

NRK Annual Report 2009

High quality. Norwegian reality

NRK is a media house. This entails obligations. Each year NRK strives to provide the public with experiences, knowledge and reflection. This report shows how NRK fulfilled its social mandate in 2009.



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NRK in 2009 / INTRODUCTION

A diverse mandate

It is always wonderful to be appreciated. In my capacity as the Director General of NRK I sometimes receive awards and accolades on behalf of the Corporation. On Friday 26 February 2010 we were awarded a prize that I was particularly pleased to receive - the 2009 Diversity Award. This is awarded by the Directorate of Integration and Diversity to companies that have excelled in respect of ethnic diversity in the workplace. NRK received this award for its FleRe Recruitment Project that was a scholarship scheme for journalists with a multicultural background. The jury emphasised the fact that NRK has been using FleRe to highlight the diversity in Norwegian society in a natural manner. It was heart-warming and inspirational to receive this feedback. NRK has a very special role in Norwegian society and the Norwegian media landscape. No other media company in Norway has such a clear and comprehensive mandate as NRK. Diversity is one of the core values of the work that we are tasked with undertaking on behalf of Norwegian society in our role as a state-funded public broadcaster. Our mandate covers a wide range of content categories and target groups. People also have clear expectations about NRK providing variety and diversity in each individual category, e.g. entertainment, sport, children or news.

NRK's social mandate was reinforced and extended in 2009. Our new Statutes specify that NRK's mandate should also comprise the Internet and new media, and this is a definition that we welcome. A

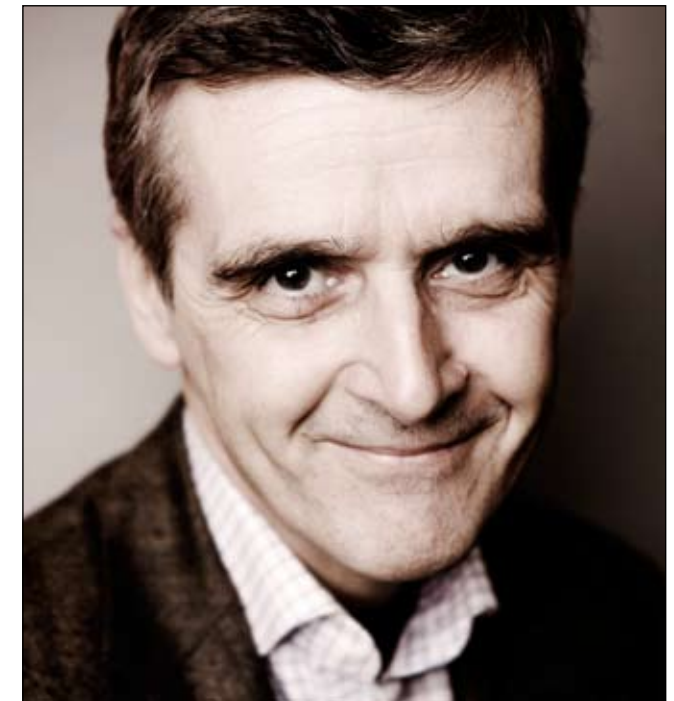
modern public broadcaster must provide content as and where the public expects to find it, whether it be on the radio, TV, the Internet or mobile devices.

The provision of media content has exploded during the last few years and there are now many different ways in which the public can obtain such content. This development has caused people like Bill Gates to forecast the imminent demise of traditional TV. However, this forecast has been discredited. In Norway new TV viewing records were set in 2009 and NRK proved on several occasions that it is still possible to assemble the population in front of their TV screens. When Alexander Rybak won the final of the Eurovision Song Contest in Moscow with the largest victory margin ever achieved, over 2 million Norwegians were watching the live broadcast on NRK1. When NRK hosts the final on 29 May 2010 this will take place under the motto of Share the Moment. We are inviting between 120 and 130 million guests to share in the live festivities that we will be broadcasting.

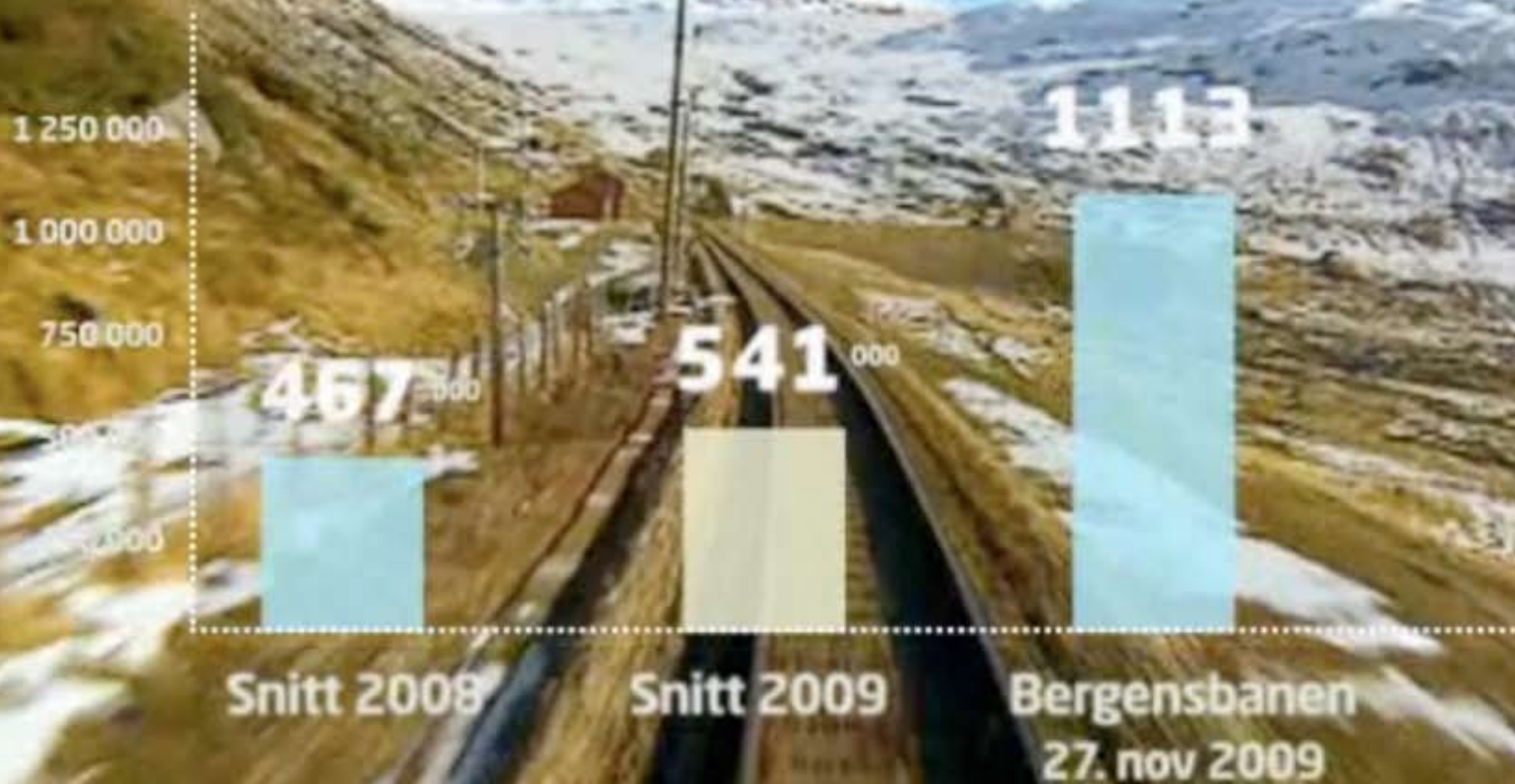
The major events that unite the whole nation still constitute an important part of NRK's diverse mandate. Such events often become the topic of conversation at work, in the classroom and in households throughout the country. They become part of our collective memory. At the same time NRK's social mandate contains a lot more than just amazing and festive events. As Norway's main provider of diversity, NRK shall also be present

and reflect whatever occurs on the many different arenas in people's everyday lives, in both Norwegian and international society. This is a big, important and challenging mandate for NRK. In this report we show how we have fulfilled it in 2009.

Hans-Tore Bjerkaas



FREDAGSKVELDEN PÅ NRK2 - ANTALL SEERE I TUSEN (000)



«The development of more commercial TV stations does not reduce the requirement for a good public broadcaster. On the contrary, it increases it.»

Former Minister of Cultural Affairs, Trond Giske at the Nordic Media Festival in Bergen, 7 May 2009

The People's media house

Over the years **NRK** has cultivated talent, formats and environments with the sort of courage that commercial broadcasters can rarely afford to indulge in. Many people regarded **NRK2's** 7-hour programme *Bergensbanen minutt for minutt* (*The Bergen Line, Minute by Minute*) as a gamble. It turned out to be a huge success.



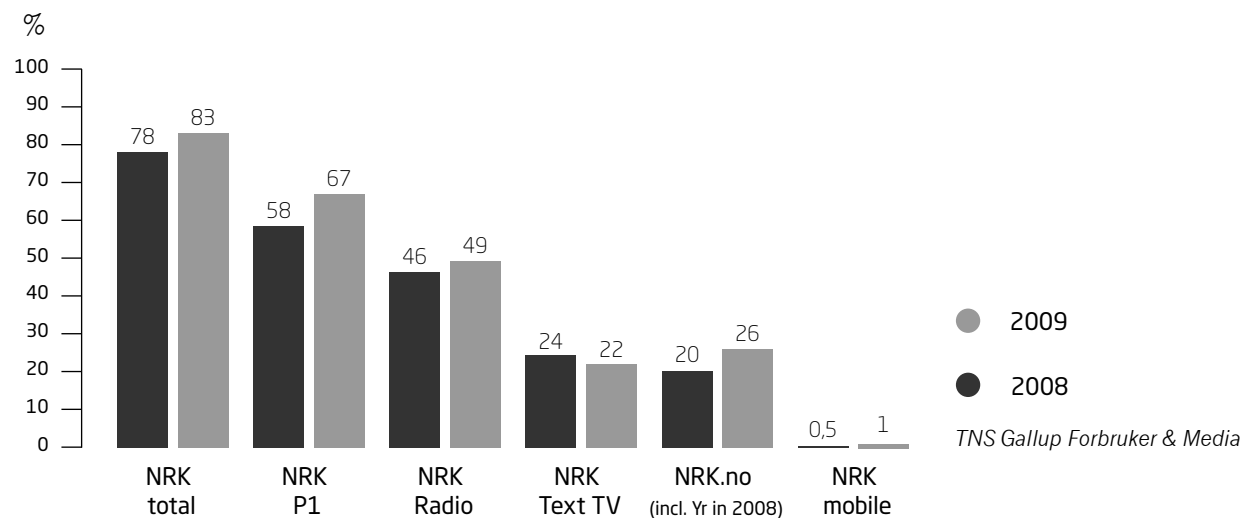
NRK in 2009 / THE MEDIA HOUSE/STATIONS

The people's media house

NRK's mandate was strengthened and extended in 2009. Its new Statutes, which were adopted by NRK's General Assembly in June, link its public broadcasting mandate to all relevant media platforms. For the first time the Corporation is also stipulating its own requirements about the content it provides online and in new media. Section 13d states that "NRK should be present and develop new services on all important media platforms in order to reach as wide an audience as possible with its overall programme services."

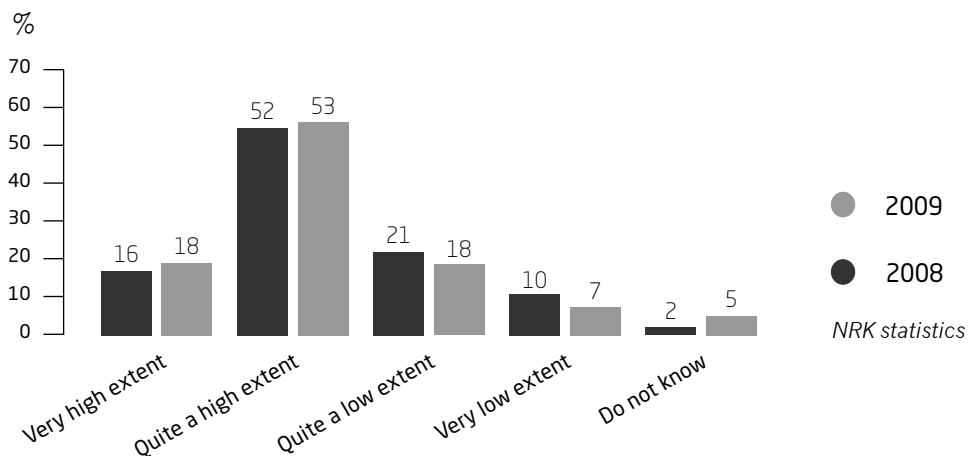
NRK shall offer good, relevant content to all its target groups, wherever they are located. Its aim is for 8 out of 10 Norwegians to make use of NRK's content every single day, regardless of whether it is available on TV, radio, online, text TV or mobile phone. In 2009 NRK succeeded in covering 83 per cent of the population on an overall daily basis. Its most extensive stations, NRK1 and P1, continued to be responsible for most of this coverage, while other services also play significant roles in helping NRK to achieve its aims, especially as regards its younger target groups. In 2009 NRK's online services, P3 and NRK3 were the best examples in this respect.

NRK is Norway's largest media house, covering 83 per cent of the population on a daily basis



Just over 70 per cent of the population thinks that NRK provides them with value for their licence fees

The percentage of positive responses increased from 2008 to 2009.



NRK in 2009 / THE MEDIA HOUSE/STATIONS

Media developments

Social media

In order to provide the public with the best possible services on platforms that people use, NRK ensures that it has a good insight into people's media habits. In 2009 social media was one of the most talked about concepts in the media. There was also a massive increase in the use of this medium - especially Facebook. According to a poll conducted by TNS Gallup Interbuss more than one in three Norwegians was using Facebook every single day during the final quarter of 2009. Weekly coverage increased to 52 per cent during the final quarter of the year, compared to 28 per cent during the final quarter of 2008. Facebook is thus equal in size to

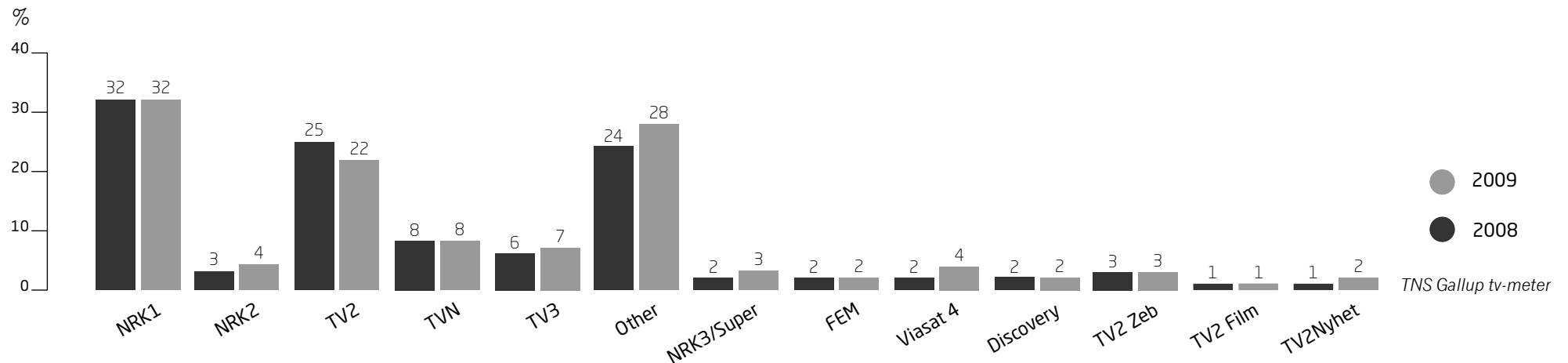
Norway's largest contents website, VG. The Twitter microblogging service was another much talked about service, although usage of this was more limited. Around 3 per cent of the population used Twitter on a daily basis in 2009.

Some of Norway's foremost experts on new media work for NRK and share their knowledge with others on the NRKbeta technology blog. In 2009 the concept of social media was discussed in 124 different articles on NRKbeta.no. A search on Twitter produced 648 hits on NRKbeta.no and 176 hits on Facebook in 2009.

Many of NRK's editorial offices have started using social media as new and relevant sources for their journalistic work. Social media are also used for making contact with listeners, TV viewers and online users. For example, when the radio programme Radiofront was going to talk about a book of short stories during the summer of 2009, the editorial team decided to hold a storytelling competition on Twitter. Thanks to the help provided by NRKbeta in spreading information about the competition on Twitter, they received around 200 contributions. Radiofront is just one of many examples of ways in which NRK's editorial offices are using social media in order to stay in touch with users.

NRK's TV stations had an overall market share of 39 per cent in 2009.

Population 12 years +



NRK in 2009 / THE MEDIA HOUSE/STATIONS

Record TV viewing

A new TV viewing record was set in 2009. This growth in TV viewing continued from the previous year and the average Norwegian spent just over three hours watching TV every day (184 minutes). This is ten minutes more than the previous year, which was also a record year. NRK's TV stations had an overall market share of 39 per cent in 2009. NRK2 and NRK3 grew, while NRK1 fell back by 1 percentage point. Overall NRK's stations enjoyed a percentage increase.

NRK Super was a great success in 2009 and is now Norway's largest children's station during its broadcasting slot. In 2009 this station experienced an increase in its market share in respect of 2-11 year-olds. NRK3 is also having more success in reaching out to its target group, and its market share among 20-29 year-olds has increased from 2 to 4 per cent.

In general this age group watched more TV in 2009 compared to the previous year, with an increase of 30 minutes per day – up from 157 to 187 minutes. Young people have a general tendency to watch more niche stations, and NRK1, TV2 and TV Norge all lost support among 20-29 year-olds. TV3 has enjoyed a stable percentage. Briefly, this target group has received more of the sort of content that it appreciates most, entertainment and drama, both in the

form of more channels and on existing channels. This has in turn served to boost TV viewing for this group.

Stable access to the Internet

Access to the Internet remained stable in 2009, at a total of 90 per cent of the population. During the final quarter 75 per cent, i.e. approx. 3,060,000 people, made daily use of the Internet. These figures indicate that the market is now in the process of levelling off.

NRK's online commitment produced good results in 2009. NRK is the third largest Norwegian contents website in Norway. Nrk.no came in third place on the top list that monitors traffic - in other words, the number of unique daily users, or online readers on PCs. vg.no and dagbladet.no hold the respective first and second places on this list. If we ask people in Norway which websites they have visited, they put nrk.no in second place after vg.no (TNS Gallup F&M).

Three million radio listeners

Three million Norwegians listened to the radio on a daily basis, and these listeners spent a daily average of 130 minutes listening to the radio. For the whole population this figure is 98 minutes, i.e. including people who do not listen to the radio. In 2009 there was a slight change in the composition of listeners in the 12+ age group, with more young people

listening, while older people listened less. Consequently more younger people than the previous year listened to the radio.

During the last two years there have been more commercial listeners in Norway, partly as a result of the fact that Radio Norge took over the licence for Kanal 24 and doubled its market shares in just a short time. NRK P1 was one of the stations that lost market shares in 2008 and during the spring of 2009. The modernisation and renovation of P1's presentation form produced results during the autumn of 2009, and this station retained its position as Norway's largest radio station. Generally speaking NRK's radio stations enjoyed a good autumn with excellent listening statistics. These listeners are responsible for a total of 63 per cent of all radio listening in Norway.

The greatest challenge for the medium of radio is being relevant for children. The generation that is growing up today appears to have a peripheral relationship to the radio. NRK Super is therefore engaged in work designed to develop Radio Super as its new brand for children and to revitalise P1's radio services for children under its Super vignette.

NRK in 2009 / THE MEDIA HOUSE/STATIONS

NRK's stations

NRK1

The aim of NRK1 is to be a comprehensive station for all age groups. It aims to be Norway's largest unifying TV station. With a 39 per cent market share in 2009 NRK is usually the first choice of TV viewers. In 2009 NRK1 covered all programme genres, with the main emphasis being placed on news, regional news, features and investigative documentaries, entertainment, sport and Norwegian, Nordic and international drama.

Some of the highlights on NRK1 in 2009 were the national and international finals of the Eurovision Song Contest. Alexander Rybak was the first Norwegian winner of the Contest for 14 years. Other programmes which also attracted viewers to NRK1 included the World Skiing and Athletics Championships, Norway's exciting parliamentary elections and NRK's broad coverage of news events such as swine flu, the financial crisis, the Copenhagen Climate Summit and the Nobel Peace Prize awards. Major Norwegian drama commitments in 2009 included the Kautokeino Rebellion, the *Himmelblå* (*Sky Blue*) season and *Harry & Charles*. Nordic successes included *Livet i Fagervik* (*Life in Fagervik*) and *Forbrytelsen 2* (*The Crime 2*).

NRK1 is a station that reflects the geographical diversity of Norway through its daily coverage of regional news. In 2009 there was an increase in the number of programmes produced by the regional areas both on weekdays and at weekends, as well as increases in Sami news, children's TV and cultural features programmes.

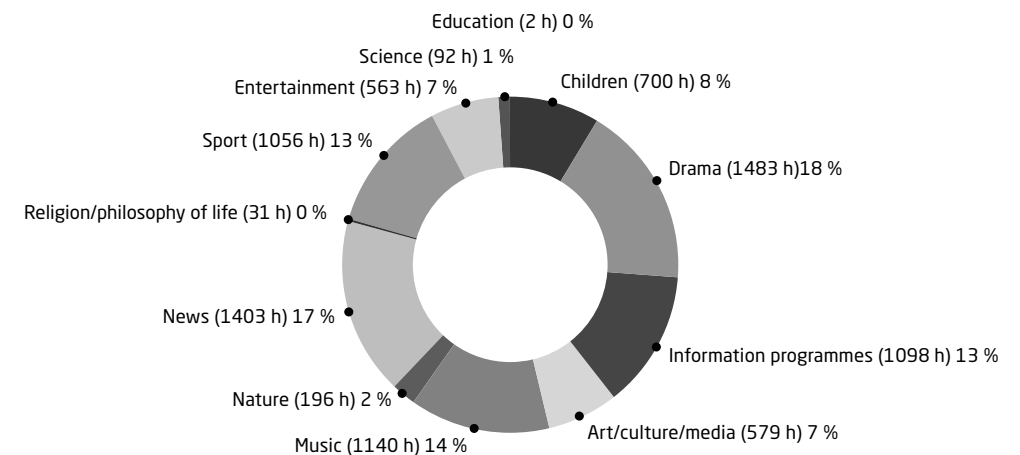
In 2009 NRK1 retained its current affairs services on weekdays throughout the summer by broadcasting *Sommeråpent* (*Summer Review*) for eight weeks. The weekends were devoted to world class natural experiences with the best programmes offered by international distributors in addition to requests from NRK's own archives. NRK1 also marked the Hamsun Year in 2009 with a fantastic 3-part documentary series about the whole of Hamsun's life which was broadcast on Sundays in December.

NRK1's programme profile in 2009

Total 8345 hours

TNS Gallup tv-meter

The aim of NRK1 is to be a comprehensive station for all age groups.



NRK in 2009 / THE MEDIA HOUSE/STATIONS

NRK2

NRK2's primary focus is on current affairs, culture and knowledge. This station is designed to serve as a supplement to the other stations and it is supposed to provide in-depth material and experiences that fall within these three core areas. NRK's target group is the entire population. In 2009 NRK2 had an overall market share of 4.1 per cent, which is the highest percentage achieved in the history of this station.

One of the most daring and innovative programmes on NRK2 in 2009 was its broadcast showing the more than 7-hour long train journey from Bergen to Oslo. On Friday 27 November the Bergen Line celebrated its 100th anniversary and this was marked by broadcasting *Bergensbanen minutt for minutt* (*The Bergen Line, Minute by Minute*), which followed the journey from the driver's cabin and the inside of the train in real time. This broadcast attracted considerable attention from viewers and the media and it shows that NRK dares to take chances. NRK did not take it for granted that it would be a success.

This station's most important Norwegian programmes in 2009 included *Spekter* (*Spectrum*), which provides the public with a background to news events. *Spekter's* broadcast entitled *Hva nå, Israel* (*What Now, Israel*) won the Gullruten Award for the best factual and current affairs programme. The *I kveld* (*This Evening*) talk show presented by Christian Strand served as an important supplement to Norwegian debate programmes throughout 2009. In addition there was a great increase in support for P2 radio's *Dagsnytt Atten* (*The News at 6*) as a TV programme.

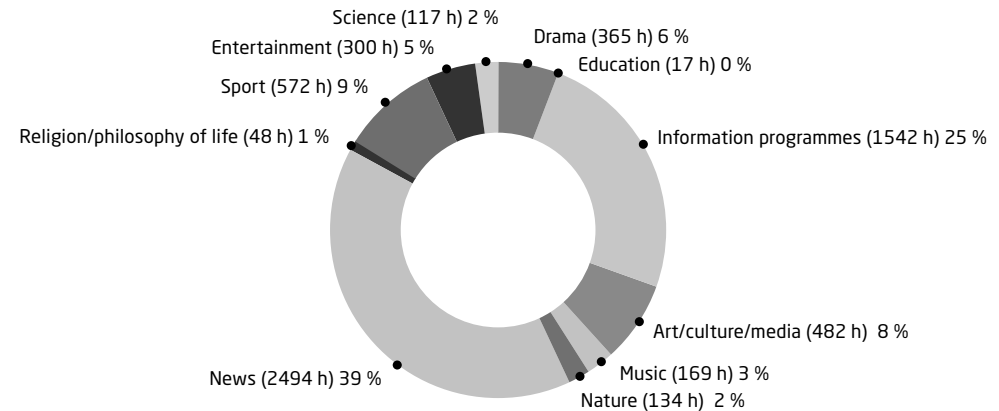
NRK2 focuses in particular on international events. Its news magazine *Urix* is one of the station's longest surviving programmes and it is being extended in 2010 when it will be broadcast four days a week. NRK2's documentary programmes provide viewers with many of the best films available on the international market. The station also broadcasts Jon Stewart's well-known satirical talk show, *The Daily Show*. During the autumn some topical weeks were programmed about the 20th anniversary of the fall of the Berlin Wall and in connection with the Copenhagen Climate Conference. NRK2 also plays an important role in the sports programmes offered by NRK, covering such sports as football, trotting and winter sports.

NRK2's programme profile in 2009

Total 6241 hours

TNS Gallup tv-meter

Main focus was on current affairs, culture and knowledge.



A mad idea became reality. Lars Lucas can be seen rigging up a camera in the train's nose. This resulted in exceptionally fine pictures being taken along a stretch of railway line that is often referred to as being the most beautiful in the world.

NRK in 2009 / THE MEDIA HOUSE/STATIONS

NRK3

NRK3 offers absorbing, entertaining and exciting programmes with relevance to youth culture and identity. This station offers an extensive service to an age group that is familiar with the media, that has highly diverging interests and is undergoing constant development. During the course of two years NRK3 has become established as a popular station, especially for viewers under the age of 40.

Along with NRK P3, mP3 and nrk.no's initiatives, NRK3 places particular focus on relevant content for younger age groups. NRK3's main target group consists of viewers aged 12 to 29. *Pinlige sykdommer (Embarrassing Bodies)* is one example of a programme series that helped to provide information about sexuality, health and the body, on all channels in 2009. Combined with P3's extended *Juntafil (Junta File)* and Juntafil.no, this series was a huge success. Similarly the series entitled *Babylånerne (The Baby Borrowers)* placed focus on teenage awareness of living together and pregnancy, and it was very popular with young people.

NRK3 dares to be different. In February NRK3 launched a programme called *Trygdekantoret (The Benefits Office)*, presented by Thomas Seltzer. This programme has served as a "popular cultural lighthouse at night time and in the fog, and also as a smoke machine beneath the starry skies". NRK3 will continue to pursue its developments in 2010 with several new Norwegian initiatives, etc.

NRK Super

During the course of 2009 NRK Super consolidated its position as an important station for the 2-12 age group. This station has daily broadcasts on TV and radio, as well as its own website. It reflects the everyday lives of children throughout Norway and provides diversity in respect of the content, language and various genres presented. The use of *nynorsk (New Norwegian)* and dialects has been a priority when dubbing series.

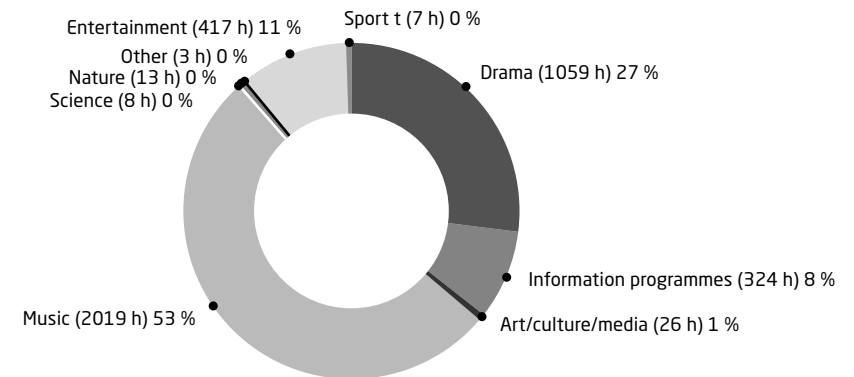
The percentage of programmes being produced outside Oslo saw an increase in 2009. A new programme produced in Tromsø entitled *Dyrevenn (Animal Friend)* was one such example. NRK Super takes children seriously, allowing them to have their say. Throughout the summer it featured presenters in the 6-7 age group who woke up viewers with *Supersommer (Super Summer)*. The

NRK3's programme profile in 2009

Total 3875 hours

TNS Gallup tv-meter

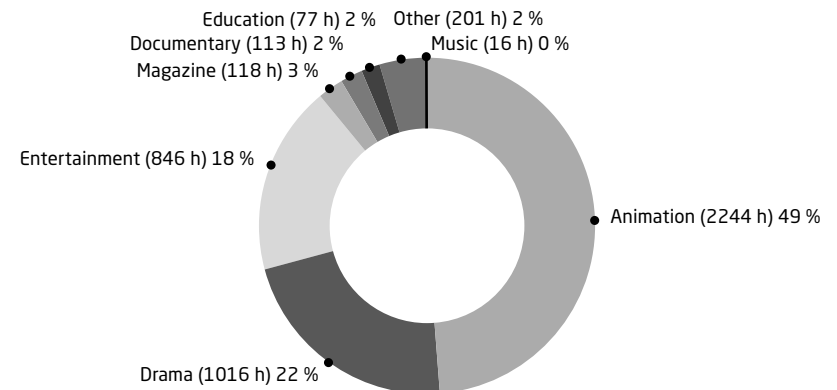
NRK3 invested in top international drama series in 2009. The high percentage of music played is attributable to the station's night time Svisj (Swish) broadcasts.



