



Annual report 2008



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NRK in 2008 / FOREWORD

Open and available

NRK shall be present wherever people are to be found today and in the future.

This is a highly ambitious aim which basically relates to availability on two levels.

No matter where people live in Norway it should, technically speaking, be easy for them to gain access to NRK's content. On 21 November 2008 the changes being made to TV technology in Norway were completed when the digital terrestrial network was switched on in the counties of Troms and Finnmark. For the first time in the 75-year history of NRK all households in Norway thus acquired access to the corporation's full range of services – three TV channels, modern text TV and 13 radio stations. Our digital radio broadcasting network was also expanded and we have recently improved our podcasting services (the downloading of previously broadcast radio and TV programmes) to also include music. NRK's services and archives are becoming increasingly more accessible via the Internet and we are now initiating trials designed to make TV available on small pocket devices. We do not know how individual Norwegians will want to watch the TV, listen to the radio or read the news in the future, but it is our duty to ensure that NRK's services are readily available at no extra cost. We are still a long way from our target, but our direction is clear.

However, accessibility involves far more than just the purely technical aspects of broadcasting. For NRK it also involves allowing people to participate

in important contemporary social, cultural and political events. We should not just be presenting content outwards; we should also be ensuring that people can readily participate. We are no longer just talking about calling in and voting, but about providing the public with increased opportunities to join in and create their own content. One excellent example is last year's P1 project entitled Postkort fra livet (Postcards From Life) where listeners shared their own stories with us and we used Norway's best composers to create music based on these stories. This resulted in a brilliant radio programme as well as a TV concert and the publication of a CD.

Contacting NRK should normally be an easy, enjoyable experience and although I know that we still have some way to go, our direction is also clear in this respect. With effect from 1 January 2009 NRK became subject to the Norwegian Freedom of Information Act by virtue of the fact that it is a state-owned company. This is something that we consider to be an advantage. To put it briefly, when someone asks for letters, information, documents, reports or list of applicants, or about other matters relating to NRK, there would need to be special reasons for not releasing such material. And this is how it should be since we are completely dependent on the confidence of society and licence payers. The report that you are now reading also comes under our work on openness and accessibility. We did not need to devote so much attention to talking about our activities during the past year, but we have chosen to do so because we

owe everyone around us and our licence-payers proper feedback about how we have spent their money.

And accessibility is never complete unless it is presented with a smile. I therefore hope that you will enjoy reading this report and find it useful, but mainly I hope that you enjoy our content every single day – no matter what the equipment or technical device you decide to use!


Hans-Tore Bjerkaas





News with depth

Apart from presenting important domestic and foreign events, **NRK** also aims to provide for an open and constructive debate. 2008 was a particularly eventful year which will be remembered especially for the financial crisis and the historical US presidential election.

§ 3-5 Programme requirements

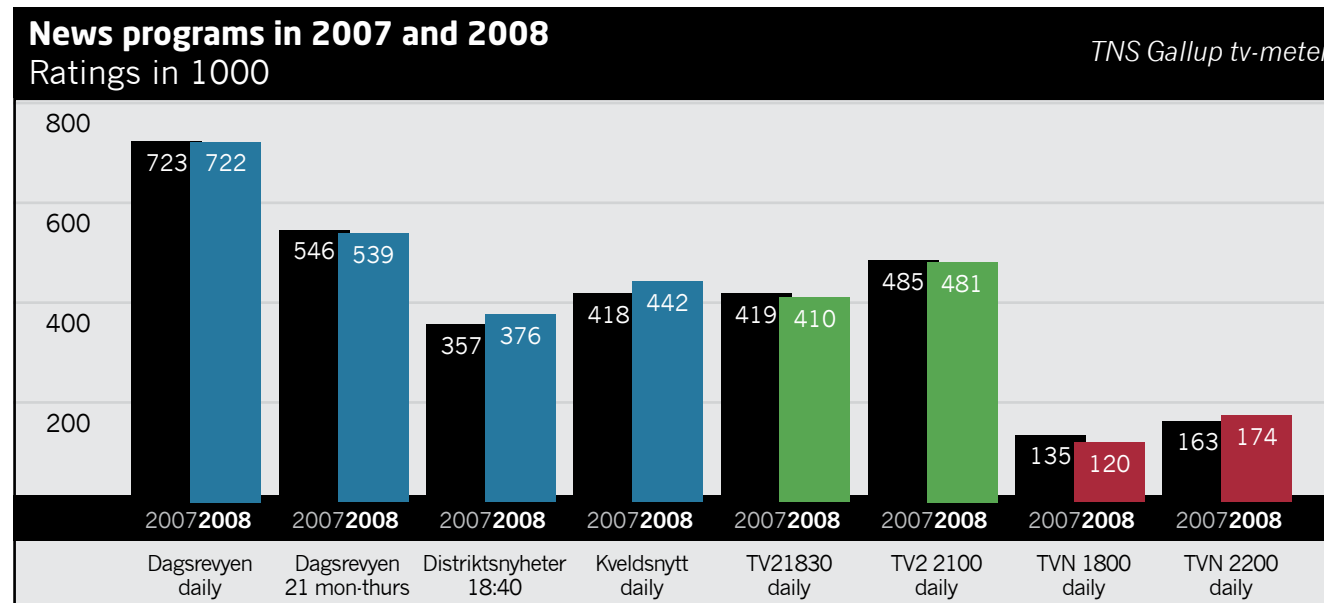
As regards both radio and television, NRK's overall nationwide programming shall include at least daily proprietary news broadcasts.

US presidential elections

The election of a new president in the USA was of significant international importance and therefore dominated NRK's news broadcasts throughout 2008. The actual election was held on 4 November, but NRK's coverage of the election campaign started much earlier. The nomination process was unusually interesting because the two main Democratic candidates were the USA's former first lady Hillary Clinton and Afro-American Barack Obama. Both candidates were exceptional in a historical context, and there was definitely no decline in interest when Obama won the nomination and finally became the USA's first black president. NRK's correspondents, Tove Bjørgaas and Annette Groth, were reporting from several states during

the nomination process. They also covered the Republicans' nomination campaign, but at a relatively early stage it became obvious that John McCain would win the nomination.

The battle between Obama and McCain attracted tremendous interest, particularly in the so-called pivotal states of Ohio, Pennsylvania, Virginia, Florida and North Carolina. Our reporters made several trips to these states in order to gauge the atmosphere during the frequent visits of the presidential candidates. On the night of the actual election NRK was broadcasting live, with reporters in Washington and the candidates' home towns of Chicago and Phoenix. NRK's viewer and listener statistics were extremely high



In 2008 Dagsrevyen (NRK1's 7 o'clock news bulletin) was still Norway's most important news programme.

considering the fact that these broadcasts were transmitted at night-time and during the early morning.

NRK's online coverage of the election campaign and election was also more extensive than in previous years. In addition to using clips from Dagsrevyen (see nrk.no/usa), NRK also prepared news items, background information and analyses and provided a results service. Clips were also prepared from NRK's TV archives in order to provide a pictorial presentation of political developments in the USA between 1945 and the present day, and NRK's Foreign News Editor set up his own question and answer blog in order to accommodate public interest.

Morning venture

NRK's morning news coverage underwent a change in 2008 with morning broadcasts on P2 and *Alltid Nyheter* (Continuous News) being merged to provide one joint morning broadcast entitled *Nyhetsmorgen* (News Morning). Previous broadcasts such as *Økonomytt* (Financial News), *Verden I dag* (The World Today) and *Kulturnytt* (Cultural Affairs News) were merged to create one extended broadcast, although listeners are still able to enjoy both foreign news and market analyses. *Nyhetsmorgen* provides more flexible, direct coverage, and is able to present the main news of the day – e.g. the financial crisis – independently of the former division into financial, foreign affairs and cultural affairs news. The listeners are happy and both P2 and *Alltid Nyheter* have experienced a boost in their listener statistics. *Nyhetsmorgen* has an average of over 150,000 listeners each day, with a high percentage of these tuning in between 06:29 and 07:30 hrs.

Morgennytt (Morning News) was introduced in August and this programme broadcasts news on weekdays between 06:03 and 10:00 hrs on both NRK1 and NRK2. These broadcasts are studio-based and include guests and live features from various locations around the country, as well as news and sport. *Morgennytt* has a growing audience and by the end of the year it had an average of 269,000 daily viewers. Morning news broadcasts on the radio and TV cooperate by sharing guests and items in order to optimise the use of resources.

Debate on NRK

NRK is Norway's most important arena for debates and discussions. Every day NRK's studios are crowded with people wishing to participate in a public exchange of words on all types of subjects, e.g. culture, politics, science or lifestyle. A huge range of topics are raised and highlighted in debate programmes such as *Redaksjon EN*, *Dagsnytt 18* or *Her & nå*. Each programme has its own special form of expression, and addresses problems and deals with guests in different ways. While *I kveld* (Tonight) obtains new, young voices from a multicultural environment, *Politisk kvarter* (15 minutes of Politics) is the place for analysis and discussions about traditional power issues. NRK has the following news feature

programmes: *Redaksjon EN*, *Ukeslutt*, *Dagsnytt 18*, *URIX*, *Søndagsavis* and *I kveld*, which create a total of 16 broadcasts per week.

I kveld first came on the air in 2008 and is broadcast live, Monday to Thursday on NRK2. This programme is presented by Christian Strand and consists mainly of in-depth talks with selected guests. Each broadcast usually addresses three different issues, although sometimes they are simply topical broadcasts. *I kveld* covers a wide spectrum of topics, including sport, politics, financial matters, culture and community life. Variety is the key mandate for this programme.

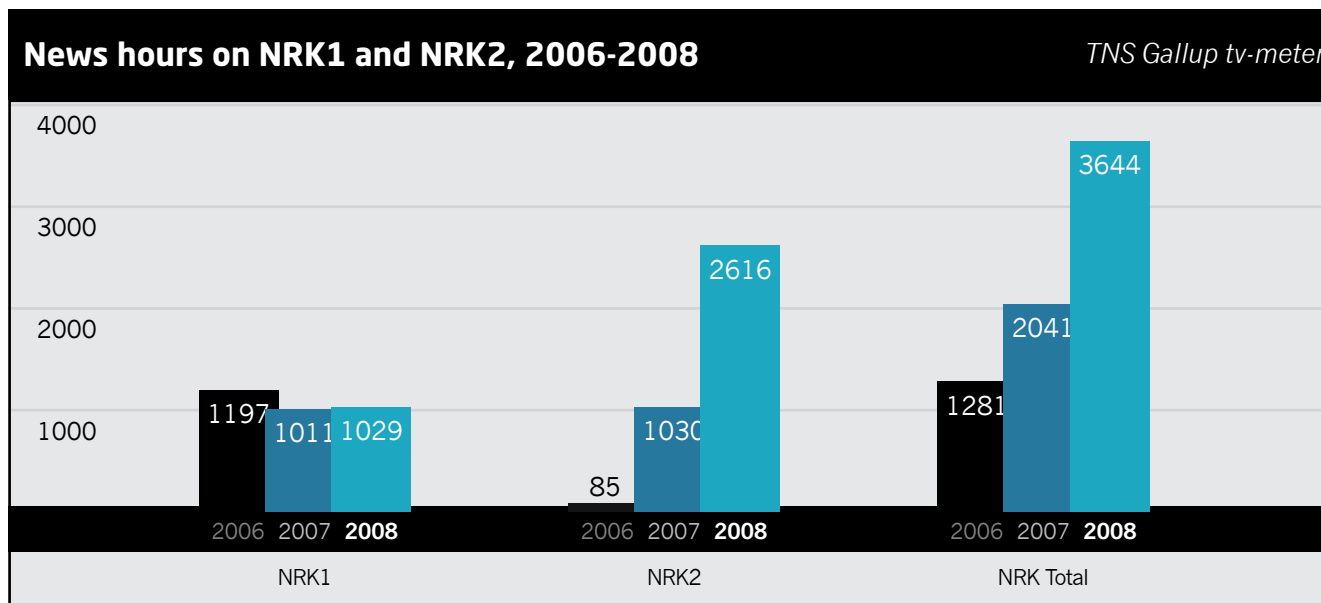


I kveld with Christian Strand wants to give new faces public visibility. The programme's ratings record on NRK2 is so far 155,000.

NRK in 2008 / NEWS

I kveld has a non-traditional format and generally includes viewers via SMS, e-mail, Facebook and Skype (online video phone), being one of the first programmes to make use of such media. *I kveld* has a permanent panel of Skype commentators and also allows participation via its own online broadcasts and blogs. This programme seeks to be different and works hard to find guests who would not otherwise be heard, e.g. a high percentage of young people and people with immigrant backgrounds. It also has a high percentage of female participants.

I kveld aims to provide its public with its own take on major items covered by the other media. During the war in Gaza, Jamal Safi (a Norwegian Palestinian) and Yoav Melchior (a Norwegian Jew) were invited to attend as guests. This was one of the few conciliatory meetings that took place between the two parties to this war.



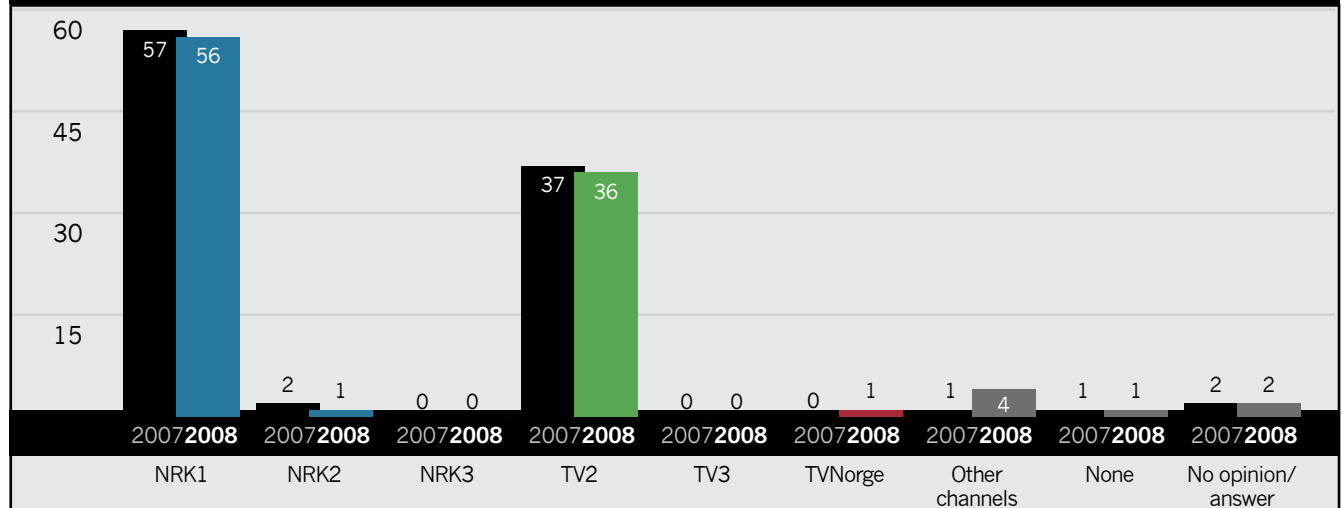
The number of hours devoted to broadcasting news on NRK2 has more than doubled. The channel is being cultivated as a current affairs channel.

Online news

NRK made a strong commitment to online news in 2008, and consequently altered the front page of its website at **nrk.no**. The aim is for this front page to be news-run and to present at all times the most important events taking place in Norway, the world and NRK. NRK aims to make news, current affairs and information available to all, and the Internet is thus an important tool in this respect. It provides NRK with a broad, two-way contact interface with the population, thus making it possible to properly present items that most people are interested in. On the Internet NRK can thus “make important things popular and popular things important”. In 2008 NRK’s online news service had 1.4 million unique users per month. This represents around half of the total hits received by **nrk.no** (Yr not included).

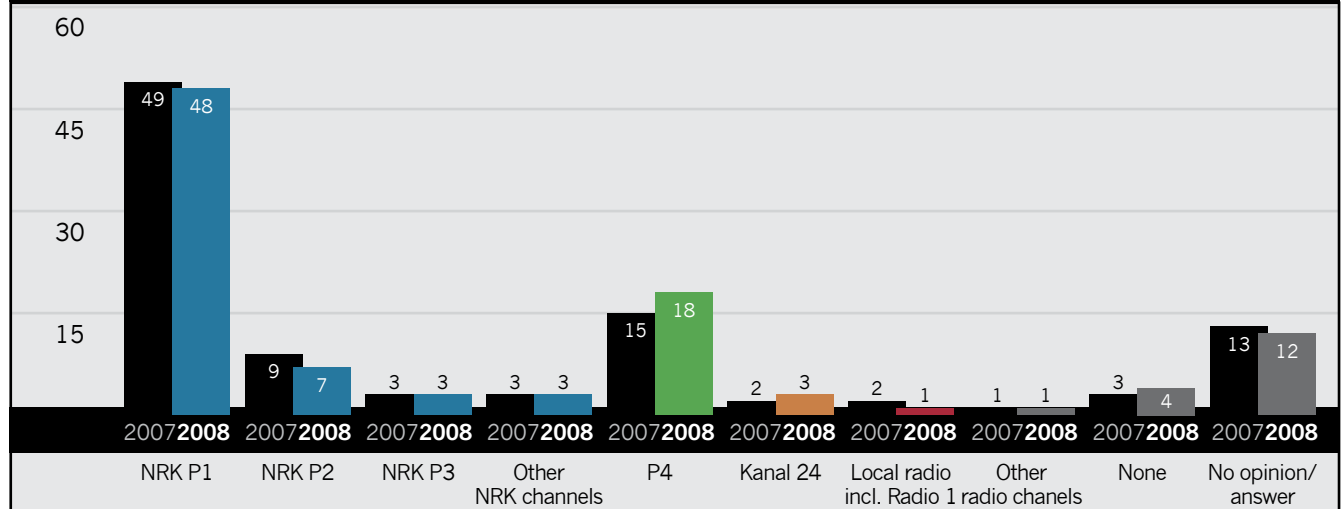
Which tv-channel offers the best news programmes?

NRK’s profile survey 2008



Which radio channel offers the best news programmes?

NRK’s profile survey 2008





CHILDREN

NRK takes children seriously

NRK aims to create content that is designed to promote the growth and development of children. 2008 saw a marked increase in both the programmes offered to children and their response.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least:

- b) Daily Norwegian-language programmes for children under the age of 12.*
- e) Regular Norwegian-language programmes for young people.*

NRK in 2008 / CHILDREN

Growth for NRK Super

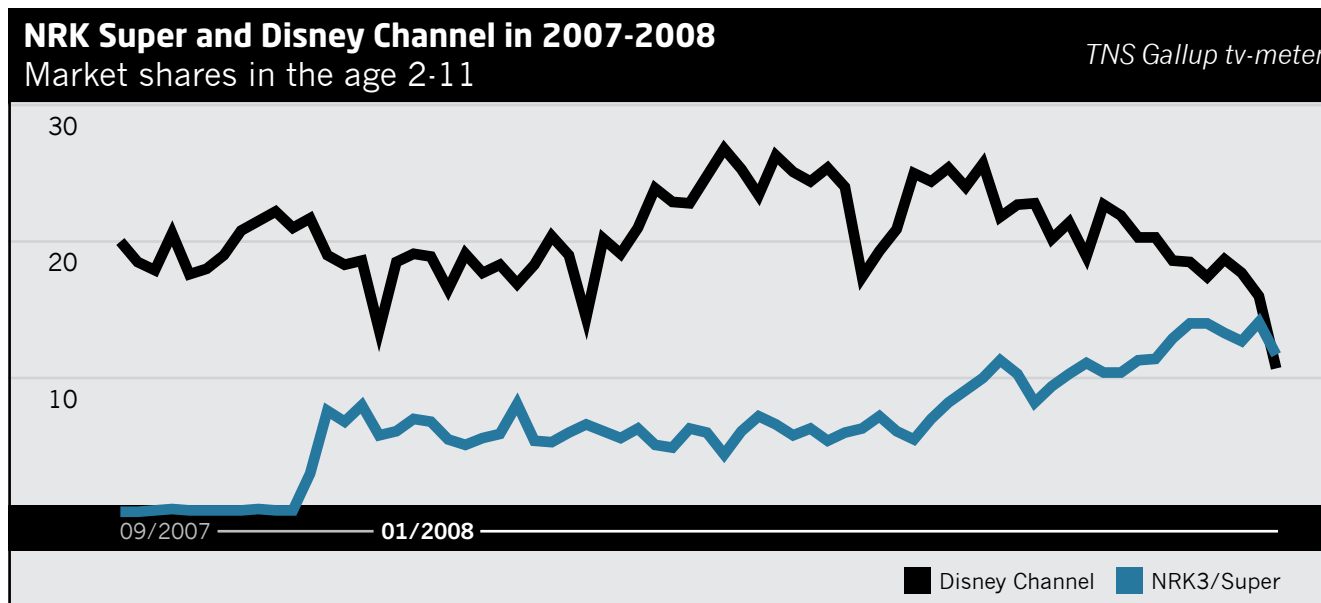
The children's channel, NRK Super, celebrated its first anniversary on 1 December 2008. During the course of the year it has become established as a valid Norwegian competitor to the international Disney Channel which is a commercial channel for children. NRK Super's target group consists of children between the ages of two and twelve. Diversity, relevance and a high percentage of in-house production are all important reasons for this channel's success and the programmes are made by maintaining close contact with Norwegian children.

NRK Super was initially launched on digital radio and the Internet. By launching an NRK Super TV channel, NRK has succeeded in creating an integrated service for children. Most of the programmes produced are available on various different media. For example, the *AF1* drama series had an average of 162,000 viewers, while the nrksuper.no/af1 website had 35,000 hits per month. The respective figures for *Kometkameratene* (The Comet Comrades) were 153,000 viewers and 20 online users. In December the drama series entitled *Sara* had as many as 57,500 online users.

Melody Grand Prix Junior

MGP Junior is a major musical venture for children between the ages of 8 and 15. The aim of the programme is to engage and stimulate the musical interests of children, as well as to highlight Norway's geographical and cultural diversity.

When the deadline for applications had passed in 2008, contributions had been received from 520 children from all over Norway. Ten finalists were picked after the jury had thoroughly examined the applications. A dance audition was also held where 650 dancers had the opportunity to audition for the 30 places in the annual show. During the last few weeks before the final the artists were presented on *Sommormorgen*



NRK Super experienced amazing growth in 2008. This channel is a Norwegian alternative to the international giant, the Disney Channel.



NRK in 2008 / CHILDREN

(Summer Morning) and *Amigo*. NRK Super had its own MGPjr week which included on-the-spot reporting and artists' seminars. Stian Barsnes-Simonsen presented the grand final at Oslo Spektrum which was attended by 4,000 people and watched by approx. 600,000 viewers.

In 2008 the Norwegian-Sami band, The BlackSheeps from Nesseby in the county of Finnmark, won a convincing victory with their original song entitled *Oro jaska beana* (Be quiet, dog!). Agnete, Alexander, Viktoria and Emilie charmed the whole of Scandinavia and won not just the Norwegian *MGP Junior*, but also the Nordic final. The band also won Spellemannsprisen (the Norwegian equivalent of the Grammy Awards) in the Hit of the Year category. The record high number of applicants to MGPjr 2009 indicates that many children have been inspired by The BlackSheeps.

AF1

AF1 – Alle For En (All For One) is an experimental six-part TV drama which explores musical genre, against the dramatic backdrop of what appears to be a conflicting relationship between hip hop and classical ballet. *AF1* is a love story which portrays meetings between different environments and people who think that they have nothing in common. This series is all about daring to follow one's own dreams.

The story unfolds in a hip hop environment in a suburb and a multicultural world. This reflects the composition of the roles played in *AF1* where children from different ethnic backgrounds play the main roles. The language used in the series has a documentary and realistic expression that challenges the opportunities presented by the musical genre.

Sara

Sara is the dramatised video blog of a fictional character called Sara (age 12). This online drama commenced in April 2008 and is the first of its type in Norway. Every day new entries are posted into the blog or new video clips are presented on nrksuper.no/sara, and a new dramatised episode is published every Friday. This is also shown on the NRK Super TV channel on Friday evenings. The *Sara* videos have been played almost five million times by online users.

The story is all about the everyday life of Sara and the people around her. Many of those who have been following *Sara* comment directly on the action in the blog. The producers of *Sara* respond to these comments and often include user input in future developments in the story. *Sara* is a drama that is produced in parallel with it being published. It provides unique proximity to the target group.

