

National Radio Channels

PPM measurement November 2017



Background

- This overview describes the development of radio broadcasting at national levels with updated figures from November 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

Others P4 (i.a. P9 og P10)

NRJ

Radio Soft

Kiss

Radio Rock

Norsk Pop

Radio Topp 40

Radio Vinyl



Coverage



Coverage: Population share listening to national channels down 4,1 percentage points from 2016

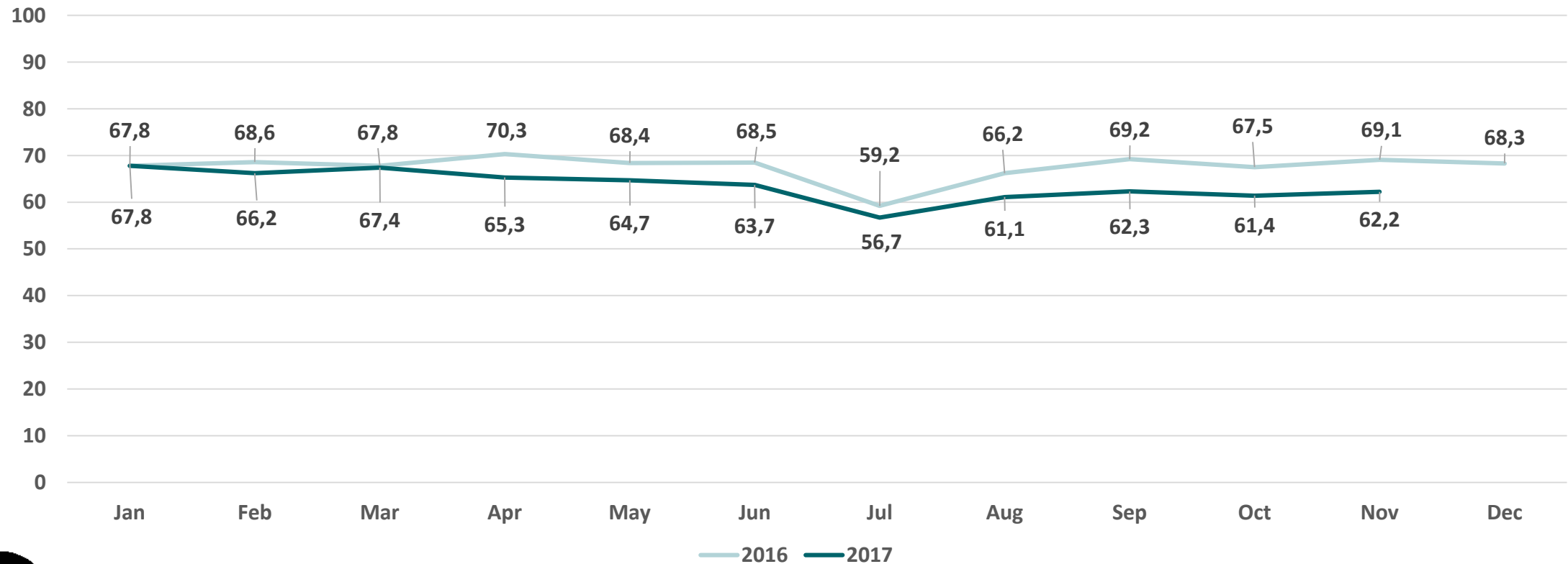
Development per year from 2014 to 2017 – all national radio channels in percentage



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

Coverage: 5,6 percentage points listening decrease from January to November – Autumn months stable

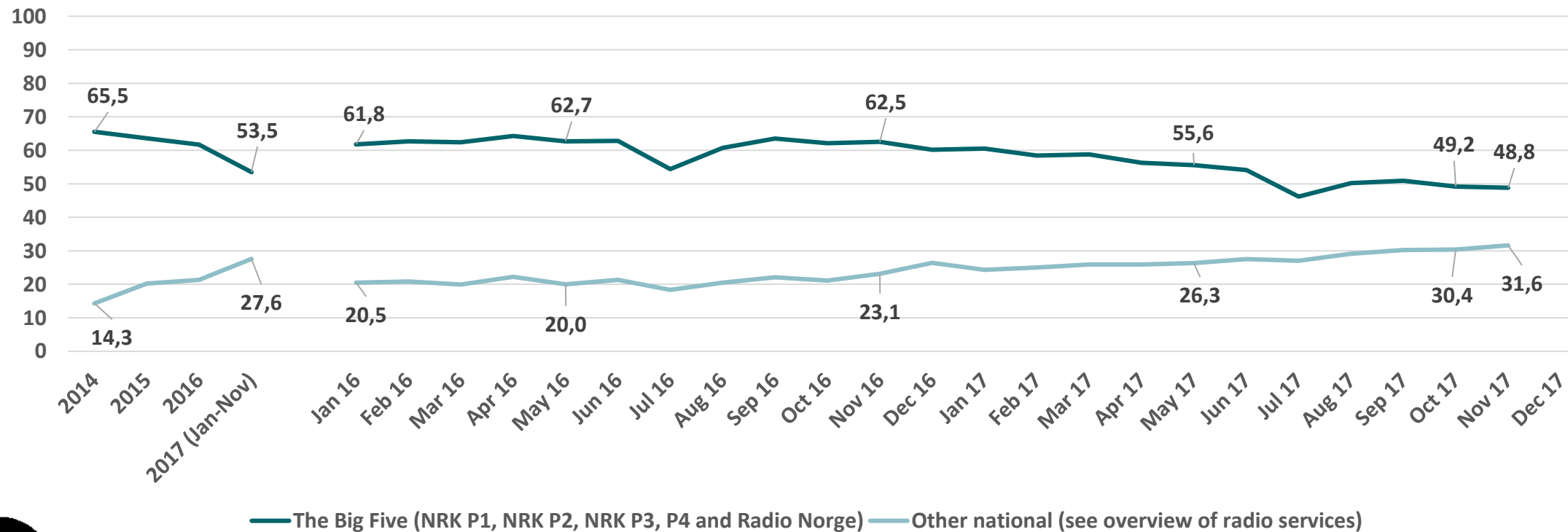
Per month 2016/2017 – all national radio channels in percentage