NRK Super's programme profile in 2009

Total 4631 hours

NRK statistics



NRK in 2009 / THE MEDIA HOUSE/STATIONS

entertainment provided on the comedy programme *Krem Nasjonal (National Cream)* is presented by children on Saturday evenings. *Sara*, an online drama, won NRK's 2009 Editorial Development Prize. NRK Super is also covered in the chapter about children.

NRK P1

The target group of NRK P1 is all Norwegian adults over the age of 30. It aims to provide a wide group of listeners with good content. P1 is also a contingency station, broadcasting news programmes at regular times and also providing extraordinary coverage as and when necessary. This station places emphasis on news, music, entertainment and everyday journalism. NRK's regional offices are responsible for the three most important broadcasting slots on weekdays, and local and regional content constitute an important part of P1's profile.

NRK P1's broadcasting schedule has not been subjected to any significant changes, but NRK continues to encourage the development of radio programmes for the national network that are broadcast from its regional offices. One such example is *Utakt (Out of Step)*, a summer series broadcasting music programmes produced by NRK Rogaland in Stavanger. Another example is *P.I.L.S.* produced by NRK Hordaland in Bergen, which was also one of NRK P1's most popular programmes last year.

NRK P2

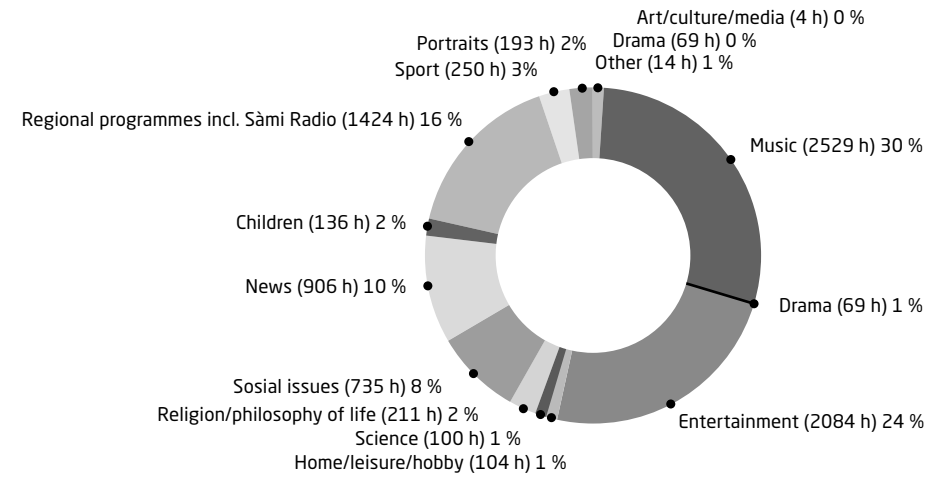
NRK P2 challenges listeners and delivers radio programmes that are different to those broadcast on NRK's other stations. The aim is to offer a station that reflects mainstream cultural and social trends. NRK P2 offers both critical journalism and programmes about art and culture. NRK P2 is an important station for presenting music genres such as classical, jazz and folk music.

Its target group consists of listeners with an interest in social and cultural affairs. Several programmes broadcast on this station serve as reference points for social debate. The titles include programmes such as *Nyhetsmorgen (News Morning)*, *Kulturnytt (Cultural News)*, *Sånn er livet (Such is Life)* and *Dagsnytt Atten (The News at 6)*. P2's new afternoon programme is now more unified and includes one hour

Programme profile NRK P1

Total 8760 hours

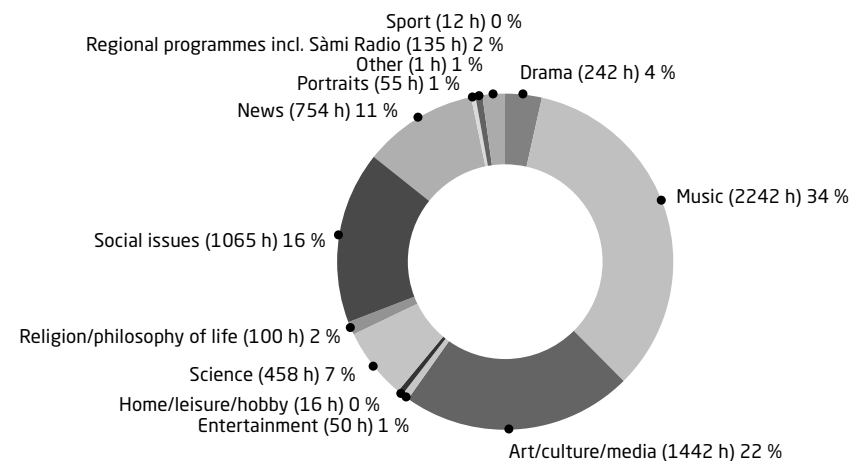
NRK statistics



Programme profil NRK P2 - daytime

Total 6570 hours

NRK statistics



NRK in 2009 / THE MEDIA HOUSE/STATIONS

with Kulturnytt and a new literature programme called *Bok i P2* (*Books on P2*) which are broadcast throughout the week, thus making P2's services clearer and more predictable.

2009 was a good year for this station, with its market share increasing from 4% to 5%. A clearer broadcasting schedule with a greater degree of predictability during the P2 day appears to have had a beneficial impact on listener statistics.

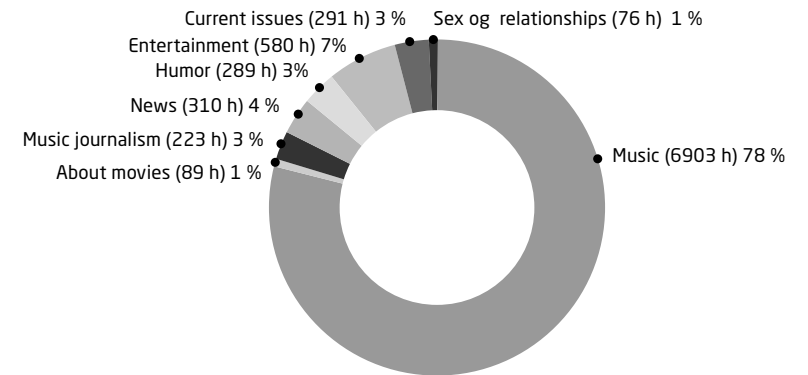
NRK P3

P3 is a radio station for young people, focussing on new music, comedy and entertainment. Its target group is young people in Norway between the ages of 15 and 30. P3's main objective is to be an important station for its target group, to provide its listeners with good music and unique entertainment and to present youth reality. P3 aims to exploit its independence by making bold choices both in respect of its content and its major commitments. Furthermore, P3's role as a cultural presenter of new Norwegian music constitutes an important part of NRK's public broadcasting mandate. Through its live broadcasts on P3sessions and Urørt (*Untouched*), NRK P3 brings several new Norwegian artists into the limelight each year. NRK P3 also aims to be present in the same places as those

Programme profil NRK P3

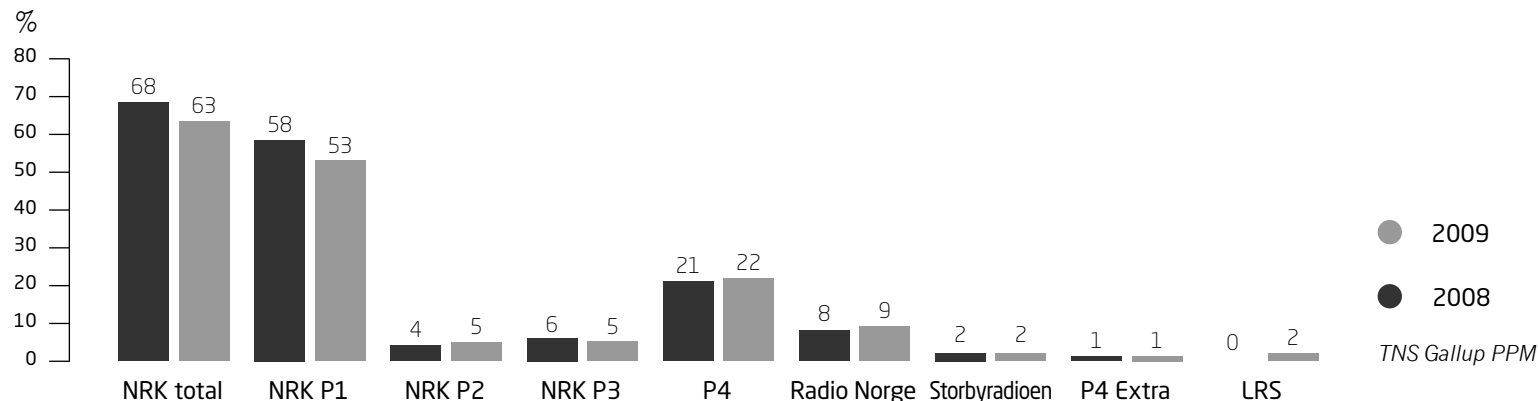
Total 8760 hours

NRK statistics



frequented by young people and it is heavily involved in Norway's largest music festivals. Under its collaboration with VG-Lista Topp 20 (VG's Top 20 Listings) P3 visits Norway's largest cities with the most popular artists in the country.

NRK's radio channels have felt the competition presented by the commercial stations, but they are still enjoying their unique position with a market share totalling 63 per cent in 2009.



NRK in 2009 / THE MEDIA HOUSE/STATIONS

Other stations

NRK Sport

This radio station is broadcast on DAB, the Internet and the digital terrestrial TV network. Its content includes the Olympic Games and World Championships, Norwegian elite series football, the UK Premier League (broadcast by the BBC), which have all been spiced up with sporting material from NRK's archives.

NRK Jazz

24-hour jazz station on DAB and online radio. Broadcasts all forms of jazz - from traditional, experimental and the major classics to the newest of the new.

NRK Båtvær (Boating Weather)

Broadcasts up-to-date 24-hour shipping forecasts for professional and recreational sailors. *NRK Båtvær* can be received on DAB radio up to 20 kilometres away from the coast.

NRK Gull (NRK Gold)

Based on NRK's abundant archives. This station is able to complement daily news events by producing relevant archive material. Listeners can send in their requests for repeats to the station's website. *NRK Gull* is broadcast on the DAB network and as an online radio station.

NRK Super

Available throughout the day on DAB and 24/7 as an online radio station. Its content consists of a mixture of new and old content presented by its own presenters.

NRK 5.1

For listeners seeking a perfect listening experience. The world's first online radio station offering so-called multi-channel 5.1 sound. The sound comes from five loudspeakers located around the room and a subwoofer on the floor. This station broadcasts everything from classical music and experimental electronic music to radio plays and documentaries. A decision has been made to close down this station.

NRK Klassisk (Classical Only)

Plays classical music 24 hours a day. It was the first station of its kind in the world.

Alltid Nyheter (News Only)

News and reports from the whole of NRK. Also broadcasts many of NRK's news programmes live, including *Her og Nå* (Here and Now) and *Dagsrevyen* (*The Daily Review*).

Alltid Folkemusikk (Folk Music Only)

Makes NRK's unique folk music archives available to a greater number of people. These archives contain recordings dating back to 1934 and continuing up to the present day.

NRK mP3

Plays energetic music 24 hours a day.

P3 Urørt (P3 Untouched)

Online radio station that plays the best tracks from the *Urørt* (Untouched) database 24 hours a day.

NRK P1 Oslofjord

This station was closed down during the summer of 2009. It played a lot of music and had a slightly younger profile than P1.

NRK Sámi Radio

DAB and online radio station that broadcasts repeats of all the Sami radio programmes that are broadcast on NRK P1 and P2. It also produces its own programmes.

NRK Stortinget (NRK Parliament)

Online radio station which allows listeners to become a "fly on the wall" in the main chamber of the *Storting* (*the Norwegian parliament*). A decision has been made to close down this station.

NRK in 2009 / THE MEDIA HOUSE/STATIONS

Available to everyone

On 1 December 2009 the last analogue TV transmitters were closed down in Norway, thus completing the digitalisation of Norway's terrestrial network. This means that the same extensive, integrated TV services provided by NRK are available to everyone throughout the country.

This general availability also applies to the disabled and NRK is aiming to provide subtitles for all TV programmes (Section 13 c). NRK provides subtitles for most of its pre-produced programmes regardless of whether they are in Norwegian or a foreign language. If they are in Norwegian, subtitles are provided for people with impaired hearing or anyone else with such requirements. These subtitles are hidden and can be accessed via Text TV on page 777 for NRK1, page 444 for NRK2 and page 333 for NRK3 and Super. Some live programmes also have subtitles, such as the 7 o'clock and 9 o'clock news, *Redaksjon EN (Editorial One)* and some important national events like elections.

The amount of subtitling has increased, from 25.3 hours per day in 2008 to 30 hours per day in 2009. 46.4 per cent of these subtitles are hidden. NRK participates in a Norwegian Media Authority project entitled *Tale til tekst (Speech to Text)* which aims to develop speech recognition technology that will increase the percentage of live programmes with subtitles.



This means that the same extensive, integrated TV services provided by NRK are available to everyone throughout the country. Beautiful winter atmosphere at the transmitter near Kautokeino. Photo: Jon-Annar Fordal



Many people gathered on the Finnmark Mountain Plateau when the last analogue transmitters in Norway were closed down on 1 December, thus completing the digitalisation of Norway's terrestrial TV network. Photo: Jon-Annar Fordal

NRK in 2009 / THE MEDIA HOUSE/STATIONS

Nynorsk (New Norwegian)

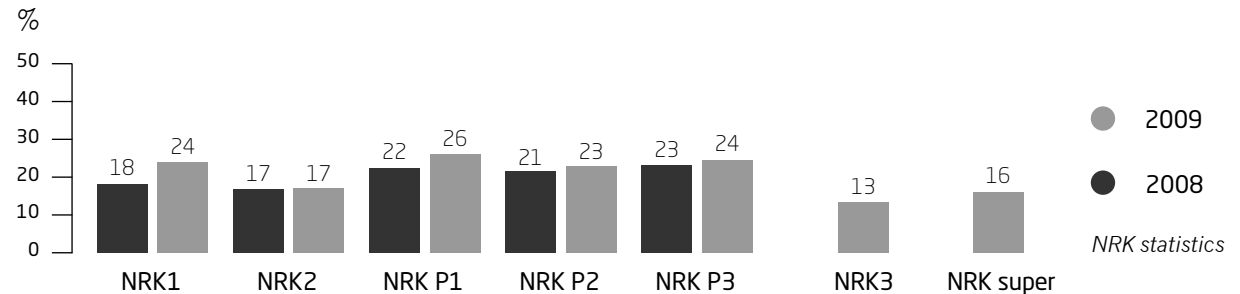
NRK has been tasked with improving Norwegian language, identity and culture. Section 14 f) states that both official versions of the Norwegian language should be used. At least 25 per cent of content should be in nynorsk. According to polls conducted in recent years NRK has failed to comply with this requirement. 2009 saw an increase in the percentage of nynorsk used and NRK is pleased to note that internal measures have produced results. P1 has complied with this requirement, while P2 and P3 are close, with 23 and 24 per cent respectively. The percentage of *nynorsk* spoken on NRK1 was 24 per cent, while the figures for the other TV stations were much lower.

Due to general language developments in Norway and the fact that fewer broadcasts are script-linked, it has become harder than previously to comply with the 25 per cent target for nynorsk. Standard *bokmål* (*Book Language*) or standard *nynorsk* are primarily used in news broadcasts and when presenting programme information on NRK, while dialects have been permitted on other programmes with a more oral content. During the last few years NRK has become more open to the idea of using more dialects. The liberalisation of dialect usage is a natural consequence of several factors:

- *The role of presenters*, including news presenters, has gradually become less script-bound. Presenters should not read the news, but present it by speaking in their natural tongue. Interviews are

Percentage of nynorsk spoken on NRK's stations

Considerable uncertainty exists about the results for NRK3 and NRK Super because fewer sound clips have been coded for these stations than for other stations.



conducted live and this also applies to commentaries and analyses.

- *Over the years regional broadcasts* have been acquiring more broadcasting time and the regional offices are delivering more content to the national stations.
- *Greater use of dialects* is one of the language developments taking place in Norwegian society. Increasing numbers of public figures are using dialects and the public are very happy to accept this. In a survey conducted in 2009, 77 per cent of those polled over the age of 15 said that they definitely agreed or slightly agreed that it was OK for presenters on national radio and TV to speak with a dialect. There is also considerable acceptance for using accents that have been influenced by other languages.

It is NRK's ambition to comply with the 25 per cent target for using nynorsk, but at the same time NRK is keen to point out the challenges involved. It is also worth noting that there could be conflict between NRK's target for greater cultural diversity in respect of content and the recruitment of staff and having a narrow definition of linguistic diversity.

NRK's non-commercial services

Approximately 97 per cent of NRK's activities are funded by TV licence fees and thus have no special links with commercial services or products. It is important for NRK to keep its journalistic integrity in tact and untarnished. This applies in particular to areas that cover children and young people. Not only is this an area of the Internet that's not covered from a purely commercial angle, it is also an area that NRK is keen to keep free from strong commercial influences.

NRK operates with no advertising on the TV and radio, while on the Internet there is a clear distinction between editorial content and advertisements/advertising. None of NRK's downloadable services contain advertisements, and a clear distinction is made between NRK's online editorial material that falls under the News Department and the commercial aspects that are governed by NRK Aktivum. These two have no direct contact with each other. Everything that is generated online goes to NRK's Broadcasting Division so that it can be incorporated in NRK's overall efforts for ordering new content. There are no links between commercial content and the material that is ordered the following year.

Content on nrk.no

New front page

NRK launched a new front page on its nrk.no website on Tuesday 8 December 2009. At the same time a new global menu was also launched that is available on most of NRK's websites, plus a new mobile version of nrk.no. NRK's new front page has been well received by the public.

The front page shows the most important things happening in Norway, the world and at NRK - right now. Users accessing nrk.no should experience that NRK is the first to post the most important news events online. They should see what is happening and why it is happening. Depth and background are provided to the public in several ways, e.g. by making use of the Internet's unique facilities and linking the texts of articles with news clips on the TV and radio. In some cases live streaming of major events is also carried out, e.g. live coverage of the Copenhagen Climate Summit.

NRK's front page also displays the diversity of its content and services. It has acquired a wide side column containing a navigation menu for online TV and radio, as well as links and access to NRK's many services and niche areas.

TV and radio content on nrk.no, mobile phones, etc.

NRK is working on developing its services that provide the public with options to choose between traditional flow-channel-viewing and on-demand services where the provision of archive material is a

particularly important area. It is NRK's ambition to make all radio and TV programmes available online. When this is not possible it is usually due to a lack of rights (Section 17 b).

- NRK's nett-tv (online TV service) contains almost 100,000 unique individual programmes or clips divided between 895 series and programme categories.
- The programmes on all of NRK's 15 radio stations are broadcast live on *NRK nettradio* (*NRK online radio*). Recorded versions of more or less all the radio programmes broadcast on NRK's main stations, i.e. P1, P2 and P3, during the last three weeks - almost 2,000 hours - are available at all times.
- All Text-TV pages can be viewed online.
- NRK's podcasting services comprise 15 TV series and 82 radio programmes that are updated on either a daily or a weekly basis. These are audio or video files that the public can download to their own audio and video players (e.g. iPods) or mobile phones.
- MiniTV is linear TV broadcast via the DMB network. This is a trial project being conducted in collaboration with MTG and TV2 under the NMTV company. Trial broadcasts will be taking place in Greater Oslo up until the summer of 2011. This project distributes NRK1, NRK2 and NRK3/Super in addition to all DAB radio stations.

NRK in 2009 / THE MEDIA HOUSE/STATIONS

Useful services

Several services provided on nrk.no constitute a development of existing radio and TV content. Many of them provide the public with useful information, packaged in a user-friendly manner. When NRK offers a new online service it always asks three control questions? Does it constitute part of our social mandate? Does it benefit many people? and finally - does it constitute part of NRK's strategy? All the services shown below have been subjected to these three questions at NRK.

- NRK has always broadcast weather forecasts on the radio and TV. *Yr.no* is the continuation of long-term collaboration between NRK and the Norwegian Meteorological Institute. For further details please refer to the write-up in the Facts chapter.
- *UT.no* is a joint venture between NRK and *Den Norske Turistforening (the Norwegian Trekking Association)*. *UT.no* aims to be Norway's largest and most popular online service for people who love the outdoor life.
- *Trafikk (Traffic)* NRK has been publishing traffic information, information about delays/diversions and similar services on the Internet for the last four years. In 2010 this service was considerably improved and extended following collaboration between NRK, *Ruter (Oslo's public transport authority)*, *Trafikanten* and the Norwegian Public Roads Administration.

- *NRKbeta* is NRK's sandpit for technology and new media and is one of Norway's largest technology websites.
- *Planteguiden (The Plant Guide)* provides information about ornamental and useful Norwegian plants. For further details please refer to the write-up in the Facts chapter.
- *Mat (Food)* contains recipes from NRK's cookery programmes as well as extensive recipe archives containing several thousand different recipes. For further details please refer to the write-up in the Regional chapter.
- *Nordisk forfatteratlas (The Atlas of Nordic Authors)* aims to promote an interest in Nordic literature in an exciting and visual manner. For further details please refer to the write-up in the Culture chapter.

Good, useful online services provided by NRK help groups that lack knowledge about the Internet to learn how to use it. *Yr.no* is one example of a popular useful service that has prompted older people to use the Internet for checking the weather. It is then easy for them to carry out other types of online searches. By developing services that are of general interest and usefulness, NRK is encouraging users of all ages to understand and use new media platforms (Section 17 e).

Online content for young people

Section 17 stipulates that NRK should provide a regularly updated online service in respect of generic content. This service is explained in the various generic chapters contained in this report. NRK should also produce its own programmes for children and young people. While children's programmes are outlined in the chapter relating to children, we refer below to some of the content available for young people. This list should not be regarded as being comprehensive.

- *P3.no* is a meeting place for NRK's online service for young people. It is an interactive, experience-oriented online magazine that focuses on youth entertainment, culture and reality. Its content consists of music, games, competitions, events and P3's best radio programmes that have been adapted for the Internet. *P3TV* is a video service with young, online TV content from the P3 universe.
- *Urørt (Untouched)* is a website where non-established Norwegian bands can promote their music and the public can download it free of charge. Almost 27,000 different bands have put 74,000 tracks on this site. A total of 52 million tracks have been downloaded or played.
- *Lydverket (Sound Works)* is a music magazine containing reviews, news blogs and exclusive music videos and live recordings from Norwegian and international artists.

NRK in 2009 / THE MEDIA HOUSE/STATIONS

- *P3 Radioresepsjonen (P3 Radio Reception)* is a 24-hour station containing verbal content from the programme *Radioresepsjonen*. Similarly *P3 Pyro* is a 24-hour station for rock and heavy metal music, and *P3 National Rap Show* is a 24-hour station for hip hop and R'n'B. All three are only available online and on smartphones.
- *P3.no/sjef* is a service where users set up their own music lists that are played on P3. *P3.no/spillelister* is a service that lists radio playing lists in real time and allows users to export them directly to Wimp, Spotify, iTunes, etc. This is an external joint venture with Swedish Radiofy.se.
- *Filmpolitiet (The Film Police)* is a multimedia magazine for films, TV and games. It contains reviews, news blogs, competitions and interactive features, and delivers content to P3, P1, nrk.no, NRK1 and NRK2. Its core target group consists of young people between the ages of 15 and 30.
- *Juntafil* is an NRK website containing information for young people about sex and living together, run in collaboration with *Senter for ungdomshelse, samliv og seksualitet (the Centre for Youth Health, Living Together)* and *Sexuality*. It contains a sex dictionary, questions and answers.
- *Spiller (Gaming)* is a magazine about computer games containing articles, videos, trailers, forums and its own gaming servers.
- *mP3-klanen* is a friendship service for young people developed around the radio station NRK mP3. Forums, music panels, news, chat, etc.
- *Mufistar* Website for music in Finnmark. A joint venture between Musikk i Finnmark and NRK Nordnytt.

The actual report - guidelines for readers

NRK believes that the Corporation should comply with its mandate as stipulated in its Statutes by providing extensive services to the public in the form of different types of generic content on different platforms. This report should therefore be read as an integral whole.

The editorial office responsible for this year's public broadcasting accounts has elected to retain the generic divisions contained in previous years' annual reports, even though such divisions are more ambiguous in NRK's new Statutes. In some chapters we have linked individual sub-sections in the Statutes to special generic content, but it is important to regard many of the items contained in the Statutes as a integral whole. This applies, for example to the whole of Sections 12 and 15a-15d that we believe apply to NRK's overall content on all platforms.

Happy reading.

Parts of the NRK's public service broadcasting assignment

Article 12 The NRK shall support and strengthen democracy

- a. The NRK's overall public service broadcasting provision shall aim to fulfil democratic, social and cultural needs of society.
- b. The NRK shall contribute to the promotion of public debate, and participate in ensuring that the whole population receives sufficient information to take an active part in democratic processes. The NRK shall provide a broad and balanced coverage of political elections. All parties and lists over a certain size shall normally be included in the editorial election coverage.
- c. It is the responsibility of the NRK to reveal matters which ought to be subjected to criticism and to help protect individuals and groups against abuse or neglect by public authorities and institutions, private undertakings or others.
- d. The NRK shall have editorial independence. The NRK shall safeguard its integrity and credibility in order to be able to operate freely and independently in relation to persons or groups that, for political, ideological, economic or other reasons, wish to exert influence on its editorial content. Activities shall be characterised by a high ethical standard and provide a balanced representation over time. An attempt shall be made to achieve objectivity and an analytical and neutral approach, cf. the self-regulatory mechanisms of the Norwegian press: the Rights and Duties of the Editor, the Code of Ethics and the Code of Ethics for Text Advertising.

Article 13 The NRK shall be generally available

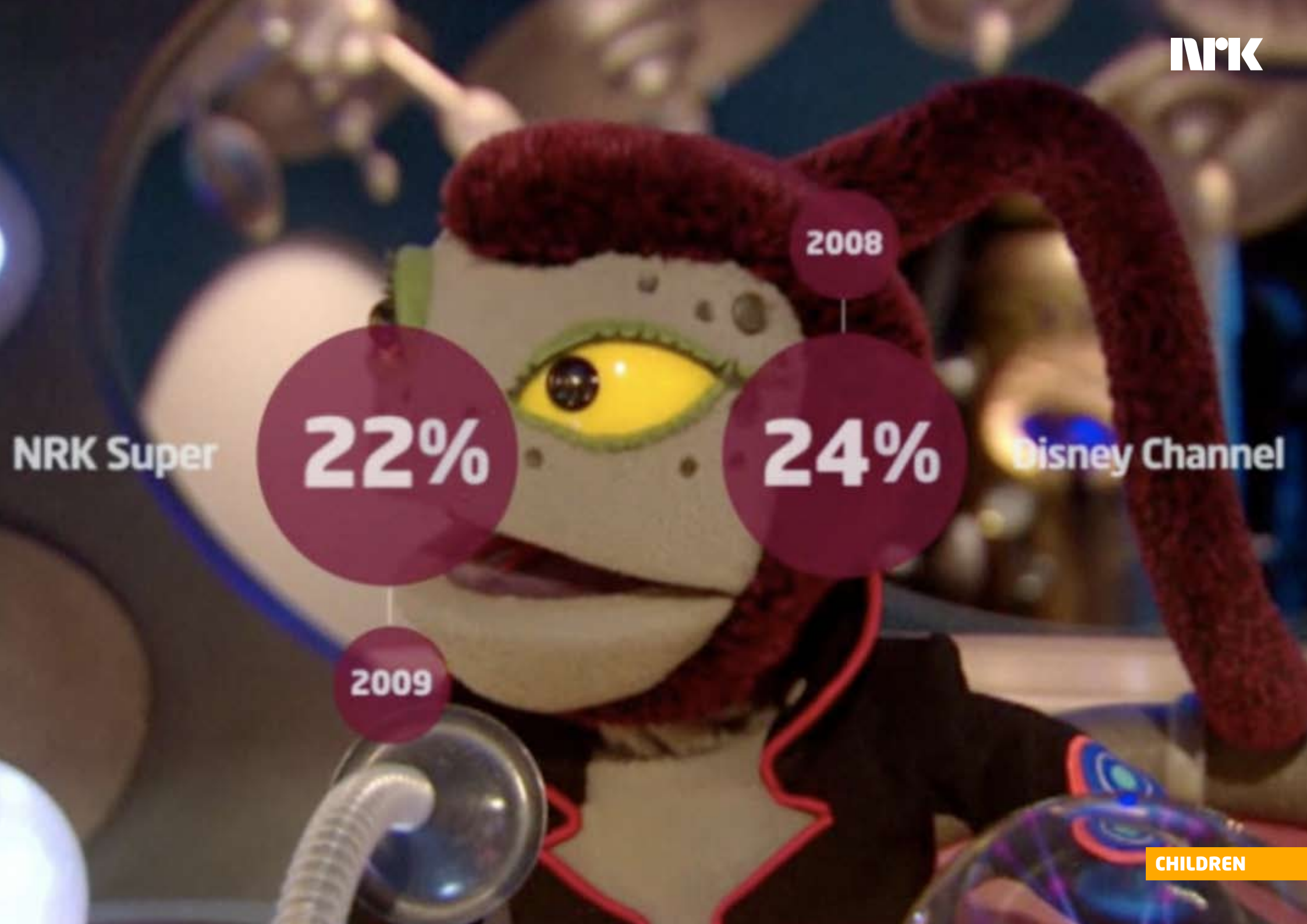
- a. The NRK's three main channels for, respectively, radio and television shall be available to the whole population. The NRK shall attempt to provide the broadest possible distribution of its remaining programme provision.
- b. In principle no payment shall be charged for the NRK's public service broadcasting provision. The NRK's three main channels for, respectively, radio and television shall be available free of charge to all licence-fee payers on at least one distribution platform.
- c. In designing the NRK's provision, regard must be paid to the needs of people with disabilities, including the aim to ensure that all television programmes are provided with subtitles.
- d. The NRK shall be present on, and develop new services for all major media platforms in order to reach out as broadly as possible with its overall programme provision.
- e. The NRK should as far as possible use open standards, unless contraindicated by considerations of economy or quality.