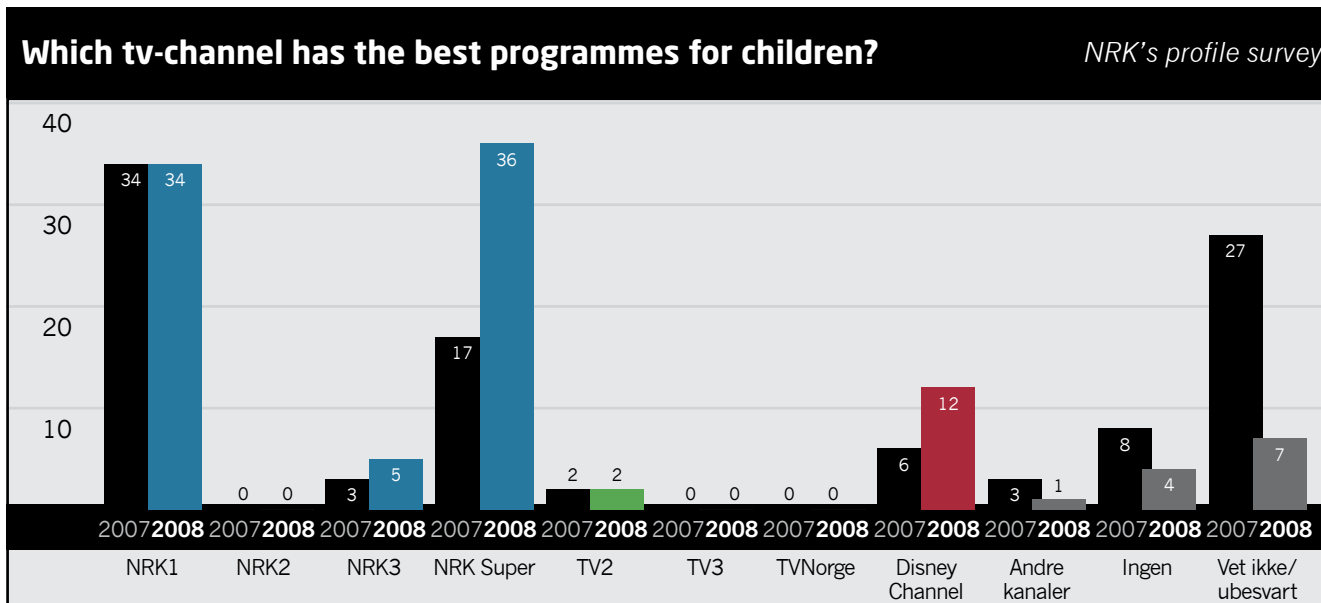
Megafon

Megafon aims to provide children with the tools needed to improve their own everyday lives and those of others. This concept includes a mixture of children in the roles of reporters and actors/actresses. *Megafon* features items from all over Norway and its reporters and actors reflect modern Norwegian society. Items are designed in consultation with children. *Megafon* looks on children as participants in society – as citizens and consumers – and tries to provide an intimate look at the problems experienced by children themselves.

The TV version of *Megafon* is a weekly dramatised feature programme. The online version allows children to vote on the outcome of the dilemmas dramatised, to discuss the topics addressed by the TV programmes and to tip off the editorial team about items of topical interest.

Kometkameratene

Kometkameratene (The Comet Comrades) aims to encourage small children to wonder about the big questions in life. This programme has a humorous and entertaining style. The action takes place on a spaceship that visits earth. There are six characters on board the spaceship who ask questions about the simple and more complicated aspects of life on earth. Why do people live? Why do they die? What is happiness? The characters consist of a colourful range of hand puppets. They encourage children to investigate unfamiliar situations and to ask questions about things that children are curious about.



The TV version of *Kometkameratene* is a weekly dramatised feature programme. The radio version allows children to follow what is happening on the fantastic home planet of the Comet Comrades. The online version allows children to be creative by making their own comet film involving the six comet characters.

Pingpong

Pingpong is a six-part drama series for children. The story starts when 12-year old Catia acquires a little sister. Catia is more interested in table tennis than her little sister. She succeeds in qualifying to take part in a table tennis championship in Beijing. Catia was adopted from China when she was young. When she arrives in Beijing her focus changes and it becomes more important for her to find out about her own background than to compete. Accompanied by a Chinese boy called Shu Bing, Catia finds the orphanage where she lived before she was adopted.

Pingpong is a story about identity and the need to find out about one's own origins. NRK wanted to present this story in connection with the Year of Diversity and the Olympic Games in Beijing. The series was produced for NRK Ny Nordisk Film with support from The Norwegian Film Fund. It attracted international recognition and was nominated for an Emmy Award. This is the second time that one of NRK's children's series has done so well in these highly competitive awards (*Gutta boys* received a nomination in 2006).

Her er eg!

Her er eg! (Here I Am) is a feature series from the county of Sogn & Fjordane involving real children in real life-situations. We follow young people who are involved in things they are excited about, e.g. things they are going to experience or do which they have expectations about. In one of the episodes Regine Nesheim from Eid climbs the Briksdal Glacier for the first time. Frida becomes a big sister, Cidi gains foster parents and Eirik has his tonsils out at hospital. One of the goals of *Her er eg!* is to help other children to identify with themselves and develop self-respect by showing real examples taken from everyday life. 27 episodes of *Her er eg!* have been made since it first started in 2004.



Regine Nesheim from Eid climbs the Briksdal Glacier for the first time in *Her er eg!*

NRK in 2008 / CHILDREN

NRK Ung

NRK also aims to provide good content for teenagers and the establishment of a dedicated radio channel for young people was a milestone in this respect. Since 1993, P3 has been very important for Norwegian youth culture and identity. A new highlight was the start-up of the NRK3 TV channel which celebrated its first anniversary on 3 September 2008. This channel has a young image, but contains programmes which are also interesting for a more adult audience.

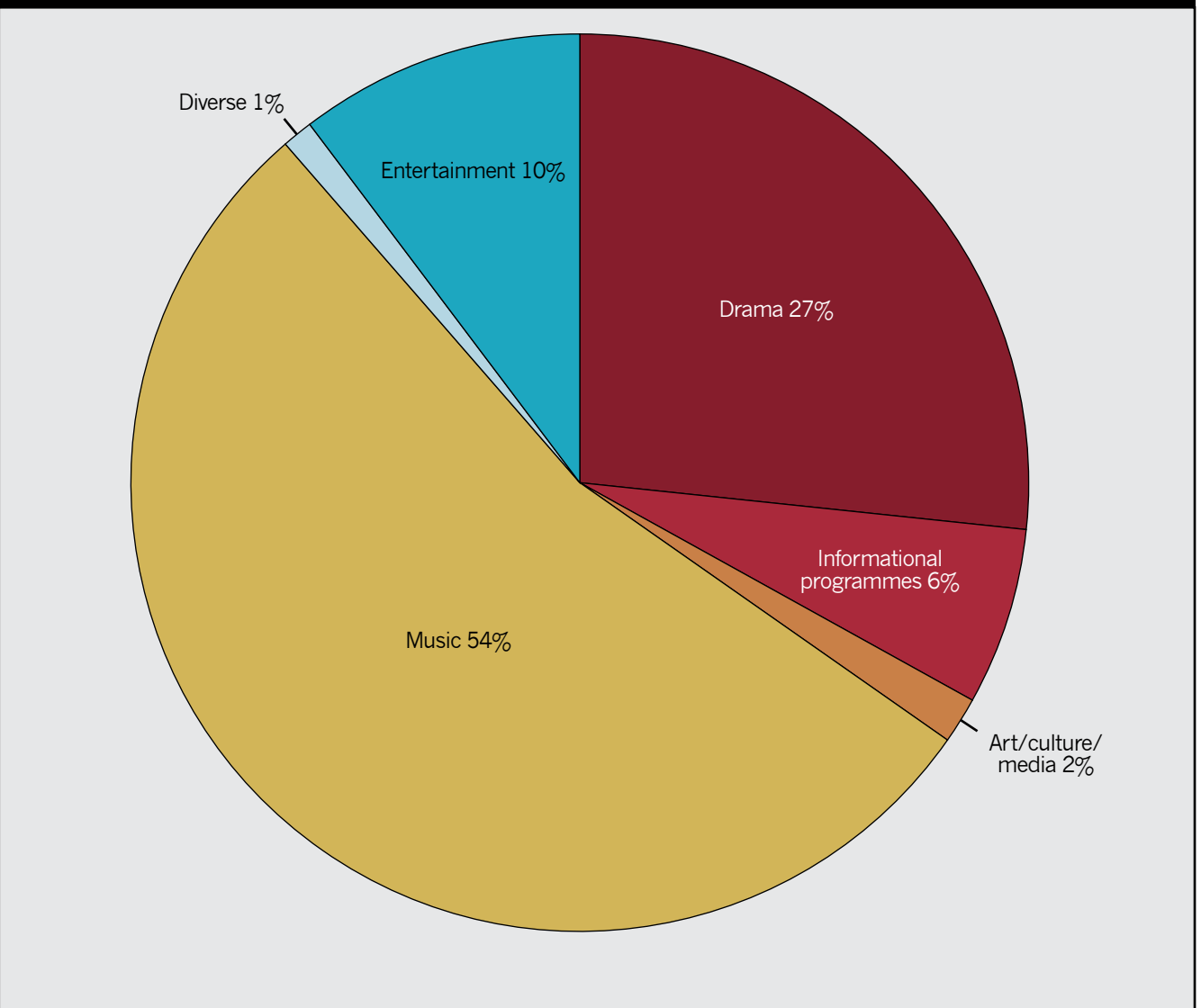
Many of NRK's programme ventures are to be found on NRK3, P3 and online. Their content is presented wherever the public can benefit most from it. This applies to music projects like *Lydverket*, *Urørt* (cf. the chapter on Culture in this report) and *Festivalsommer* (cf. the chapter on Entertainment in this report).

The Internet is a key factor in the lives of many children and young people. By the time they reach the age of twelve over half of all Norwegian children have their own PC and most of them surf the Internet on a regular basis. Online usage increases when children become teenagers. It is important for NRK to allocate its resources so that its target groups are able to gain maximum benefit from them. Playing games is the most important form of online activity among children and young people, so the Spiller gaming portal was one project set up by NRK in 2008.

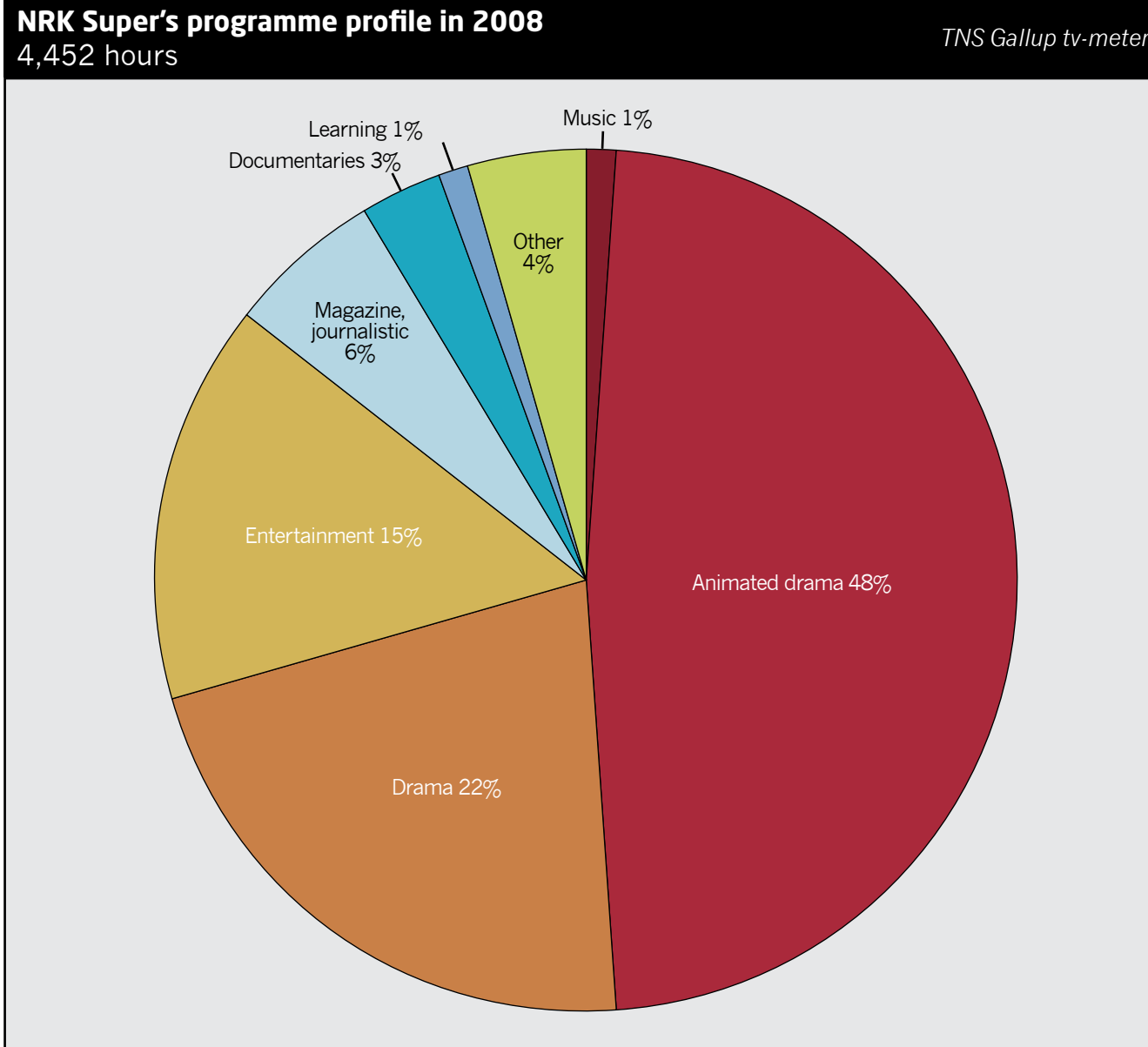
Programme profile on NRK3 in 2008

3,860 hours

TNS Gallup tv-meter



In 2008 NRK3, with its young profile, broadcast 3,860 hours of programmes.



In 2008 NRK Super broadcast 4,452 hours of programmes suitable for Norwegian children.

Spiller (Gaming)

In 2008 the gaming industry surpassed the film industry in terms of turnover and the amount of time devoted to this activity. NRK is taking this new form of culture seriously by offering an online service on nrk.no/spiller. One of projects which Spiller is involved in is covering events in gaming and E-sport circles in which many young Norwegians are involved. E-sport is a competitive form of gaming and the most popular games played are war games and football games. Spiller provides the public with reports and updates from the gaming world. One of the most popular games is a football game called FIFA. The Norwegian FIFA champion was nominated on Spiller in 2008. The FIFA finals were sent direct online and subsequently on NRK3, with Arne Scheie as the commentator.



Olympics from another world

Sport is all about activity, involvement and being together. **NRK** transmitted more than 600 hours from the Olympics in Beijing, and aims to convey the diversity of national and international sports.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least sportscasts that cover both the full range of Norwegian sports, including sports for the physically challenged, and major sporting events.

The Beijing Olympics

The 2008 Summer Olympics were organised by China. China has a semi-totalitarian government and the political problems associated with the Olympics and Norway's participation were discussed on NRK's news programmes. However, NRK decided to allow its actual sportscasts to focus on sport, in line with the Olympic spirit, in order to encourage interaction, dialogue and interest.

The Olympic Games is the world's largest event, and NRK's aim was to present as much of the event to as many people as possible. During those 2 weeks in August, NRK covered the Games on the TV from 3:00 in the morning until 21:00 in the evening, only taking breaks for *Dagsrevyen* (the 19:00 news) and *Barne-TV* (Children's TV). For the first time the opening and closing ceremonies were broadcast in full HD on the new national DDT network, thus marking a technological milestone. NRK's website nrksport.no broadcast eight video streams in parallel, as well as separate online features items and lists of results in respect of all disciplines. On the mobile network NRK transmitted five video streams, results and news updates. The two weeks of the Olympic Games resulted in several online records. On the radio the most important Norwegian disciplines were transmitted live on P1. The women's handball final on Saturday morning had over 1 million listeners on NRK P1 and 1 million viewers on NRK1.

Open presentation of the Olympic Games is obviously not something to be taken for granted. For the first time in over 50 years the IOC (International Olympic Committee) decided to sell the rights to private, commercial interests. The EBU (European Broadcasting Union) lost out when competing for the 2014 and 2016 Olympic Games, and this is one example of the challenges facing public broadcasters in their work to make social and cultural events available. These developments may also help to highlight the importance of public broadcasting, since the content offered by commercial participants would be controlled by sponsors, advertising and subscription packages.



Norway's gold medal in handball was the highlight of the Olympics for many Norwegians, with more than one million people following the final against Russia on the morning of Saturday 23 August.

Paralympics

The Paralympics is the most important sporting event for the physically challenged and in 2008 NRK made a greater commitment to this than previously. A team of 12 reporters was sent to cover the atmosphere and present viewers at home with the achievements and stories of the para-athletes. These broadcasts served to show that para-athletes are also top athletes. NRK had 11 broadcasts, varying in length from 22 to 35 minutes.

Every day different sports were selected for special presentation. These were mainly, but not only, disciplines involving Norwegians. The participants were presented in these broadcasts before competing since many of them were not well-known media personalities. The coverage also included the reactions of families, visitors, trainers and athletes after they had competed. Sport for the disabled is also featured widely on the international scene, and many of these aspects were also presented to the Norwegian public.

In 2008 NRK1 covered another sporting event for the disabled, the *Ridderrennet* skiing competition, presented by Ingerid Stenvold. Compared to previous years NRK devoted greater coverage to sport for the disabled on several of its news and features programmes. The coverage includes the world championship for disabled, football for blind people and wheelchair bandy, and a report on the efforts within sports for disabled organizations to recruiting new athletes.

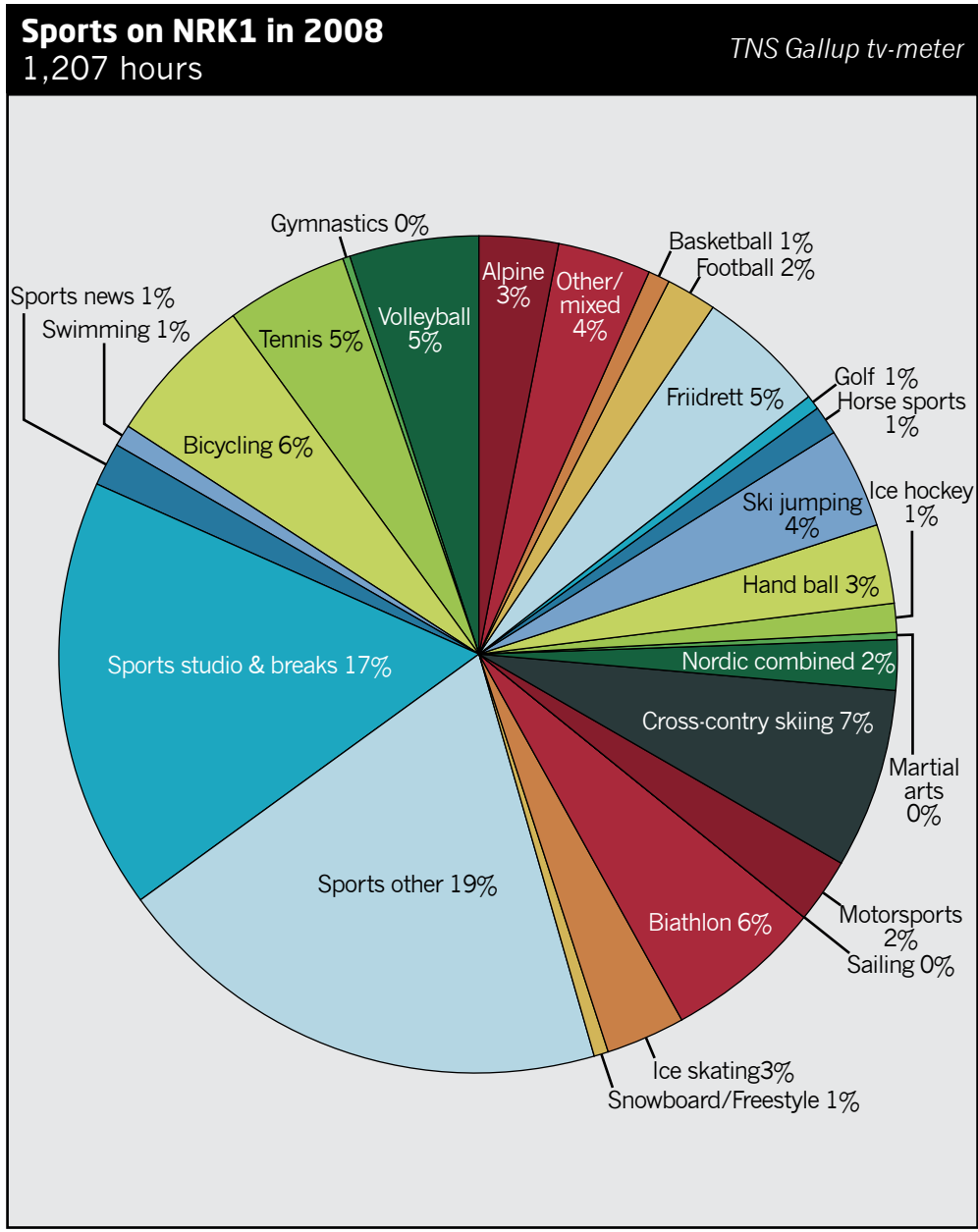


NRK conveyed high-level athletics from Paralympics 2008.

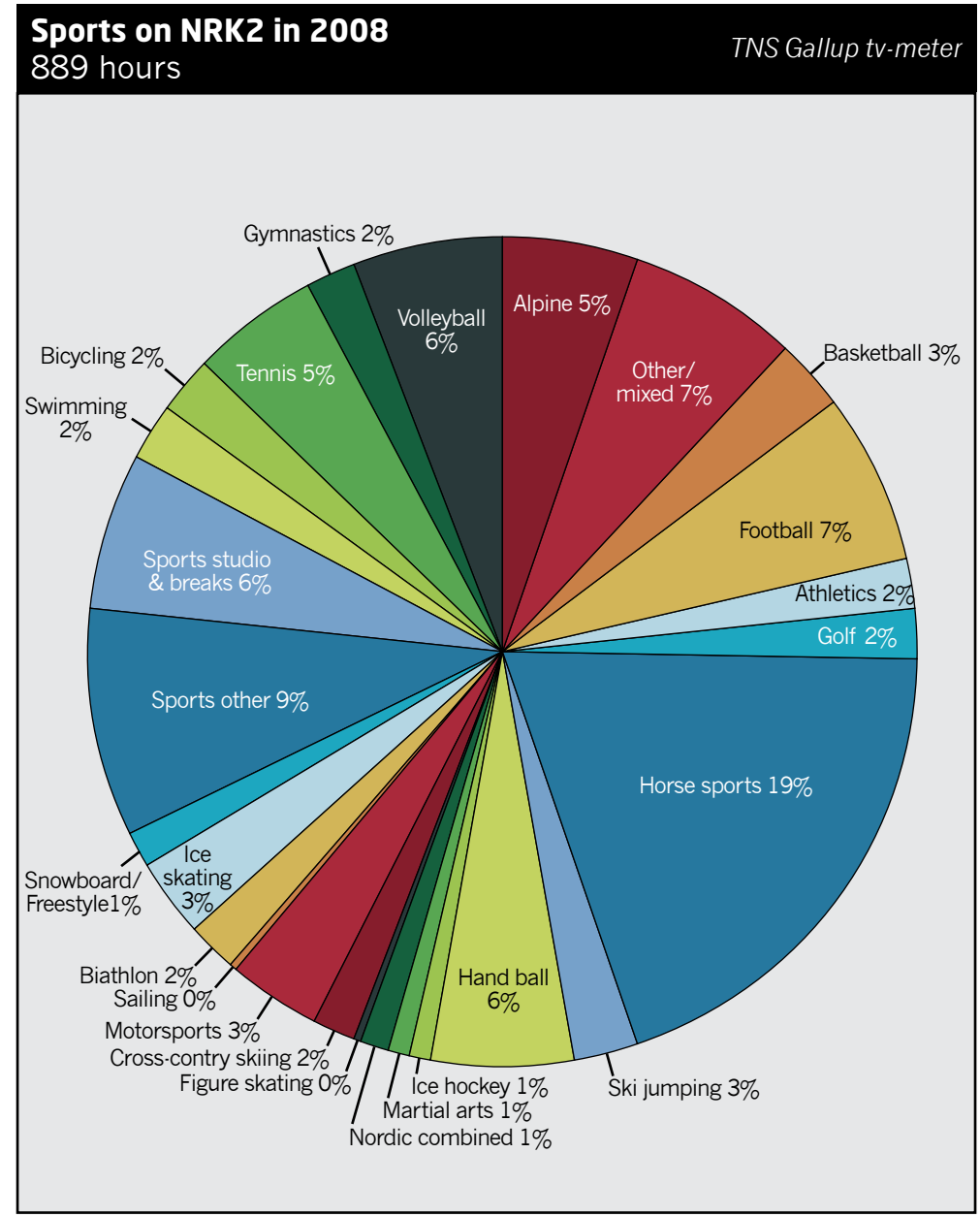
The Arctic Challenge

Terje Haakonsen's snowboard competition was held for the 9th time in 2008. This time NRK was responsible for producing the event with the clear aim of making the competition more interesting and available to a wider public. For example, for the first time the competition was broadcast live on TV. NRK Sport developed a new competition format for snowboarding by cooperating closely with the management of The Arctic Challenge.

One of the aims was to ensure that any future developments would not be to the detriment of Terje Haakonsen's philosophy and original ideas about this sporting event. The final encompassed five rounds where the technique, style, height and variation of the performances were evaluated before the winner was announced. Training and the semi-finals were sent direct on nrk.no during the week leading up to the final, which was held at Holmenkollen on 23 February in front of a record audience of approx. 10,000 spectators. It was broadcast live on NRK1 and distributed to the world via the sports communication agency Quattro Media. This event was nominated as the best snowboarding event of the year in an international poll conducted in New York, and the competition format was identified as being particularly good.



In 2008 NRK1 broadcast 1,207 hours of sport, covering over 30 different disciplines. None of these exceeded 7% of the total time devoted to sportcasts.



In 2008 NRK2 broadcast 889 hours of sport. Sport was responsible for 15% of the total time programming on both NRK1 and NRK2 in 2008.

Extreme Sports Week

NRK has covered the Extreme Sports Week in Voss for the last four years, and has focussed on meeting people involved in extreme sports and presenting the spectacular events that occur in the air, water and anywhere precipitous. Who are the people who engage in such sports and what drives them? We have presented many excellent stories about young adrenalin junkies, parents from 3-child families, mothers who are just trying out extreme sports and adults who devote their lives to putting their lives in danger. The common denominator for all these categories is passion and a love of life.