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

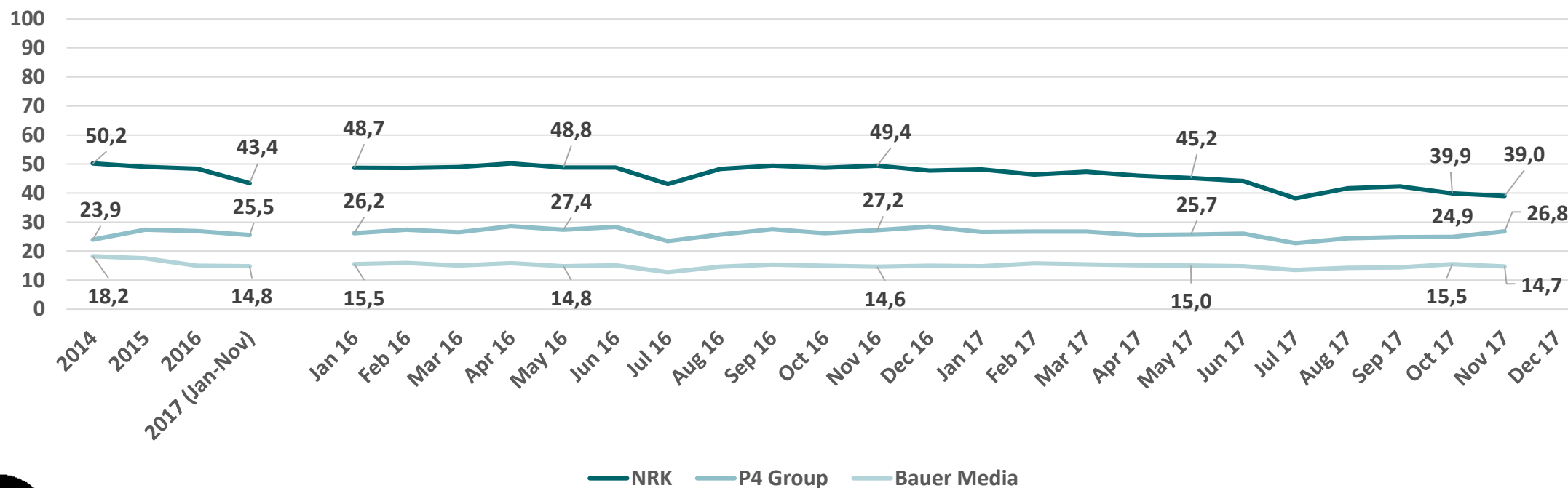
Coverage: New radio channels gains terrain against traditional radio channels

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



Coverage: P4 Group up from October – NRK and Bauer Media down

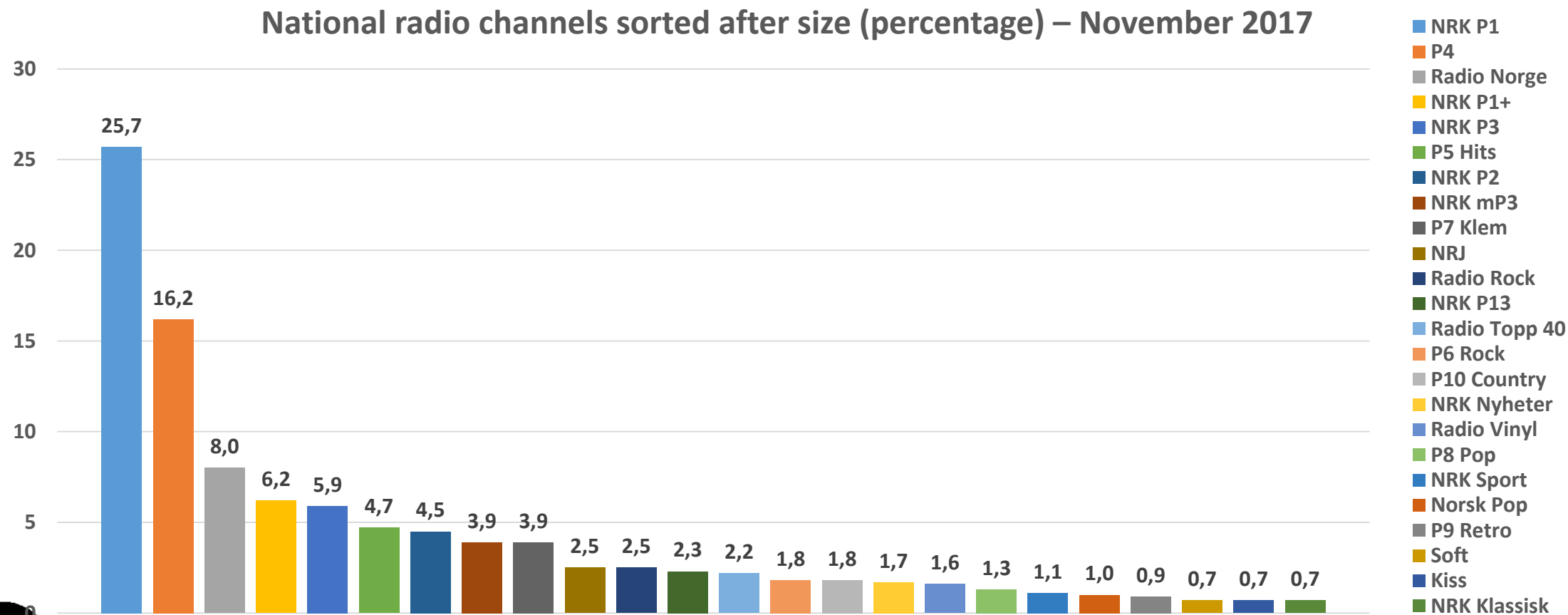
Historical development radio groups (percent coverage) – year 2014-2017 – per month 2016/2017



