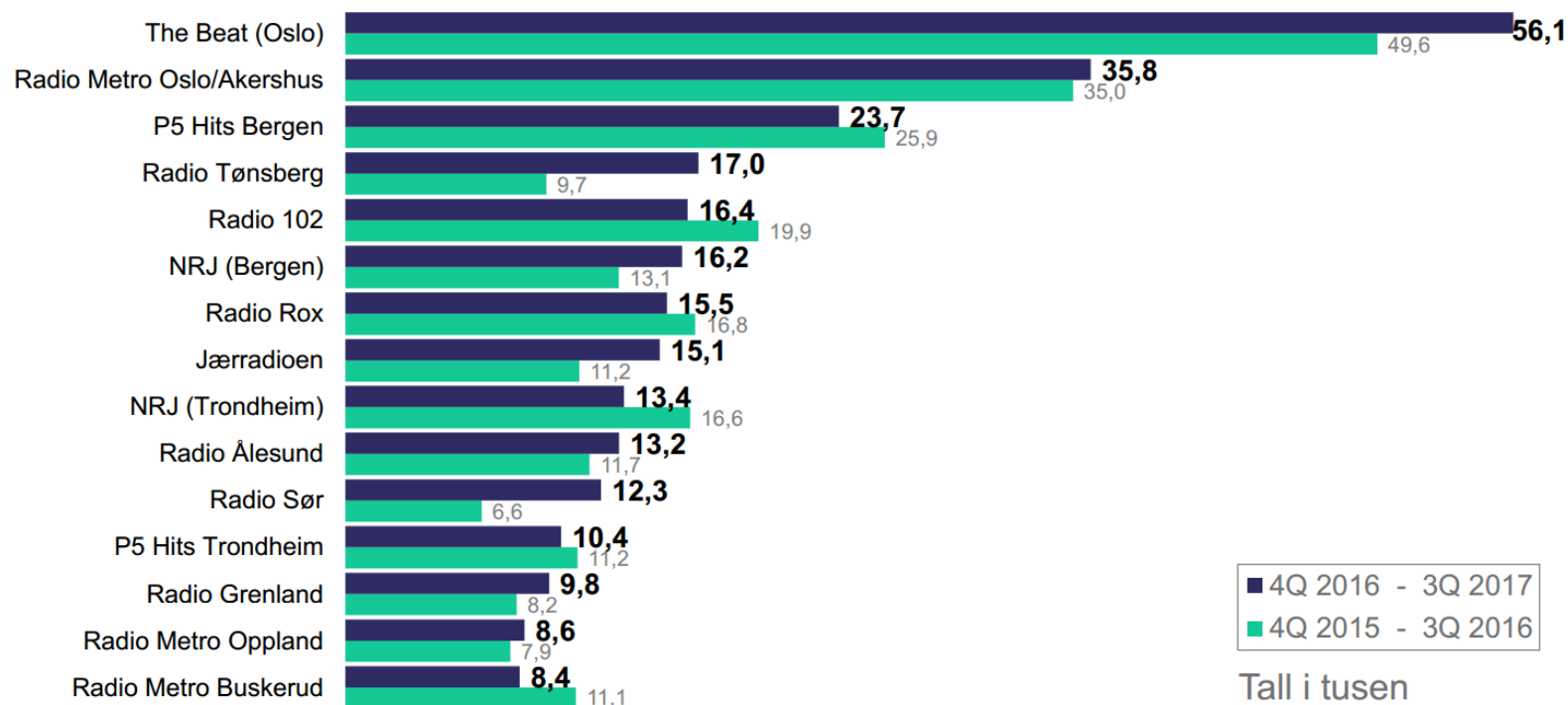
# Background

- Listening figures for local radio stations are found in the *Forbruker & Media* survey. This survey measures radio listening at regional and local level. The survey is made quarterly by Kantar Media and the method used is CATI\*.
- The *Forbruker & Media* survey represents official listening figures for Norwegian local radios and for national channels locally.
- Listening figures for local radio Q3 2017 were published by Kantar Media in October 2017 (<http://www.tns-gallup.no/globalassets/medier/radio/statusrapport-radio-2017-20-10-17-futsater-og-jortveit.pdf>). The NMA refers to the Kantar Media survey for listening figures for local radio. In this context the NMA will present some of Kantar Media's main figures from Q3 in the NMA report. Figures for local radio Q4 2017 will be presented later in January 2018.