In 2008 NRK presented a series of programmes featuring reports and interviews, with presenters in different locations where things happen and where people meet. A total of 5 programmes were broadcast on NRK1. Over the years we have also had our own online reporters who have created online material and who have ensured that everything we create is available on nrksport.no/veko. The form and content of these broadcasts indicates that the target group consists of youth and young adults, although the feedback and figures received show that it has been well received by 50 and 60-year olds. The viewer statistics have increased each year.

Athletics

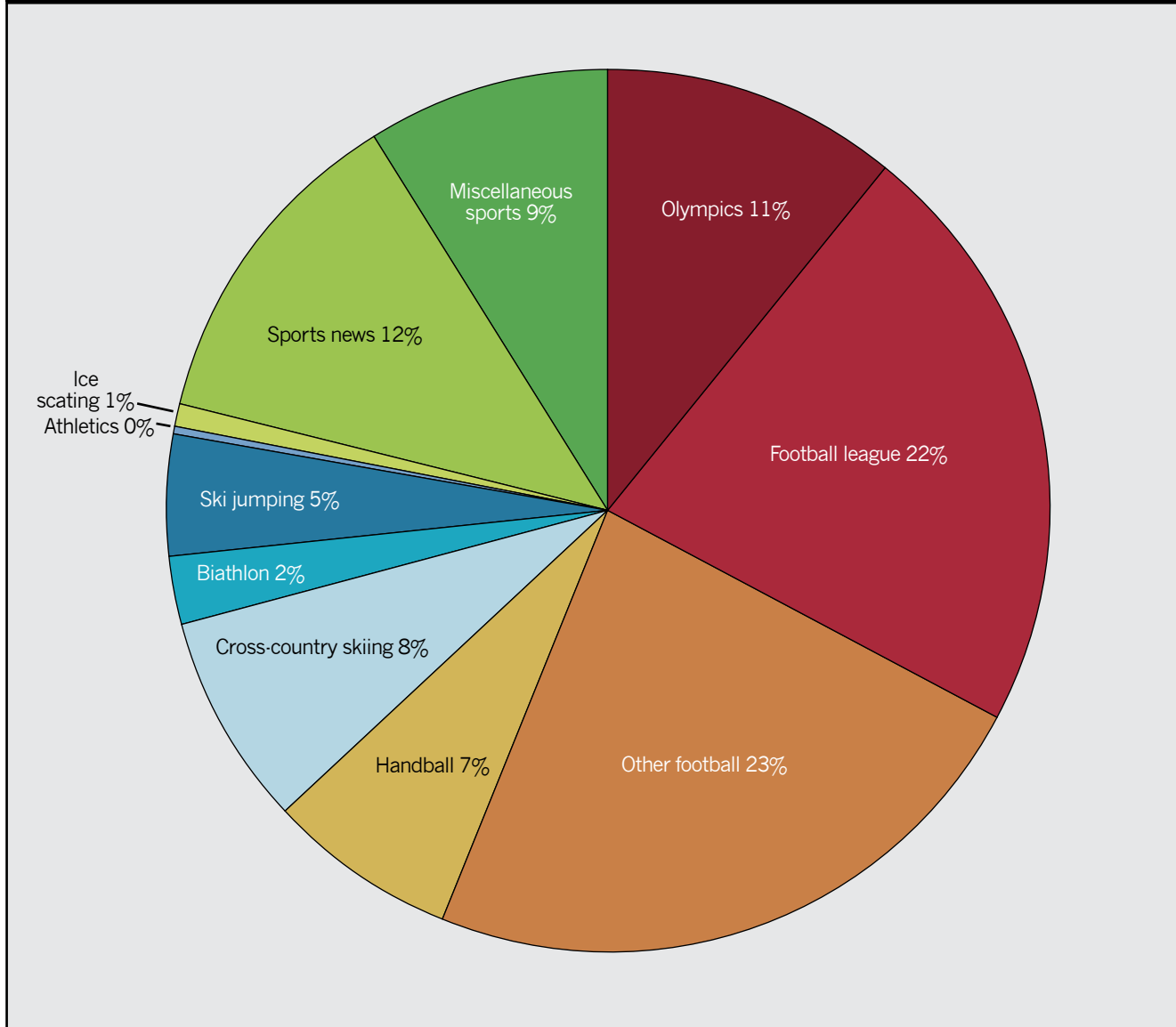
The Bislett Games was one of NRK's major athletics highlights in 2008, although a number of disciplines and achievements were also presented from the Norwegian Athletics Championships and the Olympic Games. NRK has also broadcast several popular events from the Golden League, which is an annual series of international athletics meetings.

Football

There is keen interest in Norway for football, and during 2008 P3's *FK fotball* programme presented enthusiastic, amusing analyses of Norwegian football. However, during the last few years NRK TV has not had distribution rights to Norwegian top football. Football fans will therefore be pleased to know that NRK secured an agreement in 2008 for the broadcasting rights to 64 Norwegian Premier League and 1st Division matches in 2009. Under this agreement with the Norwegian Football Association NRK has retained its editorial freedom and is not obliged to use sponsor's names, e.g. Addeco, before matches. The agreement also makes provision for radio and online transmission.

Sports on NRK P1 in 2008
289 timer

TNS Gallup PPM



P1 broadcast 289 hours of sport in 2008. Sport was responsible for 3% of the total time devoted to sportscasts on P1.



Diversity and quality

NRK aims to contribute towards the diversity and quality of Norwegian cultural life. Programmes like *Urørt*, *Store studio* and *Kunstreisen* present both narrow and broad cultural expressions.

§ 3-4 NRK's core activities

NRK shall maintain a regular orchestra that plays a broad repertoire ranging from light music to symphonic music.

NRK's core activities shall place special emphasis on the broadcaster's role as a developer and communicator of Norwegian and Sami art and culture.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least:

- Programmes that reflect the diversity of Norway's cultural life.
- Dissemination and production of dramatic works that reflect the Norwegian language, identity and culture.
- Dissemination and production of Norwegian music. At least 35% of the broadcasts shall consist of Norwegian music.

Urørt

Urørt (Untouched) is an arena for talented, non-established musicians. On the *Urørt* website over 20,000 bands share almost 60,000 songs with each other and the public (cf. nrk.no/urort). NRK's *Urørt* radio programme is broadcast Monday to Thursday on P3. Every week this programme plays seven hours of music created by talented Norwegian musicians. *Urørt* devotes attention to artists who would not otherwise have been played on the radio, and the public gains a broader music service.

Every week an *Urørt* artist of the week is chosen, and each year ten finalists are picked to take part in the *Urørt* finals in January. The finalists are played on P3 during the weeks prior to the finals so that the public can become familiar with the songs and can vote for their favourites. The *Urørt* finals were held at Samfundet in Trondheim and attracted a full house. In this year's final all the finalists played concerts and a documentary about the competition was broadcast on NRK3. The winner of *Urørt* is given the opportunity to join the *ZoomUrørt* tour and play at the Norwegian Wood music festival. It costs nothing to listen to music on *Urørt* or to download it, and it is often used to provide a sound backdrop in TV productions like the *Himmelblå* (Sky Blue) drama series.

Urørt was launched in the year 2000 to promote talented musicians who would not otherwise be heard elsewhere. In 2008 over 20,000 bands were registered on Urørt.

Kulturnytt

Kulturnytt (Cultural News) contains news, analyses and debates about culture. This programme covers a wide spectrum of cultural forms of expression. It also delves deeply into the field of cultural policy.

In 2008 *Kulturnytt* made a special effort to create alternatives to the short debates which are usually presented on the radio and TV. With this aim in mind NRK engaged in cooperation with *Aftenposten* (a national daily newspaper) and *Litteraturhuset* in Oslo. *Aftenposten's* Debate Editor Knut Olav Åmås and *Kulturnytt* presenter Anita Reinton Utgård led three debates that were sent live from *Litteraturhuset* on NRK P2, **nrk.no** and **aftenposten.no**, with a repeat being broadcast on NRK2. These cultural debates thus reached a much larger audience than the audience which was able to attend the two-hour long meetings at *Litteraturhuset*.

Cultural programmes with award-winning presenters

In 2008 Anne Lindmo won the *Gullruten* award as the best female TV presenter. Ms Lindmo has been presenting the weekly talk show, *Store studio* (Big Studio), since 2002, providing her audience with Norwegian and international guests from cultural circles, reports and live music. Her interviewees are often filmmakers, authors, actors/actresses and artists from home and abroad.

In 2008 Nina Stensrud Martin won the Prix Radio award as Norway's best female radio presenter. She presents *Radioselskapet* – P2's talkshow about topical events taking place in the world of culture and the community. When announcing its decision the jury said that "Nina Stensrud Martin excels with her colourful language, spoken in a voice with a beautiful, confident timbre. She is good at listening and asking questions. She has a great approach and achieves a good balance between entertainment and information.

Nordisk Forfatteratlas

In the *Nordisk Forfatteratlas* (Atlas of Nordic Authors) all the Nordic public broadcasters have joined forces to promote interest in Nordic literature. Under the project management of Danmarks Radio, Denmark, Sweden, Finland, Norway and Iceland have selected the most important authors from their respective countries between the 1600s and the present day. The Atlas is an innovative website showing links between the authors and who has been influenced by whom. It also contains historical pictures and audio and film recordings of the various authors (cf. **nrk.no/kultur/fortatteratlas**). The Atlas is the first major online Nordvision partnership and it will be developed by adding new authors in the future. *Nordisk Forfatteratlas* was nominated as one of the most innovative online projects at the Prix Europa Festival held in Berlin during the autumn of 2008.

NRK in 2008 / CULTURE

Feature films on NRK in 2008							NRK Statistics	
Country of origin	NRK1		NRK2		NRK3		NRK TOTAL	
	Hours	Films	Hours	Films	Hours	Films	Hours	Films
Argentina			2	1			2	1
Asia			1	1			1	1
Australia	7	11	3	2			10	13
Brasil			4	2			4	2
Canada	2	1	4	2	2	1	7	4
Denmark	4	2	2	1	3	2	9	5
Finland	2	1	2	1			3	2
France	12	7	7	4	3	2	21	13
Hongkong			3	3	1	1	5	4
India	7	3	3	2			11	5
Iraq			2	1			2	1
Italy	3	2	13	8			16	10
Japan			8	5			8	5
China			1	1			1	1
Mexico			3	2			3	2
New Zealand	2	1					2	1
Norway	103	67	13	9	1	1	117	77
Peru			2	2			2	2
Poland	2	1					2	1
Russia			2	2			2	2
Spain	5	3	4	2			9	5
Great Britain	44	28	9	5	12	7	64	40
Sweden	17	9			6	4	23	13
South Africa	2	1	2	1			4	2
Germany	2	1	12	8	2	1	16	10
Hungary			2	1			2	1
USA	175	101	91	56	268	158	534	315
Europe/global					3	2	3	2
Total	387	239	196	122	301	179	884	540

NRK broadcasts films from many parts of the world.

Culture programmes on tv in 2008		TNS Gallup tv-meter
CHANNEL	GENRE	HOURS
NRK1	Film/cinema	3
	Art/culture/media	106
	Literature	22
	Music	418
	Theater	2
Total NRK1		551
NRK2	Film/cinema	11
	Art/culture/media	167
	Literature	33
	Music	69
	Cultural news	192
	Theater	11
Total NRK2		482
NRK3/Super	Film/cinema	10
	Art/culture/media	3
	Music	51
Total NRK3/Super		64

NRK transmitted more than 1000 hours about cultural phenomena on TV in 2008.

Outreach presentation of literature

In 2008 NRK participated in several literary events outside Marienlyst. *P2-Lytternes romanpris* (The P2 Listeners' Fiction Awards) and *Kritikerne velger* (The Critics' Choice Awards) were broadcast from *Litteraturhuset* in Oslo. P2 was also engaged in several broadcasts from the Lillestrøm Book Exhibition. *Bokprogrammet* (The Book Programme) had a full house at the exhibition when Hans Olav Brenner interviewed the Norwegian Foreign Affairs Minister Jonas Gahr Støre and the author Salman Rushdie. This programme was broadcast on NRK2.

Kringkastingsorkesteret on P2 autumn 2008

NRK statistics

DATE	PERFORMANCE
14 Sept.	Interlude og dans, fra La vida Breve, av Manuel de Falla. Spansk rapsodi for klaver og orkester, av Isaac Albéniz, Den tresnutede hatt, av Manuel de Falla. Fra Den Norske Opera, 6. september.
21 Sept.	Kvintett i g-moll, verk 39, av Sergej Prokofjev. Kvintett i A-dur, "Forellkvintetten", av Franz Schubert. Fra Store studio 10. september.
28 Sept.	Konflikt og forsoning, av komponisten, humoristen og tenkeren Helge Iberg. Fra Store studio 11. september.
12 Oct.	Fiolinkonsert i D-dur, verk 35, av Peter Tsjajkovskij. Symfoni nr 9 i Ess-dur, verk 70, av Dmitrij Sjostakovitsj. Fra Operahuset, 27. september.
26 Oct.	Oktober, symfonisk dikt, verk 131, av Dmitrij Sjostakovitsj. Klarinettkonsert, av Carl Nielsen. Symfoni nr 1, av Edvard Fliflet Bræin. Fra Store studio 16. oktober
9 Nov.	Wolfgang Amadeus Mozart: Adagio og fuge i c-moll. G.F. Händel (arr. Mozart): Acis og Galathea, Anton Webern: Symfoni, op. 21. Joseph Eybler: Symfoni i C-dur. Fra Store Studio 23. oktober
16 Nov.	George Antheil: Symfoni for 5 instrumenter, Igor Stravinsky: Historien om en soldat, Jon Øivind Ness: Bryllupsmusikk. Fra Store studio 29. oktober.
23 Nov.	Fanfare fra La Péri, av Paul Dukas. Förvillelser, av Britta Byström. Symphonie fantastique, av Hector Berlioz.
30 Nov.	Ouverture til Jegerbruden, av Carl Maria von Weber. Fiolinkonsert, verk 8, av Louis Spohr. Symfoni nr 103, av Joseph Haydn. Fra Store studio 6. november.
14 Dec.	Skabelsen og Mennesket, oratorium for kor, solister og orkester, verk 57, av Johannes Haarklou. Tekst: Henrik Wergeland. Fra Trefoldighetskirken i Oslo 13. november.
21 Dec.	Fiolinkonsert i d-moll, av Jean Sibelius. Sinfonietta, av Francis Poulenc. Suite provençale, av Darius Milhaud. Fra Store studio 27. november.

Kringkastingsorkesteret (*The Broadcasting Orchestra*) offers classical music of high quality to Norwegian listeners.

Transmissions of scenic arts on tv		
A selection from 2008		
CHANNEL	DATE	PERFORMANCE
NRK1	01 Jan.	Godt musikkår 2008
NRK1	04 Jan.	Cirkus Arnardo 2007
NRK1	12 Jan.	Åpning av Stavanger 2008. Åpningsforestilling til kulturbyåret
NRK2	20 Jan.	Olav H.Hauge og Geirr Tveitt 100 år – jubileumskonsert fra Drammens teater
NRK2	09 Mar.	Cullbergballetten 40 år
NRK1	21 Mar.	H.K.H. Kronprinsesse Mette-Marits utvalgte salmer – konsert fra Kulturkirken Jakob
NRK1	23 Mar.	Gatas Gynt: En annerledes iscenesetting av Ibsens Peer Gynt, med gatas folk i rollene.
NRK1	23 Mar.	Teppefall – redigert utgave av avskjedsforestillingen fra den gamle operaen
NRK1	29 Mar.	Virtuos – norsk finale i EBU's konkurranse for unge musikere
NRK2	30 Mar.	Musikalske landskap i Grieghallen – Ole Edvard Antonsen på en musikalsk reise
NRK1	05 Apr.	Rett i lomma - En ellevill farse fra Chateau Neuf i Oslo.
NRK1	12 Apr.	Åpningsgalla for Den Norske Opera & Ballett
NRK2	28 Sept.	Opera av Jules Massenets fra operahuset Gran Teatre del Liceu i Barcelona
NRK2	26 Oct.	Don Carlo – opera av Giuseppe Verdis (BBC-produksjon)
NRK2	15 Nov.	Metropolitan i full symfoni – KORK og jazzorkesteret Metropolitan fra Rockefeller i Oslo
NRK1	11 Dec.	Nobels fredspriskonsert 2008
NRK1	24 Dec.	Postkort fra livet – konsert fra Union Scene i Drammen
NRK2	26 Dec.	Byterminalen - en dokumentarisk musikal fra Stavanger

NRK statistics

Kunstreisen

Kunstreisen (Art Journey) is P2's weekly programme on pictorial art. It takes listeners out into the big wide world and visits important sites connected with the history of art and culture. This programme focuses on the highlights of art history. A new slot called "Modern Artist of the Month" was introduced in 2008 which looks at important contemporary artists.

The presenter Nina Skurtveit gives animated descriptions of art, architecture and their surroundings, while art historian Gunnar Danbolt presents knowledge and anecdotes about art history. *Kunstreisen's* website contains pictures of things that the presenters have described in the programme (cf. nrk.no/kunstreisen).



Kunstreisen takes listeners on art history trips.

NRK broadcast several performances from the new opera house in 2008. Hovedscenen on NRK2 shows music, opera and ballet every Sunday.

NRK in 2008 / CULTURE

For a long time *Kunstreisen*'s faithful, enthusiastic listeners have been asking for the programme to be broadcast as a podcast, but this has been a problem because of the restricted rights relating to music. However, the TONO Agreement which was signed during the autumn of 2008 opened the way for podcasting of programmes with a music content of less than 70%. *Kunstreisen* is therefore now available as a podcast. The editorial office has received feedback from several listeners who take podcasts with them while travelling and who listen to them while visiting the same places that *Kunstreisen* has visited.

Each year *Kunstreisen* invites listeners to attend a real trip to a historical art destination. Forty people participated on a trip to Istanbul in 2008 and were able to experience the presenters' enthusiasm and knowledge at close hand. The 2009 trip will be to Sienna.

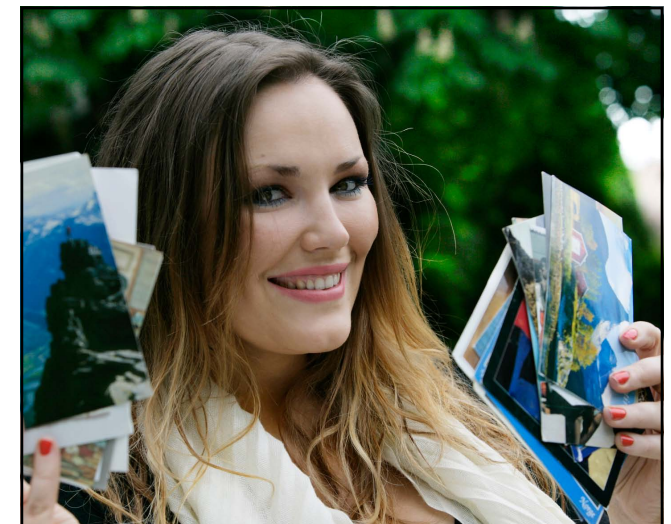
Safari

Safari covers contemporary art and culture. This programme aims to show that art reflects society and at the same time also says something about society through art. In 2008 *Safari* broadcast programmes about male roles, tabloid art, how modern artists use their bodies in art and how today's artists have been influenced by the 1968 revolution. *Safari* has interviewed many prominent national and international artists, including Elmgreen & Dragset, Martin Skauen, Marlene Dumas and Spencer Tunick.

Postkort fra livet

The aim of P1's *Postkort fra livet* (Postcards From Life) was to address the lives of members of the population in a different way. This programme started by asking listeners to send in stories about their lives. Over 200 stories were sent in and published on nrk.no/postkort. These stories constitute a patchwork of the lives that people have lived and serve as colourful moments in time in people's lives anno 2008.

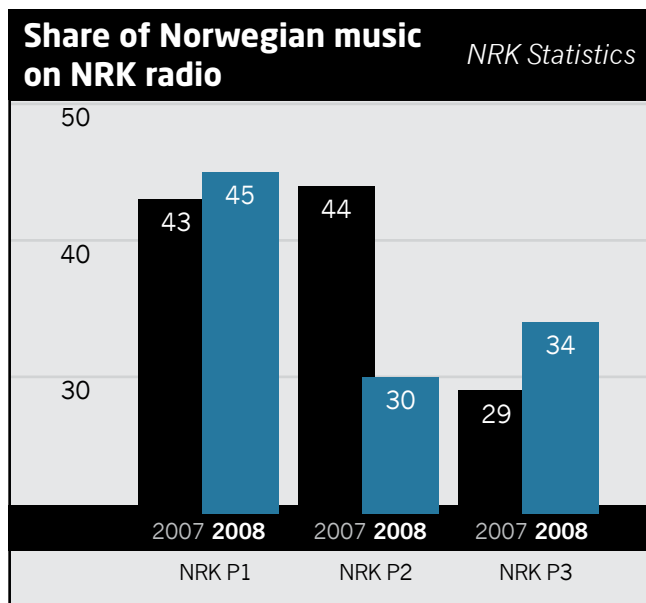
The next part of the project involved creating songs from these postcards in collaboration with eleven of Norway's most prominent artists, including Anne Grete Preus, Lars Martin Myhre, Elvira Nicolaysen and Sigvart Dagsland. These artists delved into the postcards that had been



In Postkort fra livet the life stories of listeners were expressed in songs.

NRK i 2008 / CULTURE

received and they also met the people behind the stories they told. These meetings were broadcast on radio, TV and online during the spring, summer and autumn. NRK1 broadcast a documentary about the project before Christmas. The songs were published on CD and were well received by the critics. The most important thing about this project was the way in which it brought NRK closer to its listeners and their stories.



NRK P1, P2 and P3 averaged 36% Norwegian music in 2008.

Music profile on NRK's radio channels in 2007 and 2008

Hours in each category

TNS Gallup PPM

	P1 (including night radio)		P2		P3	
	2008	2007	2008	2007	2008 (incl. night radio*)	2007
Serious music	27	21	994	1050		
Light pop/rock	1010	994				
Country	48	95				
Music in Norsktoppen and Norsk på norsk	263	297				
Blues	184	178	88	104		
Jazz		99	429	272		
Miscellaneous music	890	812	59	96	682	522
Opera			164	164		
Songs			71	89		
Light music			28	28		
Folk music			146	152		
World music			176	191		
Pop/rock					3990	2653
Heavy metal					210	200
Soul/Funk					67	75
Hiphop, Dance, House, Techno, Trance					960	687
Total	2423	2496	2155	2146	5909	4137

* 2008 was the first whole year with night radio on P3

P1, P2 and P3 collectively cover most musical genres.



Entertainment that hits the mark

NRK aims to offer recreation and new experiences to all its target groups. *Uti vår hage* (Out in Our Garden) took young viewers on a journey through Norwegian culture, while *Den store reisen* (The Long Journey) took Norwegian families to the other side of the earth.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least entertainment programmes.

Uti vår Hage 2

The three comedians Harald Eia, Bård Tufte Johansen and Atle Antonsen drew on statistical facts about Norway when they created the second season of the comedy series *Uti Vår Hage* (Out in Our Garden). Multicultural marriages break down twice as often as marriages where both the husband and wife are Norwegian. Two out of three Norwegians think that it is impossible to understand politics. In just four years a warmer climate has resulted in a threefold increase in the number of people falling seriously ill as a result of tick bites.

This resulted in seven original short films about everything from Swedish orgasms and “tick men” to municipal politicians who are guided around the capital by the “Oslo pilot”. The series adopted a satirical look at phenomena and institutions in Norwegian society. In one of the episodes the Language Organisation of Norway is subjected to a coup by a totalitarian leader whose aim is to make the whole of Norway speak *Nynorsk* (New Norwegian) in just seven days. In another episode the Norwegian Humanist Association moves into new premises. What happens when an organisation that denies the existence of supernatural phenomena discovers that its new office is haunted?

Online plays of *Uti vår hage 2*

The twelve most popular episodes from January to May 2008

TNS Metrix

	PLAYS
Ikke i rute	309424
Söta bror söta syster	293422
Mållaget	214245
Tvillingskjebner	234138
Dessert	180583
Allværsjakka	151594
Flåttmannen	165092
Alt for Norge Rundt	128627
Spesialsending for nett 11 January	81532
Spesialsending for nett 17 January	80289
Spesialsending for nett 21 February	37359
Spesialsending for nett 07 February	35048
Total	1911353

The public are very keen for Uti vår hage 2 to be available online and the twelve most popular broadcasts were played almost two million times between January and May 2008.

NRK in 2008 / ENTERTAINMENT

In addition to TV broadcasts, which had an audience of over half a million viewers, new content was produced for NRK's website. During the course of seven one-hour interactive live transmissions on online TV, Bård, Harald and Atle answered questions from viewers, led competitions and showed clips that had not been included in the complete episodes. *Uti Vår Hage 2* received the *Gullruten* Award for the best comedy programme in 2008.



Uti vår hage 2 presented many Norwegian phenomena in a new light, including the relationship between town and country.

Den Store Reisen

The TV series entitled *Den store reisen* (The Long Journey) allowed three Norwegian families to pack their cases and embark on a journey to an unknown destination. They did not realise that they would be living with some of the world's few surviving indigenous people. How would these families tackle the transition from their comfortable lives in Norway to a primitive existence among foreign people who spoke a completely different language?