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

Coverage: Status November 2017

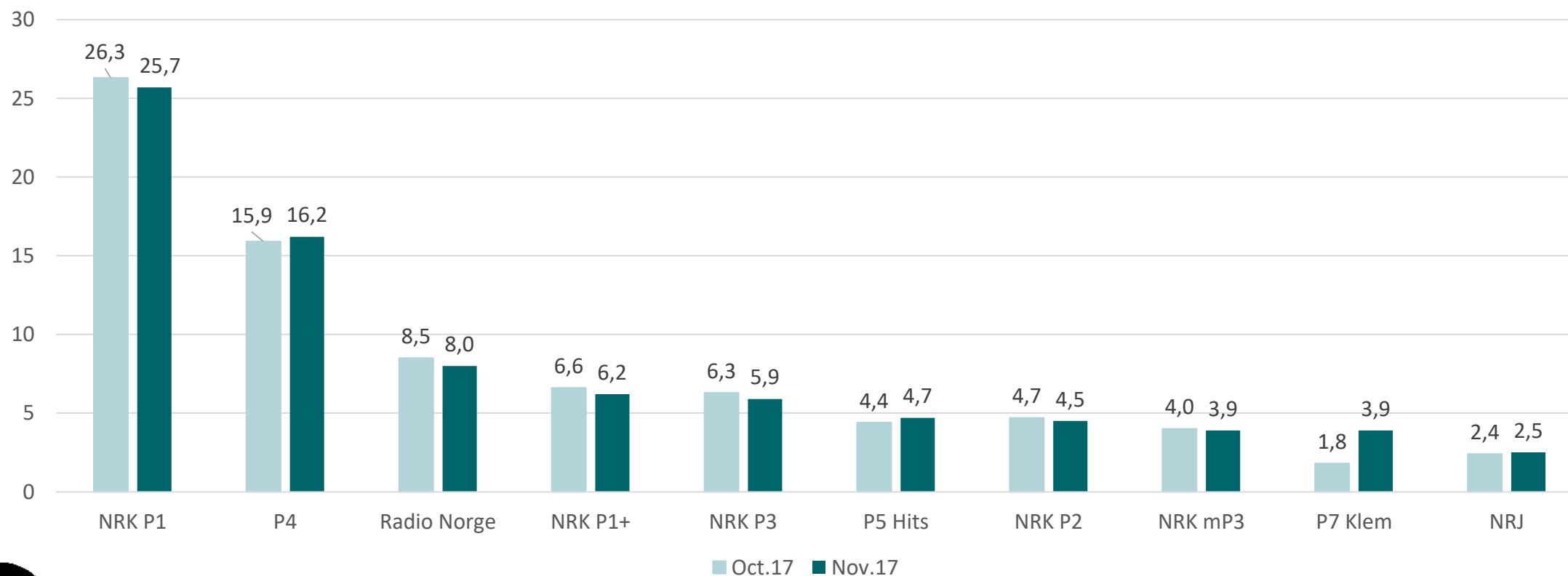
National radio channels sorted after size (percentage) – November 2017



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

Coverage: Top 10 changes last month

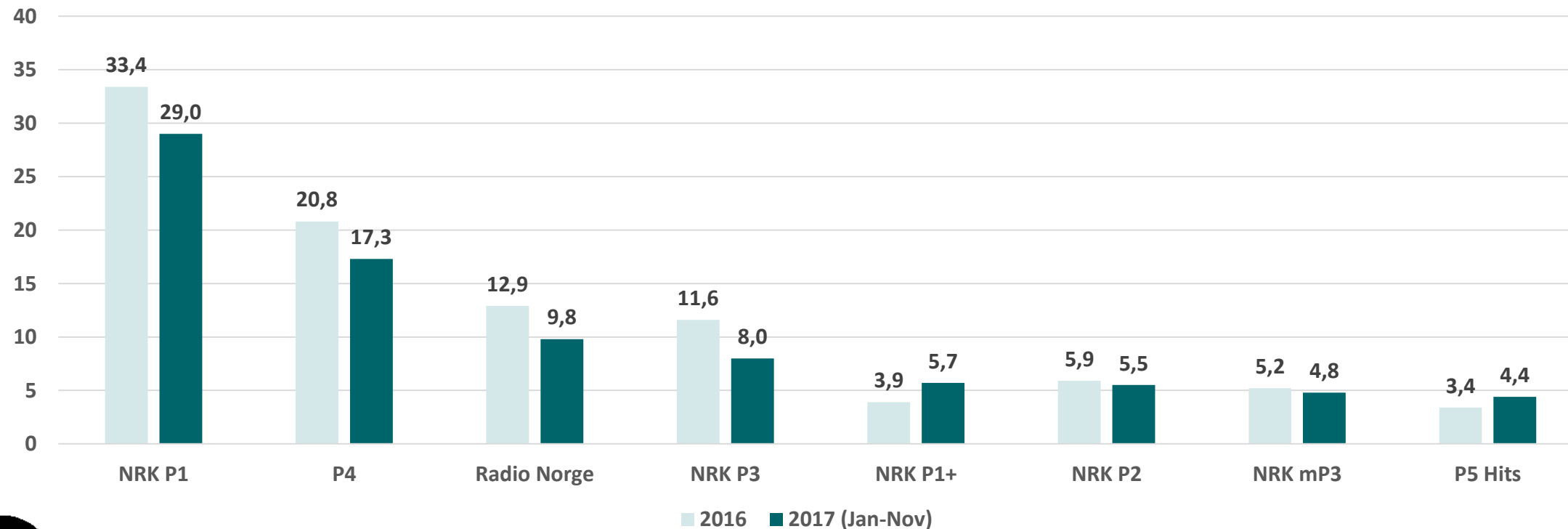
National channels sorted after size (percentage) – October/November 2017