Article 15 The NRK shall aspire to achieve high quality, diversity and innovation

- a. The NRK shall provide services that may be a source of insight, reflection, enjoyment and knowledge through programmes of high quality.
- b. The NRK shall be innovative and contribute to development of quality.
- c. The NRK shall be able to provide the same types of production as are offered by commercial undertakings, but should aspire to bestow on their productions an element of added social value not commonly provided by commercial productions.
- d. The NRK's provision shall represent a broad range of themes and genres.

Article 16 The NRK's public service broadcasting provision shall be non-commercial

- a. The NRK's editorial decisions shall not be guided by commercial considerations.
- b. The NRK's public service broadcasting provision of radio, television and teletext shall be free of advertising, and shall not contain sales promotion of the NRK group's commercial services and products.
- c. The NRK may include advertising on the Internet, with the exception of Web pages targeting children. The NRK shall seek to ensure as clear as possible a distinction between the provision of public service broadcasting and commercial services provided on the Internet. Downloadable services provided within the public service broadcasting provision shall not contain commercial advertising. Special care shall be taken to avoid providing content that exposes the public to commercial pressure. This applies particularly to programmes targeting children and adolescents.
- d. Licence fees and other public income shall not be used to subsidise commercial activities. There shall be a clear distinction as regards accounts and operations between the NRK's commercial activities and public service broadcasting activities.
- e. The NRK's public service broadcasting provision, both in traditional programme activities and in the form of new media services, shall mainly be financed by means of the licence fee.



2008

24%

Disney Channel

2009

22%

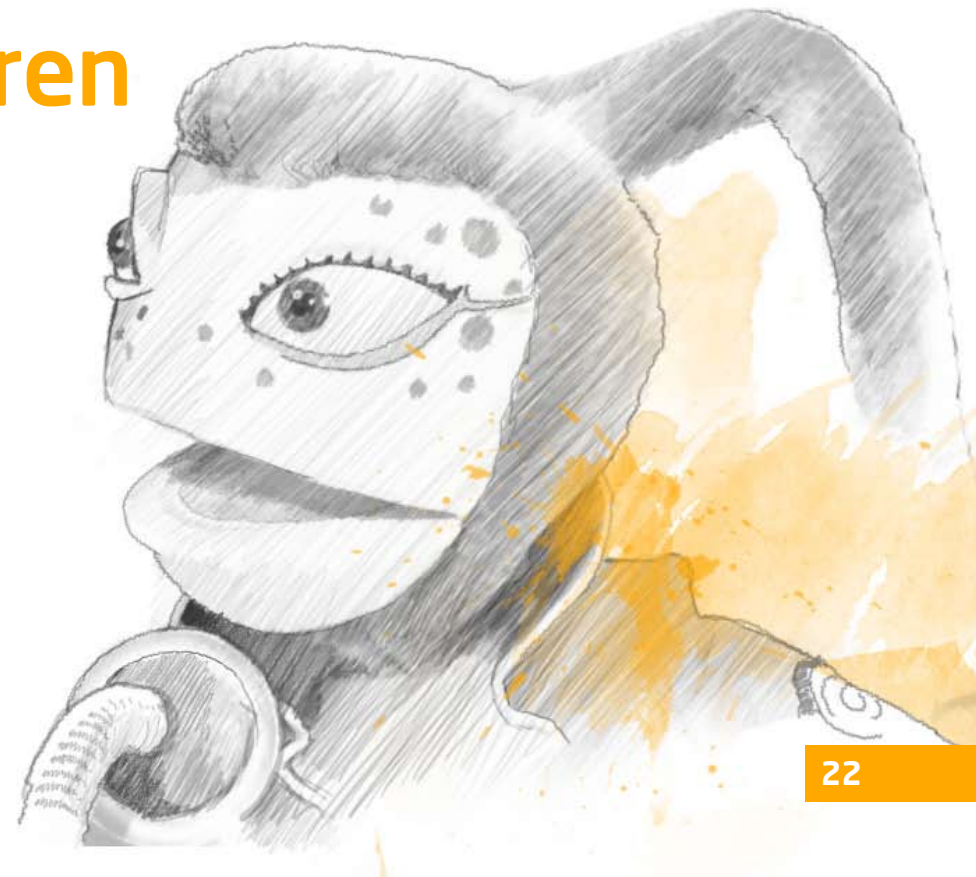
NRK Super

«NRK Super has a positive profile and extremely high quality. It has a comprehensive and creative website featuring fun and exciting content for all children.»

Laila Eidsheim, barnevakten.no (ChildMinder), 9 March 2009

First choice for children

NRK Super is a TV, radio and online service for all children between the ages of 2 and 12. The provision of good stories and content that are deeply rooted in the Norwegian language and Norwegian culture is one of **NRK Super's** most important tasks.



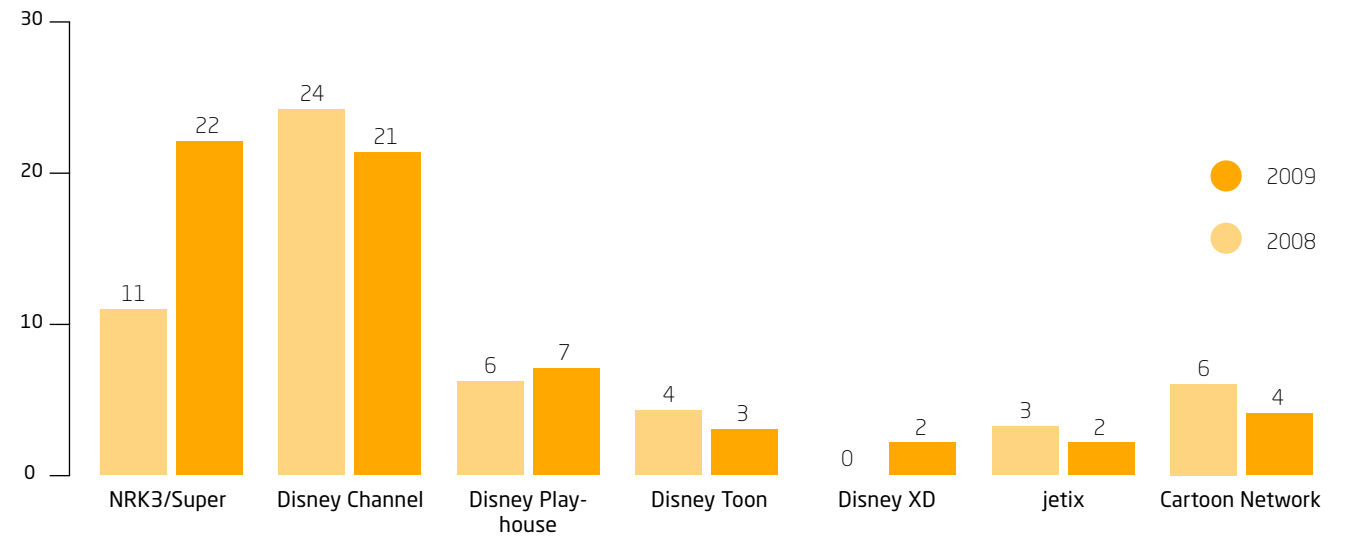
Successful TV station

NRK Super has TV broadcasts each day between 0630 and 1930 hrs. The programmes broadcast on this station are designed with two target groups in mind: younger children aged 2-7 and older children aged 8-12. Some of the programmes embrace the entire target group, e.g. *Julekalenderen* (The Advent Calendar), *Julemorgen* (Christmas Morning), *Sommormorgen* (Summer Morning), *Påskemorgen* (Easter Morning) and Sami children's TV.

In the international media market for children NRK Super is an important Norwegian alternative. More than 80 per cent of NRK Super's content is broadcast in the Norwegian language and the station has rapidly gained the support of children in Norway. Just two years after it started NRK Super has become the country's largest children's station. Its market share in the 2-12 year age group doubled in 2009 and it is now larger than its main competitor, the Disney Channel, during its broadcasting hours between 0630 and 1930 hrs.

Audience share - 2-11 years

TNS Gallup tv-meter



Dyrevenn.
Photo: Erling Bjørklund.

Children on screen

On NRK Super children have a natural place on the screen. Children should be seen and heard, and they feature as actors, presenters and opinion-holders. For example, children are the main performers in *Dyrevenn* (Animal Friend), which is broadcast on Wednesdays at 1900 hrs. This series is all about children and how they relate to their pets. The programme gets close to children who have, want, receive or lose their pets. In addition to stories about these children, the programme contains a factual series broadcast from a veterinary practice

NRK in 2009 / CHILDREN

and an entertainment series where the presenters meet exotic animals. There are few adult experts on the programme and children are portrayed as being competent and knowledgeable in this field. The series is produced for NRK Super by NRK Troms & Finnmark for a target group in the 8-12 age bracket. It is also being broadcast in 2010.



Tromsø. Photo: Stein Åge Isaksen



Krem Nasjonal. Photo: Ole Kaland, NRK

External productions

Children's programmes account for twenty per cent of the projects that were developed externally for NRK in 2009. *Orps* is one such series that was created for children by an external production company. This drama series was about a brass band with a difference. It was a funny, romantic, exciting series about daring to be oneself and being brave enough to put one's whole heart into playing. It was broadcast on Saturdays at 1830 hrs on NRK Super and NRK1, and its target group consisted of older children.

Another externally produced series was *Fjellgården i Trollheimen* (The Mountain Farm in Trollheimen), a docudrama about 7-year old Oda and her family in Trollheimen. Viewers were able to follow Oda through the four seasons against a backdrop of farming events both large and small. The series was broadcast as children's TV on NRK1 and NRK Super during the autumn of 2009.

Adults and children, collectively

Krem Nasjonal (National Cream) is a comedy programme for the whole family that started during the autumn of 2009. It is broadcast on Saturdays at 1830 hrs on NRK1 and NRK Super. Eight programmes were broadcast in 2009, and a further 20 programmes are planned for 2010. The target group for this programme is children aged 8-12 years, but the aim is to entertain both older and younger viewers.

Sara, an online drama

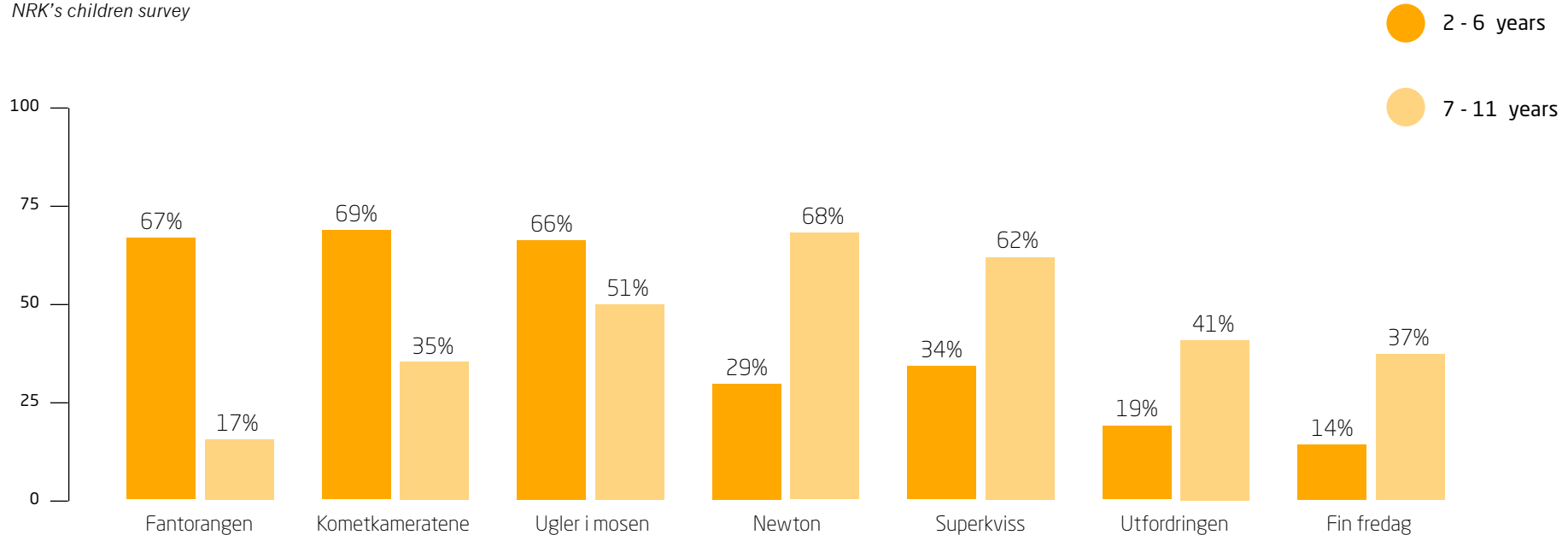
Children are able to watch their favourite programmes and listen to radio programmes and plays on NRK Super's website. In 2009 NRK also produced drama that was specially designed for online viewing. Sara, the story of a fictitious character called Sara, was created as a blog. She was in her final year at primary school. The story evolved in real time and followed Sara's transition from a child to a young person. Narrative techniques were employed such as text, photos, web camera video clips and short dramatisations. This online drama was updated on a daily basis between April 2008 and June 2009. The dramatisations were also broadcast on TV and NRK Super's live features programme *Fin fredag* (Lovely Friday). The target group for Sara was girls aged 10 to 12. Sara won NRK's 2009 Editorial Development Prize.



Fantorangen on NRK Super.

Which programmes on NRK Super would you recommend to others?

NRK's children survey



Superia - online game and TV programme

Superia is an interactive TV programme about an online game called Superia that was premièred during the autumn of 2009. This is the first time that NRK has launched a TV programme based on computer gaming. This TV series was launched for small children who are not very good at reading and for children unable to spend time obtaining the story via Superia's own discussion forum on nrksuper.no. Every Sunday morning the presenter and a robot called Kim, a friendly multi-functional droid who also

appears in the game, provide children with tips, tricks and lots of fun.

The game is a virtual fantasy world for children based on its British equivalent, Adventure Rock, and it has been created by NRK in collaboration with the BBC and Ketnet. This was originally a Belgian game, but it was redesigned by the BBC for children in the 6-12 age group. NRK has subsequently changed some parts of the game.

NRK super.no

NRK Super provides children with comprehensive online services, including their own online TV and radio programmes, blogs, discussion pages and social networking sites where they can log on and play games that have been adapted to suit children. These pages contain no advertisements or sales gimmicks and the safety of children is a priority. NRK Super's website is designed to be a good, safe place for children wishing to become acquainted with the Internet. At the same time it contains fun,

NRK in 2009 / CHILDREN

educational and entertaining services for children to enjoy as and when they so wish.

The front page of NRKsuper.no is designed for 8-12 year-olds who can read, while the opening page to Children's TV has 2-7 year olds as its target group. This page has a "locking key" which quickly removes the menu at the top and enables parents to limit the chances of young children "getting into trouble" on the Internet.

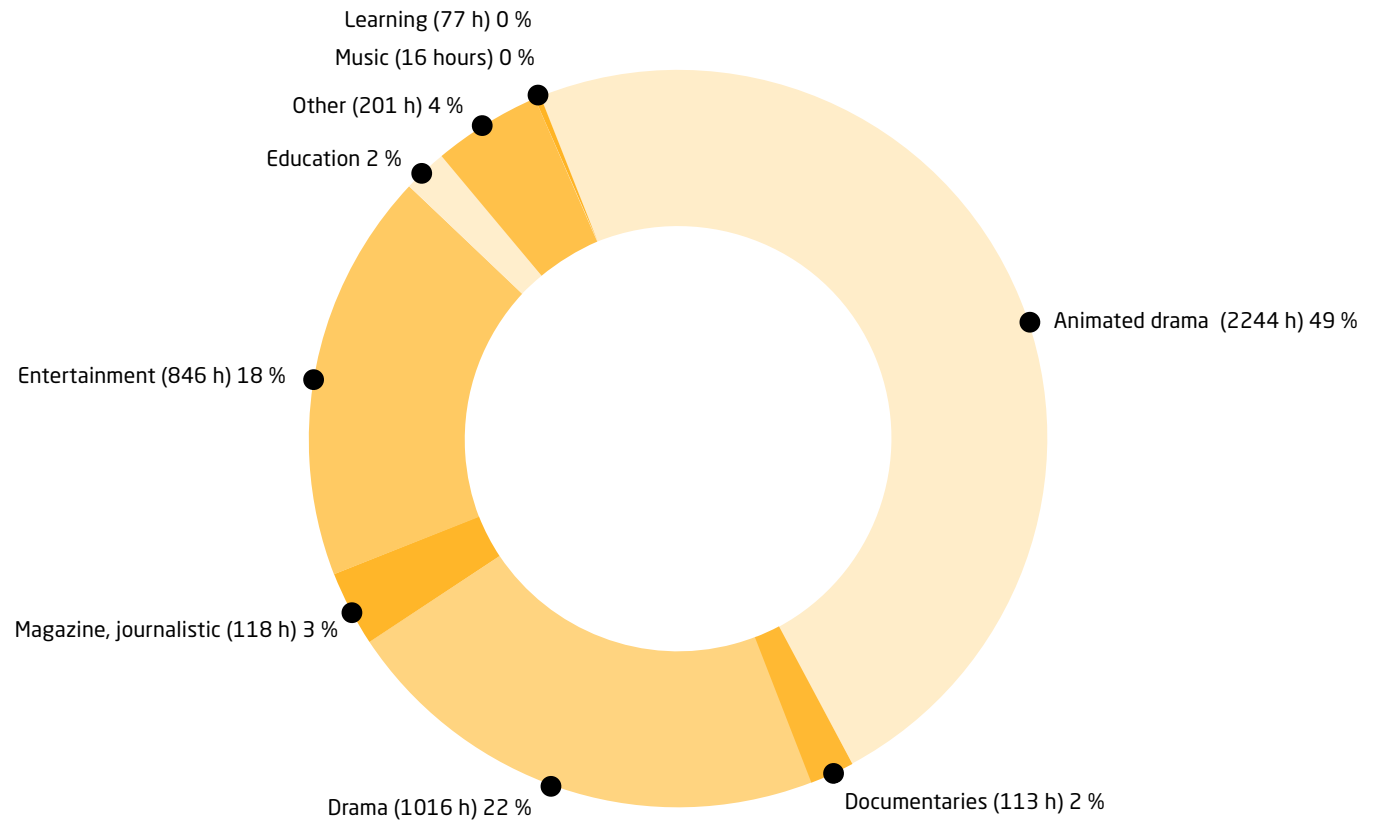
Ear candy

Radio Super is broadcast on P1 on weekdays between 1830 and 1900 hrs and on Saturdays between 1900 and 2000 hrs. Children can listen to many of this radio station's programmes again online on nrksuper.no. Radio Super is also a separate DAB station for children, with broadcasts 24/7 on digital and online radio.

NRK Super's programme profile in 2009

Total 4631 hours

TNS Gallup tv-meter





Article 15 The NRK shall aspire to achieve high quality, diversity and innovation

i) The NRK shall promote children's right to information and freedom of expression, and shield children from harmful forms of content. The NRK shall provide daily Norwegian language programmes for children under 12 years of age, regular Norwegian language programmes for adolescents and regular programmes for children and adolescents in Sami.

Article 17 The NRK shall provide attractive content on the Internet, mobile TV, etc.

a) The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of:

- In-house productions for children and adolescents*



58
TV



53
RADIO



32
INTERNETT

* ANDEL MEGET INTERESSERT I LOKALE NYHETER I %

«The NRK news is quoted more often than any other new broadcasts. Our survey says something about the validity of NRK on the news front and its numerous editorial offices throughout the country.»

Kristina Nilsen, Analysis Manager of Retriever VG, 15 June 2009.

First and best news provider

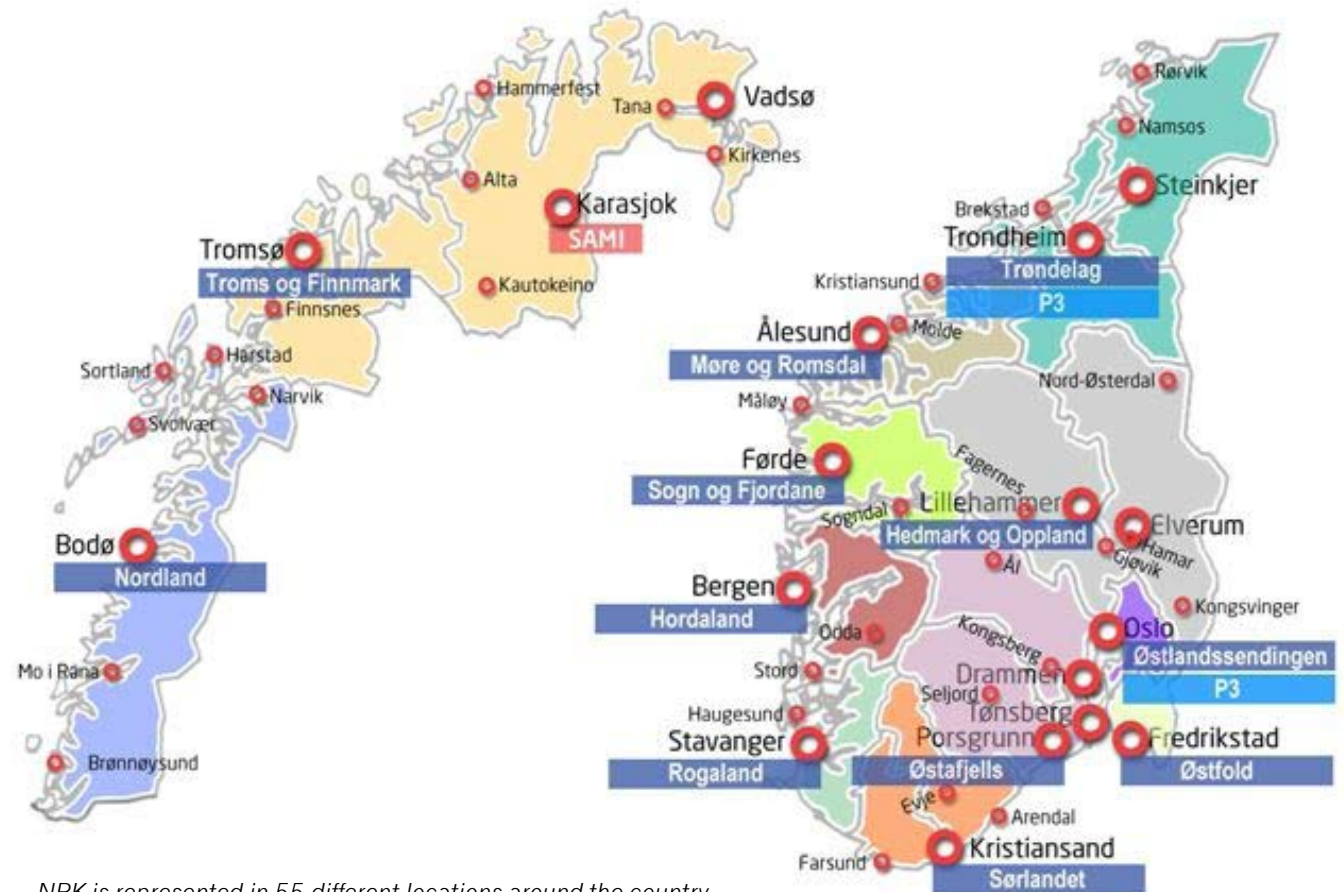
Nrk.no is the only online news website in Norway with online journalists working in all counties. News and current affairs material feature heavily on the new front page of nrk.no thanks to **NRK's** local presence around the country.



NRK in 2009 / REGIONAL

Present throughout Norway

NRK has twelve regional offices supported by a number of local offices. Overall NRK is represented in 55 different places around the country. The Corporation's regional offices have broadcasts on NRK P1 and NRK1 on all weekdays. P1 Radio has local early-morning broadcasts from 0600 to 0900 hrs, morning broadcasts from 1100 to 1300 hrs and afternoon broadcasts from 1600 to 1730 hrs. NRK1 TV has regional broadcasts at 1840-1900 hrs on Mondays to Fridays and a news update at 2055 hrs just before *Dagsrevyen 21* (the News at Nine). These regional broadcasts are transmitted nationwide on NRK2 on the following day. NRK's regional offices aim to have a local presence, but to also deliver material for a national audience, e.g. *Dagsnytt* (the Daily News), *Her og Nå* (Here and Now), *Dagsrevyen* (the Daily Review), *Kveldsnytt* (the Evening News), *Norge i dag* (Norway Today) and the front page of nrk.no.



NRK is represented in 55 different locations around the country.

NRK in 2009 / REGIONAL

Dynamic when major events occur

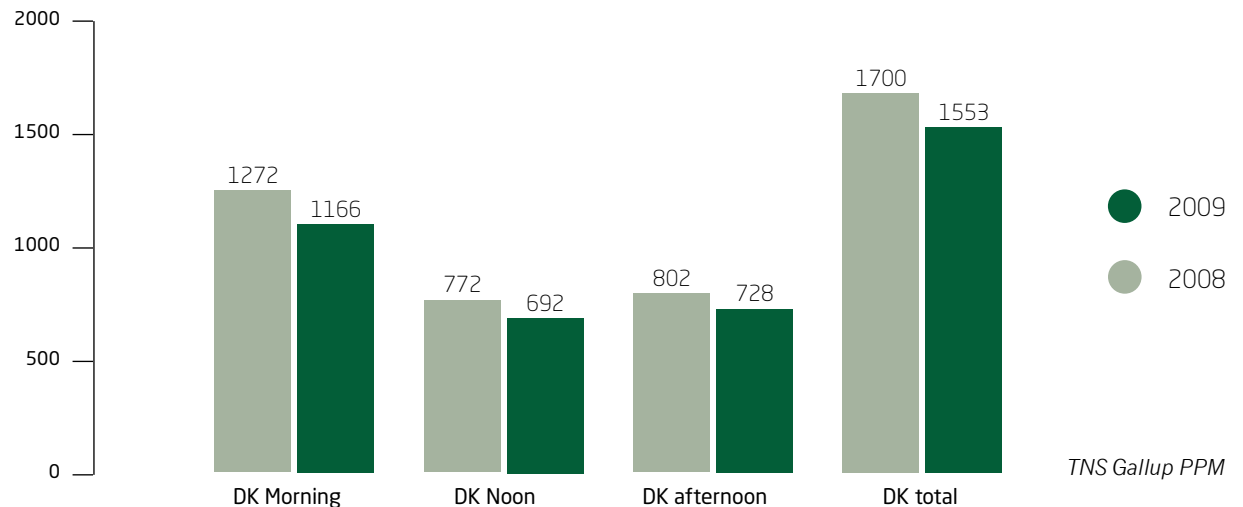
NRK's twelve regional offices are a huge asset for the Corporation when major and unexpected events occur. Journalists are quickly able to arrive at the scene and broadcast reports to the whole country. During the course of 2009 there was an increase in staff at all of NRK's regional offices, for example, more photographers at work on Saturdays and Sundays. NRK has also established a News Contingency Scheme for its regional offices that is designed to ensure that NRK employees can always be contacted when unexpected events occur anywhere in the country.



«Full City», Langesund. Reporters from NRK Østafjells.

Daily reach of NRK P1's district programmes in 2008 and 2009

Reach in 1000



NRK's local and national news editorial offices cooperate over major common issues. This was also the case on one fatal morning on 13 March 2009 when the ground disappeared beneath the houses in Kattmarka in Namsos. NRK Trøndelag's reporters in Namsos were quick to arrive at the scene and ensure that listeners and viewers throughout the country were able to receive live coverage of this dramatic event.

The public was also able to benefit from similar coverage on the last day of July when the bulk cargo ship Full City slipped its anchor just outside

Langesund. The ship ran aground and more than 50 tons of heavy oil leaked out and polluted 150 km of the coastline between Larvik and Risør. Many employees from NRK Østafjells' Telemark editorial office arrived at the scene in Langesund during the early hours of the morning. Reinforcements gradually started to arrive from NRK's Eastern Region offices in Buskerud and Vestfold and from the Marienlyst News Department in Oslo in order to report on one of the most controversial issues covered by the Norwegian media in 2009.