Den store reisen was not an anthropological documentary, but a family programme designed to show what happens when people from different cultures with different ways of life meet each other. NRK wanted to show what it was like to live in a way that is totally alien to our everyday way

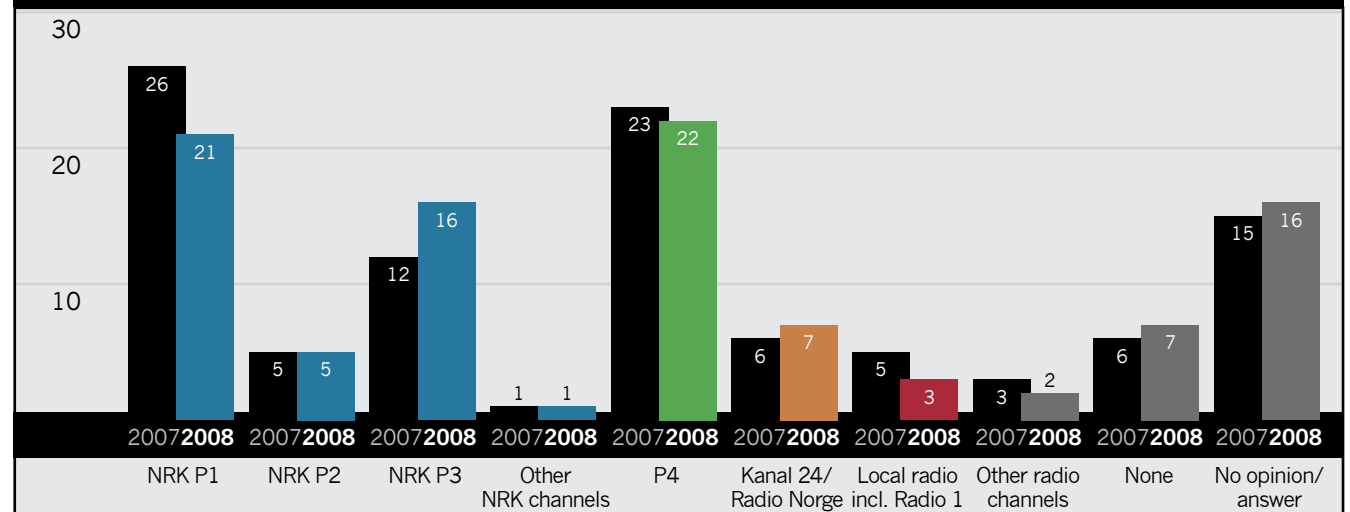
of life. *Den store reisen* created a debate about different ways of living, foreign cultures and the values of Norwegian families. The following extract from a reader's letter in *Adresseavisen* provides one example of people's enthusiasm for the series:

"This series has an important mission if it means that more of us are able to see ourselves on the other side of the table – when we are the hosts and we receive a visitor from a completely different culture."

Den store reisen was watched by an average of 947,000 viewers. Along with programmes like *Grosvold*, *Nytt på nytt* (the Norwegian version of Have I Got News For You) and *Kvitt eller dobbelt* (Double of Quits) this programme helped to ensure that NRK was able to provide a strong, extensive range of entertainment programmes during the weekends in 2008.

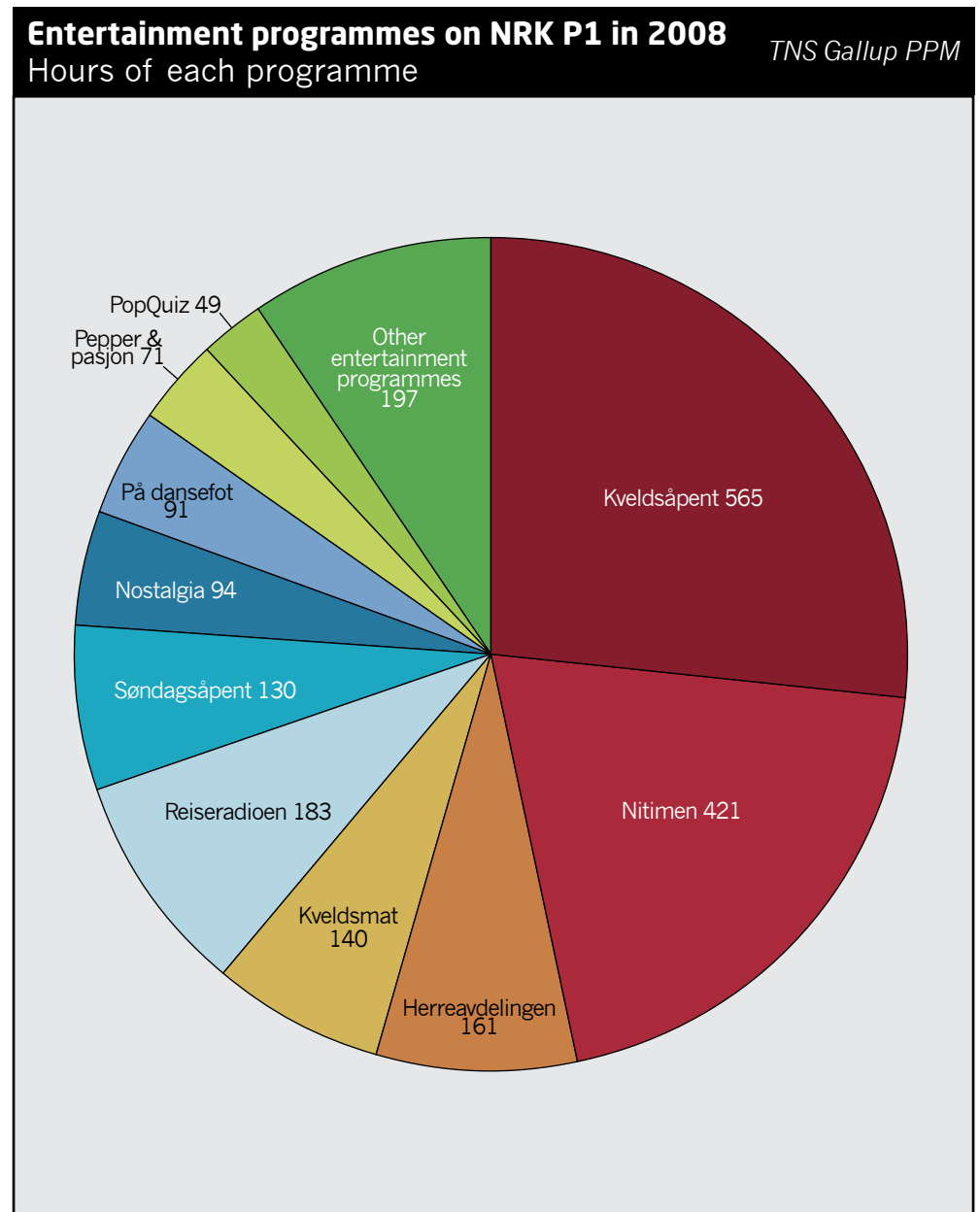
Which radio channel offers the best entertainment?

NRK's profile survey 2008



Top 20 programmes on NRK1 in 2008		<i>TNS Gallup tv-meter</i>	
	RATING IN 1000	MARKET SHARE %	
Nytt på nytt	1198	65	
Der ingen skulle tru at nokon kunne bu	1017	52	
Himmelblå	974	51	
Den store klassefesten	964	57	
Borettslaget	953	59	
Den store reisen	947	57	
Nordkalotten 365	923	49	
Grosvold	853	47	
Med hjartet på rette staden	826	50	
Søndagsrevyen	810	57	
Kvitt eller dobbelt	808	52	
Lørdagsrevyen	768	61	
Julenøtter	747	53	
Beat for beat - tone for tone	743	44	
Sørgeskåpen	730	43	
Kodenavn Hunter	711	40	
Showbiz	705	43	
Dagsrevyen	692	59	
Reinlykke	678	40	
Detektimen: Dalziel og Pascoe	660	44	

In 2008 Nytt på nytt and Der ingen skulle tru at nokon kunne bu (No-one Would Believe That Anyone Could Live There) had 250,000 more viewers than in 2007.



NRK P1 has a strong and varied range of entertainment programmes.

NRK in 2008 / ENTERTAINMENT

Opening Gala - The Norwegian Opera and Ballet

After more than 20 years of preparations the spectacular new opera house in Bjørvika opened on 12 April 2008. For NRK it was obviously important to make this event available to the entire population of Norway. The opening performance was a joint undertaking between NRK and The Norwegian Opera and Ballet, resulting in a four-hour live broadcast on NRK1, P2 and the Internet.

The opening performance celebrated the Opera House and featured its own ensembles and soloists, artists, international stars and ballet, as well as commentaries and comic sketches that had been prepared in advance. During the break between the performance's two acts NRK1 broadcast live from Café Opera in the foyer of the Opera House. Anne Grosvold – ably assisted by Marit Åslein – provided viewers with entertainment during the 30-minute break between the acts. These broadcasts were concluded with a fantastic fireworks display which was also included in the dramatisation of Wagner's *Flying Dutchman*.

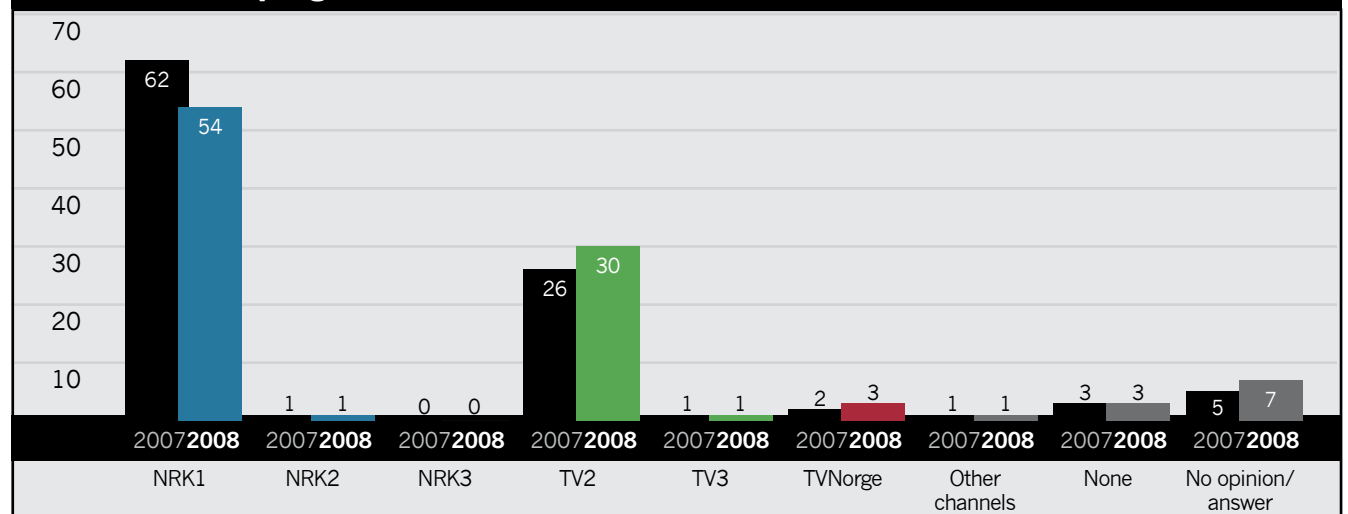
Two days before the opening NRK broadcast a documentary entitled *Operaen i havn* on NRK1 which showed the ups and downs of the Opera House's long planning and construction process.



NRK presented the new Opera House's opening gala to the whole population.

Which tv-channel offers the best norwegian entertainment programmes?

NRK's profile survey 2008



Festivalsommer

The short Norwegian summer is a festive season which NRK wants as many people as possible to participate in. In 2008 P3's *Festivalsommer* (Summer Festivals) project sent out music recordings, commentaries, concerts, interviews with artists and amusing commentaries on all media platforms. Anyone who was unable to be present in person thus had the opportunity to experience the music, the humour and the festive atmosphere.

P3 was present at the Hove Festival with its comedy programme entitled *Radioresepsjonen* (Radio Reception). The live broadcasts of the receptionists, Steinar Sagen, Tore Sagen and Bjarte Paul Tjøstheim, attracted several thousand festival goers. NRK's music programme *Lydverket* (Soundworks) also broadcast live from the Hove Festival, while *Kompani Knudsen* attended the Øya Festival and received daily visits from at least two bands which played for the festival goers and radio listeners.



DRAMA

Drama provides nourishment for dreams

Drama helps us to see the world through different eyes. The series entitled *Himmelblå* (Sky Blue) was about moving from the big city to start a new life.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least the dissemination and production of dramatic works that reflect the Norwegian language, identity and culture.

Norsk drama

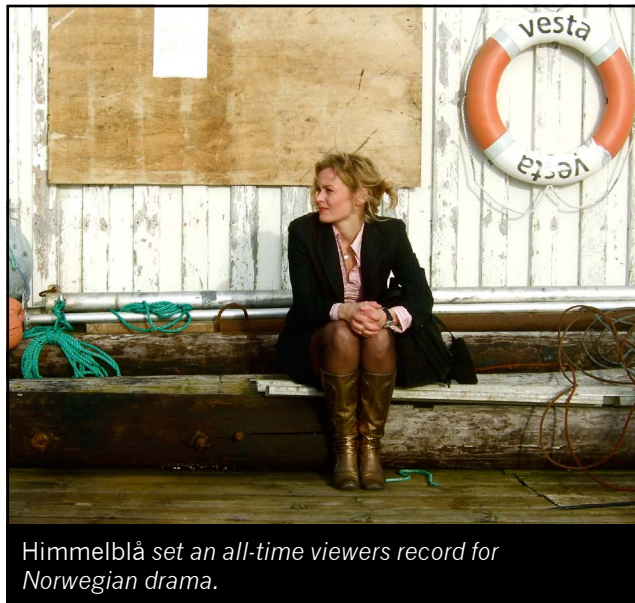
NRK has high ambitions for Norwegian drama. It is also tasked with the important job of inspiring the Norwegian film and music scene. *Himmelblå* features the music of non-established artists from P3's *Urørt* (Untouched). One of NRK's 2007 initiatives, *Berlinerpoplene* (The Berlin Poplars) won Prix Italia for the best TV drama in 2008. Another of NRK's aims is to present Norwegian reality. *Berlinerpoplene* took its audience to a village in the county of Trøndelag, while *Himmelblå* took them further north to an island on the Helgeland coast.

Himmelblå

Himmelblå (Sky Blue) is a feel-good series about a single parent, Marit, her children, Iris and Robin, and her best friend, Kim, who always helps out as a babysitter when Marit works late in the evenings as a cook. However, Marit is not satisfied with her job, her boss, her financial situation and Iris's friends – in fact she is not at all happy with life in the big city. Circumstances conspire and the four of them end up on the small island of Ylvingen on the coast of Helgeland. There they meet Brynjar, Britt, Roy, Roland, Karoline, Vivian, Halle, Johan and Ingeborg, and the fortunes of all these different characters are woven together to create a colourful patchwork of joys, sorrows, drama and love.

This production was one of the most comprehensive ever to have been produced by NRK Drama. A total of 500 people were involved in the production and filming took place in Brønnøysund and on Ylvingen, an island with around 30 permanent residents and 40-minutes by speedboat from the mainland. The success of the project was dependent on close, excellent cooperation with the region. The music produced for the series includes artists like Martin Horntveth and Anne Marie Almedal, as well as a number of *Urørt* artists.

The eighteenth and final episode was watched by 1,127,000 viewers which was an all-time record for a Norwegian TV drama. The repeats were also watched by several hundred thousand people and the series was a breakthrough for Norwegian drama on online TV. Season 2 is due to be broadcast during the winter of 2009.



Himmelblå set an all-time viewers record for Norwegian drama.

Kodenavn Hunter 2

The police secret intelligence unit, *Kodenavn Hunter* (Codename Hunter), embarked on a new mission in 2008. It all starts with a bang at the Stortinget underground station in Oslo. A distressed woman makes an anonymous call to say that her brother is going to blow himself up in the middle of the rush hour when passengers are busy travelling home from work. This marks the start of an intense hunt which takes the investigators to Sweden, Brussels and finally to South Africa where Norway is leading peace negotiations between the parties involved in a civil war which has ravaged the fictitious country of Mogatu.

The *Kodenavn Hunter* seasons have been two of NRK's greatest crime success stories. They were written and directed by Jarl Emsell Larsen who is well-versed about what takes place in criminal and police circles, portraying modern-day events on both the global and domestic stages.

The series had an average of 700,000 viewers and a version containing short mobile episodes was also made for mobile phone reception. This resulted in 3,500 episodes being played, which is a high number for something as new as mobile TV.



In 2008 the investigators in Kodenavn Hunter become involved in a case which impacted on diplomacy, African arms trading and Norwegian financial acrobats.

NRKs drama content sorted by country of origin				NRK Statistics
Hours broadcast				
	COUNTRY OF ORIGIN		REPLAY	TOTAL
NRK1	Australia	12	45	56
	Denmark	24		24
	Europe	1		1
	France	10		10
	China	2		2
	Norway	18	17	35
	Great Britain	194	251	445
	Sweden	47	4	51
	Thailand		2	2
	USA	91	185	276
	Austria		1	1
Total NRK1		398	505	903
NRK2	Europe	3		3
	Sweden		3	3
Total NRK2		3	3	6
NRK3	Australia	52	49	101
	Denmark		26	26
	France		10	10
	Norway		19	19
	Great Britain	63	88	151
	Sweden		19	19
	Germany	19		19
	USA	122	296	418
Total NRK3		256	507	764

The number of hours devoted to drama series by NKR increased from 1,230 hours in 2007 to 1,673 hours in 2008.

Radioteatret - a disturbing factor

Thanks to its four “stages” – *P2-teatret* (P2 Theatre), *krim på P1* (Crime on P1), *Lørdagsbarnetimen* (Saturday Children’s House) and *Hallo i uken – Radioteatret* (Radio Theatre) broadcasts more newly written Norwegian drama than any other theatre in Norway. *Radioteatret* appeals to a wide audience: just one single radio play on P1 attracts more listeners than the number of audience members who attend the National Theatre in a whole year.

Radioteatret entertains, but it is also disturbing. Such disturbing drama is generated by exciting detective stories and thrillers, but it also occurs when familiar performances are challenged. “Disturbing drama” was a topical initiative featured by *Radioteatret* in 2008. One example where it has been staged has involved the portrayal of strong women who have waged battles in unusual arenas around the world. *Hallo i uken* created a disturbing programme with its critical slant on current events. During the 2008 Year of Diversity a series of dramas was presented from other parts of the world and even these were potentially disturbing: how well do we actually know the world and its people? And during the Henrik Wergeland Year the radio play entitled *Roser i ørkenen* (Roses in the Desert) was broadcast, about one of the most brilliant troublemakers that Norway has ever produced.

NRK in 2008 / DRAMA

In 2008 NRK P2 premiered two radio plays which addressed current social problems:

- *Hauk og due* (Hawk and Dove) by Stig Amdam, about power struggles in a Norwegian political party
- *En handlingens mann* (A Man of Action) by Jesper Halle, about ethnic conflicts

P2 also premiered three documentaries about strong women engaged in battles:

- *Mitt navn er Rachel* (My Name is Rachel) by Rickman/Viner, about a young American activist in Israel
- *Min forestilling om mor* (My Perceptions of my Mother) by Anne-Karen Hytten, about a Norwegian woman in a concentration camp
- *Lise L* by Liv Heløe, about the war correspondent Lise Lindbæk

In *Lørdagsbarnetimen* (Saturday Children's Hour) on P1 the children's theatre presented the following two radio plays:

- *Krønsj* (Crunch), a 6-part sitcom written by a number of authors
- *Tause skrik* (Silent Scream), a thriller by Arne Svingen

Crime fans were able to enjoy two newly produced Easter detective stories: *Ekko i det fjerne* (Echo in the Distance) and *Døden tar buss* (Death Takes the Bus), as well as two series featuring strong regional traits:

- *Blitz* by Fredrik Skagen, from the county of Trøndelag

- *Svart arv* (Black Inheritance) by Magnhild Bruheim, a village crime story from the county of Hedmark

In 2008 *Radioteatret* also podcast 11 radio plays from the 1950s and introduced short "horror films" on the Internet, written by listeners. Please see nrk.no/radioteatret for full details.

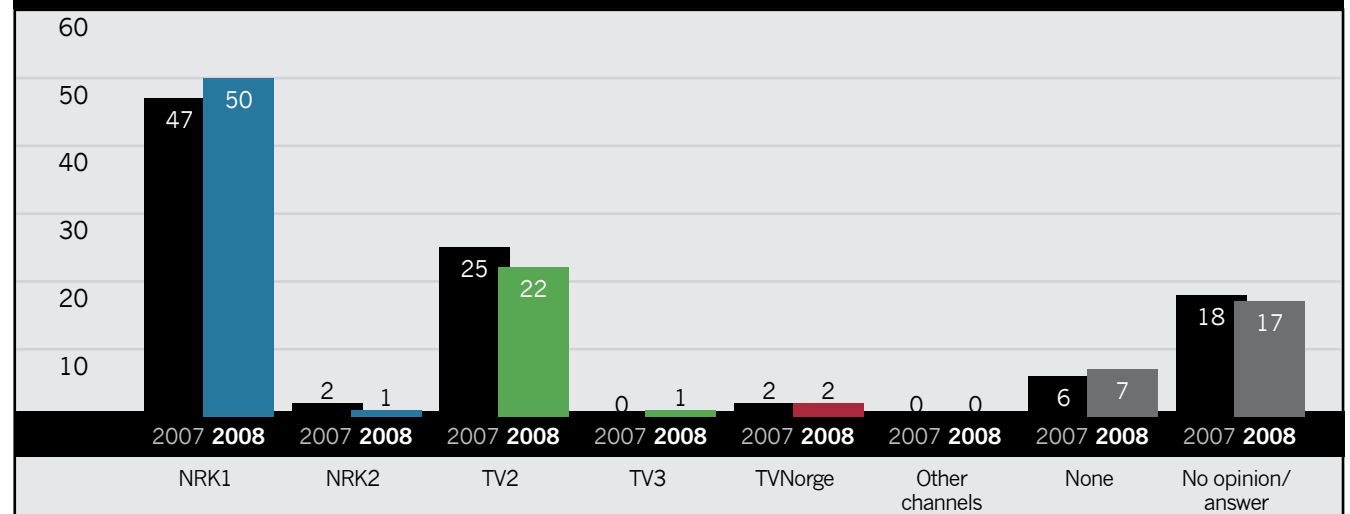
Radioteatret won several awards in 2008. The Nordic Radio Play Award went to *Schmokk* by Heidi Linde. *Alt for Daniel* (Everything for Daniel) by Ingunn Andreassen won the International Children's and Youth Radio Drama Festival's award, *Ex Aequo*, while *Hauk og due* by Stig Amdam was awarded a second place in the Prix Italia awards.



Is high-level politics a dirty game? The radio play Hauk og due is all about power struggles in a Norwegian political party.

Which tv-channel offers the best Norwegian series?

NRK's profile survey 2008





Opening closed spaces

NRK aims to promote public debate and to help in ensuring that the entire population receives adequate information to allow people to participate in democratic processes. In 2008 this important task was dealt with in programmes like *Bak lukkede dører* (Behind Closed Doors), *Verdt å vite* (Worth Knowing), *Spekter* (Spectrum) and *Forbrukerinspektørene* (The Consumer Inspectors).

§ 3-4 NRK's core activities

In its core activities, NRK's programming shall include programmes that are informative and stipulating, and that enhance the general knowledge of the public.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least regular current affairs and documentary programmes.

NRK in 2008 / FACTS

Spillet om et OL

Spillet om et OL (Fight for the Winter Games) was the first film in a documentary series entitled *Bak lukkede dører* (Behind Closed Doors) on NRK1. This film painted a different picture of the fight between the three applicant cities of Oslo, Trondheim and Tromsø for the Winter Olympics in 2018, with the alliance between Tromsø 2018, politicians and the government being subjected to critical scrutiny. The idea behind this documentary series was to investigate lobbying activities in Norway. In addition to the Olympic Games, *Bak lukkede dører* also investigated Norway's procurement of 48 fighter jets, the challenges facing party leader Erna Solberg in the run up to the 2008 local government elections and the battle relating to the deferment of outstanding tax owed to the Norwegian government by shipping companies.

The special thing about *Bak lukkede dører* is the method employed. The NRK team entered into binding agreements relating to access to board and meeting rooms in order to get as close as possible to the parties and political processes involved. All filming was conducted openly.

The only thing that NRK gave up was the right to control the publication dates. Under the agreements signed NRK accepted that no films would be shown until after the processes concerned had been concluded. Otherwise NRK had full editorial control of the contents and the parties involved were only allowed to provide input about facts or accounts if they could provide documentary evidence to show that these were incorrect.

None of the people involved in the films were allowed to remove any content or to intervene in a manner that might conflict with NRK's editorial independence.

Instead of adopting a traditional, confrontational approach, these programmes followed key players behind the scenes where strategies were discussed and decisions were made. In this way NRK was able to show processes that do not normally reach the public.

Spillet om et OL involved 275 hours of filming and conversations with over 90 sources. This documentary won NRK's 2007-2008 Journalism Award and gained a 7th place in the Prix Europa Awards in the current affairs programme category. It was also nominated for a 2008 *Gullruten* Award and is competing for a 2008 SKUP Award.



The documentary series entitled *Bak lukkede dører* created a critical debate about the Olympic Games.