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

Coverage 2016 versus 2017 YTD

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



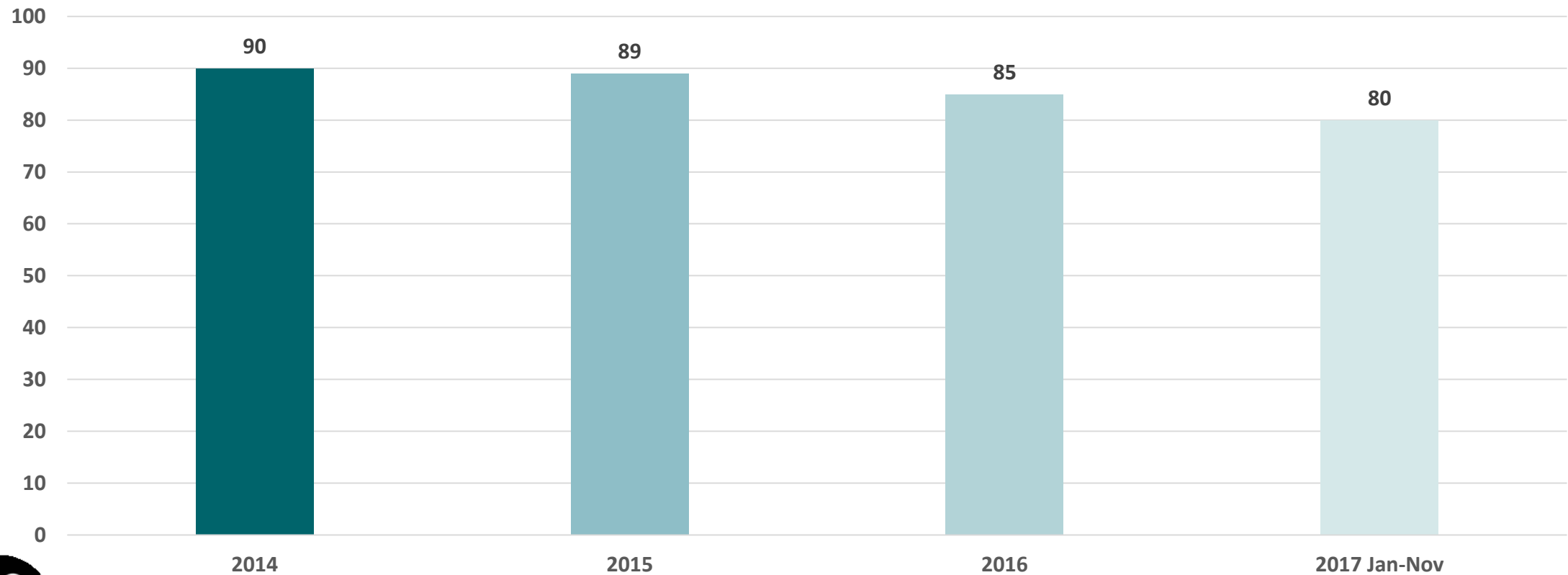
Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

Listening time



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

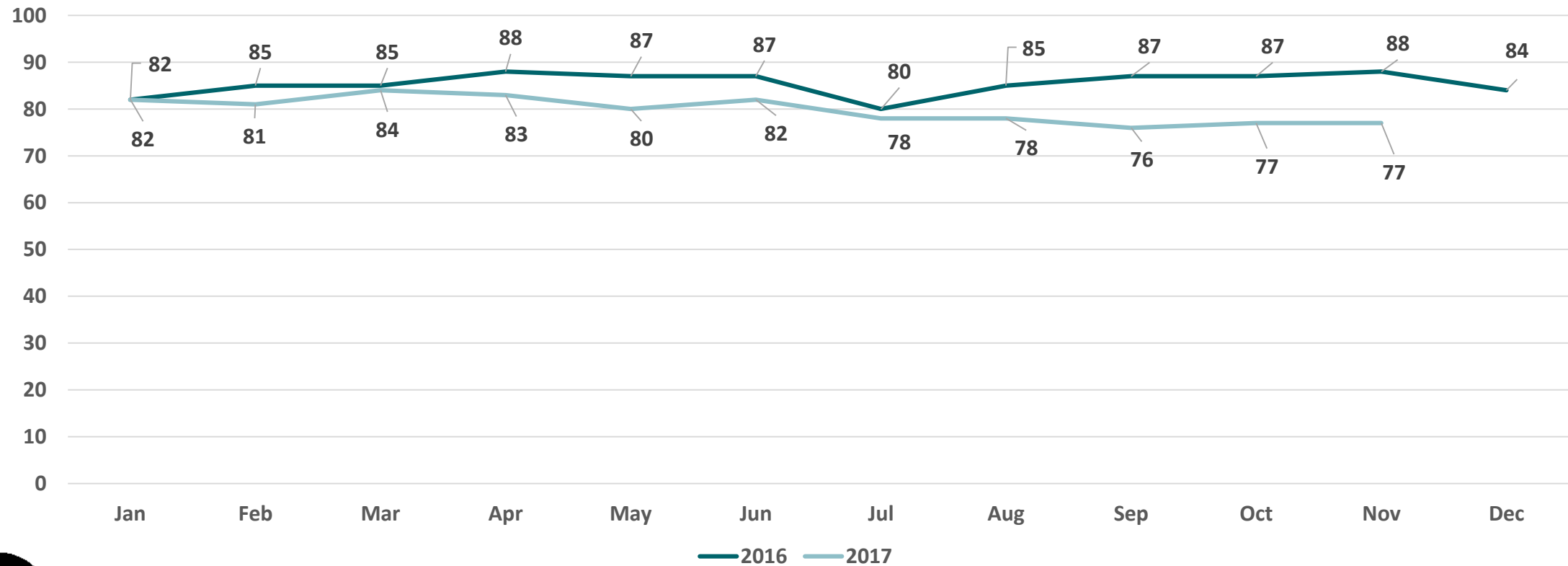
Year 2014-2017 – all national radio channels in minutes of listening



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

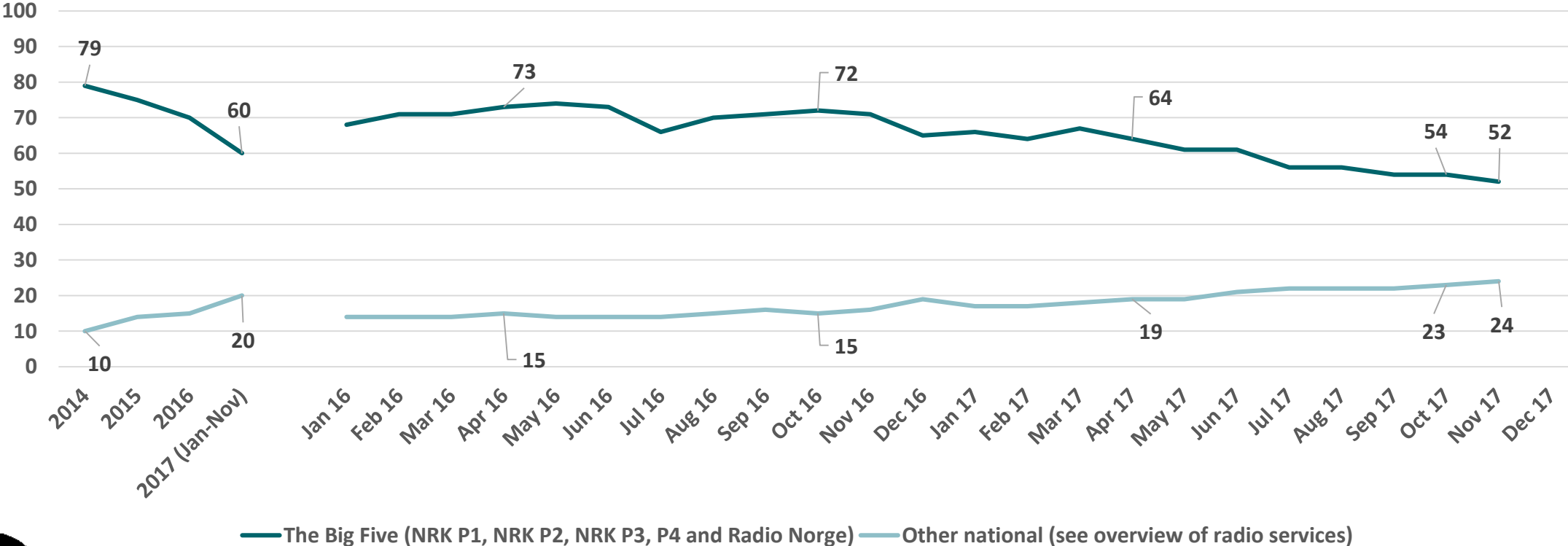
Listening time: Decrease compared to last year – Stable development from August to November