NRK in 2009 / REGIONAL

Reflecting geographical diversity

The most important function of NRK's regional offices is to have a local presence. It is no coincidence that in some places NRK's radio broadcasts are referred to as "the local". At the same time the regional offices produce news and other programmes all over the country, from the whole country and to the whole country. One good example is *Norge i dag* (*Norway Today*) on *Dagsrevyen 21* (*the News at Nine*).

This is a national broadcast with a selection of the day's news items that were broadcast locally earlier on during the evening.

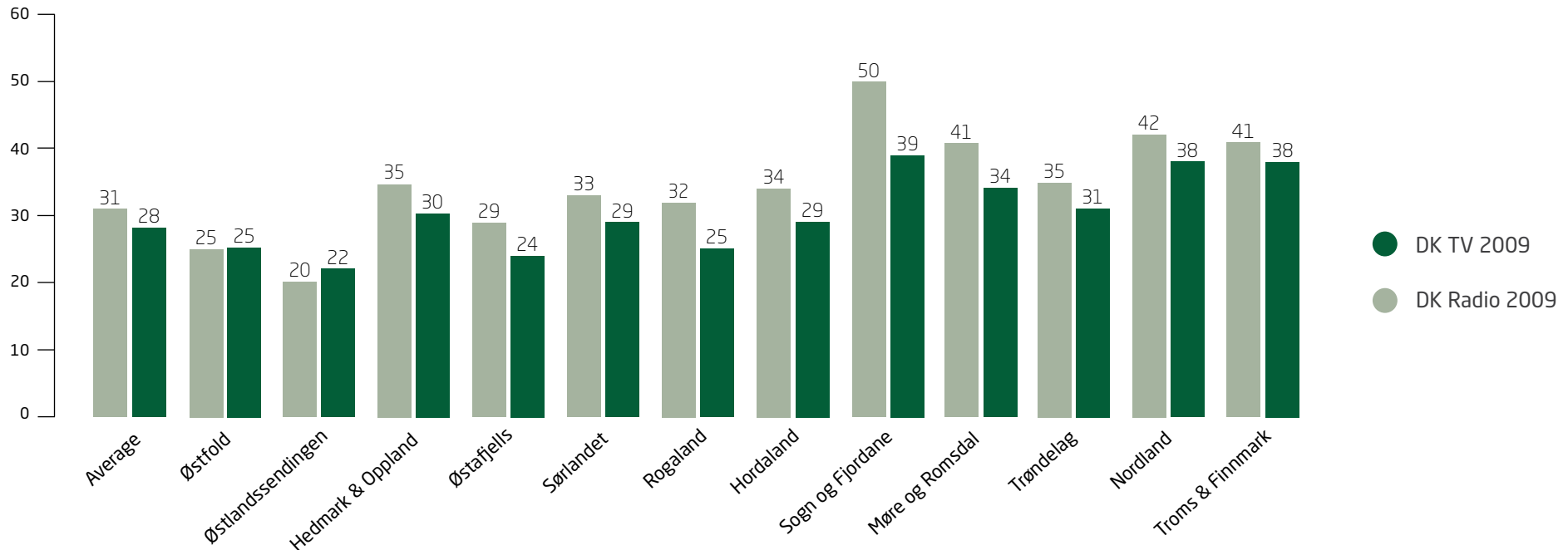
Many of the regional offices also take part in producing the series entitled *Folk - norsk underholdningsdokumentar. Gode fortellinger om spennende mennesker i hele landet* (*People - Norwegian entertainment documentary. Great stories about exciting people all over the country*). Viewers have become

acquainted with people like Rune, a keeper at the Kristiansand Zoo, who has 130 animals at home. The public have also been able to follow life on a mountain farm called Bjøberg.

Advanced technical equipment helps to create national links. NRK Nordland and NRK Troms & Finnmark share a "fly-away", a satellite link that facilitates the broadcasting of live TV via satellite. This link provides better stand-by services and

Daily reach of district programmes on NRK1 and P1 in 2009.

TNS Gallup Forbruker & Media





Ingerid Stenvold and Siv Helberg in Sommeråpent.
Photo: Ole Kaland, NRK

new opportunities for live broadcasts from entirely new places in these elongated counties with their numerous islands, regardless of whether or not they include major accidents or, as in 2009, the opening of the Hamsun Centre on Hamarøy and a chamber music concert in Værøy Church shown on *Sommeråpent* (*Open during the Summer*). All of NRK's regional offices will gradually obtain their own fly-aways.

Local online initiatives - concerts, news and food

NRK's regional offices have their own pages on nrk.no where readers can check out the latest news and other local items. NRK's local roots are also evident on the front page of its website. The front page has been designed to contain material from the whole country. Nrk.no is the only Norwegian news website that has online journalists in every county. Its regional offices are manned by online staff throughout the week, including the weekends.

Noticeable results were achieved following an investment in better quality online journalism, more videos and more regional online TV broadcasts. NRK Møre & Romsdal experienced an increase in online hits of more than 80% compared to the previous year. This office also had its own local live coverage of the crowds in the capital prior to the football cup final between Ålesund and Molde.

Thanks to the Internet it is possible to broadcast local material live. Many regional offices are investing heavily in broadcasting local events on online TV. NRK Hordaland was able to offer as much as 20 hours of live broadcasts from the Norwegian Brass Band Championships in Bergen, in addition to blogs, articles and photos. NRK Hedmark and Oppland broadcast the finals of the Toneprisen music competition on online TV from the packed concert hall at Maihaugen.

NRK possesses a treasure chest full of food programmes and recipes. These have now been made available to everyone on nrk.no/mat. NRK Rogaland has been cooperating with the Norwegian Culinary Institute throughout the year to produce an extensive series of videos and recipes, including Christmas food, picnic food, traditional food and modern recipes which, along with several thousand others recipes, are included in the Food Portal's database.



Article 14 *The NRK shall strengthen Norwegian language, identity and culture*

a) The NRK shall reflect the geographical diversity of Norway and provide a satisfactory range of local programmes and maintain a local presence.

e) The NRK shall be obliged to broadcast content that is either produced in or has a basis in Norwegian rural districts. The NRK shall have district broadcasts on all weekdays.

Article 17 *The NRK shall provide attractive content on the Internet, mobile TV, etc.*

a) The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of:

- Separate provision of regional news and content



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MARKEDSANDEL

DRAMA

«This TV series about our first royal couple in contemporary times is royally elegant. It is absolutely delightful and highly professional.»

Borghild Maaland, VG, 15 December 2009

Norwegian drama on demand

Live, recorded and “on demand” drama and TV series constitute some of the most popular content on TV. The most viewed online series included *Himmelblå* (*Sky Blue*), *Jul i Svingen* (*an advent series*) and *AF1*. It is important for **NRK** to provide the public with Norwegian drama that is able to compete on quality with the best foreign programmes.



NRK in 2009 / DRAMA

Norwegian TV stations broadcast more TV dramas than any other type of content. In 2009 over 23,000 hours of drama were broadcast by Norway's nine TV stations, i.e. NRK1, TV2, TVN, TV3 and their associated niche stations. This represents a doubling of the drama programmes offered by Norwegian stations since 2004, and this is mainly attributable to the dominant position of drama and entertainment broadcast by the niche stations.

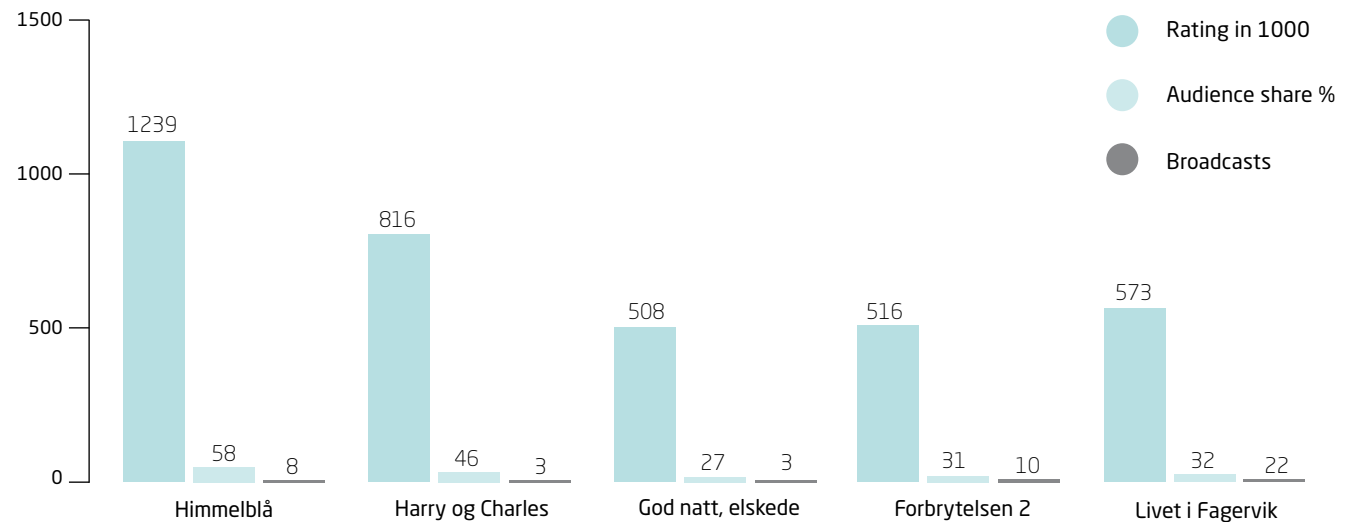
TV dramas topped the statistics for the content that people spend most time watching, including live, recorded and "on demand" programmes. They are therefore an important success factor for the TV stations. *Himmelblå* (Sky Blue) is one example of a live, recorded and online TV drama that attracted viewers. This TV drama from Ylvingen was one of the most popular programme series broadcast online by NRK in 2009. Furthermore, the eight episodes created had an average of 1.2 million viewers who watched them live and as recordings on NRK1.

Nordic exchange

Nordvision celebrated its 50th anniversary in October 2009. This organisation has served as the cornerstone of Nordic TV collaboration ever since the very early days of TV. Such collaboration enables the individual broadcasting companies to produce more, better and cheaper programmes and to engage in cross-border exchanges. Generally speaking this creates five programmes for each one paid for. In this way, and thanks to joint productions and funding, national drama series are offered to a large Nordic audience. In 2009 NRK broadcast the

Swedish drama series entitled *Livet i Fagervik* (Life in Fagervik) and the Danish series *Forbrytelsen 2* (The Crime 2). The latter series was also broadcast on online TV. The final episode was broadcast immediately after Episode 9 and the most impatient viewers were provided with the answer to the murder mystery online, one week before it was shown on NRK1.

Norwegian and Nordic drama 2009



TNS Gallup tv-meter

Royal Blue - and Sky Blue

NRK's main Christmas series was *Harry & Charles*, with each of the three episodes being viewed by an average of 930,000 Norwegians. This constituted a market share of approx. 47 per cent. This TV series was based on the historical figures of Prince Carl and Princess Maud of Denmark who in 1905 were given

the opportunity to become the first royal couple in the newly independent Norway. The series creates a continuation of the drama and takes viewers behind the scenes of both their private lives and the political situation. Scriptwriter Jonas Cornell has described the content as being 90 per cent fiction and ten per cent fact.



Jakob Cedergren as Carl, Maria Bonnevie as Maud and Laura Bro.



*Anne Birte Brunvold Tørstad, Harry & Charles prod.
Photo: Hege Fagerheim*

The series was a major NRK initiative. Filming commenced in February. NRK's Carpentry Workshop, Props Department and Production Designer had the mammoth task of creating interior and exterior designs that needed to look as realistic as possible for 1905. Silk wallpaper was purchased from France and plush lamps were hired from England. By the time filming concluded on 28 May, the team had been on location in Oslo, Fredrikstad, Horten and Copenhagen. They had also been filming in the fantastically decorated Studio 1 which had been designed to portray Carl and Maud's flat in Copenhagen. Not a true copy, but a flat that had been tailored to promote good camera angles and the dramaturgy of the series.

NRK in 2009 / DRAMA

While *Harry & Charles* was NRK's big Christmas series, *Himmelblå* (Sky Blue) was the series that attracted most attention earlier on during the year. Seldom has a drama series attracted such huge expectations as those prevalent when the second season was broadcast on NRK1 during the winter of 2009. NRK Drama was able to celebrate a viewing record for the final episode which brought 1,309,000 people in front of their TV screens. *Himmelblå* broke several records in terms of pure viewing statistics. The first season alone was responsible for a breakthrough for online drama series and the figures continued to increase during the second season. The website for the series was highly popular, with 25,000 hits per week, and 10,000 people became members on its official Facebook page.



Himmelblå. Photo: Liv Ask/NRK

NRK's drama content sorted by country of origin

Hours broadcast

CHANNEL	PRODUCTION COUNTRY	HOURS
NRK1	Australia	42
	Denmark	19
	Europe	6
	Iceland	3
	Norway	30
	UK	340
	Sweden	138
	Germany	65
	US	406
	Austria	9
Total NRK1		1059
NRK2	Denmark	12
	Europe	3
	Norway	2
	UK	5
	Sweden	9
	US	59
Total NRK2		90
NRK3	Australia	54
	Brazil	7
	Denmark	19
	France	10
	Norway	6
	UK	207
	Sweden	8
	Thailand	1
	US	449
Total NRK3		761
SUPER	Australia	11
	Norway	21
	UK	14
	US	0
Total SUPER		45
Total		1955

NRK Statistics

Radio drama and crime

NRK is the only company producing professional audio drama in Norway. *Radioteatret (Radio Theatre)* creates new and classical drama, crime series, radio plays and satire. These include four different genres performed on four different stages: Radioteatret's Main Stage or *P2-teatret (P2 Theatre)*; *P1-krimmen (Crime on P1)*, *Barneteatret (Children's Theatre)* that is broadcast on *Lørdagsbarnetimen (Saturday Children's Hour)* on P1; and *Hallo i uken (a satirical radio programme)* on P2. Many of Radioteatret's radio plays can be downloaded from the Internet as podcasts.

2009 was the year when Radioteatret took drama away from its usual slots and into new contexts and environments. *Lars og Rakel (Lars and Rakel)* was a new series about two people who met, became lovers and started living together. The ten episodes were short - eight minutes on average, with alternative versions lasting just two minutes. In order to break away from the mould, the series was broadcast as part of other radio programmes. The longer episodes were broadcast on *Sånn er livet (Such is Life)* on P2, and the shorter ones on *Nitimen* on P1. These episodes were supplemented with recordings and discussions involving presenters, guests in the studio and experts on living together. *Lars og Rakel* also led an active life on the Internet, ably assisted by their own Facebook page where episodes were also made available for streaming. All of the episodes were made available for downloading free of charge on NRK's podcast pages.



New Hallo i uken. Cathinka Rondan, who comes from P3, is the new producer. Jørgen Strickert is the anchorman on the satire programme, while the host, Geir-Atle Johnsen, was the only "oldie" who elected to continue.

P2-teatret is one of Norway's largest theatres in terms of listener and visitor statistics. In 2009 the theatre had an average of 36,000 listeners every Sunday at 1503 hrs, and this figure more or less corresponds to the total number of people attending Norwegian regional theatres over the course of one year. Egil Skallagrimsson's saga, which was broadcast as a 3-part action comedy incorporating sword fighting, singing and stev (old Norse poetry), had almost twice as many listeners, i.e. an average of 62,000. 2009 was also the year when author Ingvar Ambjørnsen made his début as a radio dramatist with *Bergtatt (Bewitched)*.

NRK in 2009 / DRAMA

Astrid Lindgren's book about Ronja the Robber's Daughter, is a classic children's story. It has previously been dramatised for both the stage and screen, but never for Norwegian radio listeners. At least not until Radioteatret took up the gauntlet in 2009 and enabled both young and adult listeners to follow this exciting story on Saturday afternoons. This may possibly have been Radioteatret's last "real" radio play for children. The history of radio plays extends back as far as 1924, but this genre is now undergoing change and shorter, simpler productions will be more likely in the future.

In 2009 the trio responsible for *Hallo i uken* took their leave. After 20 years as permanent fixtures Else Michelet, Are Kalvø and Espen Beranek Holm decided that enough was enough. The VG journalist and other well-known voices were sent to the grave, but the actual programme refused to die and a new version of *Hallo i uken* resurfaced in September. Political satire is still the driving force behind *Hallo i uken*, but the parody is no longer there. Instead politicians and other victims can now look forward with dread to hearing themselves saying stupid things and contradicting themselves to the accompaniment of specially-composed music and razor sharp intros. These broadcasts are also available as free podcasts.



HALLO I UKEN. Geir-Atle Johnsen, Cathinka Rondan and Jørgen Strickert. Photo: Kim Erlandsen/NRK



Article 14 The NRK shall strengthen Norwegian language, identity and culture

g) The NRK shall propagate and produce Norwegian music and drama. The NRK shall propagate Norwegian cinematic art, and stimulate the Norwegian film industry.

Article 15 The NRK shall aspire to achieve high quality, diversity and innovation

g) The NRK shall mediate content from the Nordic countries, and help to disseminate knowledge of Nordic social conditions, culture and languages.

NRK1 sender

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TIMER

informasjonsprogrammer i beste sendetid

«The NRK series, *Lærerne* (The Teachers), is appealing, credible and touching.»

Trude Ringheim, Dagbladet, 4 September 2009

Creating debate

Lærerne (The Teachers) at Årvoll School in Oslo is a documentary series that was premiered on 26 August in connection with the start of the new school year and the election campaign leading up to the parliamentary elections. This series portraying the realities of life in Norwegian schools aroused considerable interest among the Norwegian population along with a desire to become involved in the debate.



NRK in 2009 / FACTUAL

Factual and information programmes constitute some of the largest content categories on NRK's TV and radio stations, with P2 and NRK2 being particularly suitable for the provision of information. P2 has long traditions of offering the public informative and in-depth programme material, while NRK2 is in the process of continuing to develop its image as a station offering current and cultural affairs and information. In 2009 one quarter of NRK2's broadcasting time was devoted to information programmes.

NRK's online services also provide comprehensive content in the form of audio, images and text that fall within the factual and information category.

Nrk.no has its own online pages devoted to health and lifestyle that are linked to *Puls (Pulse)* on NRK1. These pages cover health, consumerism and leisure in their widest sense. The *Viten (knowledge)* pages on nrk.no deal with consumer technology, computers and the Internet, with the primary focus being placed on how gadgets and new technology can be used and how they affect us and our society. This website also contains links to programmes such as *Verdt å vite (Worth Knowing)*, *Newton*, *Schrödingers katt (Schrödinger's Cat)* and a technology blog called *NRKbeta*.

NRK uses NRKbeta for sharing knowledge and experiences relating to new media with the public, providing a platform for enthusiastic debate and the exchange of information. This website has up



to 160,000 unique users per month and is one of Norway's largest technology websites.

The website of the TV programme entitled *Brennpunkt (Focal Point)* features *Maktbasen (the Power Base)* which is a database containing information about local and national politicians. By collecting data from various different sources *Maktbasen* provides in-depth information about the appointments,

Gry Blekastad Almås and ngvar Andersen, *Puls*.
Photo: Ole Kaland, NRK



contacts and financial interests of current politicians. As many as 30,000 unique users have visited *Maktbasen* during the course of one month.

NRK's online services that can be linked to the factual and information category also include a weather forecasting service on yr.no, an educational service on NRK Skole, a food website and *Planteguiden (the Plant Guide)*.

Investigative journalism

NRK is tasked with carrying out investigative journalism and highlighting contentious issues. *Brennpunkt's* editorial team is engaged in investigative journalism and has conducted a critical TV and online examination of a number of issues in Norwegian society, e.g. asylum policy, child ab-

ductions, mentally ill prison inmates and the tank explosion in Gulen in the county of Sogn & Fjordane.

In 2009 *Brennpunkt* and the News Department joined forces to follow up a TV programme that had attracted international interest during the previous year. *Mitt skip er lastet med (Dirty Cargo)* dealt with revelations about toxic discharges following the tank explosion in Gulen in Sogn & Fjordane. Two of NRK's journalists, Kjersti Knudssøn and Synnøve Bakke won the 2009 SKUP Prize for their part in this TV programme. This prize is awarded by the Norwegian Foundation for Investigative Journalism (SKUP) for excellence in the field of investigative journalism.

In a series shown on nrk.no NRK revealed that the waste that is sent to the Gulen facility could be lethal and that the company that sent it there, Trafigura, was aware of this. 30,000 people who had been poisoned on the Ivory Coast filed a suit for damages against Trafigura. The case was due to be heard by the High Court in London, but after NRK, the BBC, The Guardian and the Dutch newspaper Volkskrant confronted the company with internal e-mails obtained by *Brennpunkt*, Trafigura commenced settlement negotiations with the victims.

Forbrukerinspektørene - FBI (The Consumer Inspectors) - operates at the point of intersection between investigative and consumer-oriented journalism. The programme's website states that FBI reveals any cheating and creates wiser consumers. It contains everything from product tests to the in-depth follow-

up of TV programmes. Last year FBI devoted considerable attention to the mobile phone industry. Its reporters followed a mobile phone from birth to death and investigated the detrimental aspects of its price label. "What are working conditions like in China"; "How does the War in the Congo affect you in your capacity as a consumer?"; and "What happens to all our old mobile phones?"

Organised crime

One TV series that attracted considerable attention in 2009 was *Slanger i paradis (Serpents in Paradise)* on NRK1. This documentary series was a joint production explaining how and why Norway is affected by organised crime. For the first time ever a TV team sought the answers from actual criminals. The truth turned out to be both surprising and shocking. The series included reports about how the sex market is organised in Norway, about how gangs from Eastern Europe operate and about who is behind the extensive drug trafficking activities that take place in Norway. *Slanger i paradis* thus provided unique insights into the Norwegian underworld. The first episode of *Slanger i paradis* was the most viewed single clip on online TV during the whole of 2009, with 122,000 unique users.

Nature

NRK's nature editorial team covered the whole of Norway in 2009. Some of their most exotic destinations included a trip to the highest mountain peaks on Spitsbergen, a sailing trip to Bear Island and Børge Ousland's journey to the ice around the

North Pole. However, even home territory can be exciting, as shown on *Nærturene (Local Journeys)* when TV viewers were taken on 22 local trips throughout the whole country during the course of the year.

The TV series *Grønn glede (Green Delights)* created a garden in Sandefjord and produced reports on gardening throughout the country. P1 Radio's reporters were responsible for nationwide coverage for *Naturens verden (The Natural World)* and *Friluftsmagasinet (The Outdoor Magazine)*. This provided a variety of 104 hours of radio material. *Grønn glede's* website features *Planteguiden (The Plant Guide)* which provides information about ornamental and useful Norwegian plants and also has a large plant dictionary containing both photos and text.

On 22 December *En naturlig helaften (A Natural Full Evening)* attracted 720,000 viewers. This programme started on NRK1 and then gradually moved over to NRK2 where half a million people watched the broadcast from Finse which included the Viewer's Video of the Year awards, meetings with wild animals, outdoor cooking and other adventures in the Norwegian countryside.

The weather on yr.no

NRK's weather website, *yr.no*, was officially launched on 19 September 2007. NRK and the Norwegian Meteorological Institute have been cooperating for more than 70 years to provide the public with weather forecasts on the radio and TV, and at the launch this work was extended to also include

the Internet. *yr.no* has rapidly become one of the most used websites in Norway: 95 per cent of on-line users are familiar with *yr.no*.

2009 was the year when *yr.no* consolidated its position as one of Norway's most visited websites. There were a record number of hits during the summer, with 6.4 million unique users in July. There were up to 2.4 million unique users per week and just under 800,000 unique users on a daily basis. *Yr's* mobile phone services are also popular, and its I-phone application is probably the most popular application on the Norwegian market, with approx. 140,000 downloads during the course of the year.

In 2009 a separate maritime and coastal forecast was launched in order to provide maritime and coastal travellers with the best service available. An additional service called *tillegg.yr.no* was also launched during the early part of 2009 as a forum for sharing applications and services based on the free data provided by *yr.no*.

In addition to its weather forecasts *yr.no* also offers comprehensive articles covering weather news, climate material and statistics. With *yr.no* NRK and the Meteorological Institute are hoping to encourage people to engage in an informed and constructive climate debate. The news pages on *yr.no* are very popular and these alone received almost 200,000 hits from weekly users in 2009.

Private individuals, organisations and companies can download free weather data from *yr.no* for use with their own applications and services. The reason for providing a free service is that Norwegian users have already funded the provision of Norwegian meteorological data by paying taxes, and the Meteorological Institute is therefore keen to provide tax payers with access to the basic data they have already paid for. This service is extremely popular and around 3 million forecasts of this type are downloaded on a daily basis. This free service has resulted in an increased public and corporate interest in the weather, and it has also benefited the commercial meteorological market.

Work was also carried out during the year to produce Kvennish and Sami versions of *yr.no* for launch in 2010. *yr.no* has thus become the first website to provide a separate service in Kvennish and it is definitely the largest Sami language website. The Kvennish version was translated by the Kven Institute in Børselv and the Sami version was translated by NRK Sámi Radio in Karasjok.

Science

NRK provides for wide coverage of science on all platforms: *Schrødingers katt* (*Schrödinger's Cat*) on NRK1, *Tekno* (*Techno*) on NRK2, *Newton* on NRK1 and Super (a joint broadcast), *Verdt å vite* (*Worth Knowing*) on P2 and *P2-Akademiet og Natur og vitenskap* (*The P2 Academy and Nature and Science*) on NRK Gull. In addition to creating its own material

NRK also purchases many science-related programmes that have been produced outside Norway, many of which are shown on NRK2.

Tekno on NRK2 is produced mainly for a 25-35 year-old target audience. Although this programme is an off-shoot from *Schrødingers katt*, it is actually a joint production created by several of NRK divisions and editorial teams. Hanne Kari Fossum, who presents *Schrødingers katt*, is also the presenter of *Tekno*. The editorial team believes that it is important to have a female presenter so that the programme does not just become a programme for the boys. *Schrødingers katt* celebrated its 20th anniversary in 2009.

NRK's science team is aiming to provide greater coverage on *nrk.no*. During the Copenhagen Climate Summit, NRK's editorial team joined forces with *Verdt å vite* (*Worth Knowing*) and the Corporation's News Department in order to cover the event and they contributed towards full coverage of the Summit on *nrk.no*.

What's happening at school?

NRK's editorial features team created several documentary series in 2009 such as *Lærerne* (*The Teachers*) and *Ja, vi elsker* (*Yes, We Love...*). Their aim was to produce documentaries that would promote insight, reflection and experience.

Lærerne was a 5-part documentary series that was broadcast during the autumn of 2009. It focussed primarily on teachers and how they deal with challenges at school. The subjects covered by the series were: the new teacher (practical shock); framework conditions (lack of supply teachers, etc.); look at my child's needs (adjustment); who brings up the children (unrest/bullying); and current teaching methods (tests).

By commencing broadcasts one week after the start of term and just before the parliamentary elections, NRK's editorial features team succeeded in setting the agenda. *Lærerne* contributed towards features appearing on P2's *Sånn er livet* (*That's Life*) and *Lørdagsrevyen* (*The Saturday Review*) and in commentary columns and other newspapers. A heated debate arose on nrk.no - the realities of Norwegian school life prompted a tremendous response from the Norwegian public and a desire to become involved in the debate. The series attracted an average of 503,000 viewers on Wednesday evenings at 2140 hrs on NRK1, and it topped the on-line TV and podcast lists. It is now used for teacher training purposes, etc. in order to provide an example of what conditions are like at school.



Lærerne, NRK1. From left: Lena Hansen, Torunn Silva, rektor Karsten Lorentzen, Nina Christiansen and Lars Petter Flyen. Photo: Inger-Lill Persett



Lars Petter Flyen. Photo: Nader Izadpanah



Lena Hansen. Photo: Inger-Lill Persett

Archive material adapted to suit the national curriculum

In 2009 NRK launched a new online educational service entitled *NRK Skole* (*NRK School*). This new school portal is NRK's most important initiative in respect of providing content adapted to suit the education system. It contains radio and TV clips from NRK's archives that have been made available to pupils and teachers at primary and secondary schools and 6th form colleges. The clips are searchable by topic, people and programmes and are linked to the competency objectives specified in the national curriculum. *NRK Skole* is produced as a joint venture with the Norwegian Ministry of Education and Research, the Norwegian Ministry of Cultural Affairs and the Norwegian Directorate for Education and Training.

The archives currently contain 3,000 clips divided into the following subjects: Norwegian, social studies, science and religion. They contain both historical and contemporary material.

NRK Skole is an online service which allows NRK to cultivate its unique expertise as a public broadcaster, i.e. in the field of sound and images. The aim is for the clips to provide users with something extra, and to enrich and engage them. *NRK Skole* will be available in electronic classrooms like *Fronter* (*Fronts*) and *It's Learning*. At the moment the website contains a lot of historical material, but new radio and TV productions will gradually start to comprise a greater percentage of the content. The official launch of *NRK Skole* will take place on 1 April 2010.

The screenshot shows the NRK Skole website interface. At the top, there is a green header with the word "Skole" in large white letters. To the right of the header is a search bar with the text "Søk på klipp her" and a "SØK" button. Below the header is a navigation menu with tabs for "Hjem", "Emner", "Personer", "Programmer", and "Læreplaner". The main content area features a large video player showing a classroom scene with a teacher at a chalkboard and students at desks. Below the video player is a video title "SOSIAL RETTFERDIGHET" and a short description: "En bedre fordeling av velferdsgodene er helt nødvendig for at verden skal bli et bedre sted å bo for alle mennesker." Below this is a link "Se video om velferdssamfunnet". To the right of the video player is a sidebar titled "Mest sette klipp" (Most viewed clips) with three items: "Utviklingen til kroppen" (5:35 MIN), "Den lille gangetabellen" (4:32 MIN), and "Tysk invasjon i Norge" (1:49 MIN). Below these is another item "Felttoget mot Norge 1940" (20:07 MIN).