NRK in 2008 / FACTS

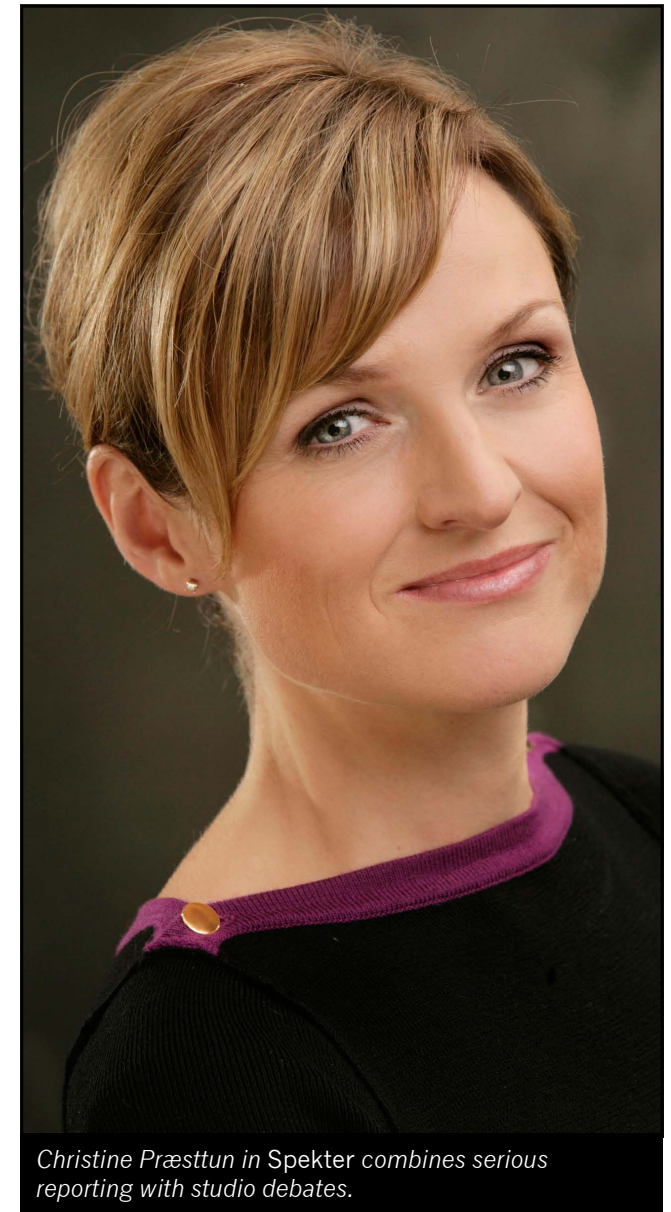
Investigative journalism at NRK

NRK has a special responsibility for engaging in investigative journalism in Norway. This is an expensive undertaking and it is difficult for commercial channels to spend much money on it. It is also a risky field, and although we live in a peaceful part of the world, some of NRK's journalists are subjected to threats during the course of their everyday work. Working to promote democracy and freedom of expression is now more important than ever.

Spekter

During the autumn of 2008 NRK's background feature programme *Spekter* (Spectrum) appeared under a new guise, with a new presenter. Christine Præsttun presents a mixture of amazing reports, in-depth studio interviews and historical reports in order to provide a broader understanding of current social problems and events. The programmes broadcast during the autumn highlighted the US presidential elections, racism, the financial crisis, Norway in its role as a peace nation, war criminals, the history of psychiatry and the Nobel Peace Prize.

Spekter is broadcast on NRK2 and has an average of 80,000 viewers. The programme's journalistic content is also presented on the **nrknyheter.no** website, with the item on racism receiving 67,000 hits. This item concerned eight-year old Elias who had to change schools because he had been bullied at his old school for being white. *Spekter*'s programme about war criminals showed that the Norwegian Police Security Service collaborated with alleged Afghan war criminals in Norway and helped to prevent them from being investigated. This programme was featured in several newspapers and resulted in political consequences.



Christine Præsttun in Spekter combines serious reporting with studio debates.

NRK in 2008 / FACTS

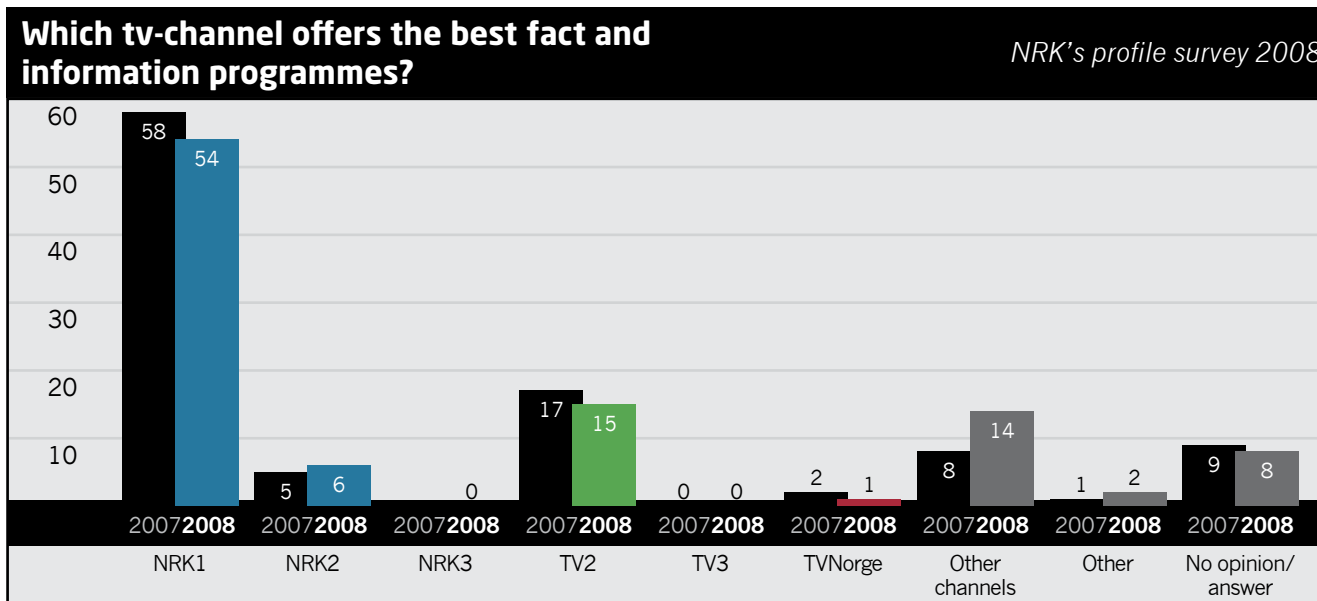
Spekter has deliberately introduced new voices to the social debate and always highlights topics from several different perspectives. The programme about the financial crisis invited a Norwegian stockbroker from Wall Street to talk about the inside dealings of the financial world. The programme about the history of psychiatry was attended by a psychologist who had himself been diagnosed with schizophrenia. *Spekter* is an in-depth feature programme with a difference because it devotes a whole hour to one and the same topic.

Brennpunkt

Brennpunkt (Focal Point) was re-launched in January 2008, presenting investigative journalism in an hourly format on NRK1. This programme aims to provide Norwegian viewers with an insight into important social issues, to set the agenda and to demand answers when an abuse of power has occurred. In 2008 *Brennpunkt* addressed a number of different topics, including special waste trading, the use of force in psychiatric treatment, the questionable aspects of fair trade, radiation boundaries, the exploitation of immigrants in the cleaning industry and the speculative decay of listed buildings.

Brennpunkt has developed a database on the nrk.no/maktbasen website to serve as a tool to support investigative journalism. The public can use this website to conduct their own investigations and obtain access to information and network databases.

In 2008 *Brennpunkt* was nominated for a couple of Prix Europa awards for two documentaries: *Hellige Krigere* (Holy Warriors) and *Mitt Skip er lastet med* (My Ship is Loaded With). The latter came in second place in the current affairs programme category. Three *Brennpunkt* projects have been nominated for SKUP awards in 2008.



Faktor

Faktor (Factor) is a major documentary initiative under which 273 programmes have been produced since 2002 for the primary purpose of telling good, important stories from all over the country to a wide audience. It has been particularly important to portray the ethnic, cultural, geographical and social diversity of Norwegian life.

Many of NRK's regional offices have been involved in the production of this programme. In 2008 *Faktor* portrayed events from 16 of Norway's counties, ranging from Svalbard to the Arctic. Another aim has been to ensure that at least 10% of the programme content relates to people from non-Norwegian or Sami backgrounds. In 2008 eight programmes (22%) were devoted to national minorities, including Pakistanis, Kurds, Indians, Chinese, Russians, Latin Americans, Forest Finns (people of Finnish descent living in the forest areas of Eastern Norway and central Sweden) and Jews. Each year NRK Sami has produced two Sami programmes for *Faktor* with Norway as the target group.

In 2009 *Faktor* will be replaced by another series called *Folk* (People) which will continue to pursue the same aims in respect of diversity, good stories and many different narrators.

Radiodokumentaren

NRK produces documentaries for the radio as well as the TV. The editors of *Radiodokumentaren* (The Radio Documentary) have set the agenda with several programmes in 2008. For example, the documentary *For å stoppe meg må de drepe meg* (They Will Have To Kill Me To Stop Me) resulted in a report featured on *Ukeslutt*, a news item featured on *Dagsnytt*, an item on the **nrk.no** website and a long report on *Søndagsavisen*. Several of these productions have created a debate in the local and national press.

NRK's radio documentaries have maintained a high international standard, with *Pappa på perrongen* (Dad on the Platform) winning an award for the best programme of the year in the 2008 Prix Radio awards. An extract from *Kronisk stive brystvorter* (Chronically Stiff Nipples) won an award as the best report in the same competition. Programmes produced by *Radiodokumentaren* also include *Optimist, pessimist, pensjonist* (Optimist, Pessimist, Pensioner) by Lars-Helge Myklebust, *Hva er det med Vigdis Hjorth?* (What's up with you Vigdis Hjorth?) by Hege Dahl (which represented NRK at the Prix Europa Awards in Berlin) and *Skinner solen i skyggen av en helt?* (Does the Sun Shine in the Shadow of a Hero) by Kaja Frøysa (about the love affair between Tikken and Max Manus).

Since the autumn of 2008 *Radiodokumentaren* has podcast most of its programmes (cf. **nrk.no/radiodokumentaren**), an offer which has been quickly snapped up by the public.

Der ingen skulle tru at nokon kunne bu

The sixth season of *Der ingen skulle tru at nokon kunne bu* (A Place Where You Wouldn't Think Anyone Could Live) was aired during the winter of 2008. Programme creator Oddgeir Bruaset provides viewers with an insight into non-conventional ways of living, off the beaten track. We meet people who have chosen to live in places where by necessity their way of life is different to the norm. Bruaset meets these people with respect and a good dose of curiosity. At the same time he and the photographer show fantastic clips portraying the natural landscape. These programmes are popular with people from all age groups, and have been watched by an average of 1 million viewers. A new season will be starting during the spring of 2009.

NRK in 2008 / FACTS

FBI

In 2008 *Forbrukerinspektørene* (The Consumer Inspectors) decided to direct their journalistic efforts towards four priority areas: food, housing, finances and technology. At the same time the editors are resolutely searching for environmental and ethical items within these four areas.

FBI is designed to boost the understanding of consumers so that they can more easily make choices in our complicated consumer society. In 2008 this slot was extended to NRK2 on some Wednesdays, with *FBI* concentrating on topical broadcasts such as *FBI Reise* (FBI Travel), *FBI Bil* (FBI Cars), *FBI Skolestart* (FBI Back to School) and *FBI Bolig* (FBI Housing). In-depth tests, discussions and expert answers are all available on nrk.no/fbi.



Forbrukerinspektørene focused on food, housing, finances and technology in 2008.

Informational programmes on NRK1, NRK2 og NRK3 in 2008

TNS Gallup tv-meter

Hours of each category

PROGRAMME CATEGORY	NRK1	NRK2	NRK3
Debate	134	316	0
Documentaries			
Historical	54	89	2
Contemporary	449	594	141
Other	52	34	27
Consumer/home/leisure			
Consumer	21	21	
Home/leisure/hobby	39	2	50
Life style/food	96	48	6
Travel	35	38	6
Other	91	33	9
Information other	116	41	0
Morning programmes	386	3	0
Total	1475	1219	241

A total of 2,935 hours of information programmes was broadcast on NRK1, NRK2 and NRK 3 in 2008.

Sterkere Puls

Puls (Pulse) is NRK's health programme which features both physical and mental health. During the autumn of 2008 *Puls* focused on various aspects of living together in a number of topical broadcasts about being single, infidelity, divorce and the children of divorcees.

In 2008 *Puls* supplied *Dagsnytt* with weekly news items, thus helping to place health on the agenda. The health experts who participate in these broadcasts are invited to join in online meetings with viewers on **nrk.no/puls** and take part in talks later on during the evening on NRK2. *Puls*'s website receives more hits than any other NRK website, and through **nrk.no/bedrepuls** and the provision of daily health news this programme helps to boost the pulse of the nation.

During 2008 *Puls* has been preparing a new series entitled *Bedre Puls* (Better Pulse) which will be broadcast during the spring of 2009. This programme will focus less on weight and more on getting into better shape, permanently. The participants reflect the diversity that exists in Norway and, regardless of what they are like when they start, they will end up in a better position to run the 10-kilometer long race, *Sentrumsløpet*, in May.

Verdt å vite

"My daily tram ride with Verdt å vite playing in my ear reminds me about what science is really all about. It reminds me why people look at the stars and bury themselves in books. It all starts with wondering. Thank you for providing me with daily reminders and inspiration."

A listener's e-mail sent to Verdt å vite,
9 December 2008.

Verdt å vite (Worth Knowing) is NRK's popular scientific radio programme which aims to present news about both national and international research. *Verdt å vite* was the only Norwegian editorial team which broadcast live from CERN in Switzerland during the massive physics experiment which was designed to recreate the Big Bang. In 2008 *Verdt å vite* also sent reports about the world's largest research conference in the USA, about China prior to the Olympic Games and about pioneering medical research all over the world.

Verdt å vite participated in two NRK projects in 2008: *Krafttaket* (All-out Effort) on NRK1 and *Kinadagen* (China Day) on P2. Together *Schrødingers katt* (Schrödinger's Cat) and *Verdt å vite* were also able to present a new online scientific service on **nrk.no/viten**.

The editorial team produces self-run live broadcasts every day, and was nominated as NRK's "Annual Team of 2008". This programme has been podcast since the autumn of 2005 and is one of NRK's most popular podcasts.

Schrødingers Katt

Schrødingers Katt (Schrödinger's Cat) is a scientific feature programme which aims to both provide information and to stimulate viewers. In November 2008 Norwegian TV viewers had the opportunity to test their memory in an initiative entitled *Memo*.

In *Memo* five participants were taught how to improve their memory by the Norwegian Memory Champion, Oddbjørn By. During their training two of the participants were supposed to learn the names of 200 countries and capital cities. These broadcasts showed how the brain works, and they presented Norwegians with exceptionally good memory in their specialist fields, e.g. Drillo Olsen and Arne Scheie. *Memo* also collaborated with other NRK editorial teams. In November 2008 several other programmes also dealt with memory, i.e. *Newton*, *Verdt å vite*, *Kveldsåpent* and *P.I.L.S.*

Schrødingers Katt's memory initiative on **nrk.no/viten/memo** set a new online record, receiving almost 500,000 hits in November. This website contained material supporting the TV programmes, including tests, facts and memory techniques. The material shown on the TV broadcasts was so demanding that it was important for the public to be able to go back and use it at their own pace.

NRK in 2008 / FACTS

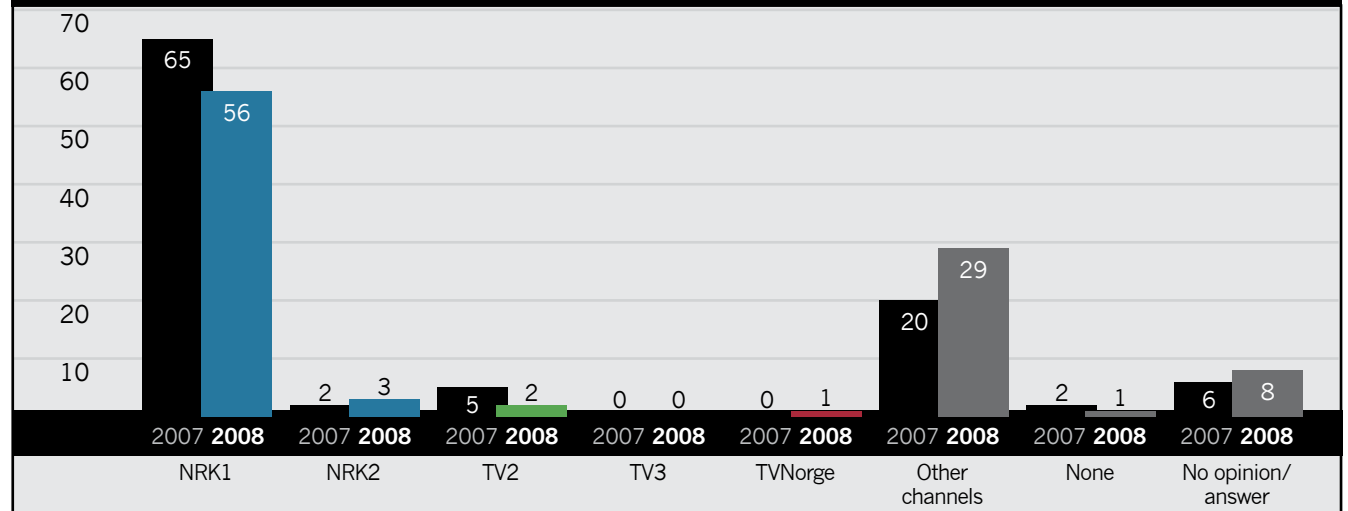
Ut i naturen

Ut i naturen (Out in the Countryside) aims to provide the public with fantastic experiences of their natural environment and to encourage people to discover Norwegian nature. This programme aims primarily to inspire children and adults to make use of and enjoy the natural environment.

The programme entitled *En naturlig helaften* (A Natural Full Evening) attracted 730,000 viewers on NRK 1 and 350,000 viewers all evening on NRK2 in 2008, thus showing that our work has been successful. This also applies to our 600,000 weekend radio listeners. *Grønn glede* (Green Delights), which was broadcast during the summer, also served to show people's joy at seeing plants sprout up on both sides of the garden fence. The weather forecasts broadcast on *Yr* (Drizzle) have been useful for many people with an interest in nature, and during 2008 the number of users of the **yr.no** website increased from 400,000 to 1 million.

Which tv-channel offers the best nature programmes?

NRK's profile survey 2008





Expanding horizons

Many different religions and philosophies of life flourish in Norway. NRK invites its public to engage in reflection in both permanent programmes like *Under samme himmel* (Under the Same Sky) and individual programmes like the documentary entitled *Anita - uten tvil* (Anita - irrefutably).

§ 3-5 Programme requirements
As regards both radio and television, NRK's overall programming shall include programmes on philosophy of life and religious programmes.

Under samme himmel

Under samme himmel (Under the Same Sky) is an eclectic religious and philosophical programme on P1 which replaced *Det skjedde i de dager* (It happened in Those Days) in March 2008. *Under samme himmel* allows people with different traditions to talk about their life and beliefs, and we meet Muslims, Christians, Hindus and atheists, etc. This programme always concludes with a monologue called “Word of the Day” where people from different backgrounds talk about whatever they have on their mind, based on their own outlook on life.

The editors of the programme are aware that few Norwegians understand immigrants and that news journalism is their most important source

of information about foreign cultures. The news often focuses on war and conflict and thus presents more about the exceptions than the norm. *Under samme himmel* focuses on everyday issues and how most people want to live peacefully with each other. Irrespective of whatever culture they come from, they all speculate about the meaning of life, and death. The answers they arrive at may vary, but they are generally based on the same basic attitudes about families, suffering or decency.

Det tror jeg på!

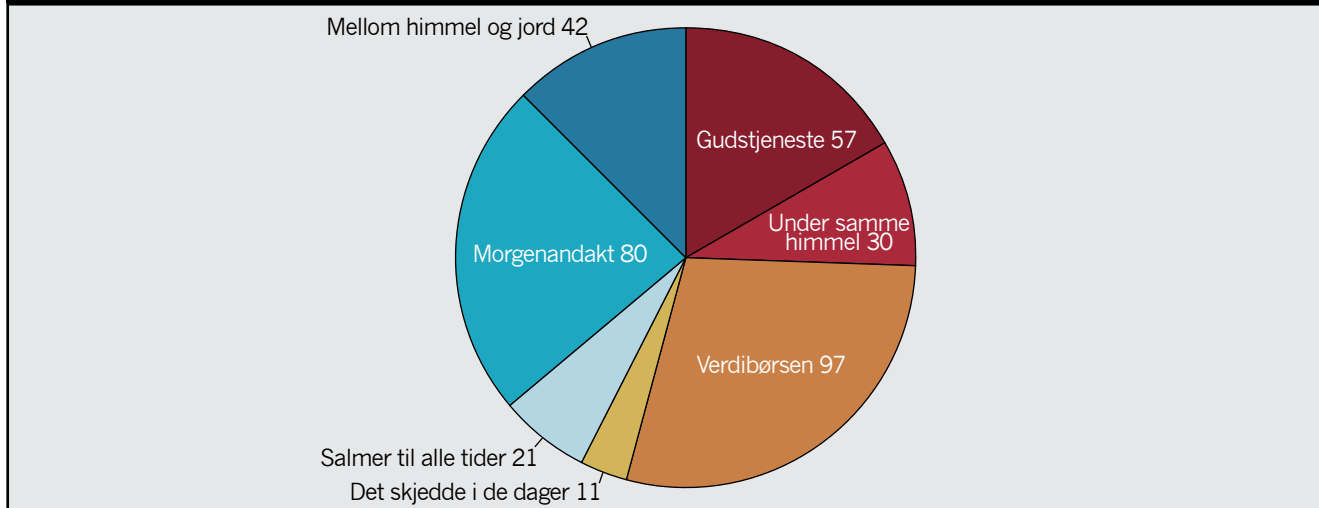
Mellom himmel og jord (Between Heaven and Earth) is a current affairs programme on P1 where the emphasis is on philosophy and religion in Norway’s increasingly multicultural society. Each Sunday this programme invites listeners to participate in its slot entitled *Det tror jeg på!* (I believe in this!). For example, in 2008 Asta Busingye Lydersen said that she believes in her family, Line Khteeb believes in justice, Majoran Vivekananthan believes in a multicultural society, Anette Lilletvedt believes in Jesus, Assad Siddique believes in spring, Hege Storhaug believes in freedom and tolerance, Gro Dahle believes in the trees and Assad Nasin believes in a world without war. By allowing people to express their views in this way *Mellom himmel og jord* is aiming to build bridges between people with different traditions and between believers and non-believers. On average this programme had 530,000 listeners in 2008.



Religion and philosophy of life-programmes in NRK P1 and P2

TNS Gallup PPM

Hours of each programme in 2008

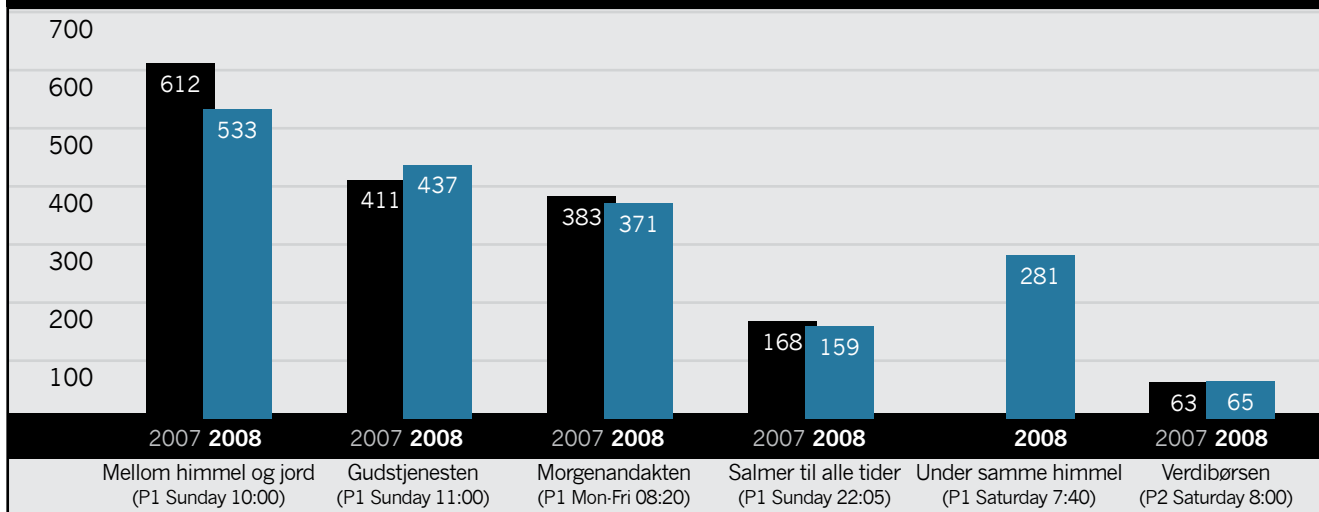


NRK P1 and P2 broadcast a total of 338 hours about philosophy and values in 2008.

Radio programmes about religion and philosophy of life

TNS Gallup PPM

Daily reach in 1000



Decision about proclamatory programmes

In 2008 it was decided that NRK should offer proclamatory programmes from other traditions rather than just Christian ones. This was a historic decision, and the public will start to experience the results in 2009 when NRK will be showing a TV proclamatory programme about a Muslim festival, and three of the programmes in the *Åpen himmel* (Open Sky) TV series will be devoted the many different aspects of religiousness.

Programmes with a Christian profile



Åpen himmel offers short services on Sundays at 17:30 on NRK1.