# Coverage: Listener figures in thousands #1

Topp 30 Norges største lokalradio stasjoner (1):  
Daglig dekning med tall i tusen: **10% vekst** for målte stasjoner

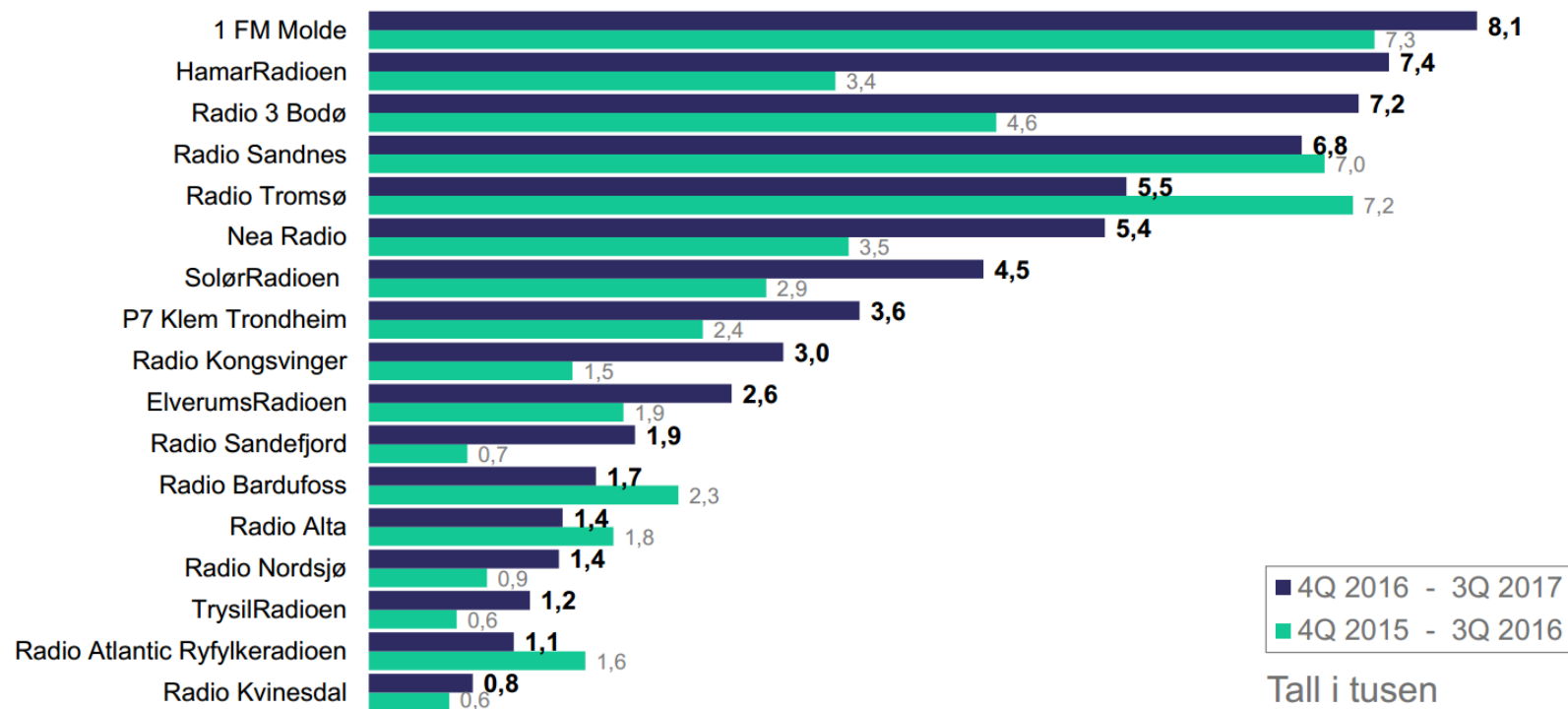


KANTAR MEDIA Kilde: Kantar Media/Norsk Gallup. F&M CATI. Alle ukedager.



# Coverage: Listener figures in thousands #2

**Topp 30 Norges største lokalradio stasjoner (1):**  
**Daglig dekning med tall i tusen: 10% vekst for målte stasjoner**



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