Screen dump from NRK Skole

Juntafil

Juntafil is a P3 radio programme with a long history. Its broadcasting time was extended in 2009 to cover the early evening slot on Mondays to Thursdays between 1800 and 2000 hrs. It is also broadcast on Saturdays between 1400 and 1600 hrs. On weekdays the topics covered are based on the everyday lives of young people, their feelings and their culture. The Saturday broadcasts are still mainly devoted to sex, the body and the emotions. *Juntafil* also has visiting psychologists and doctors from *SUSS (the Centre for Youth Health, Living Together and Sexuality)*. They are able to answer questions that young people have difficulty in discussing with their parents and friends. Anyone can submit anonymous questions on the website or by SMS, and an answer is always guaranteed.

Information programmes on NRK1, NRK2 and NRK3 in 2009

Hours of each category

PROGRAMME CATEGORY	NRK1	%	NRK2	%	NRK3	%
Debate	129	12	446	29	19	7
Documentaries						
Documentaries	9	1	12	1	3	1
Historical	58	5	109	7		
Contemporary	397	36	694	45	140	48
Other	27	3	62	4	16	5
Consumer/home/leisure						
Consumer	31	3	47	3	0	0
Home/leisure/hobby	88	8	5	0	64	22
Lifestyle/food	147	13	75	5	34	12
Travel	88	8	47	3	16	5
Other (124 t)	124	11	45	3	0	0
Total	1098	100	1542	100	291	100

TNS Gallup TV-meter



Article 12 The NRK shall support and strengthen democracy

c) It is the responsibility of the NRK to reveal matters which ought to be subjected to criticism and to help protect individuals and groups against abuse or neglect by public authorities and institutions, private undertakings or others.

Article 15 The NRK shall aspire to achieve high quality, diversity and innovation

a) The NRK shall provide services that may be a source of insight, reflection, enjoyment and knowledge through programmes of high quality.

b) The NRK shall be innovative and contribute to development of quality

h) The NRK shall contribute to education and training, partly by offering content adapted for schools.

Article 17 The NRK shall provide attractive content on the Internet, mobile TV, etc.

a) The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of:

- Factual and background information in connection with news, public debates and current affairs

Ikke-vestlige innvanderers daglige mediebruk i 2009

Internett

82%

«Migrapolis is helping to create acceptance and understanding of greater diversity.»

Norwegian church academic in connection with the annual Bridge-building Awards,
Vårt Land, 10 March 2009.

Mirroring

the whole population

NRK's aim is to provide relevant content to Norway's culturally diverse population. In the series *Ja, vi elsker* (*Yes, we love*) TV viewers were able to watch weddings incorporating Turkish, Indian, Kenyan and old Norwegian traditions.



Target group

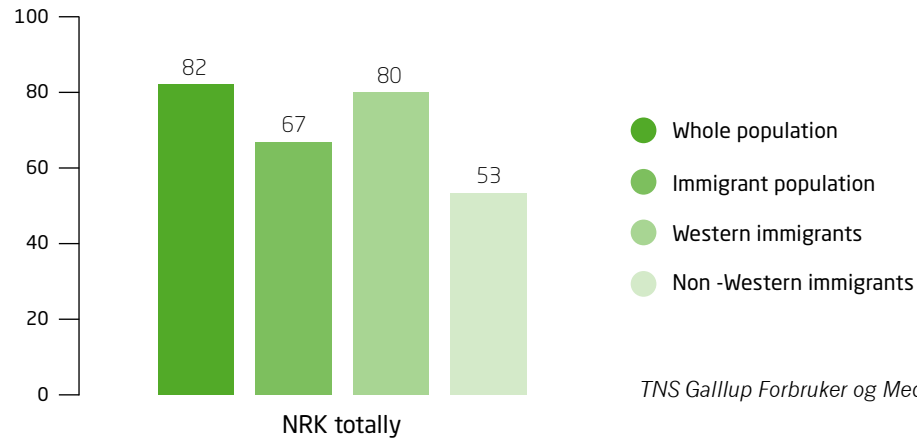
Immigration has increased during the last few decades, creating a culturally complex society in Norway. Immigrants and their children constitute a total of around ten per cent of Norway's population of 4.8 million people. The immigrant population of Norway is young. At the beginning of 2009, 41 per cent of all immigrants and children born to immigrant parents were in the 20-39 year-old age group. The corresponding percentage of the whole population was 27 per cent (Statistics Norway).

The demographic composition of this group is reflected in the way in which they use the media. TV is the most popular medium used by immigrants. Many also make daily use of the Internet, while fewer listen to the radio on a daily basis when compared to the rest of the population. Of NRK's many radio stations, *NRK Alltid nyheter* (a 24-hour news station) and *mP3* are particularly popular with the immigrant population.

The overall services provided by NRK on all platforms reach 67 per cent of the immigrant population on a daily basis. If we were to distinguish between so-called Western and non-Western immigrants, these respective figures would be 80 per cent and 53 per cent.

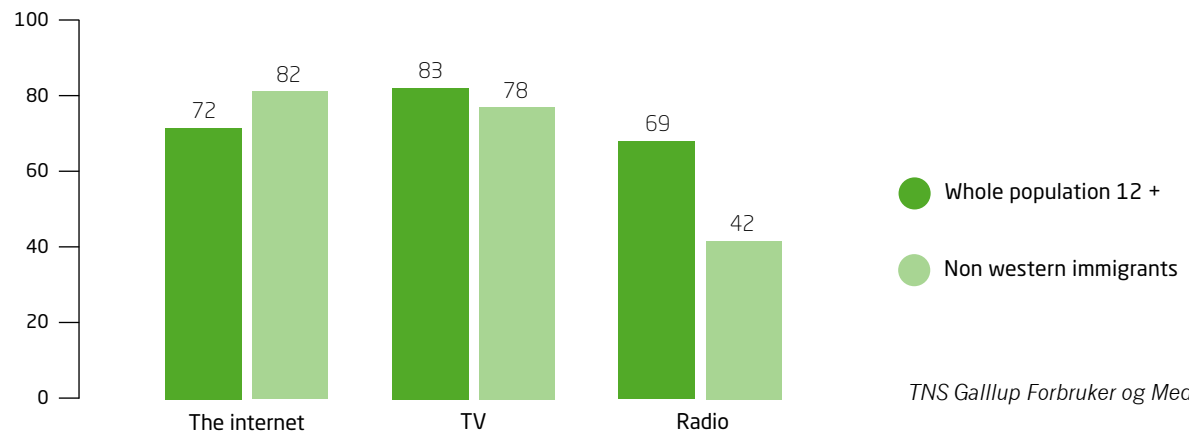
Daily reach in % for NRK in 2009

Total for TV, radio, text-TV and internett



Daily reach for internett, TV and radio in 2009

NRK obtains information about the media usage of its multicultural population. The aim is to provide everyone with relevant content on suitable media platforms.



NRK in 2009 / MULTICULTURAL

NRK aims to mirror the whole population

NRK places emphasis on ensuring that its content reflects and is relevant to Norway's multi-cultural population. One way in which this is achieved is through its choice of topics and the deliberate recruitment of employees and other participants from different backgrounds. By undertaking analyses of how the population uses the media, NRK also obtains information about how the content it provides is received by different target groups in Norway's multi-cultural society.

Choice of topics

Migrapolis, which is broadcast on the radio, TV and online, and the TV series *Oh my God* and *Ja vi elsker* (*Yes, we love*) are all examples of programmes in which the diversity found in Norwegian society is a key topic. There are also several programmes which fall under different genres where the content is defined by the keywords "cultural diversity".

Folk (*People*) on NRK1 is a series of independent documentary programmes that reflect Norway's geographical, cultural, social and ethnic diversity. The editorial team working on NRK2's live current affairs programme *I Kveld* (*Tonight*) placed considerable emphasis on recruiting associates and addressing topics that helped to reflect Norway's multi-cultural society. In 2009 the traditional programme *Norge Rundt* (*Round and About in Norway*) was broadcast by its youngest ever presenter and also its first presenter with a multi-ethnic background.



Oh my God. Photo: Arne Raanaas

NRK in 2009 / MULTICULTURAL

The presenter, Samina Bruket, has fronted NRK's successful initiative to renew and rejuvenate Norge Rundt.

Sånn er livet (That's Life) on NRK P2 is a 50-minute social features programme that is broadcast every weekday. The editorial office has the simple, but challenging, task of encouraging new insights - every day. They seek out ordinary people and people with power - and talk with and to them, regardless of whatever hat they are wearing. Several of the topics covered in *Sånn er livet* relate to cultural diversity.

Recruitment

NRK's FleRe recruitment programme is a deliberate attempt to increase the number of multi-cultural journalists working for NRK. This initiative was originally conceived as a trial project with three planned intakes. It has now become clear that there will be at least six intakes, with the fifth group starting on 4 January 2010. Several of the scholarship holders who have received training and practical experience with NRK have continued to work for NRK. One of these, Benedicte Sukai Faal Bendiksen, was selected after just two months of training to become a news anchor with *Supernytt (Super News)* with effect from January 2010. Mariam Javed from the second group

of scholarship holders has been given a permanent job and currently works as an online journalist for *NRK Skole (NRK School)*.

NRK's FleRe project was awarded the Government's 2009 Diversity Prize. The jury's reasons included the following:

«This project shows clearly that NRK regards diversity work as being part of its social responsibility and that it wants to reflect the sort of realities experienced by as many people as possible. The jury has placed emphasis on the fact that NRK helps to highlight the diversity in Norwegian society in a natural manner.»



Noman in Oh my God.
Photo: Ole Kaland, NRK



From left: Mehda Ghalegolabi, Namra Saleem, Øzгур Tufan, Anita Uberoi and Benedicte Sukai Faal Bendiksen.
Photo: Dang Trinh/NRK.

Some of the topics covered in *Sånn er livet* in 2009:

- Talks with a young Iraqi, Ahmad Mido Hamid, who moved to Norway a few years ago. Mido's father was executed by Saddam Hussein when he was a small boy. He talks about what it is like to live in Norway and balancing the two cultures.
- Journalist Mahmona Khan says that the children of immigrants in Norway have a lot to learn from their parents' stories, but very few are familiar with them. She has written a book entitled *Tilbakeblikk* (Looking Back) about the first Pakistani immigrants who came to Norway.
- Where do Muslim men go?
- What do you do when your neighbour throws rubbish in the hallway and dries smelly fish on the veranda? *Bo sammen* (Living Together) is a new initiative in Groruddalen in Oslo about how to avoid quarrelling with your neighbours and learning to live in housing cooperatives.
- No to minarets in Switzerland - this is also a heated debate in France, which has the largest Muslim population in Western Europe. *Sånn er livet* asks why the Swiss do not want minarets.
- An increasing number of European countries are allowing Sharia banks. The reason for this is that many Muslims are reluctant to take out mortgages with ordinary banks.
- Research Manager Bjarte Bruland was awarded the Dialogue Prize for his research about the life and history of the Jews, but could their conflict with the Palestinians be resolved by engaging in a dialogue?
- Kamran Sheikh is on his way to Saudi Arabia to study Islam at the same university that was attended by the 9/11 hijackers. Does this give cause for concern?
- He was regarded as being hopeless, but he has now been nominated as the Young Leader of the Year. Norwegian-Somali Shafi Adan is now setting an example for other young people.



Article 14 The NRK shall strengthen Norwegian language, identity and culture

*c) The NRK shall disseminate knowledge of diverse groups and of the diversity of Norwegian society.
The NRK shall create arenas for debate and information about Norway as a multicultural society.*

KULTUR



Musikk 34%

Kunst/Kultur 22%

Samfunns spørsmål 16%

Nyheter 11%

Vitenskap 7%

Drama 4%

Religion 2%

Regionale 2%

Portretter 2%

«NRK is retaining and strengthening its position as a licence-funded media house (...). At the end of the day this is the most positive single factor for culture in Norway over the last few decades because NRK is not just a medium, it is Norway's largest and most important cultural institution.»

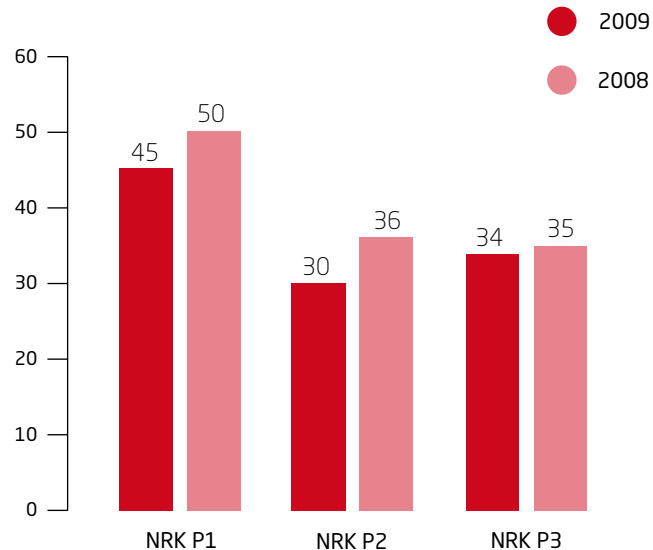
Knut Olav Åmås, Culture and Debate Editor of Aftenposten, 4 January 2010.

Norway's most **important** cultural institution

Bok i P2 (Books on P2) is **NRK's** new literature venture on the radio. This programme is broadcast on weekdays and has been designed to help with the rejuvenation of this cultural station. It is also helping to make NRK's broadcasting timetable more predictable. In conjunction with *Store Studio (Great Studio)*, *Bokprogrammet (The Book Programme)*, *Safari* and the Broadcasting Orchestra it is contributing towards the diversity of **NRK's** culture initiative.



Share of Norwegian music on NRK radio



NRK statistics

Musical diversity

In 2009 the music industry expressed concern about the lack of interest in new Norwegian music displayed by the commercial radio stations. Speaking to Dagbladet on Wednesday 25 February, the Director of Universal, Petter Singaas, said: "The commercial stations have never assumed the type of responsibility displayed by NRK P1 and P3." NRK aims to ensure that 40 per cent of the records played on P1 should be performed by Norwegian artists and/or have Norwegian composers. The requirement is actually 35 per cent. In 2009 as much as 50 per cent of the music broadcast on P1 was Norwegian music. P2 and P3 also broadcast more than 35 per cent Norwegian music.

Store Norske (Great Norwegian)

A new venture for P1 in 2009 was the *Store Norske* (Great Norwegian) music programme, *Store Norske* plays nothing but Norwegian music, featuring mainly Norway's major artists and hits, but also new and unknown bands from all over the country. Last year over fifty such artists were aired on *Store Norske*. This programme is broadcast on P1 on Saturday evenings and has an average of around 300,000 listeners.



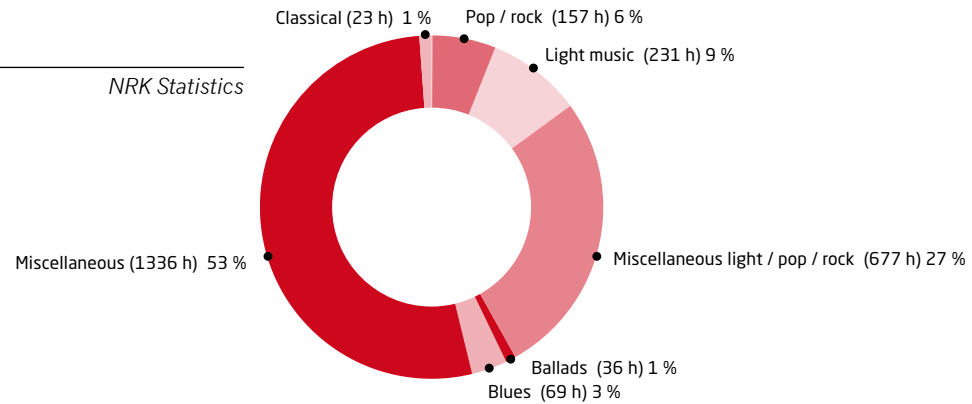
Presenter Olav Viksmo Slettan only plays Norwegian music on *Store Norske* on P1. Photo: Ole Karland, NRK.

NRK in 2009 / CULTURE

Music programmes on P1 in 2009

Hours for each category.

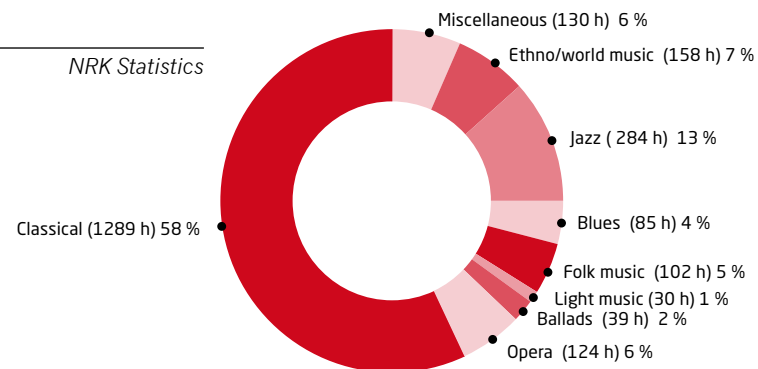
Total 2529 hours



Music programmes on P2 in 2009

Hours for each category.

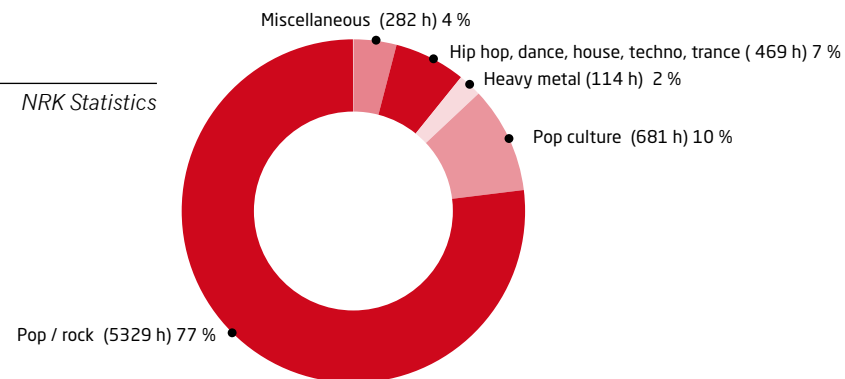
Total 2242 hours



Music programmes on P3 in 2009

Hours for each category.

Total 6903 hours



Kort og klassisk

Kort og Klassisk (Short and Classical) was a new addition to the programmes offered by P2 radio in 2009. It is broadcast at 1303 and 1903 hrs on weekdays, presenting talented young classical musicians in Norway. This professionally presented programme has a fast-paced, relaxed style and is aimed at young listeners. The presenters of *Kort og Klassisk* are also active on Facebook and Twitter. This programme was nominated as one of three programmes in the international radio programme competition *Prix Italia* in September 2009, as "an excellent example of how to investigate and develop form and content that can reach a younger public."

Lydverket

During the autumn of 2009 *Lydverket (Sound Works)* moved to the first floor of the Internasjonale concert hall in Oslo. *Lydverket* is NRK1 and P3's music journalism flagship, covering a number of genres in the field of pop and rock music. Apart from providing music lovers with good journalistic programmes, the aim of both the radio and TV broadcasts is to promote the best new music regardless of the genre, e.g. rock, pop, hardcore, hip hop or melancholy men and women playing classical guitars. Asbjørn Slettemark took over from Ingerid Stenvold as the presenter of this programme during the autumn of 2009.



Donkeyboy with Linnea during the final Lydverket broadcast of the year. Photo: Kim Erlandsen, NRK P3.



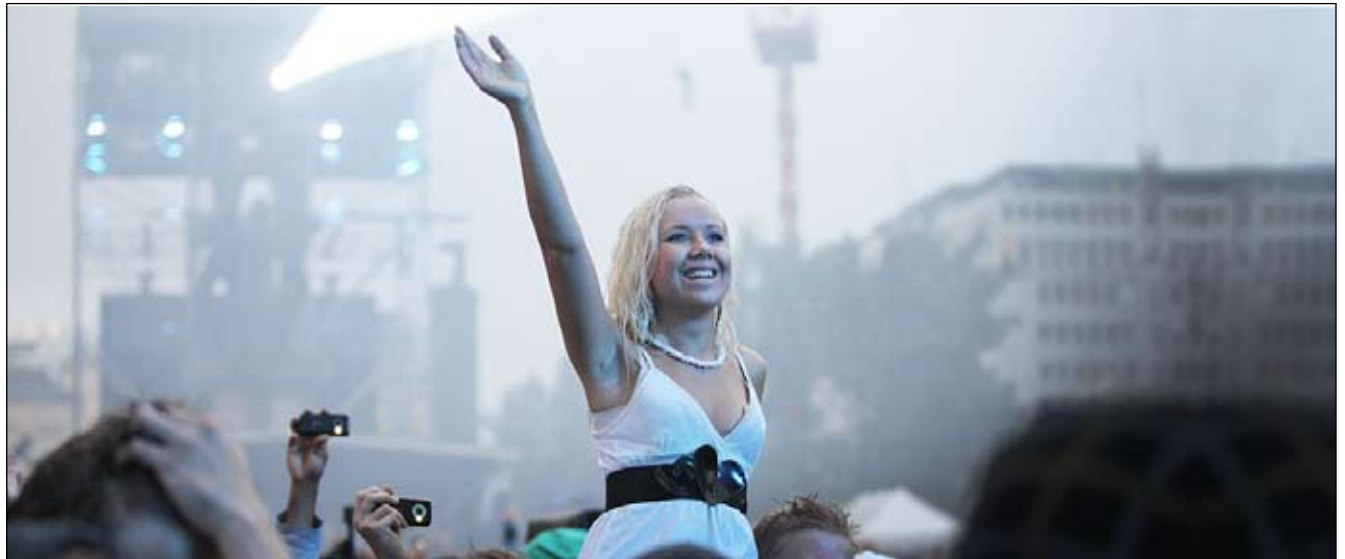
Asbjørn Slettemark took over as the presenter of Lydverket in the autumn of 2009. Photo: Kim Erlandsen, NRK.

Urørt finals, 2009

The 2009 *Urørt* (*Untouched*) finals, which are said to be the most important music awards in Norway, were presented by Ingerid Stenvold. This event is a large-scale free event which has been held for the last few years at the Student Society in Trondheim. The winner in 2009 was Pony the Pirate. The show was streamed online on nrk.no and broadcast live on P3. After the nominations had been made the ten finalists performed on the Society's various stages. These concerts attracted full houses with a total audience of 1,400 people. An edited version of the finals was subsequently broadcast on NRK3. During the course of the year several of the *Urørt* finalists have gained wide recognition in the Norwegian media and have been embraced by the public.

Topp20

Topp20-showet (*the Top 20 Show*) at the City Hall Square in Oslo is Scandinavia's largest free concert, attracting an audience of between 70,000 and 100,000 each year. This concert is held at the end of term and lasts for three hours, featuring the most popular and important artists of the year. This year's show was shown on NRK1, while NRK3 broadcast a 1-hour pre-show programme for a younger audience. The presenters of the main show were Marte Stokstad and Alex Rosén, and artists like Alexander Rybak, a-ha and Donkeyboy performed on the stage. This event was also broadcast live on nrk.no and it was the most viewed online programme during weeks 25, 26 and 27.



The Top 20 audience. Photo: Rashid Akrim, NRK P3



Rybak on Top 20. Photo: Kim Erlandsen

Choirs and world music

Let the peoples sing is the EBU's choral competition for amateur choirs. It was organised by NRK in 2009 and the final was broadcast on the radio in 21 European countries and on a number of classical stations in the USA.

NRK has been participating for several years in a Nordic-Baltic joint venture involving concerts with classical Norwegian music and artists. In addition to the Nordic-Baltic Concert Season, during which each country contributes one symphony concert, the Nordic-Baltic Summer Festival is held each summer at which the eight countries offer concerts from their classical festival repertoires. With effect from 2009 this joint venture has been extended to comprise jazz productions, Northern Jazz.

NRK has contributed almost 90 concerts to the EBU's music exchange, most of which have been classical concerts, but some have also featured jazz and world music.

NRK is also a key contributor to Euroclassic Notturmo for which 13 countries produce joint high-quality concerts that are broadcast each night on *P2/NRK Klassisk*.

Broadcasting Orchestra - KORK

The Broadcasting Orchestra acquired a new conductor in 2009, Thomas Søndergård from Denmark, who arrived on the scene with an amazing inaugural concert on 6 September at which the three opera stars Elizabeth Norberg-Schulz, Terje Stensvold and Tone Kummervold performed.

KORK performs for the public on many different stages. Thanks to its presence on TV, radio and online, as well as its extensive concert activities, it is a multi-media and very available orchestra.

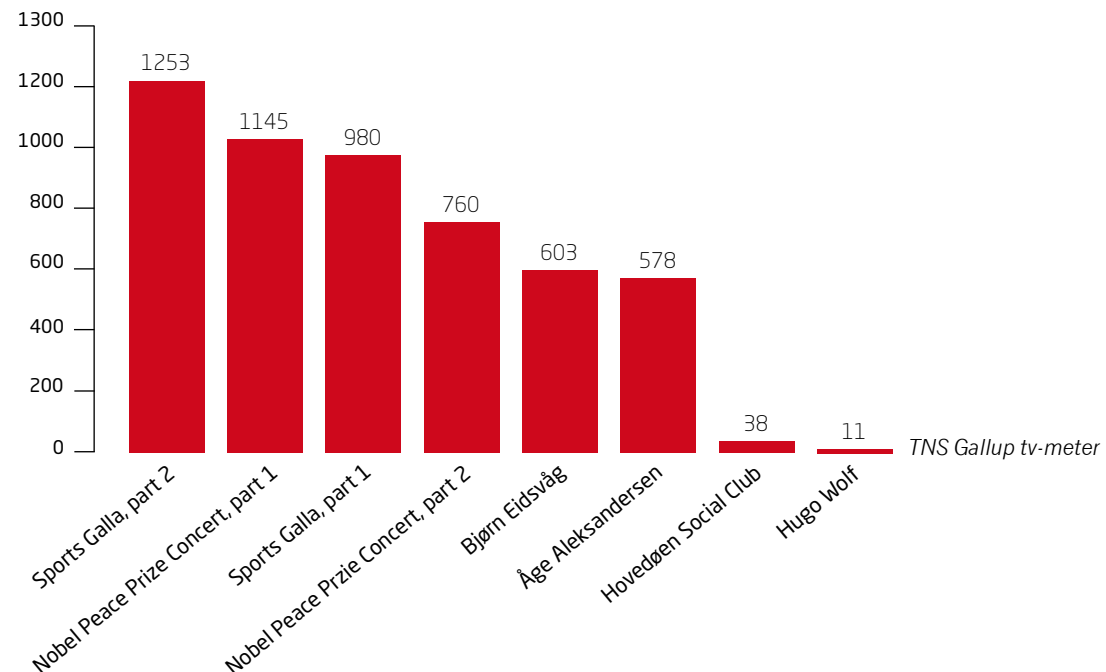
In 2009 KORK once again received the help of *Kometkameratene (the Comet Comrades)* in introducing classical music to young children. Five of its concerts were sold out. Two of these were held in Oslo's new Opera House and three in NRK's main studio. The latter three were produced as online multi-media concerts.

KORK collaborated in November with the Oslo World Music Festival and Toumani Diabeté, a global world music star. He is famous for his fantastic kora performances and his extremely versatile musical expression. The project attracted the interest of record producer Nick Gold, who is more or less regarded as being the inventor of the concept of world music, and his company World Music Records.

KORK also collaborated in 2009 with two of Norway's most loved artists: Bjørn Eidsvåg and Åge Aleksandersen and his band.

TV programmes with the the Broadcasting Orchestra

Rating in 1000



Literature

Bok i P2 (Books on P2) is NRK's new literature venture on the radio. This programme is one of several ventures designed to help re-establish this cultural station. P2's current book magazine includes reviews, interviews with authors, reports and analyses. Every Friday it hosts readings under the vignette of Verdt å lese (Worth Reading). In addition to new Norwegian and international books, the editorial team digs out historical literary masterpieces. Bok i P2 is broadcast on weekdays at 1703 hrs, with repeats being sent at 2303 hrs.

Bokprogrammet

Bokprogrammet (the Book Programme) is NRK's weekly literature TV magazine. Presenter Hans Olav Brenner talks to authors about books and current literary topics. This programme is broadcast on NRK1 on Tuesdays at 2230 hrs. Bokprogrammet is also available on online TV and is responsible for much of the literary content on NRK's website.

NRK's online literature pages on nrk.no serve to collate NRK's literary content on all platforms. They provide current literary material, book reviews, a literature quiz, links to Verdt å lese, the Diktafon poetry programme on P2 and Bok i P2 on online radio. Nordisk Forfatteratlas (The Atlas of Nordic Authors) is also included on nrk.no's literature pages. This atlas is a joint venture between the Nordic broadcasting companies DR (Denmark), SVT (Sweden), NRK (Norway) and YLE (Finland). This project aims to promote an interest in Nordic

literature in an exciting and visual manner. The atlas contains information about Nordic literature and it is intended to inspire its readers to read more works written by Nordic authors.

NRK's literature pages can be found under Kultur og underholdning (Culture and Entertainment) which is one of the short cuts available on the first page of nrk.no. This short cut takes online users directly to the cultural material available on nrk.no, including daily news about cultural affairs in Norway and sub-pages about films, literature, music, games and reviews.