NRK P1 has several permanent programmes with Christian content. *Morgenandakten* (Morning Prayers) on P1 at 08:20 offers a spiritual start of the day. *Radiogudstjenesten* (The Radio Service) at 11:00-12:00 on Sundays has over 400,000 regular listeners. On Sunday evenings the public can listen to familiar oldies and modern hymns on *Salmer til alle tider* (Hymns for All Seasons). *Åpen himmel* (Open Sky) has a programme slot at 17:30 on NRK1 when it broadcasts short services.

Two documentary series about philosophy

In 2008 the Swedish documentary series *Eksistens* (Existence) was broadcast on NRK1. This programme is about society and philosophy, and during the course of five programmes it addressed a range of topics such as religious freedom, the history of Israel, religious schools and fundamentalism.

NRK2 broadcast a Norwegian philosophical series that looked more closely at how people's lives are affected by their outlook on life. One of these programmes shows Anne Marit who thinks that it is our duty to help each other. Another one is about Egil, who yearns for money and prestige. During the course of six programmes this series investigates materialism, morals and happiness in the everyday lives of Norwegians.

Philosophy of life in other programmes

Verdibørsen (Values Exchange) deals with issues relating to values in modern times. The ethical, moral, philosophical and religious aspects of people's beliefs and community life are presented and discussed during a 55-minute broadcast on P2 every Saturday and Sunday.

Migrapolis is a multicultural features programme on NRK1 which often addresses problems relating to different outlooks on life. *Når julen er en utfordring* (When Christmas is a Challenge) included a look at how people from different religious backgrounds meet to celebrate Christmas.

Anita – Uten tvil (Anita – Irrefutably) is a documentary programme about Anita Apelthun Sæle and her husband Finn Jarle who live a highly dedicated Christian life. Anita has opinions which are not shared by many others, e.g. she is against homosexual marriages. The documentary about this controversial politician from the Christian People's Party was broadcast in May as part of the *Faktor* series of programmes on NRK1.

Kronprinsesse Mette-Marits salmer til styrke og håp (Crown Princess Mette-Marit's Hymns for Strength and Hope) is a documentary about the Crown Princess's strong associations with hymns. "Hymns create a link between me and God and between me and life", she says as she talks about hymns which mean a lot to her. We follow the Crown Princess during the recording of hymns for a record which features contributions from artists like Kari Bremnes, Susanne Sunnfør and Lars Lillo-Stenberg. This documentary was broadcast in March as part of the *Faktor* series of programmes on NRK1.



Modern indigenous people

NRK shall have relevant, up-to-date content for the Sami people. In 2008 NRK's online Sami service received a major upgrade. NRK also wants to integrate Sami affairs into other programmes that it presents. *Reinlykke* (Reindeer Success) portrayed the Sami way of life and Sami culture to a wide audience.

§ 3-5 NRK's core activities

As regards both radio and television, NRK's overall nationwide programming shall include at least:

- Daily broadcasts for the Sami population
- Regular programmes for children and young people in Sami
- Programmes for national and linguistic minorities

Reinlykke - Boazolihkku

The documentary series entitled *Reinlykke* (Reindeer Success) presented an aspect of Norwegian reality that rarely comes to the fore. This series provided viewers with an insight into the life of a large Sami family dynasty, headed by Johan “Junnan” Mathis Eira who holds sway over around 30 descendants and thousands of reindeer. NRK spent a year following the Eira family from Kautokeino. This family successfully engages in reindeer herding, but this requires hard work in the Arctic environment. This ancient industry is under threat from predators, road traffic, poor grazing grounds, bad weather and unsafe ice. Junnan is faced with the major challenge of transferring his knowledge and skills to succeeding generations and thus preserving their success with their reindeer.

The key words used to describe the figurative language used in the series were “big and close”, while “freedom and community spirit” were similarly used to describe the content of this family saga. The fact that a father, son and grandson can go to work together to do the same job and at the same time move around so alone and freely in the landscape is a unique form of community spirit and freedom. This series showed the contrasts between traditional Sami technology, modern technology and the Sami way of life. *Reinlykke* had an average of as many as 680,000 viewers per episode on NRK1. This series was nominated for a *Gullruten* Award.

Izü!

Izü is a TV venture for young Samis. “A humorous programme for people who are younger than their mothers!” is the slogan adopted by the programme’s creators, Vanja, Åse and Ellen. *Izü* has provided young Samis with their own TV programme, and it also has a strong presence on the Internet (cf. nrk.no/izu). Five programmes were broadcast on NRK3 during the autumn of 2008. *Izü* is a funny programme for young people, created mainly by Samis for Samis. However, it is also supposed to be interesting for viewers from all walks of life. The series was well received by the public and it will continue in 2009.



The Eira family allowed the public to participate in modern Sami reindeer herding.



Izü is a lively humorous programme that challenges common attitudes. This photo shows the presenters Åse Kathrin Vuolab and Oddveig Hætta (from the left) in action during the first programme.

NRK in 2008 / SÁMI

Growth for nrk.no/sami

In 2008 NRK invested heavily in developing its online Sami services. After being launched in 2007 the **nrk.no/sami** website enjoyed continued success during its first full year of operation in 2008. The number of unique users increased by 56% and there was a massive 124% increase in hits, partly thanks to the photo galleries showing current events. 85% of users are happy with this online service, and 77% think that **nrk.no/sami** is an important online arena for Samis. NRK aims to offer the Sami people an integrated service across all media, with TV and radio reports being presented online as quickly as possible. This website is also designed to serve as somewhere for discussing issues and looking at them in depth.

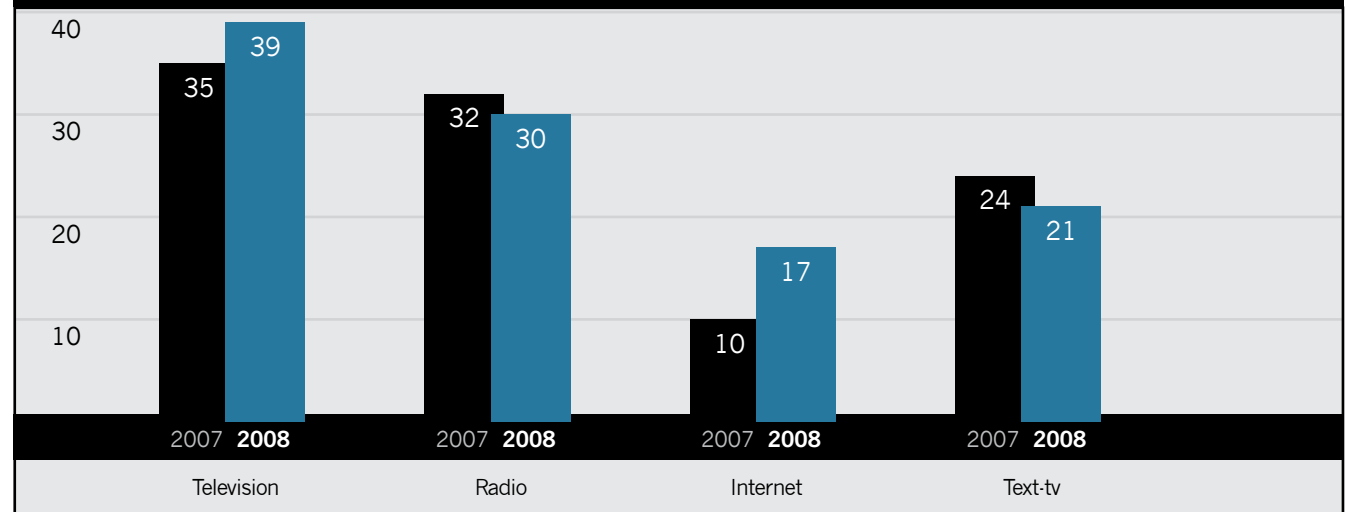
Luo-mus máilbmái, a Sami music programme

Luo-mus máilbmái is a popular radio programme about music, in which presenter Wenche Marie Hætta enthusiastically addresses both the new and old aspects of Sami music and *joik* (Sami chanting). One of the things she has speculated about is why so many Sami artists choose English names for their bands. She has also reflected on the fact that Sami song texts have been influenced by different colours. This programme is broadcast regionally on P2 every Friday.

NRK Sámi Radio's daily reach in the sámi population

Percentage in each medium in 2007 and 2008

NRK sámi survey

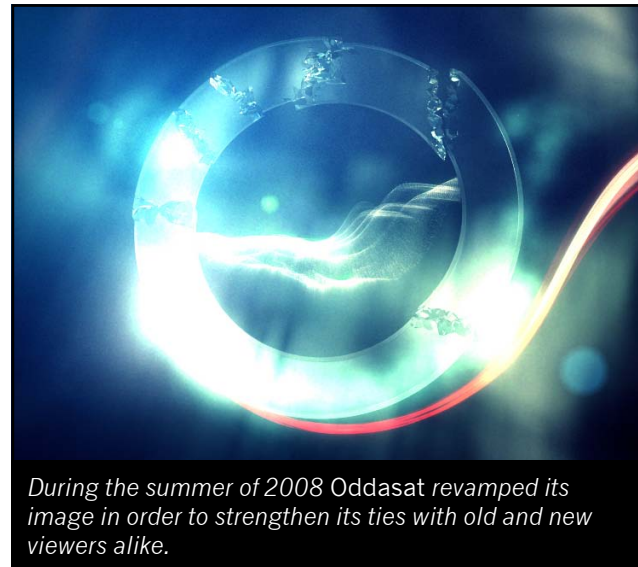


17% of the Sami population made daily use of NRK's online Sami service in 2008, compared to 10% in 2007.

NRK in 2008 / SÁMI

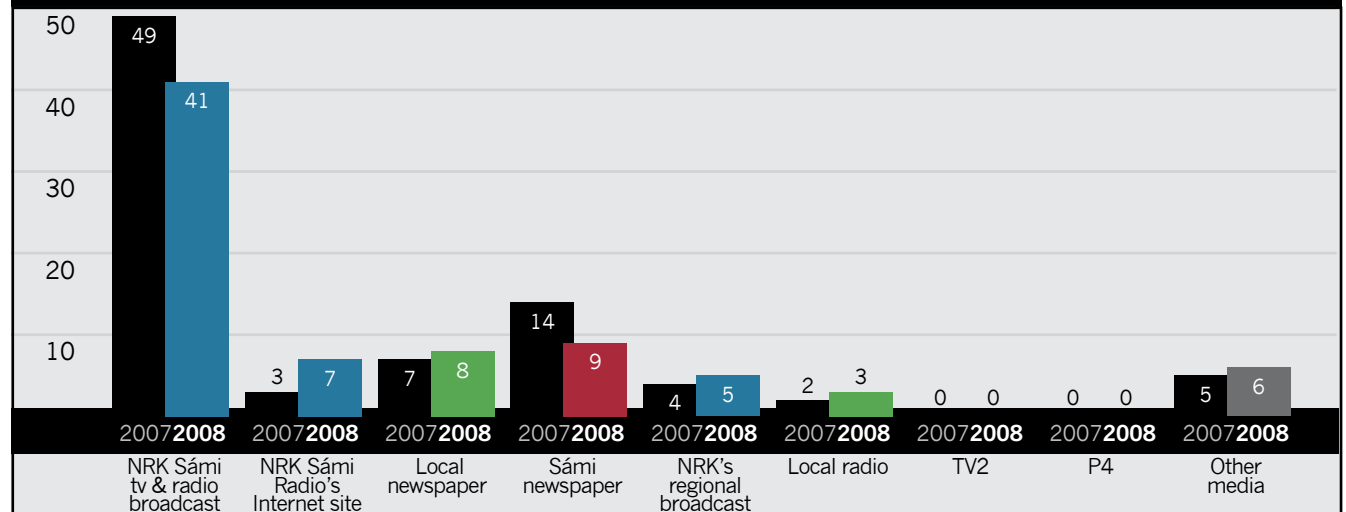
Oddasat under a new guise

The Sami news programme, *Oddasat*, acquired a new graphic image in August 2008. The new studio no longer features the “old” Sami symbols and the scenographic colour spectrum is also completely new. At the same time *Oddasat* developed a new form of presentation. The aim is to offer viewers different perspectives to those presented by most other news programmes. One survey shows that *Oddasat*'s viewers want more consumer and educational material, as well as greater coverage of industry (reindeer herding/fishing/agriculture). In 2008 *Oddasat* combined forces to cover the news with Me Yle Sami Radio and SVT Sapmi. *Oddasat* also collaborates with indigenous broadcasters all over the world. The aim is to strengthen this venture and to broadcast indigenous issues on a daily basis.



Which medium offers you the best information regarding sámi issues?

NRK sámi survey



The Sami people are gradually starting to make use of new media in order to obtain information.

Dávgi - an international indigenous feature programme

Dávgi, an indigenous feature programme, was a new venture in 2008. It had an international profile and basically focused on reporting items featured by other indigenous broadcasters from all over the world. This programme also included an in-house production where the issues presented were looked at in greater depth by experts. This venture resulted in 7 broadcasts on NRK2 during 2008 and it was successful in achieving NRK's Sami culture ambitions. Normally the main media do not devote much space to featuring matters relating to indigenous people and it is therefore important for NRK to raise such issues.

NRK Sámi Radio's programme profile on radio and television

NRK statistics

RADIO

Category	Hours
News in Sámi	311.3
News in Norwegian	21.1
Current affairs in Norwegian	34
Current affairs	136.3
Children and youth	78.3
Sport	70.2
Religion	72.3
Culture, entertainment	993
Music	3.3
Total	1720

TELEVISION

Category	Hours
Children	88.3
Youth	1.6
Facts	2.7
Culture	3.6
Religion	0.5
Indigenous magazine	5.7
News	105
Total	207.5

In 2008 NRK Sámi Radio devoted 41 more hours to radio broadcasting and 76 more hours to TV broadcasting compared to the previous year.



MINORITIES

Integrating multicultural diversity

NRK aims to reflect the multicultural aspects of Norway in all its programme categories, ranging from the news to children's programmes. In order to achieve this NRK initiated two projects in 2008, *Flerkulturell Rekruttering* (Multicultural Recruitment) and *Flerkulturelt Kildearkiv* (Multicultural Source Archive).

§ 3-4 NRKs core activities

NRK's core activities shall have a content that appeals to broad segments of the population and protect the interests of minorities and special groups.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least programmes for national and linguistic minorities.

Minorities on NRK

Norway is a multicultural country with people from 213 different countries and regions. Almost 460,000 people are either immigrants or have been born in Norway to immigrant parents. NRK aims to reflect this diversity and one of its targets is to reach at least 60% of Norway's immigrant population on a daily basis. NRK does not just aim to present minority programmes because minorities are being increasingly represented in NRK's overall programming activities. The *I kveld* (Tonight) debate programme focuses specially on including multicultural voices (cf. the News chapter in this report). The children's programme, *Pingpong*, is about an adopted girl who discovers her Chinese background (cf. the chapter entitled Children in this report). The portrait programme entitled *Sølvsuper* (Silver Super) (on NRK P1) often presents the stories of people from multicultural backgrounds.

Migrapolis - a codebreaker

Since it was first launched in 1997 *Migrapolis* has pioneered the way for presenting the multicultural aspects of Norway. This cultural features programme has increasingly appealed to the entire population. In 2005 it acquired a permanent broadcasting slot on Wednesdays at 2230 hrs on NRK1, and ever since then it has enjoyed a stable audience of around 320,000 viewers. *Radio Migrapolis* has become established on P2 on Sundays, presenting a broad range of issues. These radio broadcasts and the nrk.no/migrapolis website are more relevant on a daily basis than the TV broadcasts since they have a shorter production time.

The aim of *Migrapolis* is to encourage the public to engage in innovative thinking. The programme throws new light on topics like cross-culture love, child upbringing, discrimination and prejudices by presenting meetings with everyday people. In *Migrapolis* you meet real people with real stories. For example, in 2008 Ragnhild Backstrøm talked about what it is like to be the mother of an adopted HIV positive boy, and the work she carries out in her meetings with the nursery, school, her friends and her local environment.

Migrapolis has an international group of reporters who have an extensive contact network. These reporters are more easily able to gain access to circles that other journalists have trouble breaking into. Over a period of 11 years this programme has built up people's confidence and this has resulted in people saying "yes" to *Migrapolis* while they are reluctant to tell their

stories to other media. In 2008 the editorial team noticed there had been an increase in internal and external interest from editors seeking access to multicultural sources. In 2008 an organisation called *Familie og Medier* (Family and Media) awarded *Migrapolis* its *Medierosen* prize "for providing minorities in Norway with a voice that they can recognise".



Journalists working on *Migrapolis*, represented here by Vegard Th. Olsen, Karyn Bennett-Lund and Hung Mai Ba (from the left), have developed special contact with Norwegian minority groups.

NRK in 2008 / MINORITIES

FleRe - multicultural recruitment

In January 2008 Jathushiga Bridget Rajah, Dang Trinh, Nedim Dizdarevic, Azka Baig and Mina Ghabel were granted NRK scholarships. They were the first five people to be involved in the trial *FleRe* project that was designed to promote the multicultural recruitment of journalists to NRK. They spent six months attending courses on basic radio, TV and online journalism, initially spending four months with the host editorial team at *Østlandssendingen*, followed by a further two months with other NRK editorial teams. A further five scholarship holders started with NRK in the autumn of 2008.

NRK's aim for multicultural programming activities must be reflected within the organisation. Multicultural journalists have different experiences and skills – linguistic, social and cultural – compared to journalists with an ethnic Norwegian background. The inclusion of journalists with a minority background on an editorial team provides a valuable addition of ideas, networks and knowledge. They can help to ensure that a greater number of people are able to recognise their reality on NRK's programmes and in its coverage of issues.

NRK is hoping that most of its scholarship holders will continue working as journalists for NRK and the other media. The first permanent appointment to a scholarship holder was made to Jathushiga Bridget Rajah, while three others have so far received temporary positions with NRK. *FleRe* was originally planned to be a trial project for three groups, but just before Christmas it was decided that a fourth group would be added in the autumn of 2009.



FleRe: Dang Trinh, Azka Baig, Jathushiga Bridget Rajah, Mina Ghabel and Nedim Dizdarevic (from the left) were members of first group under NRK's multicultural recruitment project. Ten new scholarship holders will be included in 2009.

Multicultural Source Archive

There are many repeats among the sources used by the media, and providing minorities with a voice is a challenge. In order to counteract imbalance NRK set up a working party in 2008 to create an archive for sources with a multicultural background. This group contacted the relevant public institutions and organisations and obtained source tips from journalists working on different editorial teams.

The Multicultural Source Archive can be used by the entire NRK organisation. One of the main ideas behind the project is that multicultural sources should be used more often because of the expertise they contain, and not just because they are multicultural. So when a journalist needs a doctor or a teacher to talk about a topic, a woman with Indian origins could just as easily be used as a Norwegian man. NRK will thus help to ensure that minorities are not just visible in matters relating to typical multicultural topics, e.g. religion, immigration and forced marriage, etc.

This working party quickly accumulated around 500 new multicultural sources, representing groups ranging from lawyers and nurses to mechanics and mothers, etc. The future challenge will be to use this archive when hunting for alternative sources on a daily basis, and to constantly expand it.

Minorities in selected programmes

Under samme himmel (Under the Same Sky), *Mellom himmel og jord* (Between Heaven and Earth) and *Verdibørsen* (Values Exchange) are some of NRK's radio programmes about philosophical issues which regularly include multicultural guests. The NRK1 documentary series entitled *Eksistens* (Existence) also addressed problems relating to the meeting between majority and minority cultures (cf. the Philosophy chapter in this report).

Sølvsuper (Silver Super) is a portrait programme on NRK P1 which often presents multicultural Norwegians (cf. nrk.no/solvsuper). In 2008 Ashna talked about the meeting between Kurdish and Norwegian culture, Undis talked about her meeting with India, Ismail talked about his childhood in Mogadishu and Ronald, who is now a researcher at the Norwegian Centre for Human Rights, talked about his upbringing in the segregated southern states of the USA.

Finskendinga (The Finnish Broadcast) has a permanent programme slot on NRK P2 in northern Norway on Wednesdays, broadcasting news and information between 12:48 and 13:00 hrs about Finns and *Kvens* (a Norwegian ethnic minority with Finnish origins) in Norway (cf. nrk.no/kveeni).

Faktor (Factor) is a documentary series on NRK1 (also discussed in the Facts chapter in this report) which in 2008 broadcast eight programmes about people from different ethnic backgrounds other than Norwegians, including

Pakistanis, Kurds, Indians, Chinese, Russians, Latin Americans, Forest Finns (people of Finnish descent living in the forest areas of Eastern Norway and central Sweden), and *Jews. Hitler, Stalin og lille Anja* (Hitler, Stalin and Little Anja) (broadcast on 3 March) was about Anja Øverdahl, who revisits the escape route that she used when she was a Jewish girl in Poland during the 2nd World War. *Værprofeten* (The Weather Prophet) (broadcast on 22 September) was about the forestry worker, author and weather forecaster Bjørn Frang who comes from Finnish origins and regards it as being important to continue the tradition of reading the signs provided by the weather; an old oral tradition from *Finnskogen* (a forest area in eastern Norway largely inhabited by immigrant Finns) which is now in danger of being extinct.

En iransk besøksvenn (A Friendly Iranian Visitor) is about how the Red Cross puts old people in contact with ethnic minorities – so that both parties gain a new friend. The Danish documentary was broadcast on NKR1 on 22 March.



To the whole country, from the whole country

NRK's regional offices do not just provide news to local communities; they also ensure nationwide news coverage and present the culture and living conditions that apply in the various parts of the country. In 2008 there was a substantial increase in the use of the regional offices' websites.

§ 3-4 NRK's core activities

In its core activities NRK's programming shall collectively have far-reaching social coverage and thus mirror the diversity of culture, philosophy of life and living conditions that exist in the various parts of the country.

§ 3-5 Programme requirements

As regards both radio and television, NRK's overall nationwide programming shall include at least regional programming, including daily proprietary regional broadcasts.

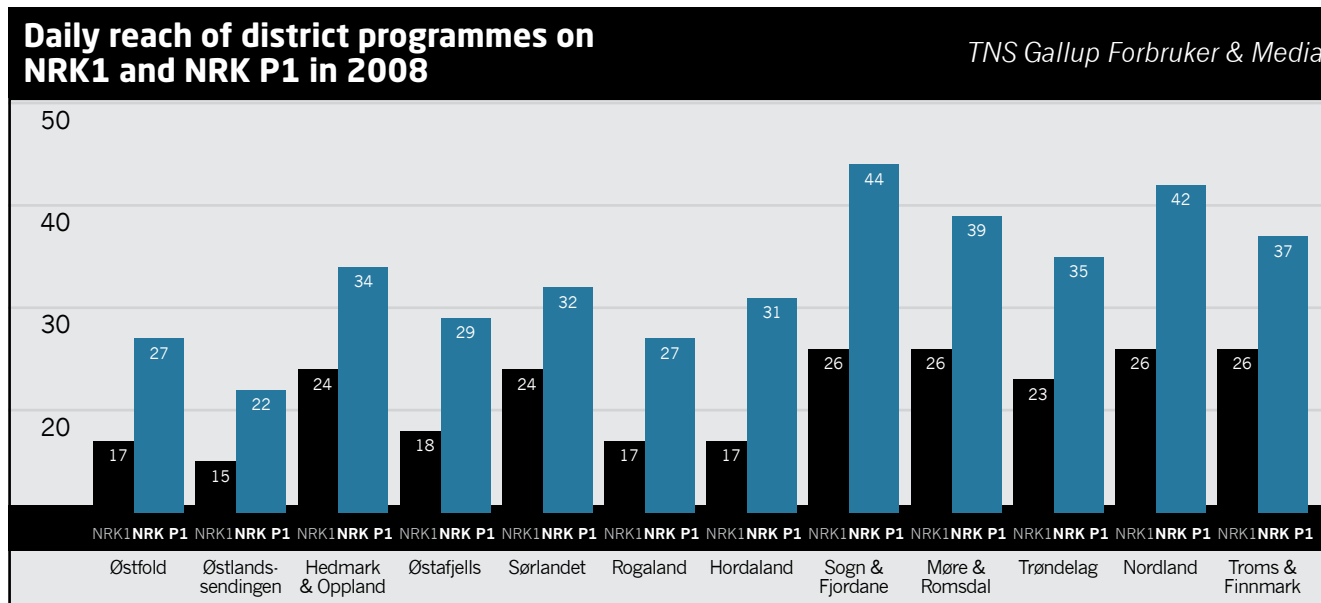
NRK in 2008 / THE REGIONS

NRK's regional offices are the corporation's front-line service throughout the country. Every morning 1.3 million people listen to NRK's regional broadcasts on P1 radio. NRK's regional offices provide good local bases and are simultaneously vital for NRK's nationwide news coverage, of which there were many examples in 2008.

2008 was a memorable year because for the first time NRK achieved full national coverage in respect of all its TV and radio channels. The opening of the new digital terrestrial network was enthusiastically received, as shown in the following example provided by the Chief Editor of Nordlys, Hans Kristian Amundsen, in his newspaper on 22 November 2008:

"Yesterday northern Norway entered the modern age. And the digital age. In Tromsø Transport Minister Liv Signe Navarsete and NRK's Director General Hans Tore Bjerkaas celebrated the fact that with the connection of Finnmark and Troms NRK's digital terrestrial network in Norway is now complete. Norway is probably the most poorly designed country for anyone wishing to construct one joint public arena in order to create one narrative that would unite us into something big. It is a long way from Vestre Aker to Laberg, in every respect. Fortunately we have NRK. NRK has helped northern Norway to be northern Norway, and they are linking us to the rest of Norway."