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

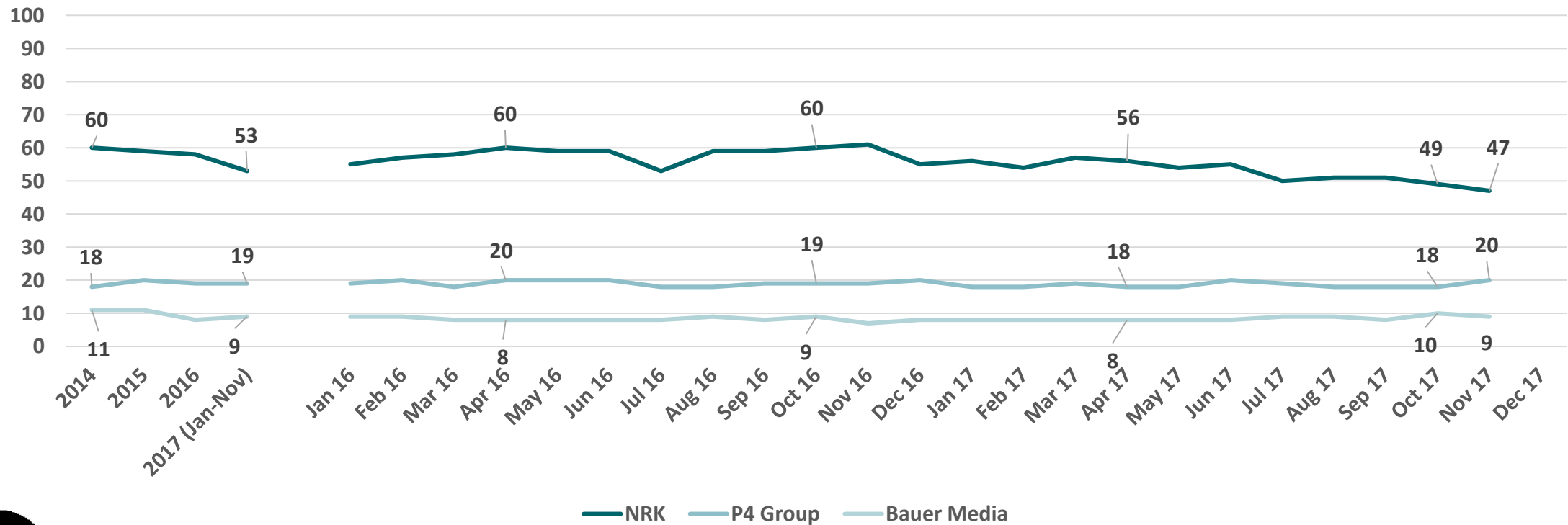
The Big Five and other national in listening minutes for 2014-2017 and per month 2016/2017



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

Listening time: Largest decrease in listening time for NRK – P4 increases in November

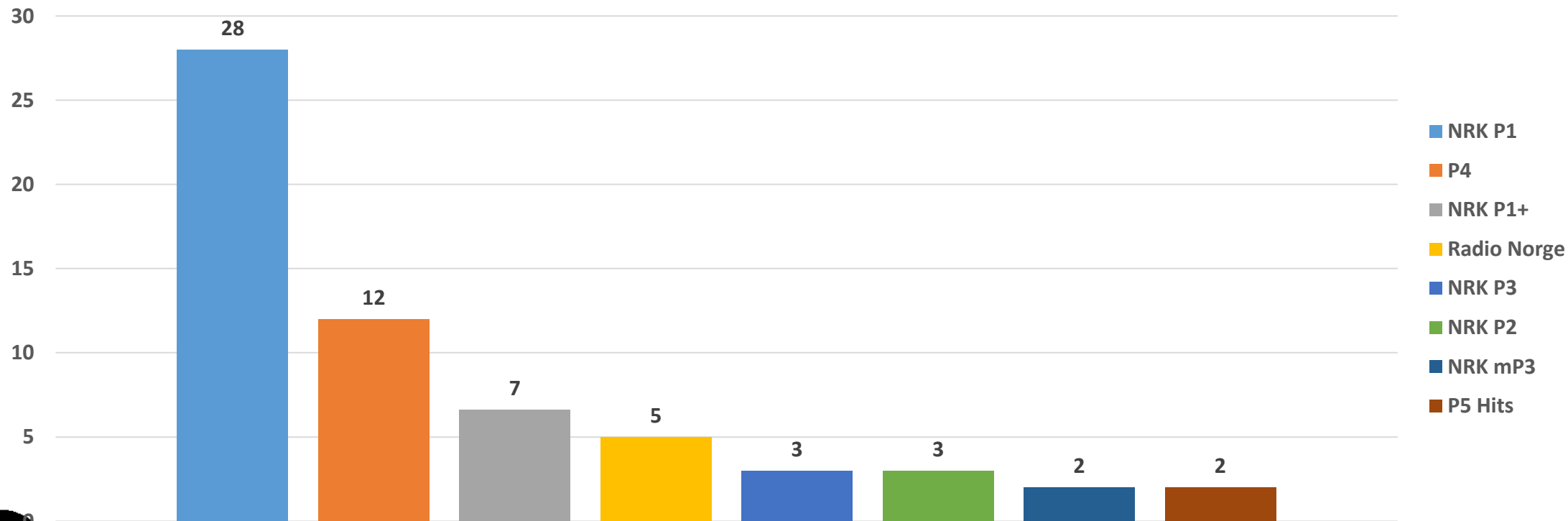
Historical development radio groups (listening minutes) for 2014-2017 and per month 2016/2017