Relevant guests and contemporary culture

Store Studio

After seven years on NRK1, Store Studio (Great Studio) had its last broadcast on 14 December 2009. Presenter Anne Lindmo invited relevant guests from the world of culture and entertainment, while reporter Håvard Bråthen was responsible for news about international trends and phenomena. Store Studio also offered live music. In 2009 viewers watched Norway's Foreign Affairs Minister Jonas Gahr Støre as he tried his hand at being a film critic when he reviewed the film *Waltz With Bashir*. Among the many guests who appeared on the programme in 2009 were the debut rock band John Olav Nilsen & Gjengen, the sensational Congolese band Staff Benda Bilili, Norway's national TV chef Ingrid Espelid Hovig and hip hop godfather Tommy Tee.

Safari

Safari is a features programme about contemporary culture at home and abroad presented by Jeannette Platou. Safari was broadcast on Tuesdays at 2230 hrs on NRK1, with repeats being sent on NRK2 the following evening. In 2009 Safai met artists like Bjarne Melgaard, travelled to India to meet artists and designers and carried reports from the Venetian Biennale which is referred to as the most important art exhibition in the world. This year Yoko Ono was awarded the Golden Lion for Lifetime Achievement and Safari was the only TV programme that was allowed to interview her.

NRK in 2009 / CULTURE

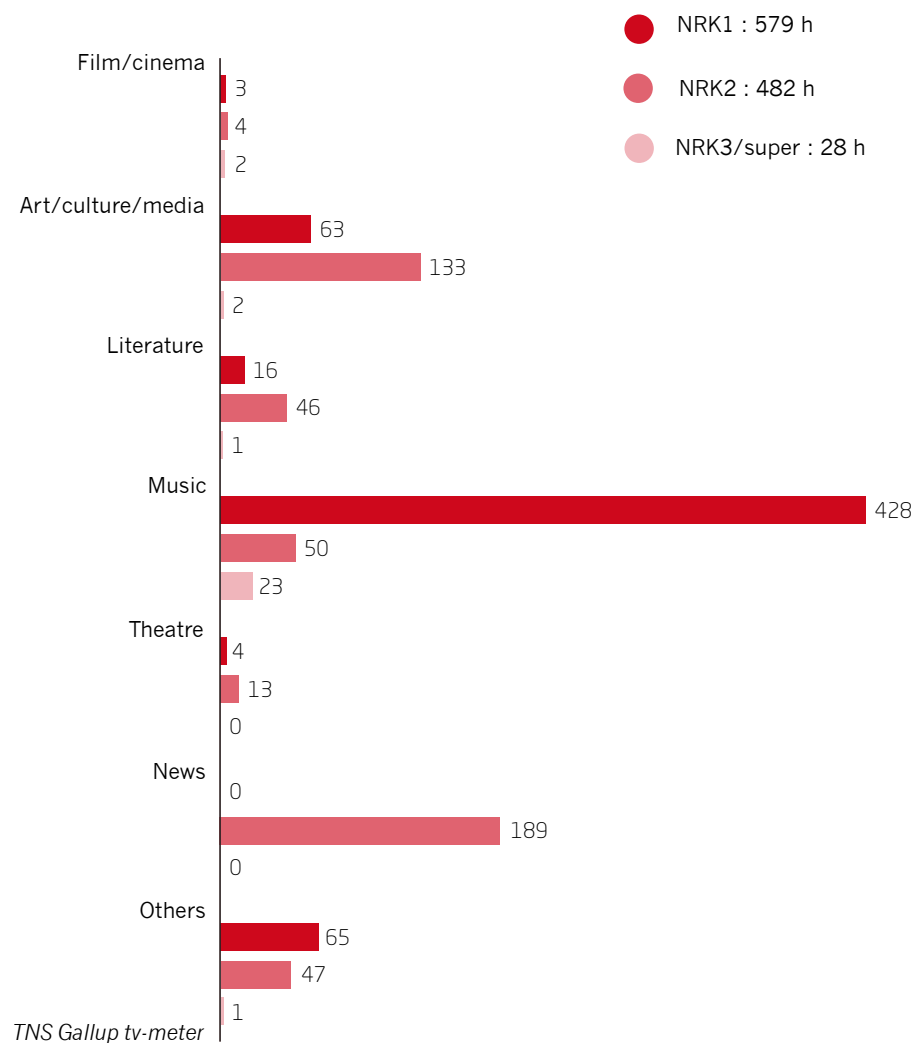
Feature films on NRK in 2009

NRK statistics

Country of origin	NRK1		NRK2		NRK3		NRK total	
	Hours	Films	Hours	Films	Hours	Films	Hours	Films
Argentina			6	4			6	4
Belgium	1	1	2	1	2	1	5	3
Asia			2	1			2	1
Brazil	2	1					2	1
Canada	3	2	5	3	5	3	13	8
Denmark	10	6			4	3	14	9
Finland			2	1			2	1
France	6	4	28	17	13	8	46	29
Hongkong			5	3	7	4	12	7
Belarus			2	1			2	1
India	2	1	5	3	5	2	11	6
Iceland	2	1	3	2			5	3
Italy	3	2	2	1			6	3
Japan	1	1	4	2	2	1	7	4
China			1	1	2	1	3	2
Mexico			2	1			2	1
New Zealand	2	1	2	1			4	2
Scandinavia	8	6	2	1			10	7
Norway	64	46	21	16	15	10	100	72
Peru			2	2			2	2
Russia			12	8			11	7
Spain	2	1	9	5	2	1	12	7
UK	65	41	25	15	14	9	105	65
Sweden	19	13	3	2	7	4	28	19
South Africa			3	2			3	2
South Korea			2	1			2	1
Czech Republic			2	1			2	1
Germany	7	4	11	7			18	11
USA	160	96	98	59	260	159	518	314
Europe	1	1	2	1	1	1	4	3
Total 2009	359	228	262	162	338	207	959	597

Culture programmes on TV in 2009

Total 1088 hours





Article 14 The NRK shall strengthen Norwegian language, identity and culture

f) *The NRK shall disseminate Norwegian culture and a broad variety of Norwegian artistic expression by many different artists, independent environments and public culture institutions.*

g) *The NRK shall propagate and produce Norwegian music and drama. The NRK shall propagate Norwegian cinematic art, and stimulate the Norwegian film industry. At least 35 per cent of the music played shall be Norwegian, with an emphasis on Norwegian language and/or music by Norwegian composers. The NRK shall retain a permanent orchestra covering a broad repertoire from light music to symphonic music.*

h) *The NRK shall disseminate Norwegian cultural heritage. This includes the NRK's archives. The NRK shall make efforts to digitise these archives and make them available to the public. The archive facility shall be mainly free of charge.*

Article 15 The NRK shall aspire to achieve high quality, diversity and innovation

g) *The NRK shall provide news, current affairs and culture features for both broad and narrow target groups, including its own culture programmes. Its programme provision shall reflect the diversity of the public at large. Among other considerations, the NRK's provision as a whole shall appeal to all age groups.*

Article 17 The NRK shall provide attractive content on the Internet, mobile TV, etc.

a) *The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of:*

- *Art and culture*

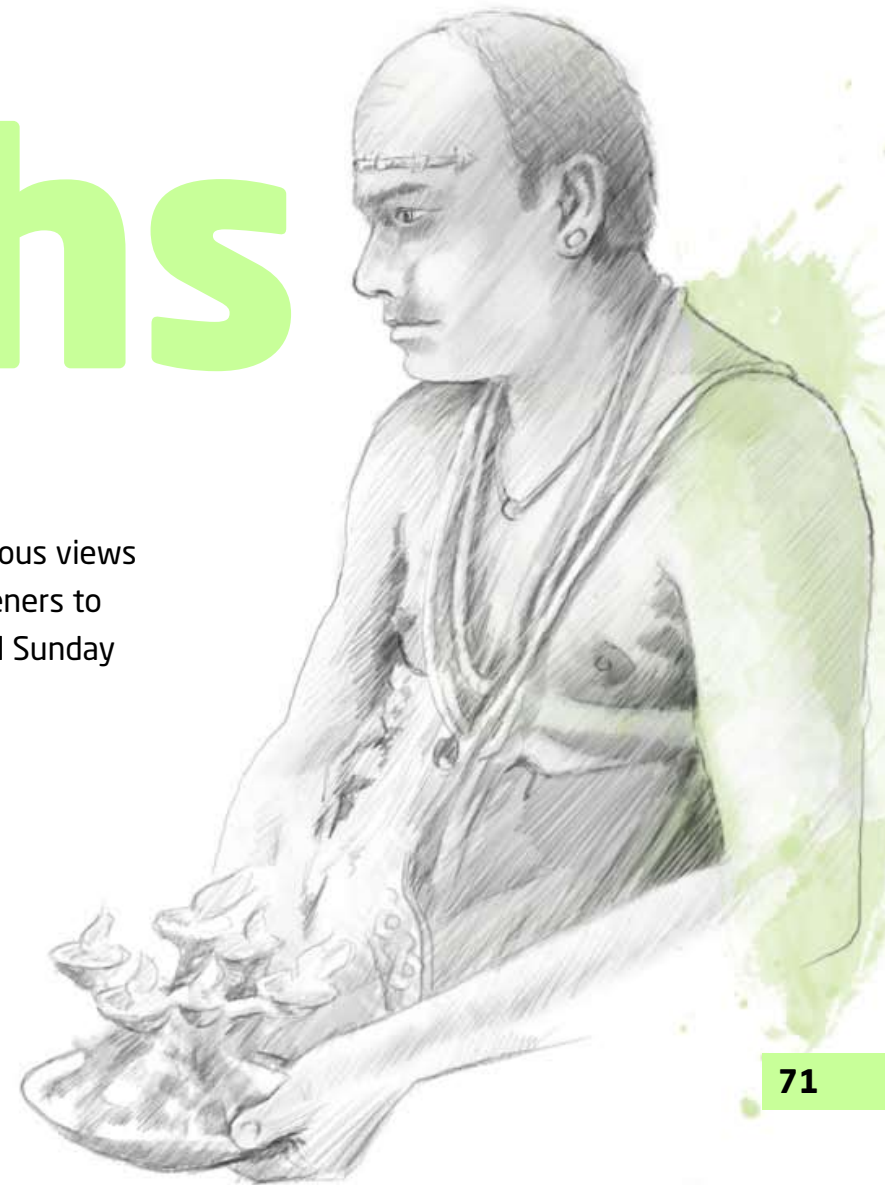


«Not everyone likes the organ. We just have to accept that.»

Per Kvalvaag, Vicar of Selbu to nrk.no, 20 October 2009.

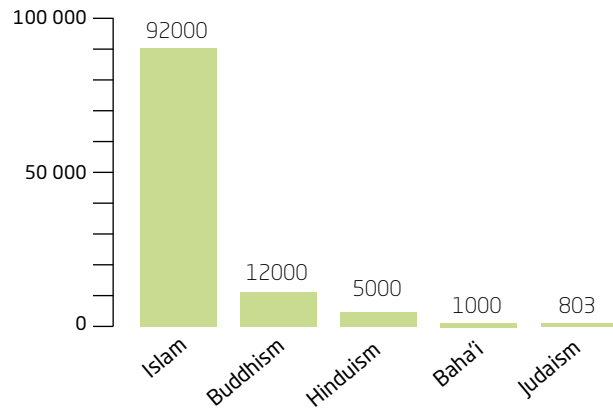
Changing **faiths**

In the TV series entitled *Oh my God*, eight young people with highly diverging religious views invited each other to experience their religious beliefs. On the radio P1 invited listeners to attend a dance band mass at Selbu Church. **NRK's** decision to change its traditional Sunday service in November attracted attention and gave rise to a debate on nrk.no.



Members of religious communities in Norway

Statistics Norway



Diversity of beliefs

Norway has become a multi-religious society. There are more than 92,000 members of a Muslim community in Norway. This is the second largest religious group after Christians. When NRK decided in 2008 to offer programmes addressing non-Christian traditions it was therefore a natural choice to broadcast programmes based on Islam.

Muslim festivals on TV

In September NRK1 broadcast a ceremony in connection with the Muslim festival of Id ul-Fitr which marks the end of Ramadan (the holy month of fasting). The programme was recorded at the Islamic Cultural Centre in Oslo. TV viewers also made the acquaintance of the father of a family, Arslan F Mohammed, who was born and brought up in Norway, but whose parents are from Pakistan. He explained why the Id Festival was important to him. The programme was created for both Muslims and non-Muslims in Norway. Showing the Norwegian public events from inside a mosque features among NRK's social responsibilities. The programme was reported by several newspapers and NRK's decision to broadcast a Muslim ceremony gave rise to a debate.

Religious reality

In the TV series Oh My God eight young people with highly diverging religious views invited each other to experience their religious beliefs. Over the course of one weekend they lived in close proximity to religious views that were completely different to their

own. They attended prayer meetings, baptisms, rituals and fashion photography. The 4-part series was created by the Migrapolis editorial team and was broadcast on NRK1 on Wednesday evenings.

Multi-religious and Christian programmes

NRK's *Under samme himmel (Under the Same Sky)* 2008 initiative was continued in 2009. This programme, which is an eclectic religious and philosophical programme where people from different traditions talk about their beliefs and their lives, is broadcast on NRK P1 on Saturday mornings. The programme concludes with *Ord for dagen (Words for the Day)*, a monologue where people from different backgrounds talk about whatever they have on their mind, based on their own faith.

Mellom himmel og jord (Between Heaven and Earth) is a current affairs programme which is broadcast on P1 on Sunday mornings. It addresses people's religious beliefs and religions in Norway as a multicultural society. In the slot entitled *Det tror jeg på (My Beliefs)* ordinary people are invited to talk about what they believe in.

NRK P1 also has several regular programme slots with a Christian content. *Morgenandakten (Morning Prayers)* offers a spiritual start to the day. *Radio-gudstjenesten (The Radio Service)* is also broadcast on Sunday mornings, while both new and old hymns are presented on *Salmer til alle tider (Hymns for All Seasons)* on Sunday evenings. *Åpen Himmel (Open*

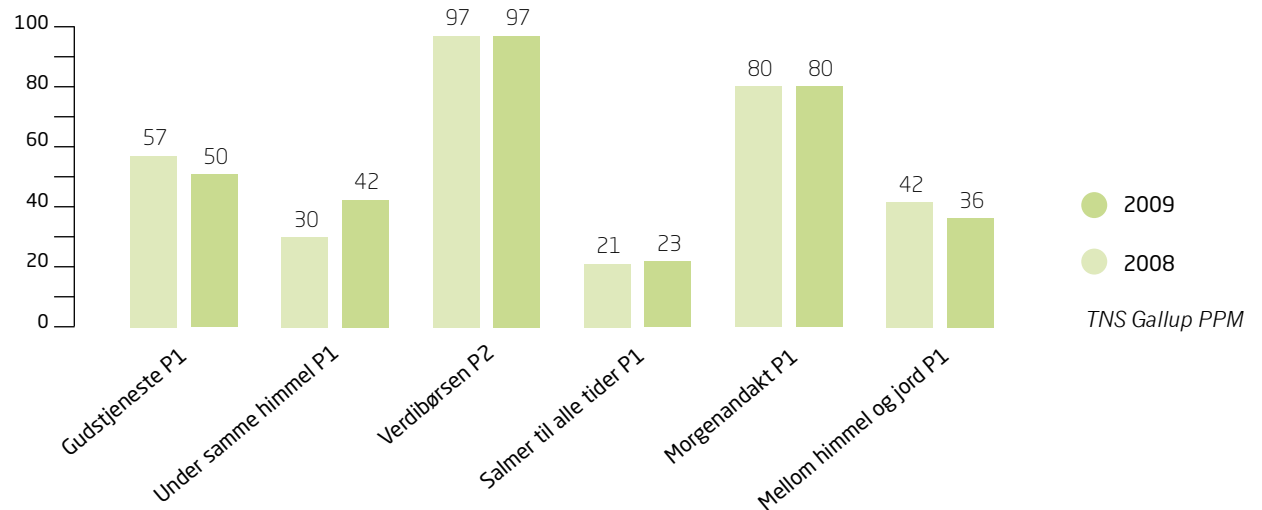
NRK in 2009 / PHILOSOPHY

Sky) consists of short services with a proclamatory Christian content that are broadcast on NRK1 on Sunday afternoons.

Three Radio Masses were produced in 2009. These masses were created for listeners and people who do not feel comfortable with the church's traditional liturgy and musical expression. There are no eulogising priests and the content is instead based on ordinary people talking about their own spiritual experiences along with poetry and text readings. The programme has been defined as a democratisation of the church service. The Radio Masses were broadcast on Sunday mornings instead of a church service and consisted of a Beach Boys mass, a mass about the absence of God and a Christmas mass entitled *Tro på godt og vondt (Faith for Better or Worse)*.

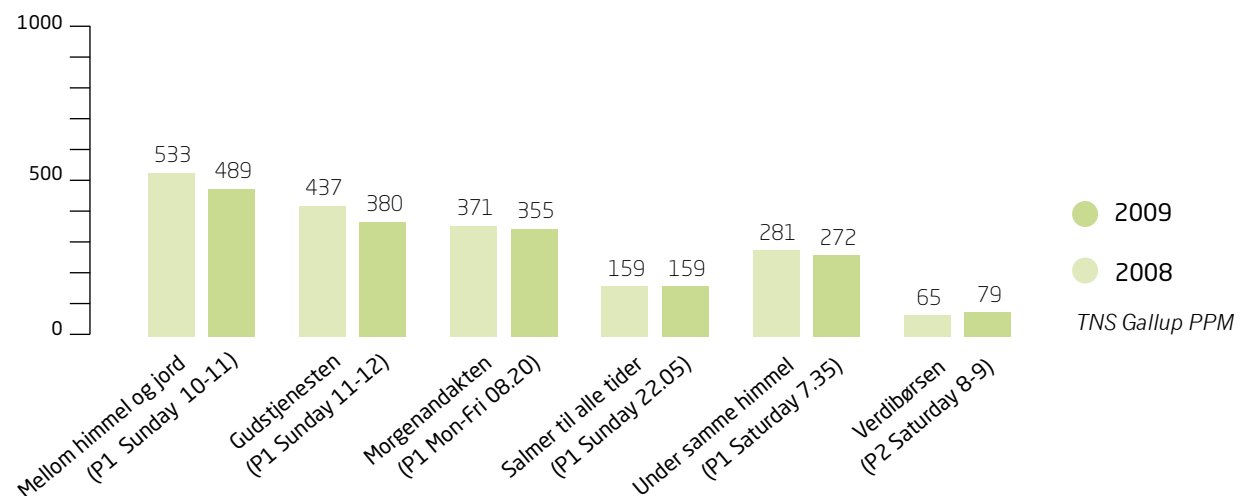
Religion and philosophy of life programmes on NRK P1 and P2

Hours of each programme in 2008 and 2009.



Radio programmes about religion and philosophy of life

Daily reach in 1000.



Dance band in church

One refreshing alternative to ordinary church services was the Dance Band Mass from Selbu Church which was broadcast on P1 one Sunday in November. A dance band called Holmsve from Steinkjer accompanied the Selbu Choir Ensemble by playing dance music from its own repertoire while the vicar conducted the service. Selbu Church was packed forty minutes before the start of the service and there was a standing ovation when it ended. This event received considerable coverage on TV2 and in a number of local newspapers, as well as on NRK's own news programmes, etc.

Photo from Selbu and one of the quotations in the photo caption.

The following are just a few of the hundreds of responses received:

"I am not a religious person, but I still have my childhood faith and am able to go to church. I think that this service with a dance band was amazing and the vicar was excellent! - MORE of this on NRK!"

"Having a service with a dance band is a great move. I'm not actually a dance band sort of man myself, but it is really good to see such a diversity of expression being included in church services as well."

"The most fantastic church experience I have ever had, and I am 72 years old! I would like to thank the vicar, the dance band, the lovely church choir and everyone who participated."



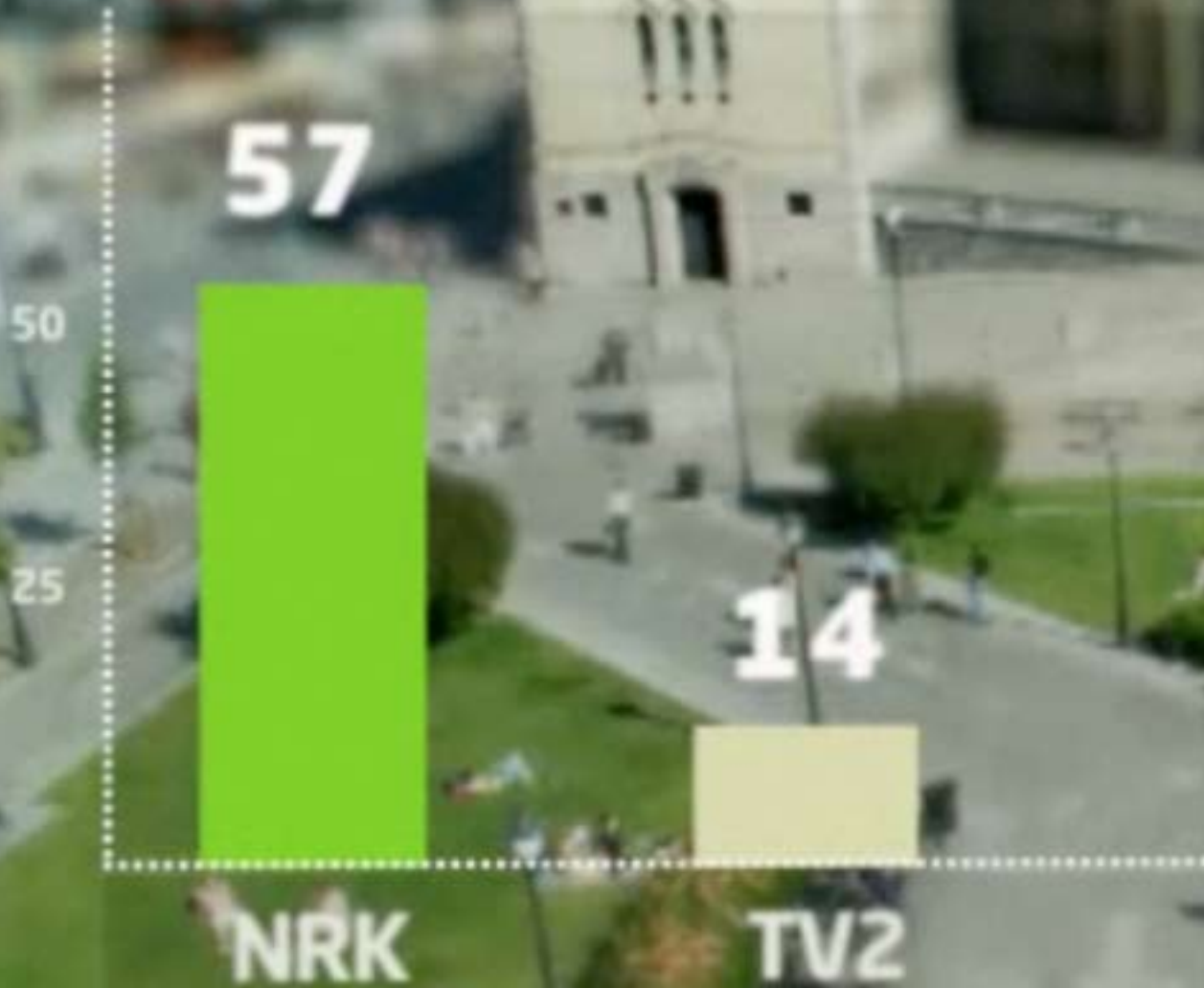
Left: Ove Gundersen and Erik Forfod.
Photo: Jon-Annar Fordal/NRK



Article 14 The NRK shall strengthen Norwegian language, identity and culture

i) The NRK shall reflect Norway's religious heritage and the diversity of ethical and religious traditions in Norwegian society.

STORTINGSVALGET 14. SEPTEMBER

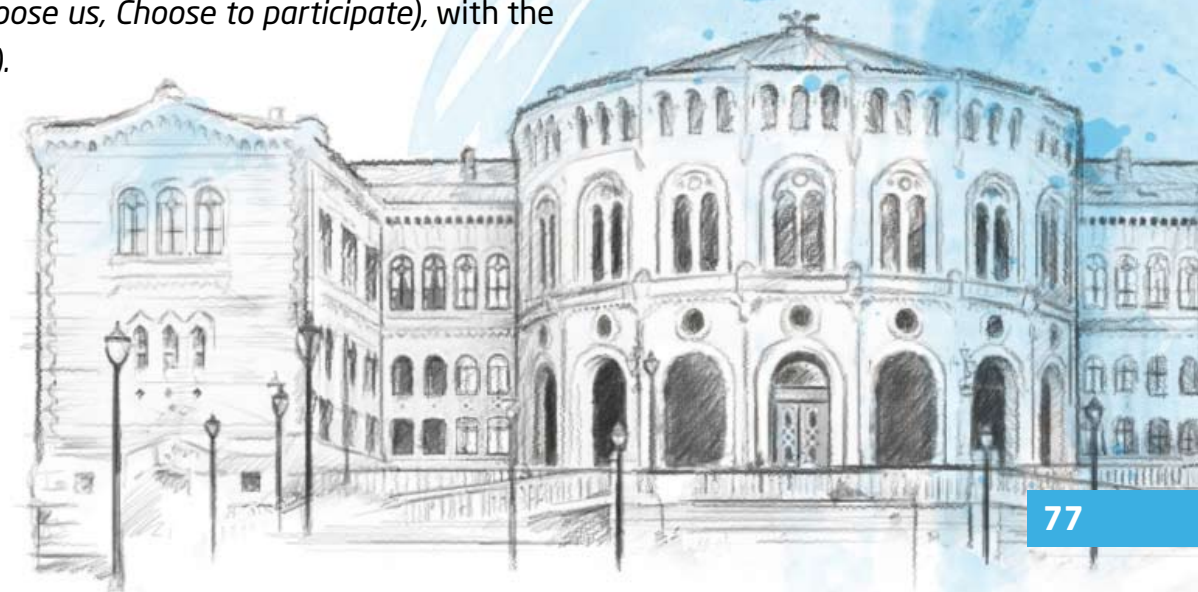


«Less show and more news appeared to be the recipe when NRK1 launched the election campaign in earnest on the TV, because the viewing statistics for NRK1's party leaders' debate were good.»

Knut Kristian Hauger, Kampanje, 18 August 2009.

Choose to take a stand

One in two Norwegians decides who to vote for during the last month in the run up to the elections. During the parliamentary elections **NRK** challenged listeners, readers and viewers by calling its election broadcasts *VELG!09. Velg oss, Velg å være med (CHOOSE!09. Choose us, Choose to participate)*, with the underlying message of *Velg å ta stilling (Choose to take a stand)*.



Internet increasingly more important

Ever-increasing numbers of people are saying that the Internet is their most important source of keeping up-to-date with the latest news. In 2004 six per cent said that the Internet was their most important news medium. In 2009 this figure had increased three-fold, with eighteen per cent stating that the Internet was their most important news medium. For the first time a greater percentage of the population stated that the Internet was a more important source of news than any other medium - one percentage point ahead of TV (TNS Gallup's Consumer and Media Survey).

However, this increase in Internet usage has not really been detrimental to the importance of the TV and radio as important sources of news. The Internet is being used in addition to other media.

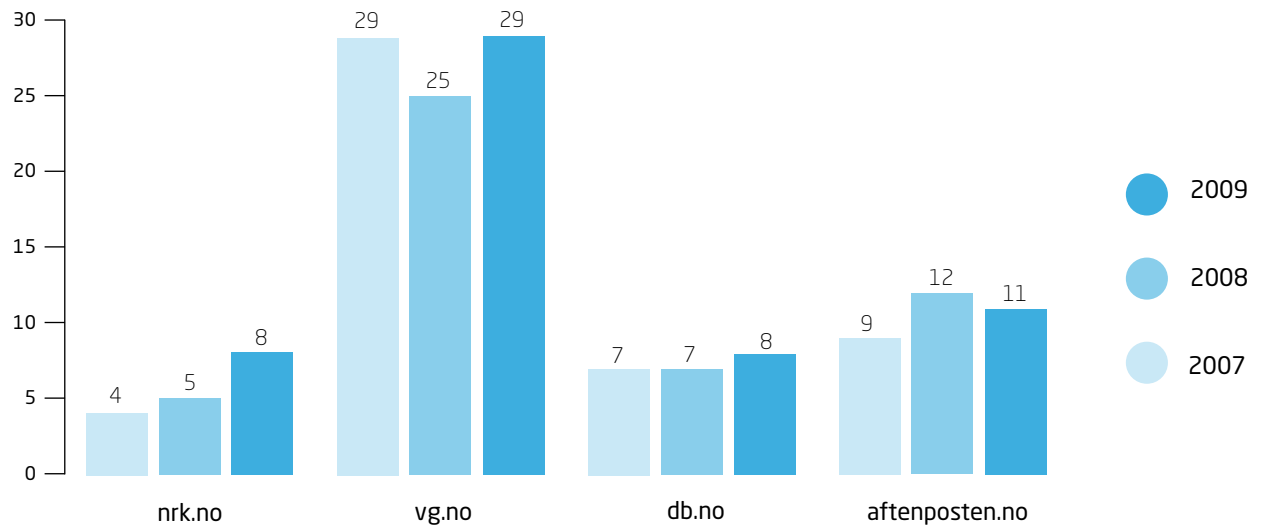
In December NRK launched a front page on nrk.no which is now designed to be more user-friendly with more obvious priorities. NRK has also placed greater emphasis on highlighting its online radio and TV stations, along with links and access to its many services and niche areas. NRK is keen to offer the public user-friendly access to both rapid news updates and in-depth information.