NRK's comprehensive programming activities are mainly conducted in Norway's regional areas. In order to provide some idea about this service we have highlighted below some of the initiatives undertaken by NRK's twelve regional offices in 2008.



On average NRK's regional broadcasts have 33% coverage on NRK P1 and 22% on NRK1.

NRK in 2008 / THE REGIONS

HEDMARK AND OPPLAND

Sommerekspressen (Summer Express) - searching for people and places

During the summer of 2008 two regional reporters travelled all over Hedmark and Oppland in order to find good stories. The aim was to go to places that are not normally visited and to meet unknown, interesting people, thus enabling this region to become a bit better acquainted with itself.

The most exciting thing to emerge from the journey undertaken by these two reporters was a new type of story which appeared online; a digital story consisting of still images and sound. The public had a close encounter with 84-year old café owner Henny Haugland in the small village of Sølén, just to the south of Femunden, who bakes fresh Danish pastries every day just in case some guests arrive. Many of the items reported in *Sommerekspressen* were like a breath of fresh air and they were presented on national radio and TV, as well as the Internet.

HORDALAND

Weather from the whole country

Throughout 2008 NRK's regional office in Hordaland assembled the best weather forecasts from each region for its *Norge i dag* (Norway Today) broadcasts at 21:00 on NRK1. To achieve this aim the editorial office in Bergen cooperates closely with the other regional offices. Every day NRK's regional offices present experiences and information about the weather – from the time when the morning radio broadcast commences at 06:00 until the TV takes over with its regional broadcasts at 18:40 and 20:55. These provide full information about all types of weather throughout the country.

The weather creates drama, but also fun. Winter storms in January; floods, drizzle, sleet and frost on 17 May (Norway's National Day) in Oslo; terrifying forest fires in southern Norway and a much-desired summer in northern Norway. In 2008 NRK's photographers and journalists, from Lindesnes in the far south to the North Cape in the far north, presented many different, unique weather conditions.



Everyone is occupied by the weather and driving conditions. In 2008 NRK Hordaland broadcast items about storms, sunshine, torrential rain and powder snow.

NRK in 2008 / THE REGIONS

MØRE AND ROMSDAL

Always prepared

The vigilance of NRK Møre & Romsdal was put to the test during several major events that occurred in 2008 – a year when new technology was commissioned in order to transfer videos live from various different places around the county. Møre & Romsdal is a county with a wild landscape, tough climate, steep mountains and narrow fjords. In 2008 the forces of nature tested the resilience of a number of towns and villages, but the landslide in Fjelltunvegen in Ålesund in March was the most disturbing event.

A massive piece of rock weighing tens of tonnes crashed into a block of flats in a densely built-up area on a mountainside in Ålesund. Five people

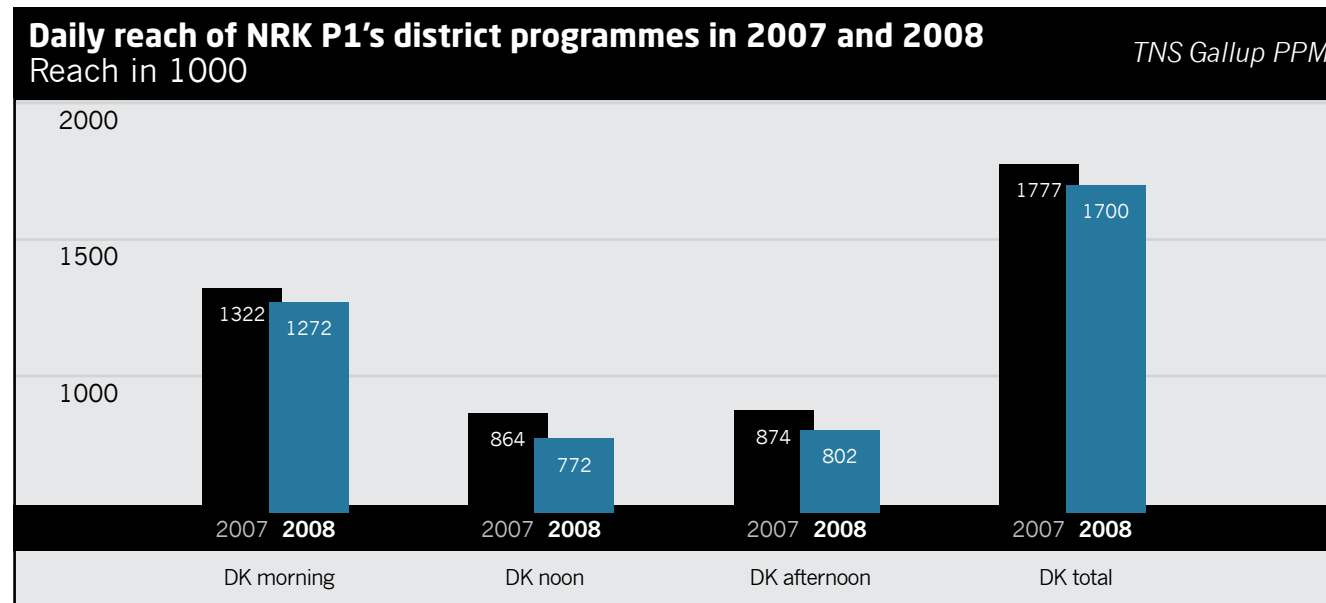
lost their lives and several thousand people were evacuated from their homes. NRK Møre & Romsdal covered the incident for several weeks on the radio and TV and online. Good equipment is essential for the rapid presentation of impressions and developments. Following the Fjelltun incident new broadband-based technology was tested, and for the first time in history live TV broadcasts were sent from places like Sunndalsøra, Volda and Åndalsnes. This provided us with important experience for dealing with future events.

NORDLAND

Synergy in practice

2008 was the year when NRK Nordland achieved online success with a doubling of the number of unique weekly users compared to the previous year. Online TV, articles containing video clips and more frequent updates have all attracted considerable interest. 2008 showed the advantages of the fact that more than half of the region's editorial team is composed of video journalists who can turn out to take pictures of anything that is happening. The production of daily news is the main work of this regional office. A small office like NRK Nordland has to be inventive in order to produce any larger productions. Synergy is the keyword.

One example was the production of a documentary about the 100-year old steamship, the Børøysund. Two video journalists spent the summer of 2008 following this venerable steamship on its centenary voyage through the inshore shipping channels along the coast of Nordland, from Brønnøysund in the south to the ship's old home port at Stokmarknes in the north. En route they sent in daily reports from the voyage, covering life on board and the enthusiastic reception that the ship received. They delivered footage to all media, TV, radio and online, and much of this footage was broadcast both locally and nationally. The journalists also recorded material for a documentary which was initially sent online and subsequently broadcast on NRK1 between Christmas and the New Year. The programme about the DS Børøysund's triumphant voyage along the coast of Nordland was watched by 700,000 TV viewers.



Compared to 2007, there was a slight drop in the response to NRK P1's regional broadcasts during the daytime in 2008. However, these broadcasts still reach 1.7 million Norwegians.

NRK in 2008 / THE REGIONS

ROGALAND

Capital of Culture 2008

Stavanger was the European Capital of Culture in 2008 and NRK Rogaland took on the task of presenting most of this massive event. The entire region was on its feet during the opening weekend on 11-12 January, including tightrope walkers, giant walking insects and opera being performed on Lake Breia. The event was presented by a total of 20 NRK employees, and included live transmissions on NRK2 and P2, streaming online, reports to Dagsrevyen (NRK1's 19:00 news bulletin) and a lot more besides.

There have been numerous cultural events throughout the year; dancing on the snow in Sauda, sand sculptures at Orrestranda, theatre

performances on the beach and at bus stations, travelling female campers and singing benches, just to mention a few. Many people followed NRK Rogaland's TV broadcasts about these events, and the mediaeval play entitled *Pasjon 08* (Passion 08) and the open air play entitled *Eventyr i Landskap* (Landcape Adventures) were also broadcast on NRK1. In NRK Rogaland's radio broadcasts the public had the opportunity to hear key players, while on the Internet the office focused on news, interviews and reports (cf. nrk.no/stavanger2008). The Culture Capital of the Year event made heavy demands on the office's resources, but it also served to reveal its capacity.

SOGN AND FJORDANE

Lutt

NRK Sogn & Fjordane presented two radio programmes airing 100% local music once every 2 weeks throughout 2008. For some time now this regional office has been developing its own project relating to local music from the county, and this has seen a substantial increase during the last year. This project has now acquired the name of *Lutt* (Lute) and contains its own music programme, an online local music portal, live concert broadcasts from various locations around the county, annual artist awards and a county music chart. This project was based on a desire to present all the excellent local music being created by artists from Sogn & Fjordane. Lutt enables the public to experience everything from jazz, pop and rock to folk music, heavy metal and opera.

Artists in the county now say that Lutt has become the most important arena for local music in Sogn & Fjordane, and the interest in the Lutt Awards shows that the public appreciate this venture. Two of this year's prize-winners have also been nominated for the 2008 *Spellemannprisen* (the Norwegian Musician of the Year Awards).



Coverage of Stavanger as the Capital of Culture in 2008 was NRK Rogaland's greatest ever commitment.

NRK in 2008 / THE REGIONS

SØRLANDET

Sørlandet on fire

In 2008 Sørlandet experienced the largest forest fire in Norway in modern times. During the course of six days – from 9 to 16 June – over 2,500 hectares of forest burnt down in the municipality of Froland in Aust-Agder county, along with 21 holiday cabins and storehouses. This forest fire attracted both national and international attention, with NRK Sørlandet's editorial office providing some of the most extensive coverage. For six days this regional office produced news broadcasts for the radio and TV, and also provided extensive coverage in its own broadcasts and continuous online updates. NRK Sørlandet created a total of 79 news items about the fire for TV, 144 for radio and 66 for the Internet. The Froland fire served as a reminder that regional offices never have to wait long before a new incident occurs. NRK Sørlandet is therefore using the experiences it gained from this major incident to make further improvements to its news procedures so that it will be even better equipped next time.

TROMS AND FINNMARK

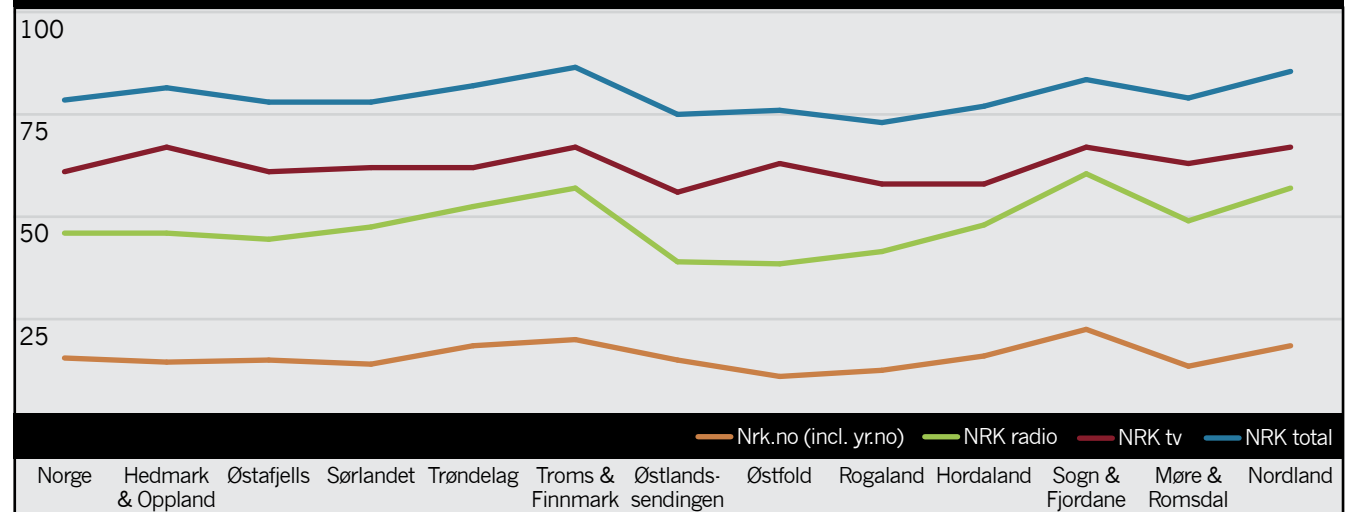
Political battles in the north

The work of NRK Troms & Finnmark was affected by some weighty political issues, such as the debate concerning the Russian cruiser, The Murmansk and the 2018 Winter Olympics. The Murmansk was being towed when it ran aground on the beach at Sørvær in Finnmark in 1994. For a long time the authorities claimed that no radioactive material had been left behind in the wreck, but in 2008 it became apparent that this was not true. Fisheries Minister Helga Pedersen denied accusations that she and her former ministers must have known about this. After emergency meetings, public meetings and major debates had been held the Fisheries Minister promised that the wreck would be raised.

The debate about the Tromsø Winter Olympics started in 2004 and was concluded in 2008. When the plans to organise the Winter Olympics in 2018 were voted down, this part of the country was left standing still. NRK transmitted live broadcasts from the decisive meeting of the Board of the Norwegian Sports Confederation online, on P1 and on NRK1. The opponents were jubilant, while the supporters were despondent.

NRK's daily reach in the districts via tv, radio and online
Percentage in 2008

TNS Gallup Forbruker & Media



NRK's full services are used on a daily basis in all the regions. Most people still choose to receive NRK's content on the TV.

NRK in 2008 / THE REGIONS

TRØNDELAG

Base jump circulates around the whole world

A base jumper from Trondheim attracted considerable attention last year when he filmed himself crashing into the side of a mountain. Miraculously he survived, albeit with a seriously fractured leg. NRK Trøndelag created a report about this incident which circulated around the world, both online and on TV. The base jumper was invited to the USA and to appear on NBC Today in order to talk about his daring, life-threatening jump. The story was produced thanks to the excellent source networks of NRK's employees. The photographer's knowledge of base jumping circles enabled him to obtain the base jumper's video and an interview agreement. This jump added to the debate about whether or not base jumpers have the right to ask the rescue services to put their lives at risk in order to save others.

ØSTAFJELLS

Local music in the eastern region

In 2008 NRK Østafjells launched a major summer song competition for which musicians were invited to write songs with a local flavour. The only conditions set were that contributions should contain a place name in Buskerud, Telemark or Vestfold and that they should not have been published previously. All of the 57 contributions received were played during the morning broadcasts of NRK Østafjells, along with interviews with the artists concerned. The songs were then put on the Internet and the public were able to vote for their favourites. Over 100,000 votes were received and members of an expert jury provided assessments. In the end an artist from Drammen, Rolf Stokke, won with a song entitled *Hvitvin og hummer* (White Wine and Lobster). These songs may not be sales successes, but the aim is for some of them to be included on P1's national song charts. This was one of the ways in which NRK Østafjells made its mark as a local promoter of culture in 2008.

ØSTFOLD

NRK Østfold open to the public

In 2008 NRK Østfold took the initiative to open itself to the public. The most visible expression of this was the "open day" which it held in October. During the course of several hectic hours just over 3,000 Østfold residents visited the office's premises in the old town area of Fredrikstad. Our users, i.e. viewers, listeners and readers, had the opportunity to meet the people, ideas and technology behind the products they receive every day. The public were able to try reading out bulletins on the radio, including vignettes and items. In the TV studio cameras had been rigged up for normal broadcasts and people were able to have a go at being presenters. Anyone with a dream about becoming a sports commentator was able to try their hand under expert guidance. The whole event was broadcast live on NRK Østfold's main frequency in the county. NRK Østfold is keen to display openness and to engage in contact with the public, and a whole day with its doors wide open was one way of showing this.

NRK in 2008 / THE REGIONS

ØSTLANDSSENDINGEN

FleRe - multicultural recruitment

Østlandssendingen introduced its *FleRe* project in 2008. This is a trainee scheme designed to obtain more employees from different backgrounds, apart from ethnic Norwegians (see also the chapter on minorities). The project showed that many people from multicultural backgrounds have journalistic expertise, but that their careers have been hampered by the fact that they lack radio and TV experience, something that is now being rectified. The 6-month period of teaching practice does not carry any obligation to work for NRK, so other media companies will also be able to benefit from the *FleRe* project.

Østlandssendingen acts as the host for the 10 *FleRe* trainees who in 2008 quickly proved themselves to be a resource for this regional office. Their backgrounds enabled them to present different ideas about items, angles and sources. It sends out a good message to our listeners and viewers when they can watch and listen to reporters with names, and sometimes accents, that show that they come from a multicultural background. Østlandssendingen operates in the multicultural centre of Norway, where around 40% of primary school pupils come from multicultural backgrounds. The multicultural milieu in the Oslo area are regarded as being not just a source for good news items, but also as recipients for NRK's broadcasts.



Varsler ekstremvær – Rogaland – NRK Nyheter

www.nrk.no/nyheter/distrikt/rogaland/1.6280859

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Varsler ekstremvær – Rog

NRK NYHETER SPORT MAGASIN TV RADIO NRK NETT-TV

NRK - Nyheter - Distrikt - Rogaland

Rogaland

Varsler ekstremvær



Det blir sterk storm på kysten fra Sogn og Fjordane og nordover i

SIDEN GRINER
Kjære gjester! 6 mo

Publisert 25.10.2008 19:15

LENNER
Se ekstremvarsel på yr.no

Yr.no sendte klokken sju lørdag kveld ut varsel om ekstremvær. Varslet gjelder Sogn og Fjordane, Møre og Romdal, Trøndelag og Safføllene.

VERST:
I morgen kl. 13:
20.525 meter

Something for everyone. Always

It is **NRK's** unique task to ensure that everyone in Norway has access to good, important content which shall be presented on several media and channels. 78% of the population made daily use of NRK's services in 2008.

§ 3-4 NRK's core activities

The programmes offered by NRK under its core activities shall:

- cover a wide range of themes and genres in terms of both the composition of programme categories and the composition of individual programme categories.*
- have a content that appeals to broad segments of the population and protects the interests of minorities and special groups.*
- primarily consist of Norwegian-language broadcasts. Both official versions of the Norwegian language shall be used. At least 25% of verbal elements should be in Nynorsk (New Norwegian).*

NRK should aim to make general TV broadcasts available to viewers who are deaf or have impaired hearing by providing subtitles for all programmes.

NRK in 2008 / MEDIA AND CHANNELS

A memorable year for NRK

In 2008 development was completed of the digital terrestrial network. This new broadcasting network means that for the first time in its history NRK can offer the whole population access to all of its TV channels: NRK1, NRK2, NRK3 and NRK Super. The digital terrestrial network has also made NRK's extensive and varied range of radio stations freely available to everyone.

The capacity of the digital system also means that many more people than previously have access to a greater range of commercial channels. For the first time since TV 2 came on the air during the early 1990s the TV market has changed considerably and this is particularly noticeable in the fact that a whole host of new

TV channels are attracting a higher percentage of TV viewers. For many years the small channels have had around 10% of the market, but in 2008 this figure increased to 24%. This new service is one of the reasons why the population has been watching more TV than previously; while we spent an average of 154 minutes watching the TV in 2007, average viewing increased to 174 minutes in 2008.



The transition to the digital terrestrial network has ensured that the whole population has access to all of NRK's TV and radio channels.



NRK Marienlyst

NRK in 2008 / MEDIA AND CHANNELS

NRK1

In a media landscape characterised by fragmentation NRK1 shall still be a meeting place with content from all programme categories. Even though its market share has fallen by 5% since 2007, NRK1 is still Norway's largest TV channel, with a 32.4% market share in 2008. News, sport, information programmes and drama series are the main genres, although no single programme category takes up more than 18% of broadcasting time. Entertainment was responsible for 6%, and in 2008 NRK1 reinforced its tradition of broadcasting popular quality entertainment at the weekends.

Programmes broadcast by NRK1 were extended by 1,200 hours to 8,315 hours in 2008 compared to the previous year. This increase was particularly marked in respect of programmes about art, culture, music and drama. The percentage of news and information programmes dropped slightly, partly because NRK2 took over a greater percentage of this type of content.

NRK1 had a market share of 32.4% in 2008.

NRK2

NRK2 underwent a major reorganisation when NRK3 was set up, and in September 2008 this channel was able to celebrate its first year as a pure current affairs channel. Between 2007 and 2008 the percentage of news broadcasts increased from 14% to 44% and the percentage of information programmes (including journalistic feature programmes and documentaries) increased from 12% to 20%. The percentage of music programmes dropped from 44% to 14%, and the percentage of drama programmes fell from 10% to 3%. At the same time *Svisj* (Swish) was transferred to NRK3, and this was the main reason why NRK2's total broadcasting time dropped from 7,581 hours in 2007 to 5,979 hours in 2008.

NRK2 finally became available to the whole nation in 2008 thanks to the digital terrestrial network and this meant that it would subsequently be possible to devote additional resources to the channel. The percentage of in-house productions increased from 63% in 2007 to 72% in 2008. This helps to explain why, in contrast to most other established channels, NRK2 did not lose any market shares in 2008.

NRK2 had a market share of 3.4% in 2008.



Ut i naturen (Out in the Countryside) on NRK1 took viewers on both hot and icy cold adventures.

NRK in 2008 / MEDIA AND CHANNELS

Programme profile on NRK's television channels in 2008								
Hours of each category								
Category	NRK1		NRK2		NRK3		NRK SUPER	
	Hours	Percent 07/08	Hours	Percent 07/08	Hours	Percent	Hours	Percent
Children	838	10/10	5					
Drama	1434	17/19	204	3/10	1040	27	974	22
Information	1475	18/19	1219	20/12	241	6	399	9
Art/culture/media	552	7/5	482	8/6	64	2		
Music	938	11/7	169	3/46	2079	54	52	1
Nature	142	2/2	100	2/1	10			
News	1029	12/14	2616	44/14				
Pause	4		10		8			
Religion/philosophy of life	45	1/1	33	1/0				
Sport	1207	15/14	889	15/7	18			
Entertainment	522	6/7	205	3/4	394	10	662	15
Learning	8		2				54	1
Science	122	1/2	45	1/0	7			
Animation drama							2125	48
Other							186	4
Total	8315	100	5979	100	3860	100	4452	100

In 2008 NRK2 became a pure current affairs channel, and NRK3 and NRK Super celebrated the first anniversary of their services for children and young people.

NRK3

NRK3 is aimed at the younger segment of the population, but also offers dramatic, musical and entertaining experiences that can also be appreciated by a more adult audience. This channel celebrated its first anniversary on 3 September 2008, and it has already acquired a market share of around 2%. NRK3 takes popular culture seriously, and one of its aims is to present quality series from other countries, such as the innovative comedy series Flight of the Conchords and the complex police drama The Wire.

Music, drama and entertainment respectively accounted for 54%, 27% and 10% of NRK3's broadcasting time in 2008, which amounted to a total of 3,860 hours.

NRK3 had a market share of 1.9% in 2008.

NRK in 2008 / MEDIA AND CHANNELS

NRK Super

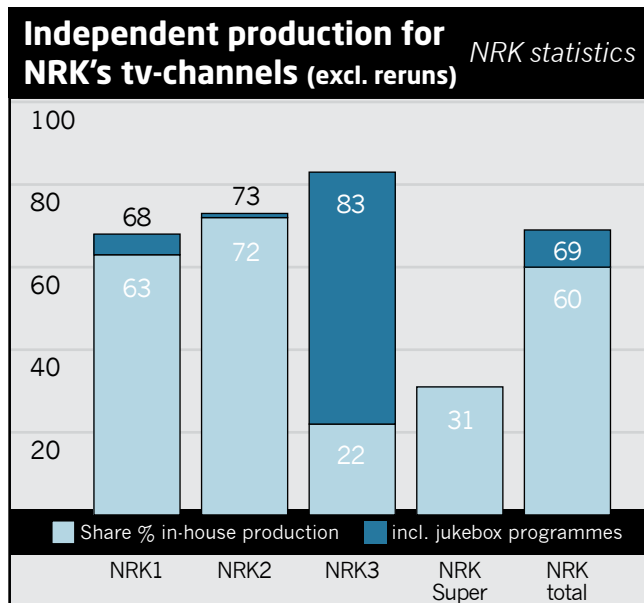
During the autumn of 2008 NRK was also able to celebrate its first whole year of broadcasting its own children's TV channel. NRK Super shares a channel with NRK3 and broadcasts from 07:00 until 19:30. All the children's programmes on NRK1 are broadcast simultaneously on NRK Super. NRK Super's target group consists of children aged 2-12. Its broadcasting agenda is based on fixed slots for the various target groups. The youngest children have a permanent 30 minute slot between 17:30 and 18:00, after which Barne-TV (Children's TV) aimed at slightly older children takes over. NRK Super has a joint broadcast with NRK1 during the morning at the weekends and on Saturdays and Sundays between 18:00 and 19:00.

NRK Super contains a high percentage of in-house productions, 31%, offering mainly drama, entertainment and information programmes. This channel broadcast a total of 4,452 hours in 2008. It is important for NRK to be able to provide children with quality Norwegian content. NRK is planning among other things to create a programme that will help children to understand the adult news that they see in the newspapers and on TV. During the course of 2008 NRK Super succeeded in making its mark as a good alternative to international children's channels and caught up with the Disney Channel's lead (cf. the chapter entitled Children in this report).

NRK Super had a market share of 8.3% among children aged 2-11 in 2008.

Radio in 2008

As far as NRK's radio stations are concerned 2008 was a more stable year. However, NRK entered into a significant new agreement with TONO providing an entitlement to podcast programmes with a music percentage of up to 70% for four weeks after the music has been broadcast. NRK is thus able to make its programmes available on a completely different scale compared to previously. 2008 was also the year when Radio Norge took over a nationwide commercial radio licence from Kanal24. This channel rapidly doubled the market share enjoyed by its predecessor, to the detriment of both NRK P1 and P4.