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

Listening time: Status November 2017

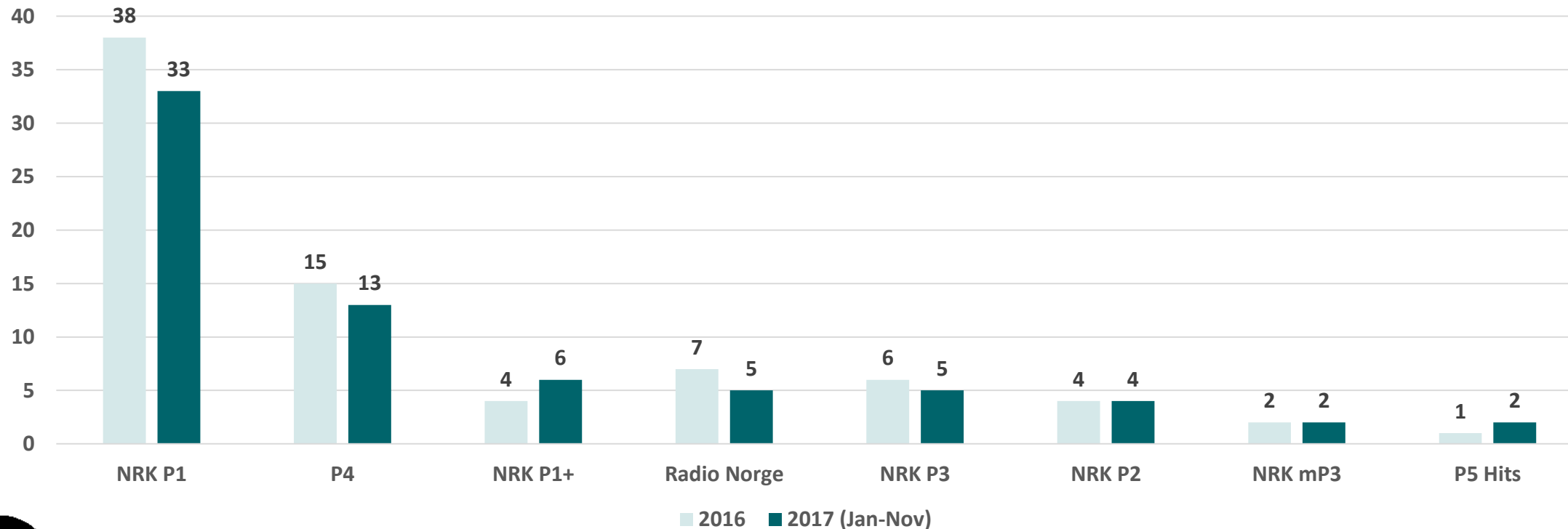
The eight largest radio channels sorted after size (listening minutes) – November 2017



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

Listening time: 2016 versus 2017 YTD

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



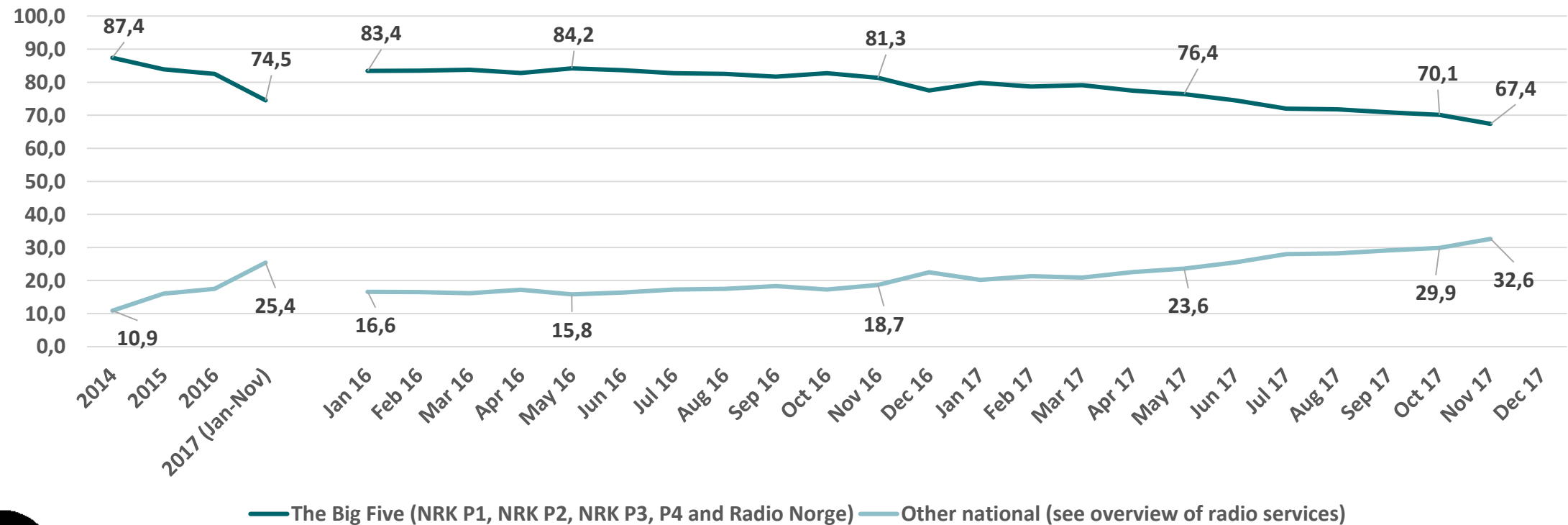
Source: Kantar Media/Norsk Gallup. The official national listening figures from the electronic measurements (PPM). All weekdays. Population 12+