The new front page on nrk.no was launched at the same time as two major news events: the arrival of the American President Barack Obama in Oslo to receive the Nobel Peace Prize and the UN Climate

Summit in Denmark. The public always resort to NRK when such events occur. A new traffic record was set for unique users of nrk.no on 10 December when the previous record set at the September elections was exceeded by almost 200,000 unique users. These figures also show that many people chose to use online TV for watching the live broadcasts of Obama's visit and the Peace Prize awards.

Which website do you think is the best news site?

60 per cent increase among those who think that nrk.no is the best news website..



NRK's 2009 profile survey

Choose to take a stand

Covering the parliamentary elections is an important and demanding journalistic task for NRK, and in 2009 NRK once again set itself up to become the people's election winner. With its *VELG!09* election broadcasts NRK aimed to challenge listeners, readers and viewers with the following slogan: Choose us, Choose to participate, Choose to take a stand.

NRK1 was the main TV channel offering election coverage, primarily via its *VELG!09* features programme which was broadcast from Monday to Thursday and was supported by extended regional broadcasts. It was opened at the Fortress in Kristiansand and attended by the Prime Minister and all the party leaders. This programme, and the concluding party leaders' debate, was the most viewed election programme, with each programme attracting around 680,000 viewers.

Question Time for party leaders was reintroduced on TV at these parliamentary elections. NRK also undertook a mini-tour in order to delve more deeply into topics and to get closer to the characters involved. The most popular issue was the debate on crime policy that was broadcast from the prison in Oslo.

On the radio NRK covered the election by using existing well-known programmes like *Dagsnytt* (*Daily News*) and *Politisk Kvarter* (*15 minutes of Politics*). *Politisk Kvarter* set the agenda on several occasions



Photo Anne Liv Ekroll, NRK

with its highly relevant guests. In line with tradition Bjørn Bø hosted Question Time on the radio with all the party leaders. One new feature in 2009 included cooperation with the *Kveldsåpent* (*Open Evening*) radio programme where party leaders were invited to answer listeners' questions directly. Election night on

the radio involved close cooperation between regional and national broadcasts, with election experts and commentators in the studio.

On the Internet nrk.no provided the electorate with a general outlook and greater insights. The candidates appearing on the election lists were presented on a countywide basis, the parties were presented with historical clips and there was also a presentation of party leaders and elections from 1945 to 2005. Once again nrk.no broadcast *Geirs Valgskole* (*Geir's Election School*) – an introduction to all aspects of an election, created by NRK's experienced journalist Geir Helljesen.

NRK's online page entitled *Sammenlign partiene* (*Compare the Parties*) was a popular online service provided during the final weeks of the run-up to the election. It enabled the public to compare the views of the various parties about important election issues, and readers were able to test and find their party by using *Valgomaten*. NRK commentator Lilla Sølhusvik commented on the election campaign in Lilla's Blogg. A combination of a blog, Twitter and Facebook provided Lilla Sølhusvik with considerable feedback from voters, and this proved to be a great way of making closer contact with the public.

The screenshot shows the NRK website interface for the 2009 election. The main content area is dominated by a large rainbow chart and a map of Norway, both illustrating the election results. The chart shows a clear majority for the 'Rødgrønt flertall' (86 seats) over the 'Borgerlige' (83 seats). The map shows the distribution of seats across the country. The page also features several smaller sections, including a news item about Helga Pedersen's departure from the government, a section for checking election tools, and a section for building a coalition government. The navigation menu on the left provides access to various election-related content, including historical clips and party information.

Screen dump from Velg09

Small parties also included

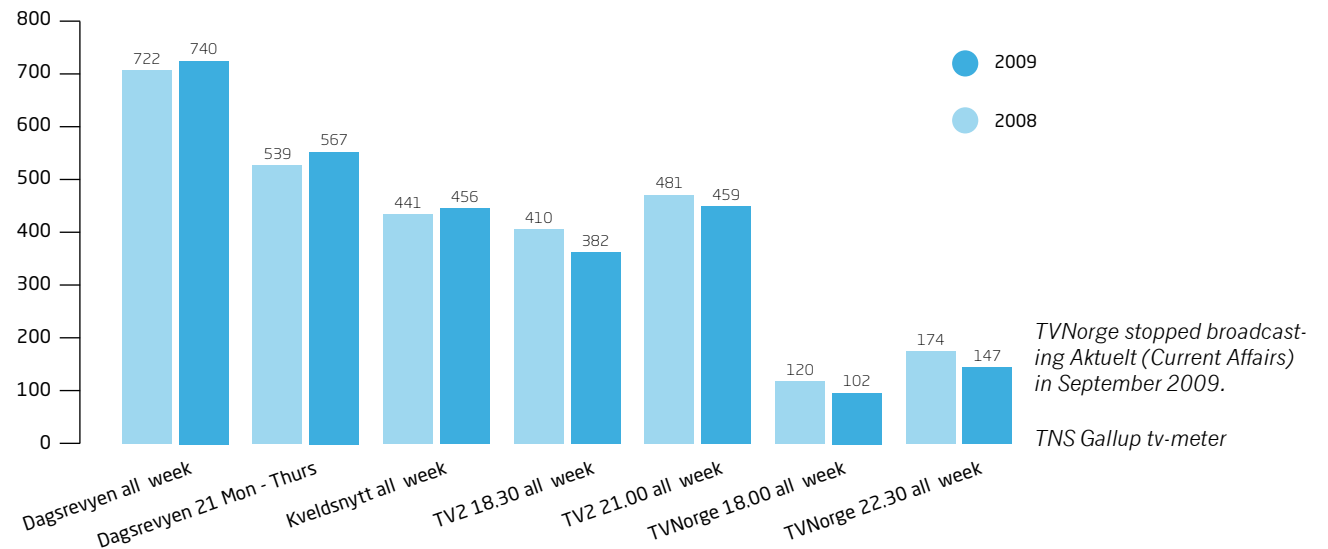
There are many people who are keen to have their say during an election and NRK included both the large and small parties by using a combination of online, radio and TV coverage.

The primary candidates of the small parties were presented on the regional pages of nrk.no. Some regional offices prepared more extensive radio/TV presentations of the small parties. The Coastal Party, the Green Party of Norway, the Democrats and the Pensioners' Party received most of their coverage on regional radio and TV.

On national TV the government parties (AP, SV and SP) appeared on 40 occasions, while the opposition parties (H, FrP, KrF and V) appeared fifty times. Red (Norway) participated in Question Time and the party leaders' debate. National TV coverage of the small parties included the Green Party of Norway (which featured twice on *VELG!09*), while the Democrats, the Pensioners' Party and Kristenfolket.no (a new Christian party) each featured on one occasion.

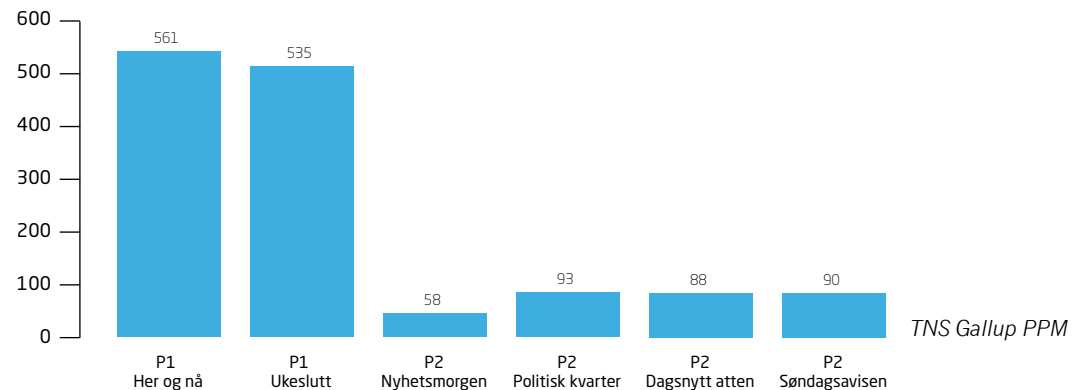
News programmes in 2008 and 2009

Ratings in 1000



Which radio station has the best news broadcasts?

Daily coverage in 1000s



First in Gaza

Major international events in 2009 included the War in Gaza at the beginning of the year, the inauguration of Barack Obama as US President and the rioting in Iran during the summer. Other obvious events included the award of the Nobel Peace Prize to Barack Obama, which falls midway between domestic and foreign affairs, and the UN Climate Summit in Copenhagen in December. NRK provided broad coverage of these events.

NRK2 broadcast the entire inauguration of Obama on 20 January 2009, attracting a very high number of viewers.

NRK was one of the first news teams to enter Gaza when the war ended in January. Reporter Øystein Heggen and photographer Mohammed Alayoubi arrived from Egypt and were followed by correspondent Sidsel Wold and photographer Carina Appell from Israel. NRK's team worked for several days, sending reports home about the situation in Gaza, before other Norwegian journalists were allowed in. NRK's journalists also arrived on the scene long before their Nordic colleagues, and provided both SVT (Swedish national TV) and DR (Danish national broadcasting) with reports and live broadcasts.

NRK's correspondents' network is one of the most important cornerstones of the Corporation's global coverage, with seven of its journalists being posted abroad to cover important parts of the world.

NRK Nyheter TV Radio Snarveier

NRK > Nyheter > Nobels fredspris

Nobels fredspris

NRK NYHETER

- Nobels fredspris
- Norge
- Verden
- Økonomi
- Skattelisterne
- Klima **NY!**
- Distrikt
- Valg09
- Kultur
- Sport
- Vær: yr.no
- Trafikk
- Nyhetsstilbudet
- Tekst-TV
- Mobil
- RSS
- Podkast
- Tips oss

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 Telefaks: 23042140
 Postadresse: NRK Nyheter, 0340 Oslo
 Redaktør: Jon Gelius

Rekordnominering til fredsprisen

Aldri før har det kommet inn så mange nominasjoner til Nobels fredspris. Blant de heteste nominerte er kinesiske dissidenter, samt skaperne av Internett og Twitter.

HELE SAKEN: Rekordnominering til fredsprisen

GALLERIER

- Barack Obama hos
- Obamas bilder fra
- Nobelbanketten på Grand
- Falkeltoget og

Screen dump from the Nobel Peace Prize

NRK in 2009 / NEWS

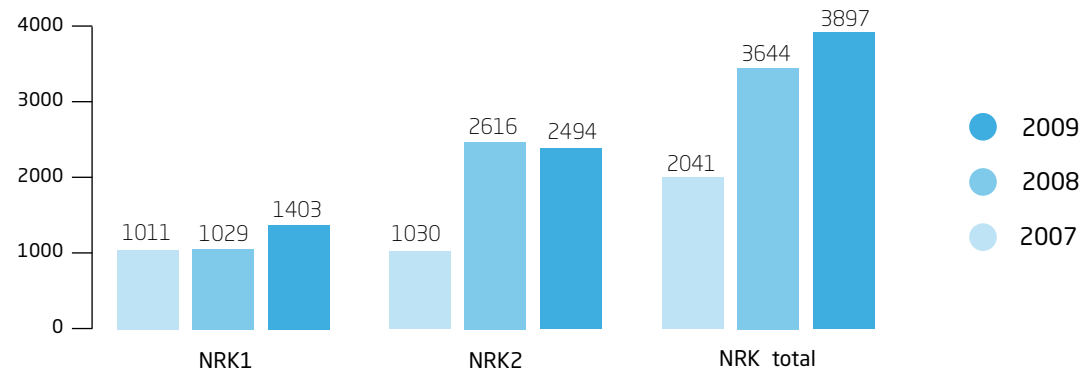
NRK's correspondents normally have four year postings and decisions about where to set up bases are based on both practical and news-related considerations. When the news picture changes NRK's correspondents often move accordingly. Their safety is also a deciding factor. For example, in 2007 NRK's Middle East Correspondent from Amman in Jordan was transferred to Jerusalem in Israel.

In 2009 NRK had seven correspondents covering Africa (from its office in Nairobi), Asia (Beijing), Europe (Brussels), the Middle East (Jerusalem), Russia (Moscow) and two covering the USA (from Washington DC). NRK also had a stringer in London up until the summer of 2009. NRK's correspondents' network will be strengthened in 2010 with the opening of a correspondents' office in London.

NRK engages in substantial cooperation with the other Nordic broadcasting companies. Material is exchanged on a daily basis, their correspondents share offices in Washington and Beijing and they make use of each others' correspondents as and when the occasion arises. For example, Sidsel Wold helped both SVT and DR from Teheran when their correspondents had to leave because their visas expired.

News hours on NRK1 and NRK2, 2007 - 2009

TNS Gallup tv-meter





Article 12 The NRK shall support and strengthen democracy

b) The NRK shall contribute to the promotion of public debate, and participate in ensuring that the whole population receives sufficient information to take an active part in democratic processes. The NRK shall provide a broad and balanced coverage of political elections. All parties and lists over a certain size shall normally be included in the editorial election coverage.

Article 15 The NRK shall aspire to achieve high quality, diversity and innovation

e) The NRK shall provide news, current affairs and culture features for both broad and narrow target groups, including its own culture programmes. Its programme provision shall reflect the diversity of the public at large. Among other considerations, the NRK's provision as a whole shall appeal to all age groups.

f) The NRK shall foster an increased knowledge of international affairs.

g) The NRK shall mediate content from the Nordic countries, and help to disseminate knowledge of Nordic social conditions, culture and languages.

Article 17 The NRK shall provide attractive content on the Internet, mobile TV, etc.

a) The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of:

- *National and international news*

Inntrykk av NRK Sami som en viktig arena for samer på nett



«NRK Sámi Radio's website for the Sami parliamentary elections featured a lot of excellent information, particularly about the election candidates. The updates were characterised by impartiality in respect of election coverage and the published content was unbiased and informative.»

Randi Romsdal Balto,
Departmental Director and Chairman of the Plenary Committee of the Sami Parliament.

634 online candidates

634 Samis from all over Norway stood as candidates in the Sami parliamentary elections. **NRK Sámi Radio** created online profiles of all these candidates. Never before have the Sami parliamentary elections had such extensive coverage as that presented on **NRK's** website in 2009.



NRK in 2009 / SÁMI RADIO AND NATIONAL MINORITIES

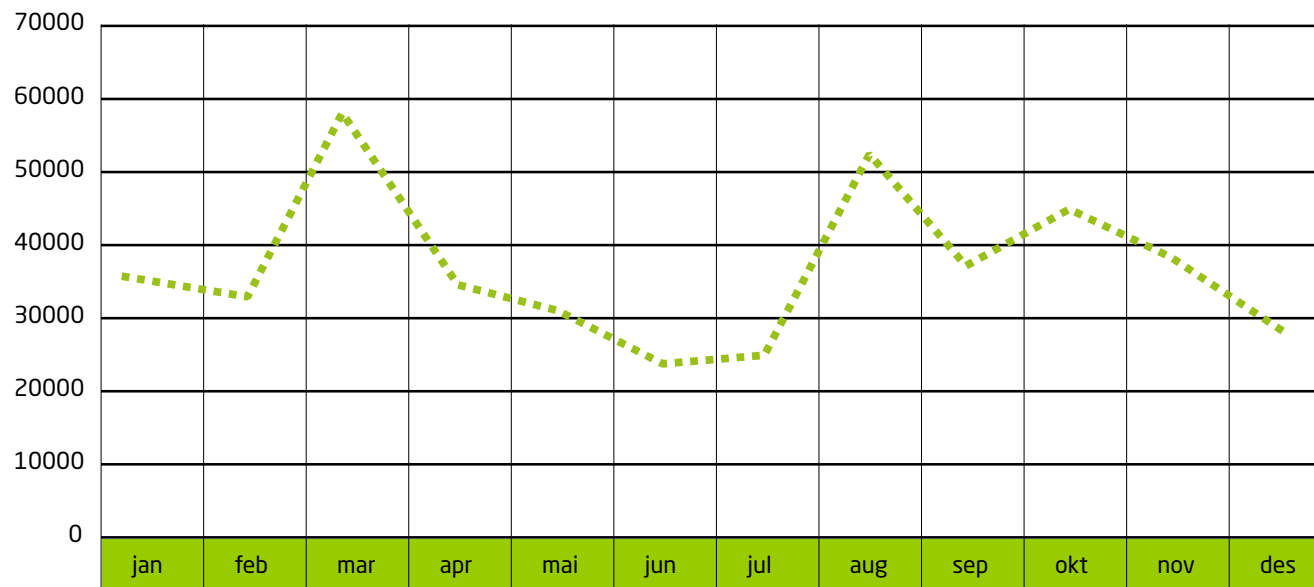
The main aims for Sámi Radio's programming activities are to help all Sami people to be Samis and to ensure that the rest of the Norwegian population obtains more knowledge about the Sami people, their culture and their society.

Most of the radio and TV programmes broadcast by Sámi Radio are in the Northern Sami language, but there are also some regular broadcasts in the Lule-Sami and Southern Sami languages. Sámi Radio's continuous online news follow-ups are in both Norwegian and Sami.

Sámi Radio is keen to serve as an important networking arena for the Sami people and it continued to develop its Sami website during 2009. The various editorial sections at Broadcasting House in Karasjok have placed emphasis on regular updates of the text, sound and images on this website. They have also placed emphasis on the scope of their online articles, including links, and on the references and opportunities provided for public comment and involvement on the basis of these articles. The primary language on these news pages is Norwegian. Audio and picture reports are in the Sami language.

Monthly unique users of NRK Sami in 2009

Average monthly unique users of NRK Sami's website in 2009: 37,320



NRK in 2009 / SÁMI RADIO AND NATIONAL MINORITIES

Three out of four satisfied

Since no collective registration of the Sami population exists, it is difficult to know exactly how large this group is. There is also little data available about Sami usage of the media. NRK commissions its own Sami media survey each year which monitors Sami usage of and attitudes to the services that NRK provides for this section of the population. NRK used the 2009 Sami Census for its selection process.

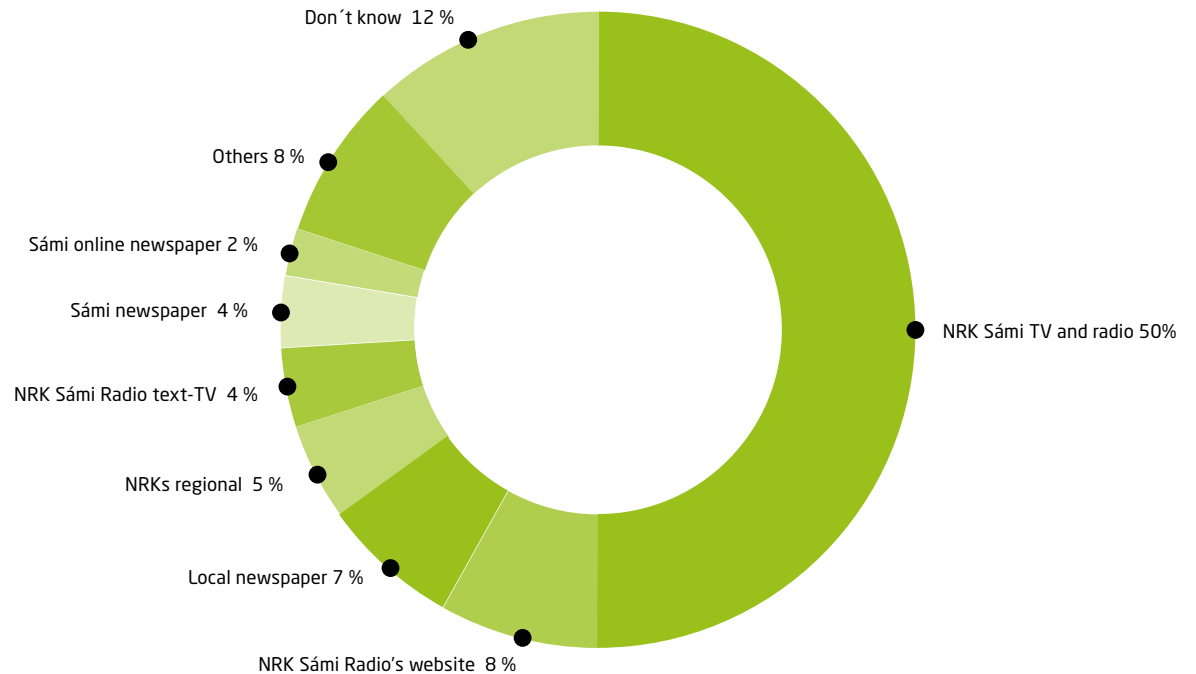
NRK's Sami survey shows that most Samis are generally happy with NRK's services, with three out of four being satisfied with the overall services provided. The daily coverage provided for these TV services by Sámi Radio are the most popular. However, the most significant increase in user numbers has occurred online. During the last three years the daily coverage provided for the Sami population by nrk.no/sami has seen a three-fold increase.

Traffic monitoring shows that these figures peaked in 2009 when a record 59,000 unique users visited Sámi Radio's website during the course of just one month.

Which medium offers you the best information regarding Sámi issues?

Daily coverage in %, 2009

NRK Sámi survey



The Sami Parliament, 2009

Never before have the elections to the Sami Parliament received such extensive online coverage as they did in 2009. NRK Sámi Radio presented all 634 election candidates on its website prior to the election. The write-ups contained comprehensive information about the candidates, including their age, income and any business appointments they held. Photos of all the candidates were also included.

A separate polling station was also included on the website where the public could elect their own Sami parliament. In connection with the election NRK Sámi radio also provided continuous online updates of the news and other events. On polling day NRK Sámi radio used all eight of its local offices in order to keep the public up-to-date.

Sámi Radio created five TV election programmes, four of which were broadcast prior to the election. The first three programmes covered issues such as self-determination and self-government, policy on health and old people, and the conflicts that exist between the interests of reindeer herders and other businesses in the area. On the final programme before the election a debate was held between the presidential candidates, Aili Keskitalo and Egil Olli. The last election programme, containing the results and updates, was broadcast on the day after the election. The TV programmes were broadcast on



Hosts; Nils Henrik Måsø, Thor Thrane and Berit Nystad



Aili Keskitalo and Egil Olli. 14.sept.

NRK2 at 2230 hrs. The results were broadcast on NRK after Ođđasat (the Sami news programme) on the day after the election.

There was also wide radio coverage of the election, with separate election programmes being broadcast during the afternoons. Thirteen 20-minute programmes were produced. 14 different parties/lists participated in these programmes. Public meetings were held in Kvalsund, Skånland and Kautokeino. The main topics discussed at the Skånland meeting were the Sami language and education. In Kvalsund "reindeer herding or mines?" was on the agenda, while the main subject of debate in Kautokeino was the usage of grazing grounds. These public meetings were streamed online and broadcast live on DAB and online radio. Material from the meetings was also provided for TV and FM radio. On the actual night of the election NRK broadcast six hours of election coverage on its DAB station, along with summaries during the morning of 15 September.

NRK in 2009 / SÁMI RADIO AND NATIONAL MINORITIES

More Mánáid TV

In 2009 NRK increased its Mánáid TV broadcasts from two to three per week. The editorial team was also given the opportunity to develop new concepts for children, e.g. a mini series called Gula about children, music and artists. This programme series was shown at various different festivals held in northern Norway. Mánáid TV is part of the NRK Super universe. This TV programme is broadcast on both NRK Super and NRK1. Mánáid TV is also available on NRK Super's website.

IZŪ

IZŪ is an online, TV and radio venture created by NRK for young Sámis. Two programmes per week were produced for the radio and 10 TV programmes were produced for NRK3. Facebook and rubbel.no (a website for young Samis included on nrk.no) were also used as platforms for publishing content.

Ođđasat

The Sámi TV news is broadcast on NRK1 on all weekdays between 1700 and 1800 hrs. Both the broadcasting time and the length of the news vary somewhat according to the season and broadcasting schedules. NRK Sámi Radio collaborates with SVT Sápmi and YLE Sámi Radio to produce Ođđasat. These Swedish and Finnish broadcasters produce material for Ođđasat, while the editorial team in Norway tailors programmes and broadcasts from their studio in Karasjok. Ođđasat is broadcast in all three countries.

Sami culture is covered by a radio and TV programme called Ardna which is broadcast in Norwegian during a 30-minute slot on P2 at 1330 hrs. It is also broadcast on P1 on Sundays at 2230 hrs and a local Sami language version is broadcast every Wednesday on P1. Ten TV broadcasts were also shown by NRK1.

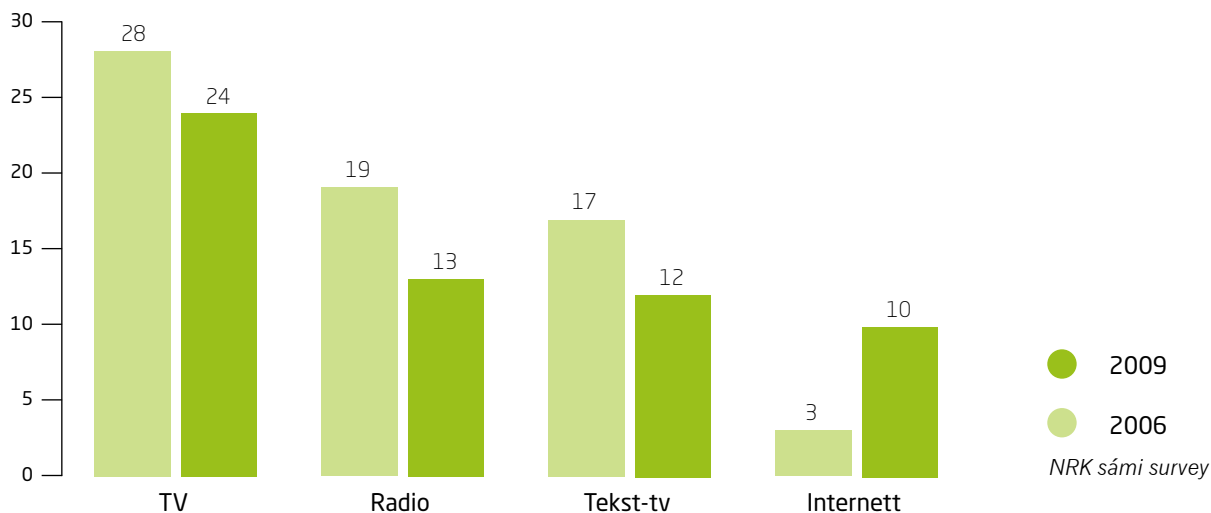
More Sami material on digital radio

Sami broadcasts on the DAB network increased during 2009 with material produced in-house being broadcast on DAB Sami all morning and during

the early afternoon. Most of these broadcasts are formatted and produced automatically with the help of new technology. The morning broadcast was the result of collaboration with Swedish Radio. By engaging in joint production planning and cooperation it was possible to cover Sami life in both Norway and Sweden. These programmes were only sent in Norway and Sweden. This Swedish/Norwegian joint venture has been further strengthened in 2010 with joint broadcasts during both the mornings and the afternoons.

NRK Sámi Radio's daily reach in the Sámi population - 18 years +

Percentage in each medium in 2006 and 2009



A three-fold increase in daily use of Sámi Radio's website in just three years. In 2007 and 2008 the figures used were not drawn from the Sami Census and they are consequently not comparable.

NRK in 2009 / SÁMI RADIO AND NATIONAL MINORITIES

National minorities

There are five sections of the population in Norway that are classified as having national minority status, i.e. Jews, Kvens, Gypsies, Romanies (travellers) and Forest Finns. In its capacity as a public broadcaster NRK has a responsibility towards these groups. National minorities are reflected in NRK's content in various programmes and services. It is difficult to provide an exhaustive list, but here are a few examples:

The independent Folk documentary programmes on NRK1 are governed by keywords such as diversity, joy and succeeding. These programmes are primarily intended to provide the public with experiences. National minorities were highlighted in 2009. Here are a few examples:

- *Tater – og stolt av det (Gypsy – and Proud of it)*. Lasse Johansen is a gypsy and a musician. He is most well known as the former vocalist in the dance band Ole Ivars. NRK1 26.2.09
- *Heiki – den siste finnskoging (Heiki – the Last Forest Finn)*. About a family that looks after its Finnish way of life and thinking. NRK1 15.5.09
- *Tre rein og en leilighet (Three Reindeer and a Flat)*. About an urban Sami family. Berit Hætta grew up in a reindeer herding family in Kautokeino. She has always dreamt of having her own herd of reindeer. She now lives in a terraced flat in Hønefoss - with three reindeer grazing on the lawn below. NRK1 23.9.09

NRK broadcasts *Finskesendinga (Finnish Broadcast)* in Finnish and Kvennish for Finns and Kvens in Norway, every Wednesday on NRKP2 in northern Norway.

Norgesglaset (The Norwegian Magnifying Glass) on P1 included features about the Facebook group called *Kvener ut av skapet (Kvens out of the Closet)*.

A Kvennish version of yr.no has now been launched. The Kven Institute in Børselv in Finnmark has translated yr.no in connection with the work it is carrying out to establish a written Kvennish language. There is also a reference to this in the Facts chapter.

NRK 2 broadcast a documentary film entitled *Tradra – i går ble jeg tater (Tradra - Yesterday I became a Gypsy)*, a "road film" where Bjørn Granum gradually learns about his own Gypsy background from meetings with his family, music and handicrafts, traditions and history. *Himmelen over Danmark (The Sky Above Denmark)* is a 10-part philosophical Danish series that was broadcast on NRK2 in 2009. One of the topics covered was modern Jews.