The percentage of in-house productions increased for both NRK1 (1% increase) and NRK2 (9% increase) in 2008.



Utfordringen (The Challenge) on NRK Super provided school classes from all over Norway with challenges requiring good cooperation. The pupils involved received help from the Minister of Health and Care Services, Bjarne Håkon Hansen.

NRK in 2008 / MEDIA AND CHANNELS

NRK P1

P1 is NRK's and Norway's largest radio station, and like NRK1 it covers most programme categories. Regional items, news, sport, music and entertainment are the cornerstones of P1's programme profile. This station is responsible for several of NRK's commitments in respect of philosophy, science, information programmes and children's programmes. At the same time P1 is also a close presence and recognisable, with presenters who are knowledgeable about their regions.

In 2008, 8,784 hours of programmes were broadcast on NRK P1, including programmes broadcast at night. The programmes offered by this station were stable compared to the previous year, apart from a slight reduction in the percentage of entertainment and news, and a small increase in the percentage relating to philosophy, social issues, leisure and portrait programmes. Regional broadcasts still account for 16% of broadcasting time, and contain local news, weather and traffic reports, local cultural items, current affairs, debates and sport, etc.

NRK P1 had a market share of 57.9% in 2008.

NRK P2

NRK P2 is a cultural radio station which broadcast 1,385 programme hours in 2008 covering art, culture and the media. This service offered by NRK P2 also consists of news, debates, analyses and social commentary. P2 is highly diverse both as regards the topics it offers and the manner in which it is presented.

A total of 6,588 hours were broadcast on NRK P2 in 2008. At night, until 0600 hrs, P2 broadcasts jointly with NRK Alltid klassisk (Classical Only) and these hours have not been included. 33% of the programmes broadcast on P2 consist of music, covering classical music, jazz, world

music, folk music and ballads. On normal days P2 has 300,000 listeners, and during the course of a week 800,000 listeners tune into the station.

NRK P2 had a market share of 4% in 2008.



Dagsnytt Atten (The News at 6), presented here by Hans-Wilhelm Steinfeld, has become a key arena for social debate. This programme started on P2 in 1990, and since 2007 it has been transmitted simultaneously on NRK2.

NRK in 2008 / MEDIA AND CHANNELS

NRK P3

NRK P3 is aimed at a young audience and its main target group is listeners in the 15-30 age bracket. NRK P3 is a broad-spectrum radio station for young people between 0600 and 1800 hrs, and more of a cultural pop and rock station during the evenings and at night time. Programmes broadcast during the later slots comprise small niche programmes for people who have more than an average interest in music.

P3's main emphasis is on music, comedy, entertainment and news for young people. The music programmes are definitely the most important programmes and these accounted for 67% of the programme profile in 2008. News and programmes about art, culture and media also accounted for a high percentage – 6% and 10% respectively. P3 broadcast a total of 8,784 programme hours in 2008, including its night radio.

All of NRK's radio stations, but NRK P3 in particular, are using the Internet to an increasing extent in order to improve their programming services. P3 appeals to the Internet generation, i.e. people who have grown up with the Internet as an inevitable part of their everyday lives. It is important for P3 to offer content and services where they can reach their target group and where this group can benefit from them. *Festivalsommer* (Summer Festivals), *Lydverket* (Sound Works), *Urørt* (Untouched) and P3TV are all good examples of programmes broadcast on P3 in 2008. Another example is the pure online radio station called *P3 Urørt*, which plays the best tracks from the *Urørt* database.

NRK P3 had a market share of 5.8% in 2008.

Programme profile on NRK P1, P2, and P3 in 2008

NRK statistics

Hours of each category

Category	P1		P2 (DAYTIME)		P3	
	Hours	Percent 08/07	Hours	Percent 08/07	Hours	Percent 08/07
Drama	80	1/1	243	4/4	0	
Music	2423	28/28	2155	33/33	5908	67/63
Art/culture/media	0	0/0	1395	21/19	814	10/13
Entertainment	2101	24/27	70	1/1	1130	6/5
Home/leisure/hobby	156	2/0	27	0/1	0	
Science	112	1/1	382	6/8	0	
Religion/philosophy of life	223	3/2	97	1/1	0	
Societal issues	735	8/7	983	15/14	361	4/5
News	948	11/12	1026	16/15	549	6/7
Children	135	2/2	0		0	
Regional programmes, incl. Sámi	1384	16/16	135	2/2	0	
Sport	289	3/3	13	0/0	0	
Portraits	189	2/0	62	1/1	0	
Other	9	0/0	1	0/1	20	0/0
Totat	8315		6588		5979	

P1, P2 and P3 together constitute an integrated service for those parts of the population that listen to the radio.

NRK in 2008 / MEDIA AND CHANNELS

Other channels

See also nrk.no/radio.

NRK Sport

On Monday 2 July Norway's first radio sports station went on the air under the auspices of NRK. NRK Sport is a fully digital radio station which is broadcast on DAB, the Internet and the digital TV terrestrial network. It includes coverage of the Olympics, world championships, Norwegian premier league football and the BBC's Premier League, and this is all spiced up with great sporting clips from NRK's archives.

NRK Jazz

A 24-hour jazz station on DAB digital and online radio. Broadcasts all types of jazz – ranging from traditional and experimental to classical and the latest tracks. The music played varies throughout the day: from an assortment of swinging breakfast tracks, via avant-garde tracks to jazz that one can dance to.

NRK Båtvær (Boating Weather)

NRK has joined forces with the Norwegian Meteorological Institute in establishing a dedicated DAB station for boating enthusiasts. Since 2 May 2007, NRK Båtvær has been broadcasting up-to-date coastal reports issued by the Meteorological Institute, 24/7. This station provides full details about the weather conditions in the inner reaches of Oslo Fjord and coastal weather conditions extending from the Swedish border in the east to Åna-Sira in the west. NRK Båtvær can be received up to 20 kilometres from the coast along the Swedish border and down to Kristiansand.

NRK Gull (NRK Gold)

NRK Gull provides listeners with a unique radio station which draws on the collective memory of the nation. Its broadcasting timetable is based on NRK's abundant archives dating back to the company's first radio broadcasts over 70 years ago and continuing right up until today. This station is able to complement current news programmes by producing relevant archive material in connection with important incidents and events. Listeners are also able to participate in deciding broadcasting timetables on NRK Gull by sending in their requests for repeat programmes to the station's website. The station is transmitted on the DAB network and as an online radio station on **nrk.no**.

NRK Super

When NRK Super was launched on the TV, the NRK Barn (NRK Children) radio channel changed its name to NRK Super. This station is available during the daytime on DAB and 24/7 as an online radio station. It contains a mix of old and new content presented by dedicated programme hosts/hostesses.

NRK 5.1

NRK 5.1 is an online radio station which is quite out of the ordinary. This station is aimed at a discerning public who are seeking a perfect listening experience. NRK 5.1 is the world's first online radio station to offer so-called multi-channel 5.1 sound. Multi-channel means that one hears the sound from more than two loudspeakers. 5.1 is the most common format

involving five loudspeakers located around the room and a bass speaker on the floor. On NRK 5.1 listeners can hear everything ranging from classical music to experimental electronic music, and from audio books to radio documentaries. The sound quality of all broadcasts is of a very high standard.

Alltid Klassisk (Classical Only)

This station plays classical music 24 hours a day, and it was the first station of its kind in the world.

Alltid Nyheter (News Only)

This station obtains news and reports from the rest of NRK and combines them on one station. Many of NRK's news programmes, e.g. *Dagsrevyen* (the Daily News), are also aired live. Thanks to close cooperation with *Sveriges Radio* (Swedish Radio) and the BBC, NRK *Alltid Nyheter* also transmits some of their most important news programmes.

Alltid Folkemusikk (Folk Music Only)

This station is helping to make NRK's unique folk music archives accessible to a greater number of people. These archives contain recordings dating back to 1934 and continuing up to the present day.

NRK in 2008 / MEDIA AND CHANNELS

NRK mP3

NRK mP3 is a pure music station that plays energetic music 24 hours a day. This station was launched on 31 July 2000 and is produced at Tyholt in Trondheim..

P3 Urørt (P3 Untouched)

P3 Urørt is an online radio station that serves up the best tracks from the Urørt database 24 hours a day. This station was launched in February 2005.

NRK P1 Oslofjord

The DAB and online radio station NRK P1 Oslofjord was launched in June 2005. This station plays a lot of music and has a slightly younger profile than its parent station, NRK P1.

NRK Sámi Radio

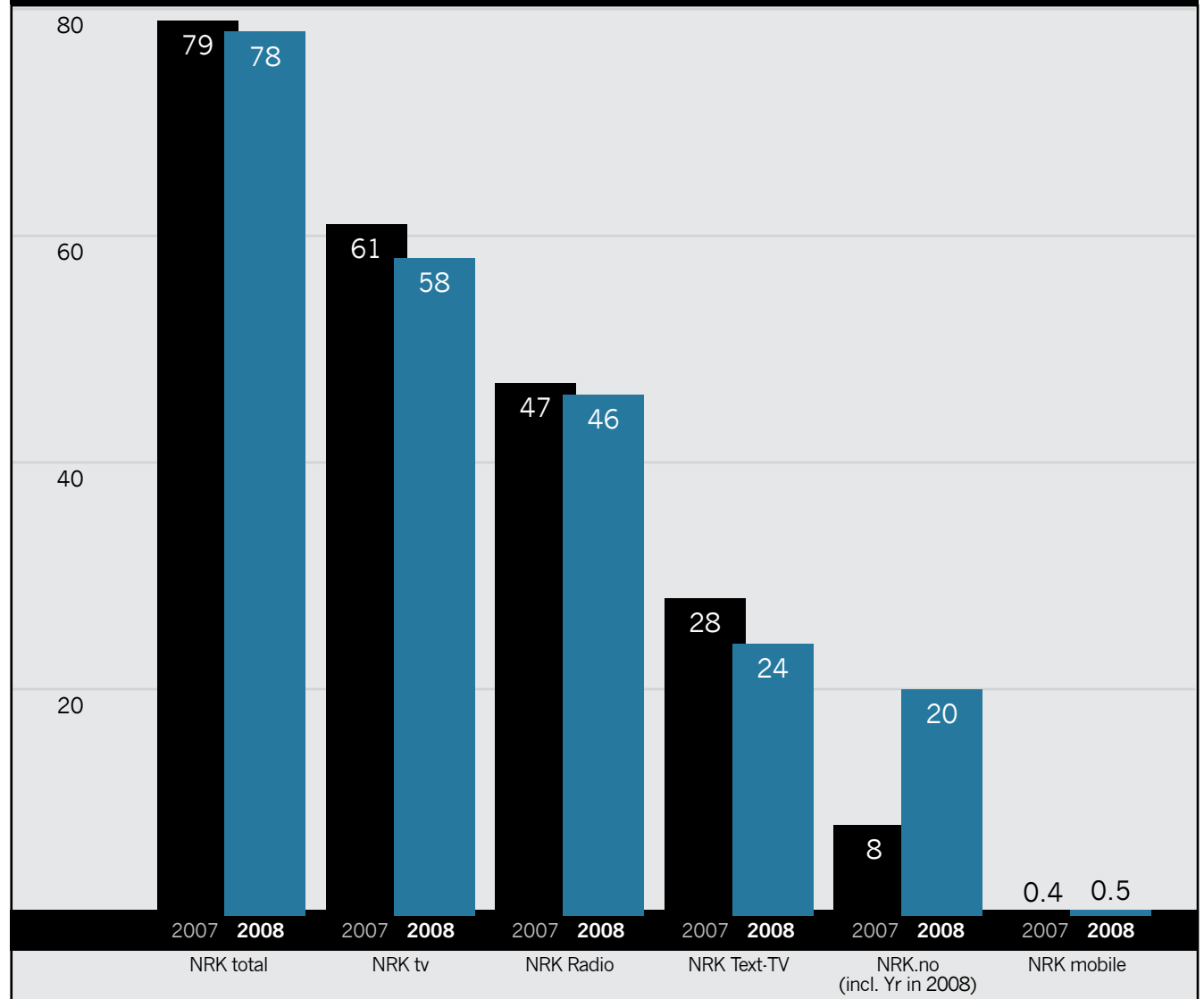
All Sami radio programmes that are transmitted by NRK P1 and P2 are broadcast as repeats on the DAB and online radio station NRK Sámi Radio. The station also produces its own programmes.

NRK Stortinget (NRK Parliament)

The online radio channel, *NRK Stortinget*, allows you to become a “fly on the wall” in the main chamber of the *Storting* (the Norwegian parliament).

NRK's daily reach in 2008

TNS Gallup Forbruker & Media



One of NRK's targets is that 4 out of 5 Norwegians should make daily use of NRK's services. In 2008 this target was almost achieved; 78% of the population either watched, listened or read NRK's content on a daily basis.

NRK in 2008 / MEDIA AND CHANNELS

NRK as a podcaster

NRK has been podcasting radio programmes since 2005 and TV programmes since 2006, and it has Norway's most comprehensive podcasting service. When it first started the service consisted of 15 programmes, but by the end of 2008 more than 90 NRK programmes were available as podcasts. The new TONO agreement allows programmes to be podcast which have a music content of up to 70%, and it applies to both the radio and TV. In 2008 NRK was therefore able to podcast *Lydverket* (Sound Works) broadcasts on both NRK P3 and NRK1. *P.i.L.S.*, *Popquiz* and *Hallo i uken* were also included in the offer, along with local music feature programmes like *Lutt* (Lute) from Sogn & Fjordane and *Musikk under polarhimmelen* (Music Beneath the Arctic Sky) from Nordland. During the course of 2008 the number of users of NRK's podcasting services increased by 10%, while the number of downloads increased by 30%. At the end of 2008 this service had 70,000 users per week. *Radiosepsjonen* (Radio Reception), *Verdt å vite* (Worth Knowing), *NRK gull* (NRK Gold) and *P2's morgenkåseri* (Morning Chat) were the most popular podcasts in 2008.

Online 2008

Since the beginning of the 1990s the Internet has enjoyed explosive growth. In 2008 85% of the population in Norway had access to the Internet at home. 68% made daily use of this medium, and the Internet therefore overtook the radio which had 67% daily listeners. The spread of this medium among the population reflects its age, so people over the age of 60 are not so well represented among online users. The Internet has become important for many people and is obviously also important for making contact with the world around us, so this medium is important for NRK when presenting its services.

NRK's online services

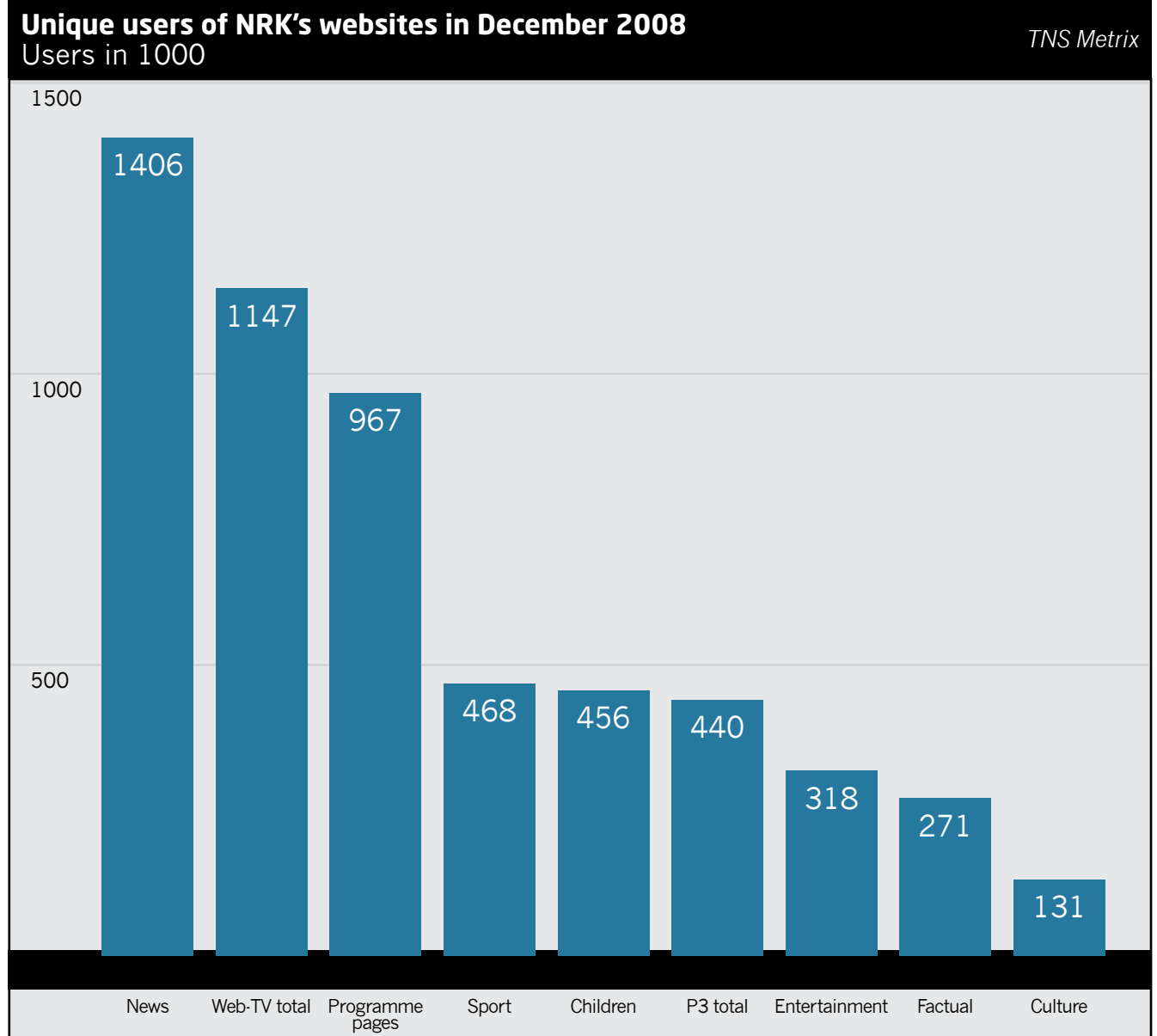
nrk.no is NRK's main online portal, aiming to provide the public with the best possible access to NRK's wide range of programmes and services. The front page of this website utilises the Internet's potential for the rapid presentation of news, but also contains links to NRK's comprehensive archives. The following websites were used most in 2008: **nrk.no/nyheter**, **nrk.no/nett-tv** and NRK's programme websites (e.g. **nrk.no/puls** and **nrk.no/brennpunkt**), followed by the following two topical websites: **nrk.no/sport** and **nrk.no/barn**.

2008 saw an increase in the use of many of NRK's online services. NRK's weather service, **yr.no**, which is a joint venture between NRK and the Norwegian Meteorological Institute, helped considerably to increase NRK's overall online growth. The websites of NRK's regional offices also experienced substantial growth, with a doubling of the user statistics for both NRK Nordland and NRK Hordaland. The overall number of weekly unique users of NRK's online services increased by 81% compared to the previous year (up from 754,000 to 1,365,000) and **nrk.no** was the third largest Norwegian content website in 2008, coming just behind **vg.no** and **dagbladet.no**.

Obviously the Internet allows NRK to continue presenting its content and services, and *I kveld* (Tonight) (cf. the News chapter in this report), *Kunstreisen* (Art Journey) (cf. the Culture chapter in this report) and *Memo* (cf. the Facts chapter in this report) are all examples of how the Internet

NRK in 2008 / MEDIA AND CHANNELS

supports such presentation. Accessibility is the keyword in respect of NRK's activities across all content categories. Accessibility also involves displaying openness towards the public. NRK's corporate blog, **nrkbeta.no**, is dedicated to answering questions about NRK's developments and its media services. Its users have appreciated NRK's fast, comprehensive answers, and in 2008 **nrkbeta.no** was accessed by links from other websites and blogs more than any other blog in the country.



News and online TV are the most popular services used by the public on nrk.no. They make NRK's content available in two different ways; by presenting live news and by obtaining content from NRK's archives.

NRK in 2008 / MEDIA AND CHANNELS

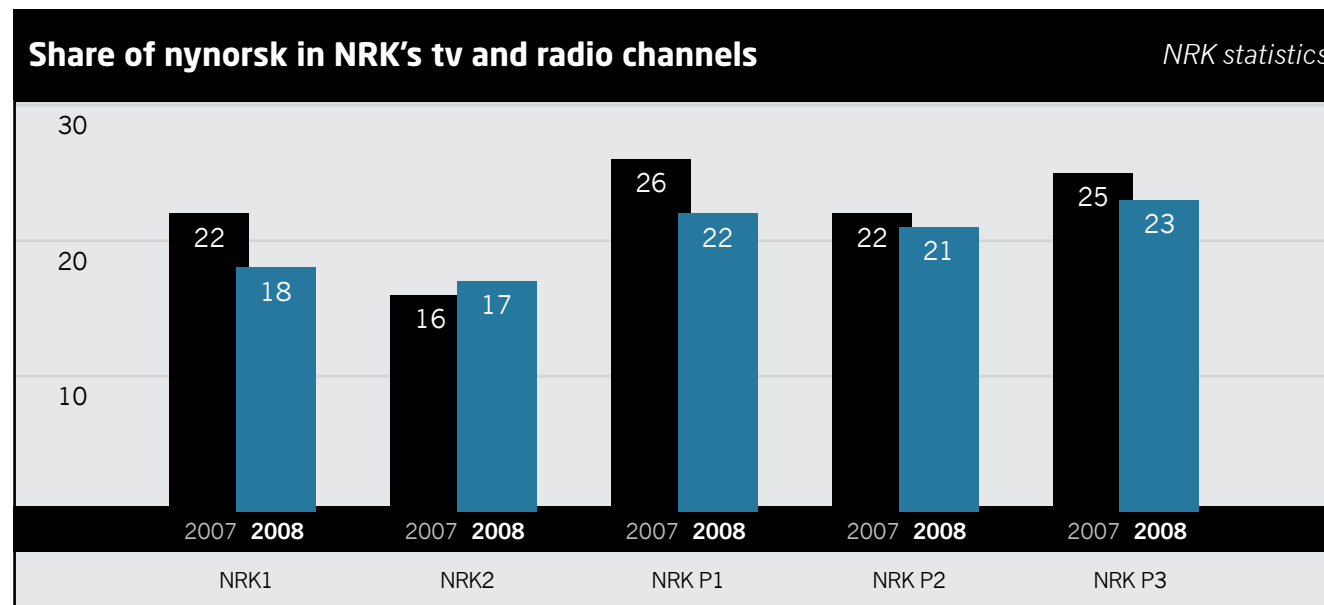
Language forms on NRK

Both official versions of the Norwegian language are used on NRK's channels. The percentage of *Nynorsk* used varies somewhat from channel to channel. With the exception of NRK2 there was a slight drop in the percentage of *Nynorsk* used in 2008. As far as NRK P1 is concerned this was related to the fact that the station's regional broadcasts were not included in the annual statistics. The percentage for 2007 was also below the requirement for *nynorsk*, and measures were made when the report was finished in the spring of 2008. The percentage of *nynorsk* on NRK1 and NRK2 increased during the autumn, but not enough to increase the total for 2008. The percentage of *Nynorsk* spoken on the

new NRK3 and NRK Super channels is not being reported in this year's report since no statistics are available.

Nynorsk Media Centre

The *Nynorsk* Media Centre is important for developing the use of *Nynorsk* on NRK. This centre in Førde is a course and training centre for *Nynorsk* on the radio, TV and the Internet. Each year five jobs as *nynorsk* trainees are advertised on two occasions during the year, and in 2008 just over 50 applications were received on each occasion. Since it opened in 2004 the *Nynorsk* Media Centre has trained 40 *nynorsk*-speaking journalists, 33 of whom have either full-time or part-time media jobs – mainly with NRK. The *Nynorsk* Media Centre has three employees. In addition to its training activities it also runs courses on *nynorsk* and the media for groups, organisations and private and public companies. 15 courses were held in 2008.



The percentage of *Nynorsk* spoken on NRK's largest TV and radio channels stood at around 20% in 2008, i.e. a reduction of 2% compared to the previous year.

NRK in 2008 / MEDIA AND CHANNELS

NRK subtitling

NRK uses subtitles for most of its Norwegian or foreign language programmes which have been produced in advance. If the programmes are in Norwegian the subtitles are designed for people with impaired hearing or anyone else who needs them. These subtitles are hidden and can be accessed via text TV, p. 777 for NRK1 and NRK2, and p. 333 for NRK3 and Super. Some live programmes are also provided with subtitles, e.g. the 19:00 and 21:00 news, *Redaksjon En* (Editorial One) and some important national events like elections.

Following NRK's channel expansion in 2007 the amount of subtitling used has increased from 16.4 hours per day to an average of 25.3 hours per day. 43.5% of these subtitles are hidden. NRK participates in a Norwegian Media Authority project entitled "Speech to Text" which aims to develop speech recognition technology and increase the percentage of subtitles used on live broadcasts.

NRK1 Tegnspråk

NRK1 *Tegnspråk* (Sign Language) is a TV channel that interprets NRK1's broadcasts for viewers with impaired hearing. The main programmes that are interpreted are children's TV, news programmes and debate programmes. NRK1 *Tegnspråk* interpreted an average of 13 hours per week in 2008.

With effect from 18 December 2008 viewers no longer needed two decoders in order to see the interpretations of NRK1 *Tegnspråk* and NRK1 at the same time, in the same picture box. NRK1 *Tegnspråk* also acquired p. 777 on text TV, something which provides viewers with both sign language and subtitles. Both of these have been well received by users of the service.

NRK in 2008 / KOLOFON

TEXT

NRK

STATISTICS

NRK

DESIGN

Apt

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