Market share



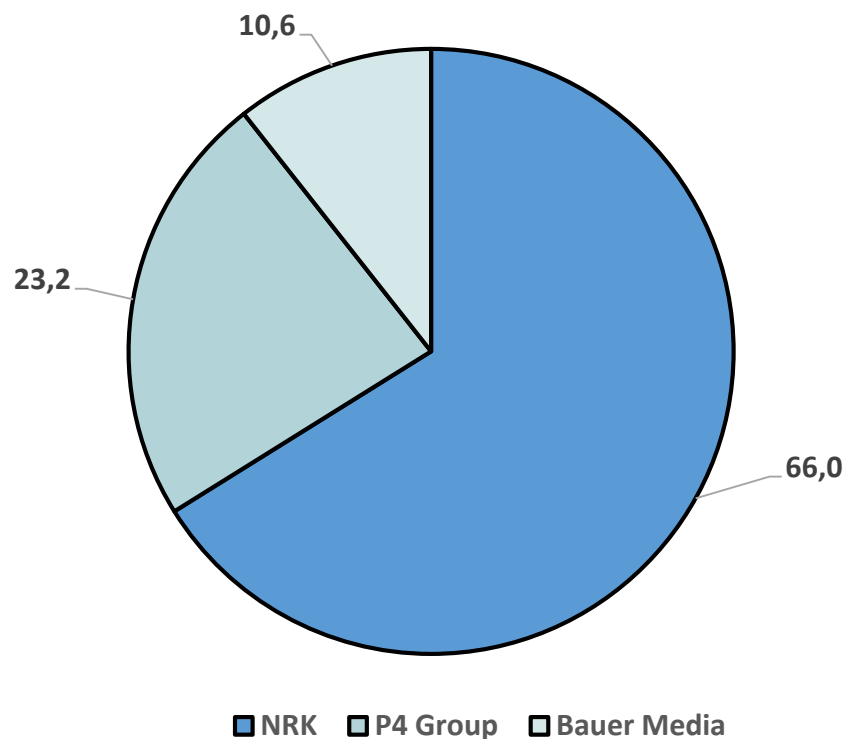
Market share: Traditional channels versus new channels

