



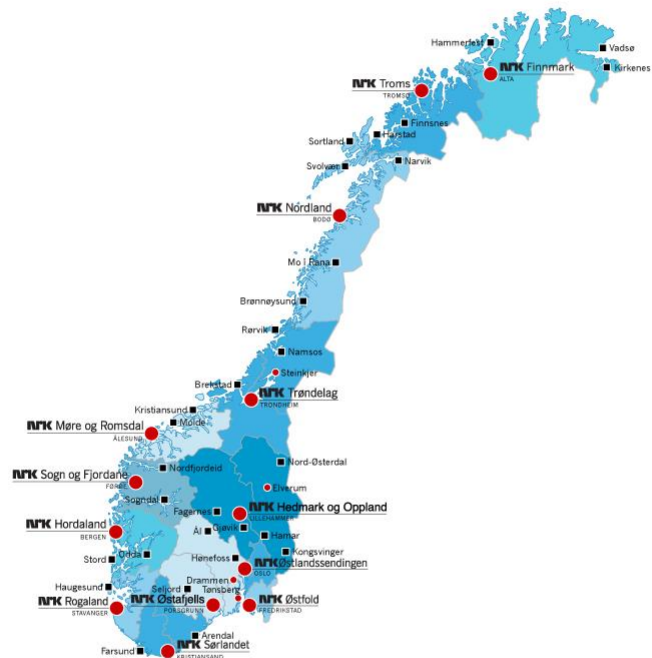
NRK Facts & Visions

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About NRK

- Independent Public Broadcaster
- 97 percent funded by license fee
- 12 regional offices that produce local news every day – on radio NRK P1, on TV at NRK1 and online at nrk.no.
- 88 percent of the population use one or more of NRK's services on TV, radio, text-TV, web or mobile daily.



NRK generally has high credibility and trust with the audience.

- 95 percent find that NRK fulfill their aim to offer trustworthy news- and documentary programs.
- 82 percent express their overall trust in NRK.
- 74 percent believe they are getting value for money from the license fee.

Long term strategy NRK 2015-2020

- NRK bringing people together
- NRK is independent
- NRK offers people a unique range of content
- NRK strengthens and contributes to developing Norwegian and Sami language and culture
- NRK tells, promotes and preserves our common history
- NRK is a transparent and available organization

NRK bringing people together

NRK shall

- Present great experiences that bring people together.
- Give the people access to all NRK content regardless of platforms.
- Engage in an ongoing dialogue with Its audience.
- Be a strong brand.

NRK is a transparent and available organization

NRK shall

- Be transparent about press ethics and editorial activity
- Be transparent about financial dispositions
- Strengthen the external and internal openness
- Be available and in dialog with the audience.

NRKs remit

- ...is not specified into any particular platform. We are encouraged to distribute our content in all possible means freely to the audience wherever they are.
- The media use and media-landscape are changing rapidly.
- 80 percent of the children in Norway have access to a tablet.

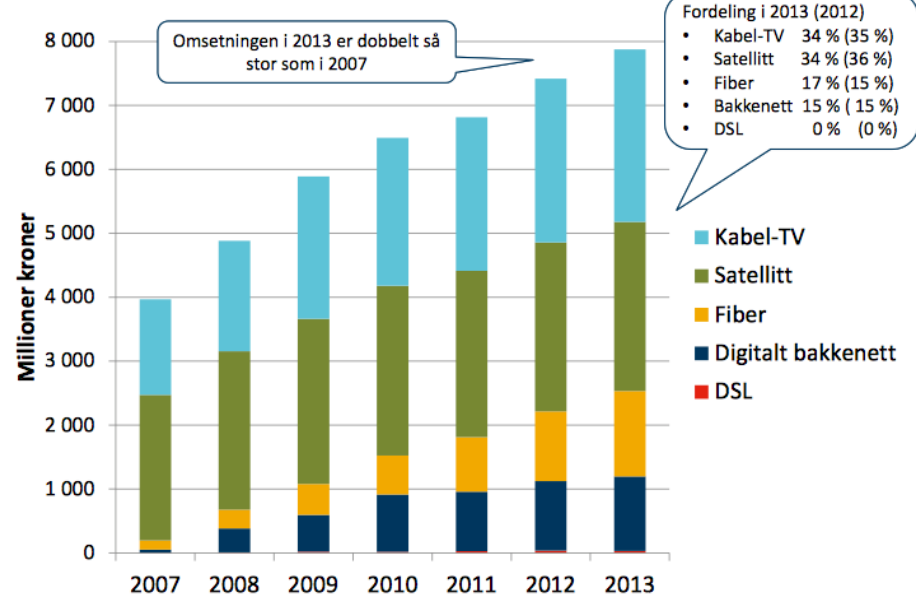


Yet....

Total market for TV distribution in Norway: 8 billion nkr (800 million £)

Twice as much as in 2007

Omsetning for distribusjon av TV



New DVB Platform:

The TV screen and broadcasting is still important

We have to:

- Simplify the play-out
- Reduce encoders and processes
- Increase reliability





Thank you for your attention

WWW nrk.no

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