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



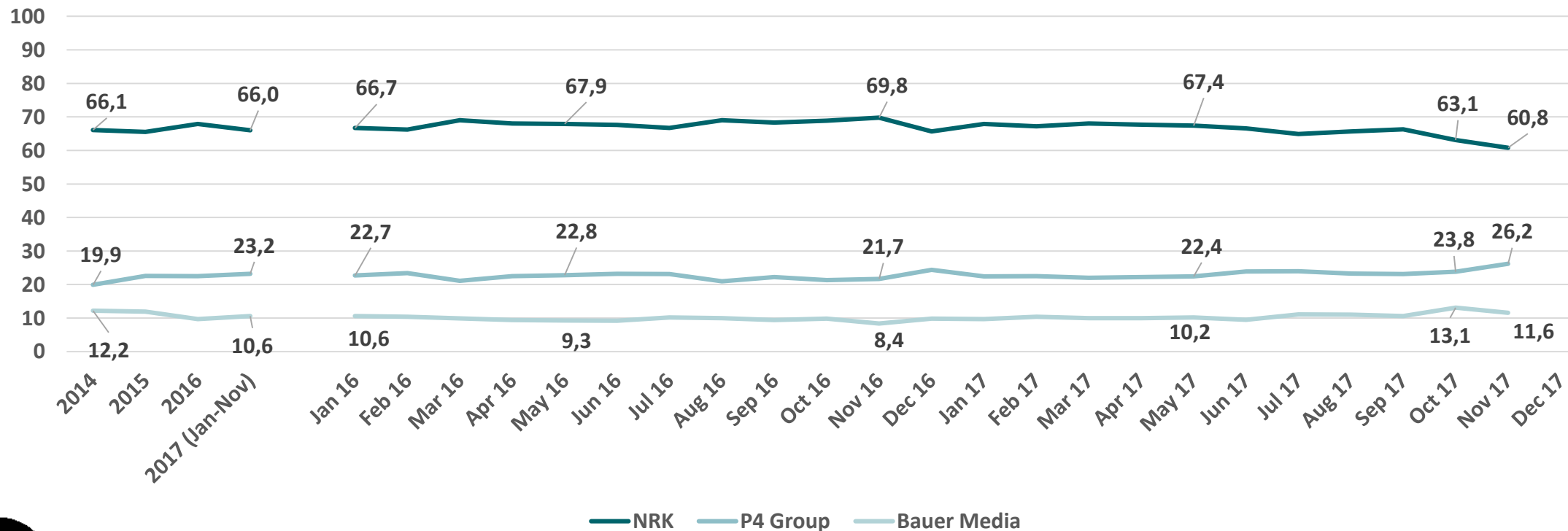
Market share: Radio groups in 2017

Market share radio groups in percentage- national channels 2017 YTD



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

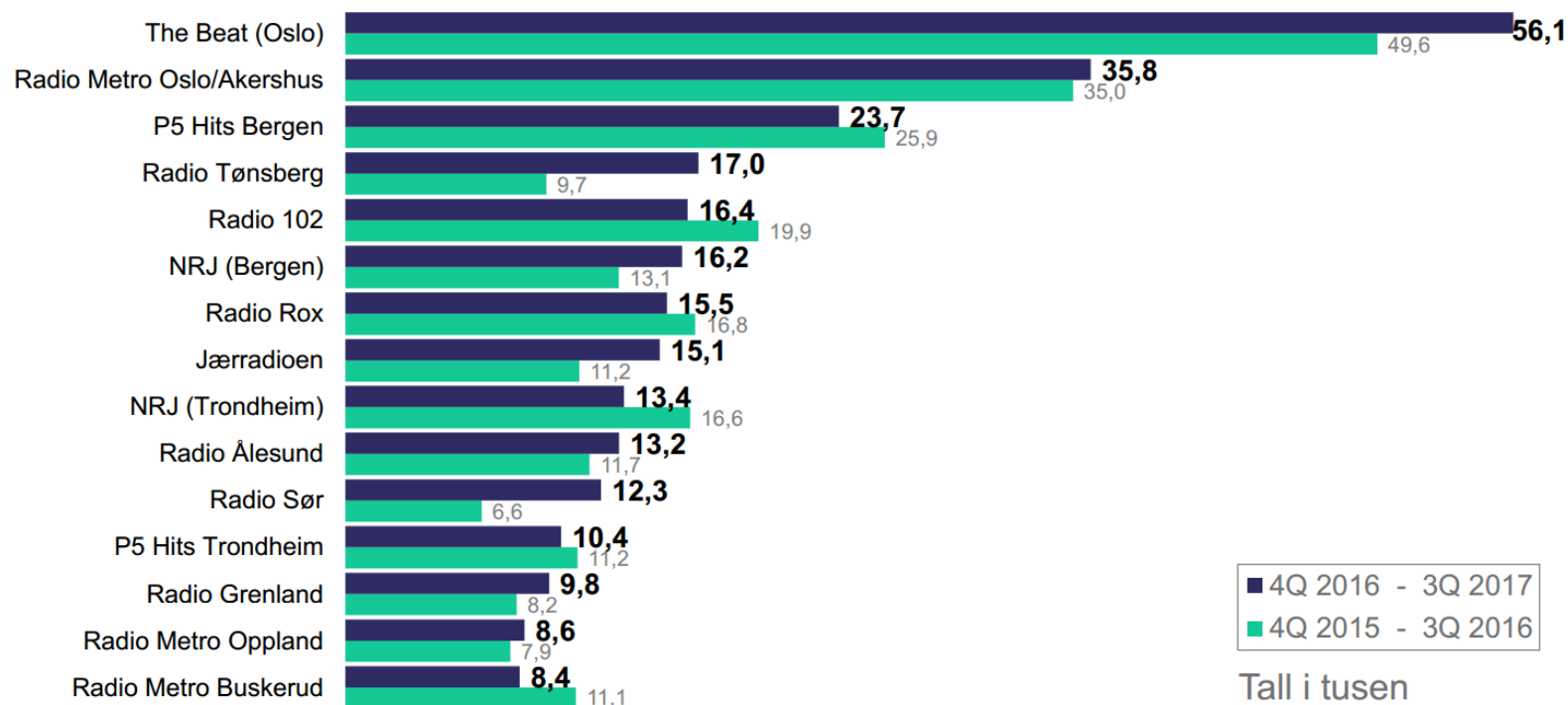
- Listening figures for local radio stations are found in the *Forbruker & Media* survey. This survey measures radio listening at regional and local level. The survey is made quarterly by Kantar Media and the method used is CATI*.
- The *Forbruker & Media* survey represents official listening figures 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 in January 2018.



*CATI (Computer-Assisted Telephone Interviewing) – Information is gathered through telephone interviews based on a fixed questionnaire.

Coverage: Listener figures in thousands #1

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

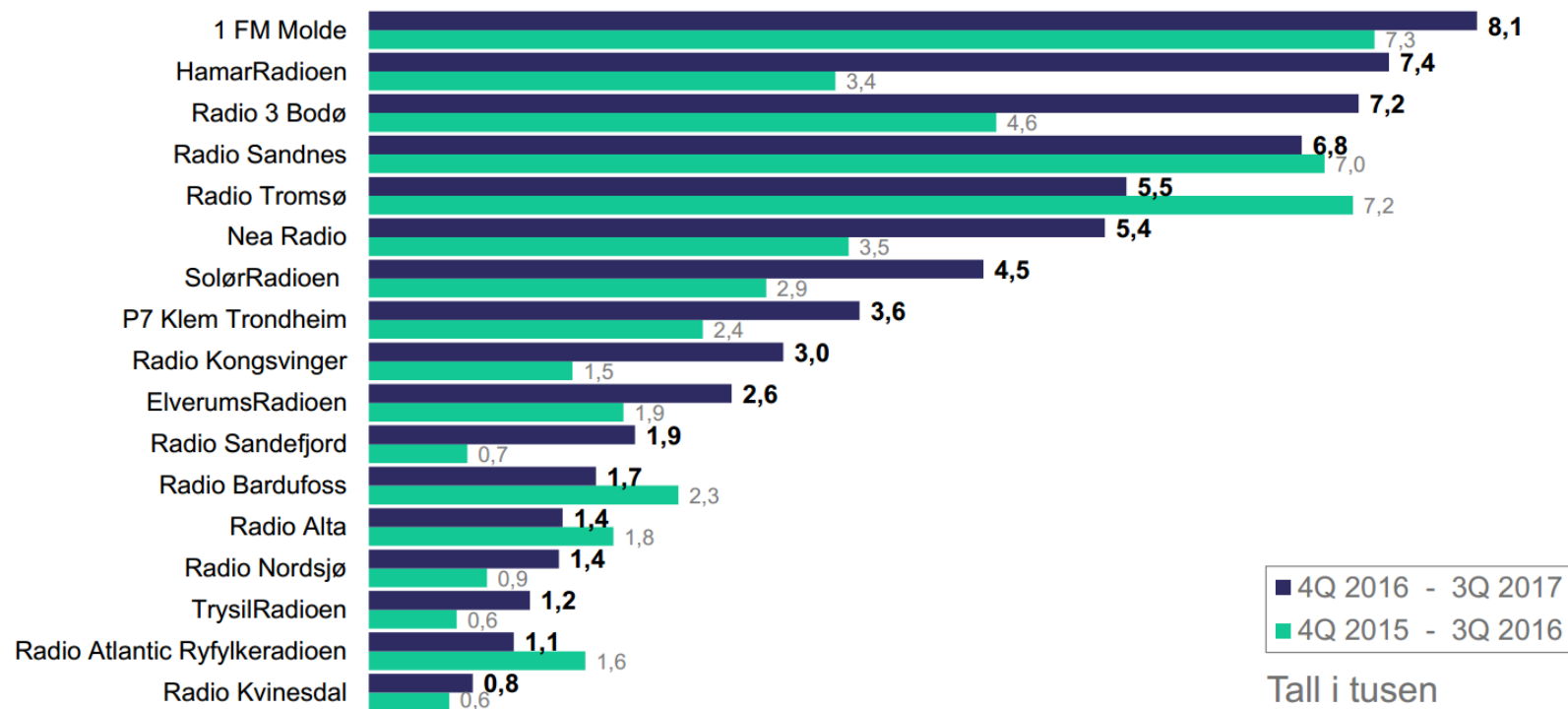


KANTAR MEDIA Kilde: Kantar Media/Norsk Gallup. F&M CATI. Alle ukedager.



Coverage: Listener figures in thousands #2

Topp 30 Norges største lokalradio stasjoner (1):
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KANTAR MEDIA Kilde: Kantar Media/Norsk Gallup. F&M CATI. Alle ukedager.