NRK Sámi Radio's programme profile on radio and television

CATEGORY	HOURS
Radio	
Sámi news	310
Norwegian news	17
Current affairs in Norwegian	0
Current affairs	68
Children and youth	90
Sport	66
Religion	52
Culture and entertainment	1025
Music	3
Total	1631
Television	
Children	88
Youth	5
Information	2
Culture	3
Religion	1
Indigenous	0
Speeches	0
News	142
Election 2009	7
Total	248
NRK statistics	



Article 14 The NRK shall strengthen Norwegian language, identity and culture

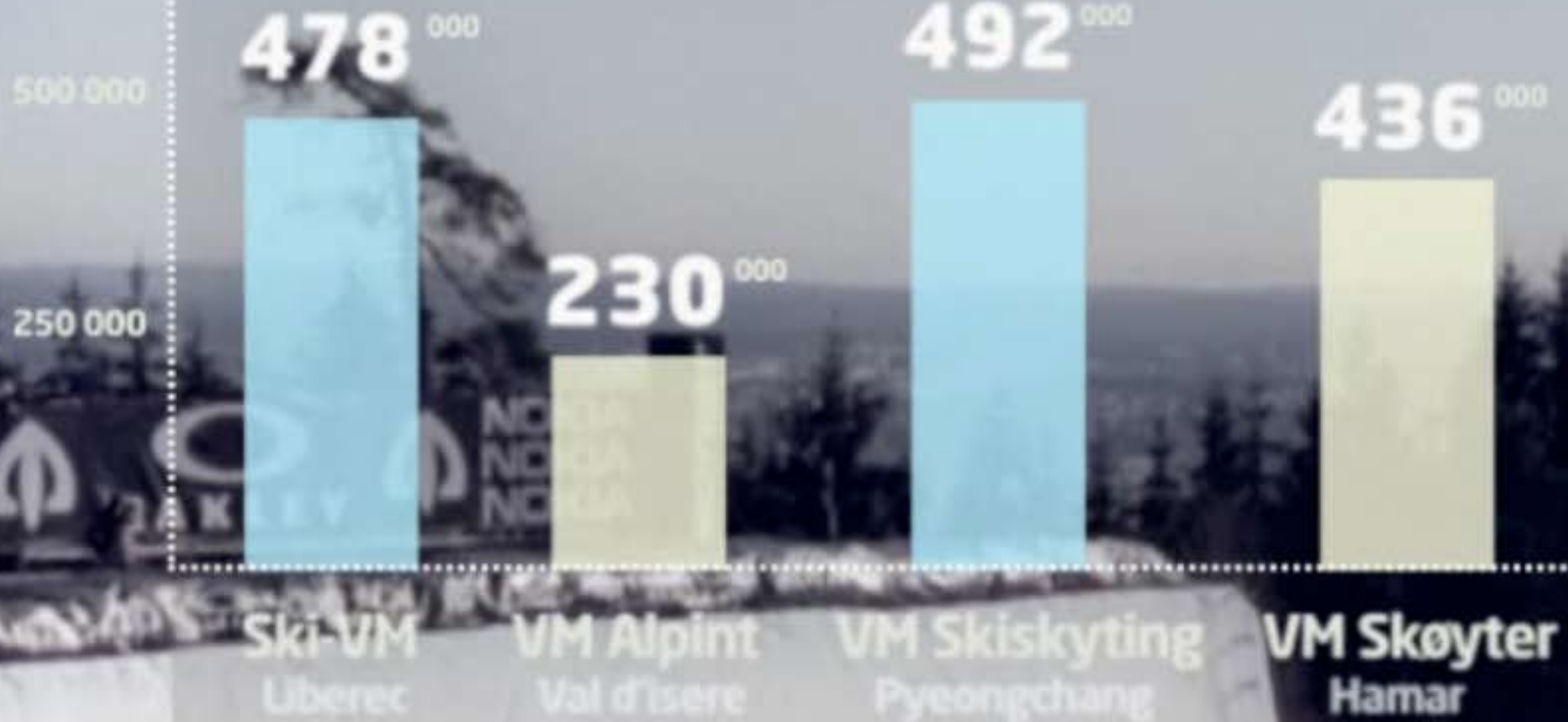
b) The NRK shall help to strengthen Norwegian and Sami language, identity and culture.

A large proportion of this provision shall be rooted in Norway and reflect Norwegian realities.

The NRK shall broadcast programmes for national and linguistic minorities.

The NRK shall provide daily broadcasts for the Sami population.

POPULÆR VINTERIDRETT PÅ TV - ANTALL SEERE I TUSEN (000)



«When the World Skiing Championships are on NRK, there is nothing that can compare.»

Christian Sørli of the Initiative Universal media agency, Kampanje, 3 March 2009.

Public and elite sport

With three winter sports championships held in February, and the World Athletics Championships in August, **NRK** consolidated its position as a national arena for sports enthusiasts. Sport also covers the diversity of Norwegian sport, such as the *Birkebeiner* skiing and cycling races, the National Championships in Precision Shooting, the Arctic Challenge, the European Para Equestrian Championship and the final of the Norwegian Indoor Bandy Championships.



Public and elite sport involves and affects many people. It is NRK's job to reflect Norwegian society and one of NRK's key tasks is to fulfil this mandate by covering the diversity of Norwegian sport.

Winter sport

Biathlon and cross country skiing are winter sports that most people say that they like watching on the TV. According to the results of a TNS Gallup poll more people are interested in these winter sports than in football, and there are fewer who do not like them. While more men than women are interested in football, winter sports are popular with a high percentage of the population. This interest is reflected in audience numbers. When the winter season starts and Norwegian athletes line up on the start line many people sit down in front of their TV

screens, even at times when they do not normally watch TV, e.g. during the daytime at weekends.

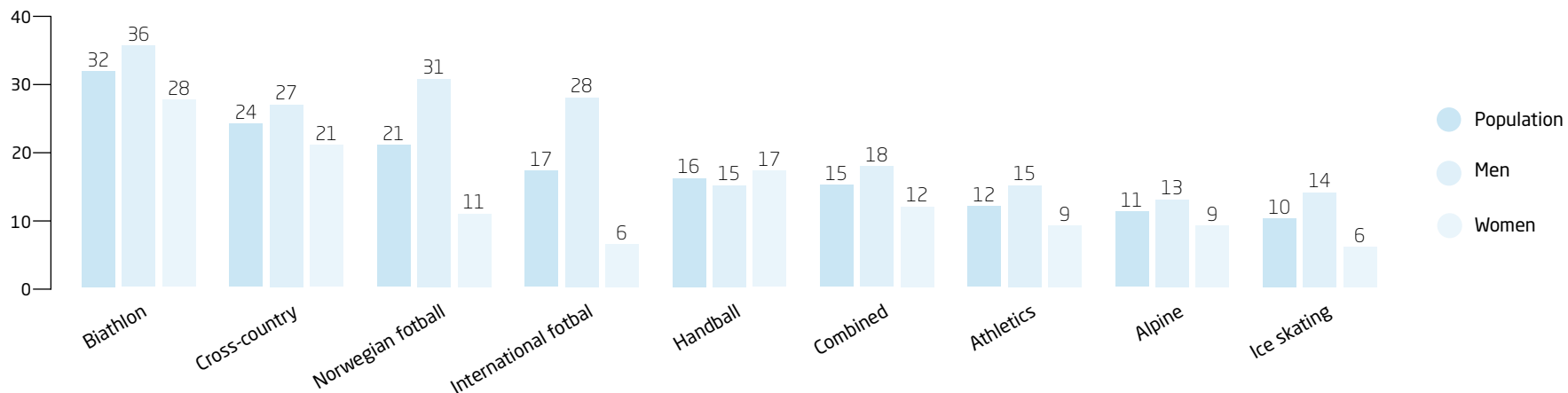
During the course of the first two months of 2009 NRK covered the Alpine World Ski Championships in Val d'Isère, the Nordic World Ski Championships in Liberec and the Biathlon World Championships in Pyeongchang. From these locations NRK presented major sporting moments and achievements live to the Norwegian public. NRK also presented evening coverage of all these championships in order to provide viewers with more detailed commentaries, reactions and reports. Norway's heroes were Aksel Lund Svindal, Petter Northug, Kristin Størmer Steira, Ola Vigen Hattestad and Ole Einar Bjørndalen. NRK also focussed on international athletes and placed great emphasis on features material in order to ensure the widest and best possible coverage.

Sports coverage regardless of your location

Sporting events often take place at times when the public does not have access to traditional media such as TV and radio. It has always been NRK's aim to ensure that great moments in sport should be available to the public regardless of the medium used and independent of when and where members of the public are located. NRK offers diverse sporting content on new media, e.g. the World Championships in alpine skiing, biathlon and Nordic disciplines, live transmission of all 1st Division football matches (the Adecco Cup) and the Wimbledon Grand Slam Tennis Championship. All of these and many more sports competitions were broadcast online by NRK, both live and as archive clips.

Interest in different sports on TV

TNS Gallup F&M 09



Sports news

NRK Sport aims to be a leading presenter of sports news in Norway. It aspires to set the agenda and to encourage involvement. In 2009 NRK Sport placed considerable focus on creating an even better news product. NRK led the field in its coverage of the highly controversial "speed skating debacle". Its sports editorial team focuses on producing good stories regardless of the scope and popularity of a sport. In 2009 the team produced many reports dealing with social matters such as finances, doping and policy. This will continue to be an important challenge in the future.

Norwegian football

In 2009 viewers were able to watch Norwegian football live on NRK for the first time since 2005. This marked the return of the Norwegian football pools on Saturdays. NRK broadcast one match from each round in the series, primarily on NRK1 at 1600 hrs. NRK2 broadcast one match from each 1st Division round, primarily on Tuesdays at 1930 hrs. Never before have so many people watched Norwegian football on the TV as they did in 2009. This was mainly attributable to the fact that the Saturday Elite Series match, which is now broadcast on NRK, was formerly only available on pay TV.

NRK also broadcast all the qualifying matches in the Elite Series. By having studios in arenas around the country NRK was able to cover football from Alta to Kristiansand. *Bakrommet (The Back Room)*, which has been NRK's in-depth/debate programme about football, had 25 broadcasts on Tuesdays on NRK2.

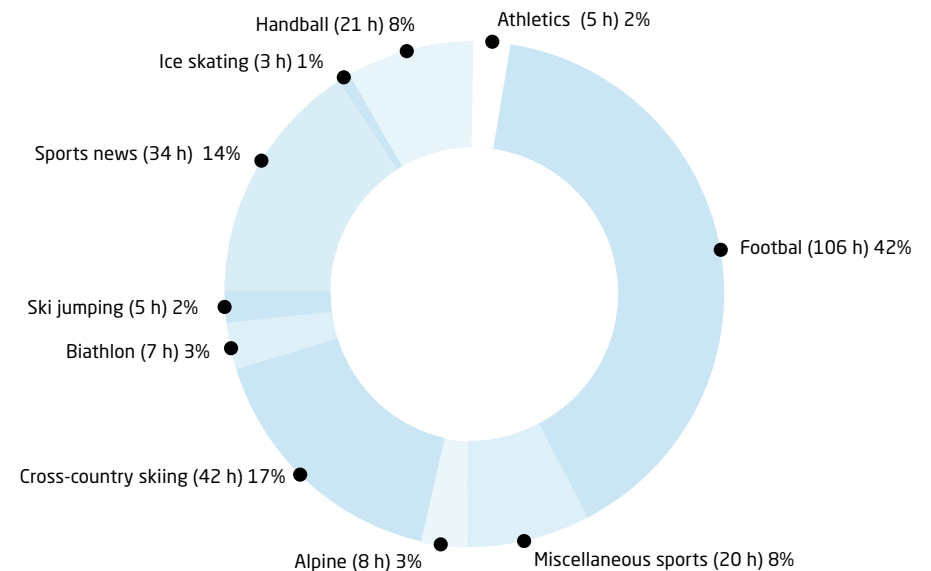
NRK broadcast the semi-finals of the Ladies' European Football Championships in Finland, where Norway lost 1-3 to Germany.

4-4-2 *Radiosporten (4-4-2 Radio Sport)* continues to be a flagship in respect of coverage of both Elite Series and 1st Division matches on Sundays. P1 listeners have also been able to follow live coverage of most national men's football matches.

Sports on NRK P1

250 hours – 3% of the station's broadcasting hours

NRK statistics



European Para Equestrian Championship

At the end of August the European Para Equestrian Championship brought together riders from many different countries in Kristiansand. NRK produced a 30-minute features programme about these championships, focussing on both riders' personal stories and on sporting results. NRK wanted to present the stories behind the various achievements and to show the obstacles each individual participant had managed to overcome - whether on the sports track or in other areas of their lives. The Championships showed that people with disabilities can also achieve things and they also demonstrated the huge amount of pleasure that can be derived from sport.



Photo: Simen Sveen

Finnmarksløpet and Birken

NRK Troms & Finnmark were responsible for thorough local and national coverage of the 29th *Finnmarksløpet* (the *Finnmark Race*), the world's northernmost dog sledding race. In conjunction with NRK Sporten they produced 20-minute daily broadcasts for a whole week on NRK2. This race, along with the public festivities, was covered from start to finish. This successful event will be repeated in 2010, on NRK1.

Birkebeinerrennet (*Birken*, or the *Birkebeiner Ski Race*) attracts many skiers, and TV viewers were also able to follow the 14,000 participants as they took part in this traditional ski race between Rena and Lillehammer. *Birken* was covered in detail by *Sportslørdag* (*Saturday Sport*) on NRK1 on this particular Saturday in March.



Prins Håkon and reporter Anne Rimmen, *Finnmarksløpet*.
Photo: Kim Kr. Nordli/*Finnmarksløpet*.

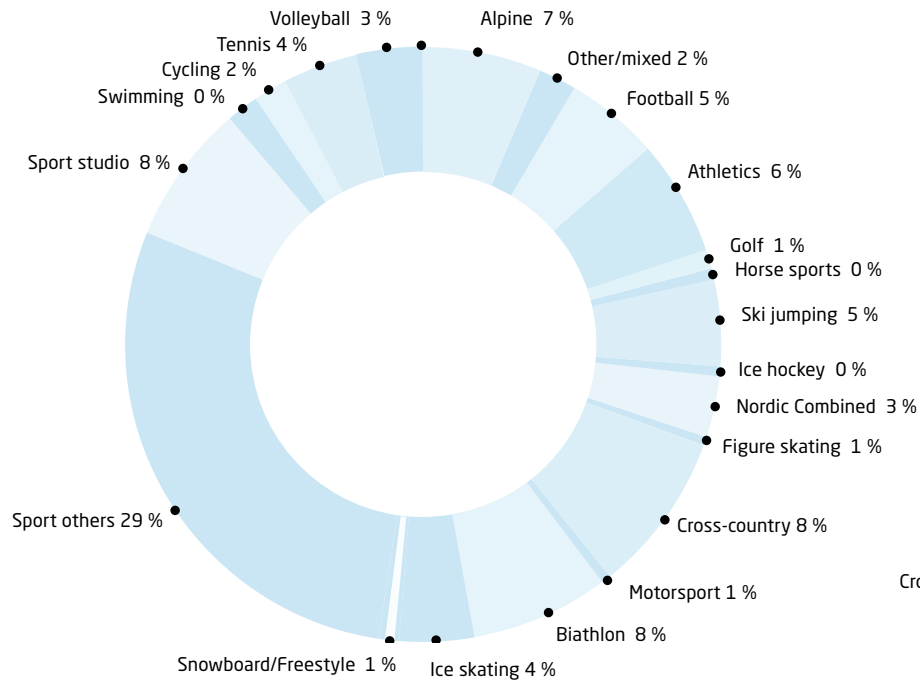


Photo: Ola Martin Jøraholmen

Sports on NRK1 in 2009

1057 hours

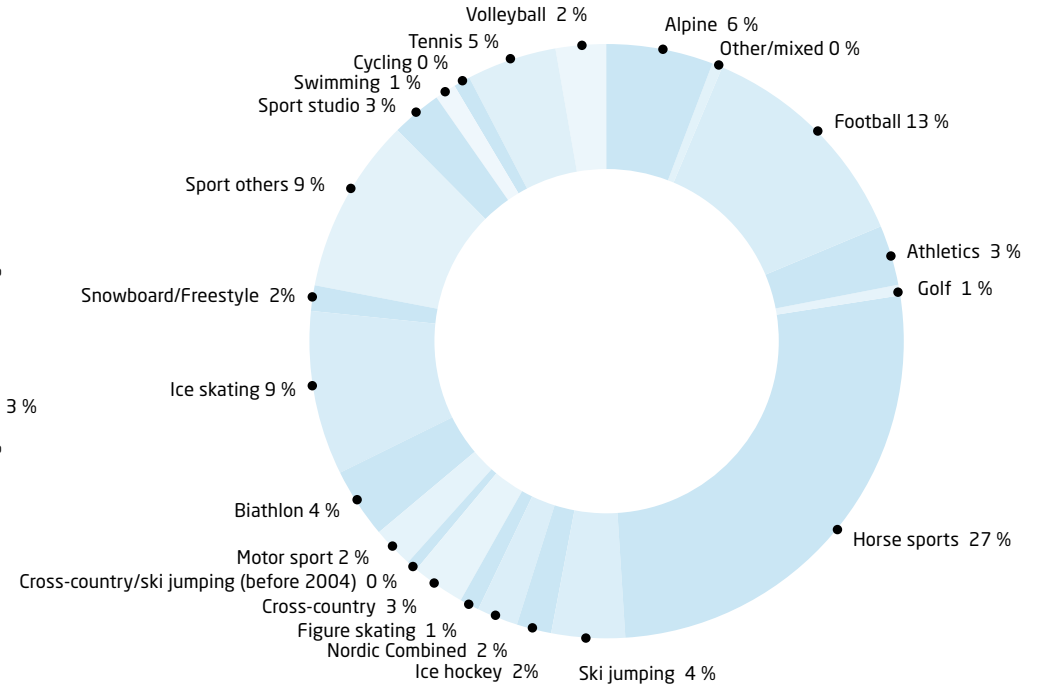
TNS Gallup tv-meter



Sports on NRK2 in 2009

572 hours

TNS Gallup tv-meter





Article 14 The NRK shall strengthen Norwegian language, identity and culture

j) The NRK shall provide sports broadcasts covering both the breadth of Norwegian sport, including sport for people with disabilities, and major sporting events.

Article 17 The NRK shall provide attractive content on the Internet, mobile TV, etc.

a) The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of:

- Sport and entertainment



Markedsandel i % på lørdagskvelden

NRK1
46%

NRK2
3,3%

NRK3
2,6%

UNDERHOLDNING NRK har over halvparten av all tv-seingen på lørdagskvelden

«What makes almost 800,000 Norwegians sit down in front of their TV screens on a Saturday evening to experience something as peculiar as someone from Voss wearing their BBQ gear?»

Torstein Hvattum, Aftenposten commentator, 26 September 2009

Great entertainment adventures

NRK creates entertainment for groups of all sizes. **NRK3** is young and different and is able to focus on niche programmes such as *Trygdekontoret* (*The Benefits Office*). Unifying family entertainment and major events are broadcast by **NRK1**. The all-time high of the decade was when over two million Norwegian TV viewers watched Alexander Rybak win the Eurovision Song Contest in Moscow.



NRK in 2009 / ENTERTAINMENT

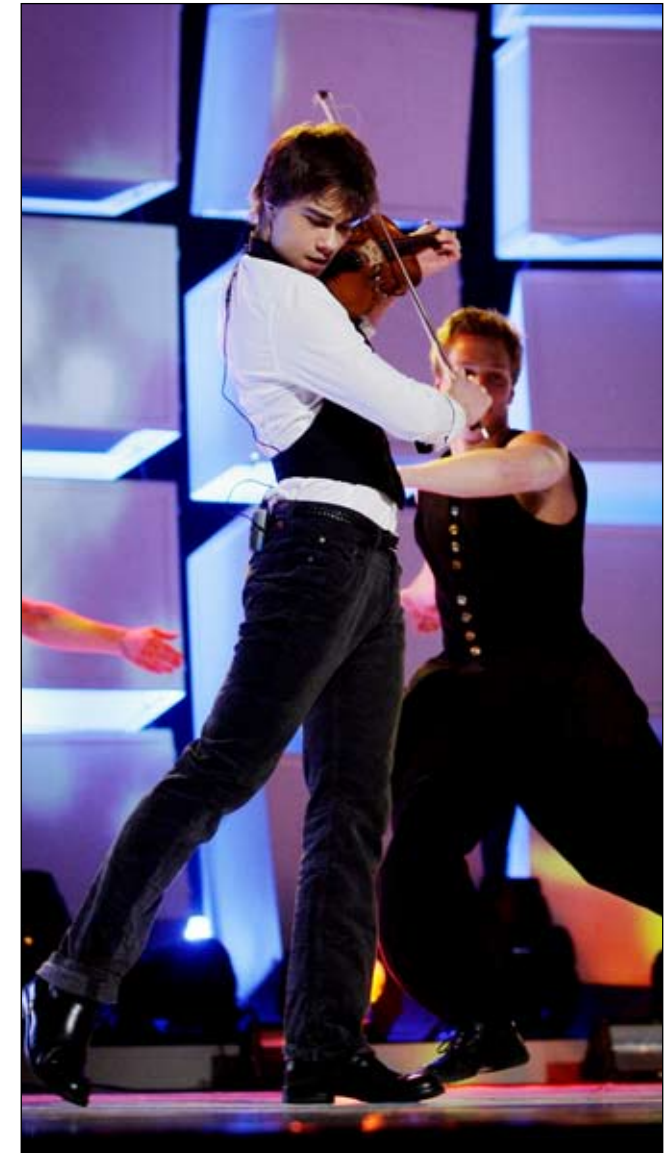
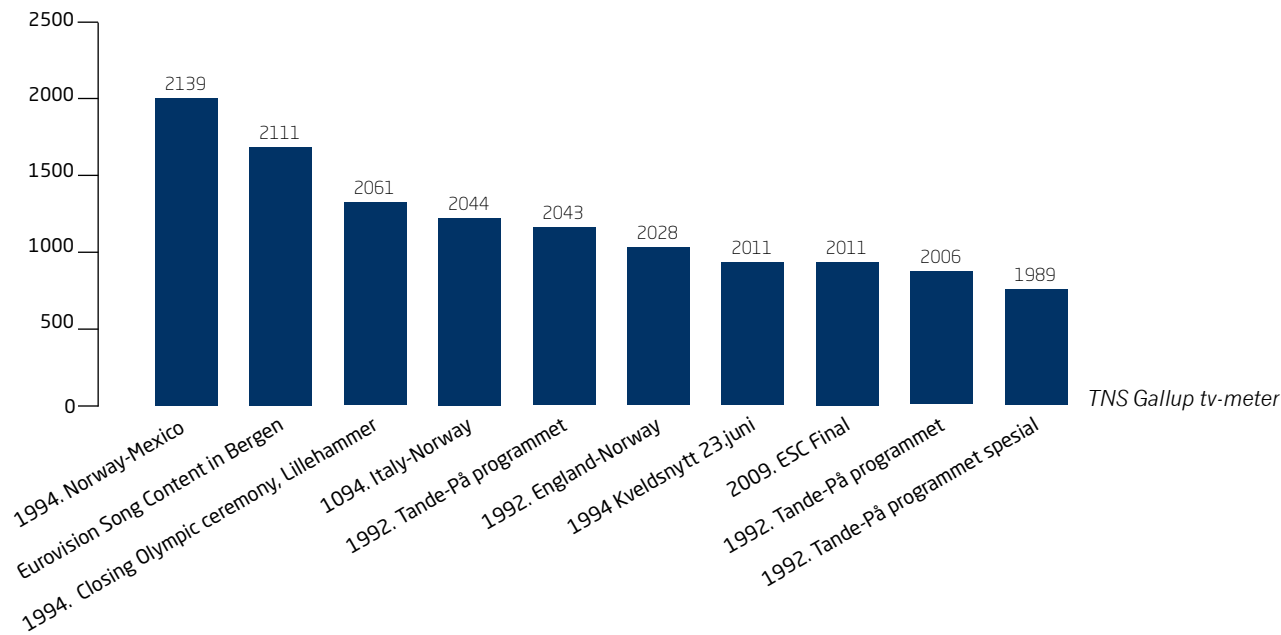
Major moments

In 2007 Bill Gates forecast that TV would be dead within five years, saying: "I'm stunned how people aren't seeing that with TV, in five years from now, people will laugh at what we've had." Two years later NRK1 succeeded in getting much of the population in front of their TV screens. On Saturday 16 May two million Norwegian TV viewers watched Alexander Rybak win the Eurovision Song Contest in Moscow. This programme was the eighth most viewed programme since NRK started monitoring TV viewing statistics in 1992.

The Eurovision Song Contest is one of the world's oldest TV shows, having existed for longer than we have had TVs in Norway. With four semi-finals and one grand final the Contest created public festivals in Bodø, Kongsvinger, Skien, Ålesund and Oslo in 2009. NRK1 attracted as many as 1,577,000 viewers when Alexander Rybak won the Norwegian final in Oslo Spektrum in February, and for a short while it was the most viewed TV programme since 1998, with the record already being broken on Saturday 16 May. In a media world producing ever increasing services NRK still provides families and friends with shared experiences in front of their TV screens.

Top ten TV programmes, 1992-2009

Rating in 1000



Alexander Rybak, Oslo Spektrum. Photo: Fredrik Arff/NRK

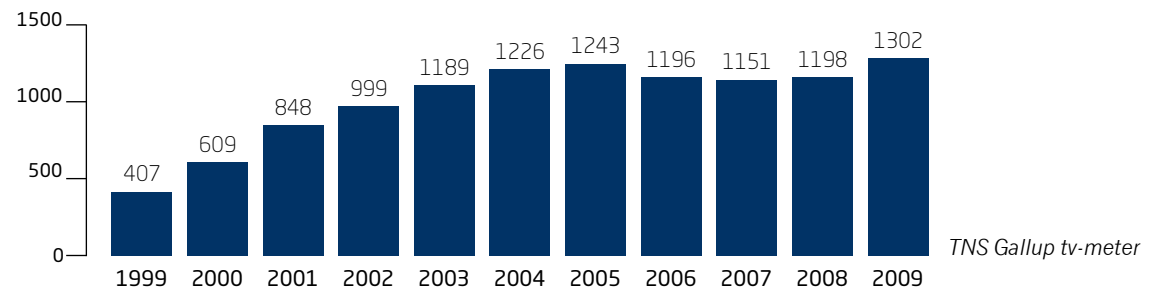
NRK in 2009 / ENTERTAINMENT

Long-term successes

Nytt på nytt (the Norwegian version of *Have I Got News For You*) celebrated its 10th anniversary in 2009. Twelve of a total of 30 *Nytt på nytt* programmes had 1.4 million viewers, something that resulted in a record high annual average. *Nytt på nytt* is also a programme that is viewed online by many people "on demand" and Jon's news quiz is a popular service on nrk.no.

After a self-imposed break and a detour to Sweden, Fredrik Skavlan was back on Norwegian TV screens in the autumn of 2009, with *Skavlan* becoming a popular investment for NRK and SVT. The editorial team was divided into two halves, with offices in Stockholm and Oslo. With audiences in two different countries and viewer statistics reaching almost three million, *Skavlan* has become one of Europe's biggest talk shows. This programme achieved a market share of 55 per cent in Norway and 45 per cent in Sweden. Viewing figures have been somewhere between 1 and 1.2 million in Norway and 1.4 and 1.7 million in Sweden. An increasing number of international celebrities have agreed to being interviewed on *Skavlan*, e.g. Jay-Z, Shakira, Will and Jada Pinkett Smith, Robbie Williams, Toby Keith, John Mayer and Rihanna. The guest list also features Nordic sporting celebrities, politicians and well-known and unknown scientists. Presenter Fredrik Skavlan was nominated as the best male presenter of the year at the 2009 Swedish Kristallen TV Awards.

Rating in 1000 for *Nytt på nytt* (the Norwegian version of *Have I Got News For You*)



Nytt på nytt, 30 October (Radioresepsjonen (Radio Reception) as guests).

NRK in 2009 / ENTERTAINMENT

On Saturday evenings NRK1 had a market share of 46 per cent in 2009, with 1.7 million viewers between 1900 and 2300 hrs. This market share was over 50 per cent if we also take into account NRK2 and NRK3. It is no coincidence that NRK has such a strong position in the fragmented world of TV. NRK takes the public seriously. NRK attracted many viewers in 2009 with both well-established series such as *Tore på sporet* (*Tore on the Case*), *Kvitt eller dobbelt* (*Double or Quits*) and *Norsk attraksjon* (*Norwegian Attraction*) and big shows like *Idretts-galla* (*Sports Gala*) and the innovative programmes *De ukjente* (*The Unknown*) and *Den norske humor* (*Norwegian Humour*).

During the autumn season a new round of *Tore på sporet* was launched on NRK1. Over the course of eight programmes Tore Strømøy tracked down the relatives of Norwegians all over the world, taking viewers to Cuba, Israel, South Korea, Russia and Trinidad. An average of one million Norwegians followed the series on Sunday evenings. The online version was also a success: the *Tore på Sporet* blog had almost 230,000 hits in November, while over 40,000 Norwegians became friends with *Tore på sporet* on Facebook.

The history of *Kvitt eller dobbelt* goes all the way back to 1961. The 2009 version had participants between the ages of 10 and 77 and covered a wide range of topics: from Knut Hamsun to rollercoasters, from Nelson Mandela to the Twilight phenomenon, and from snakes to the history of Norwegian railways. To put it briefly: exciting programmes catering for all tastes, presented via culture and history.

In *Norsk attraksjon* Linda Eide presented factual knowledge about and from all over Norway in a new, alternative and entertaining manner. *Norsk attraksjon* scored well with all groups of viewers, particularly young adults.

Idrettsgalla 2009 (*Sports Gala 2009*) was broadcast live from Hamar where sports enthusiasts from all over Norway gathered to honour their heroes and to award prizes to both experienced athletes and beginners. This festive sporting family was also joined by Norway's new favourite artists, The BlackSheeps and its international pop star, Maria Mena.

De Ukjente was another NRK innovation for Saturday evenings where two groups of celebrities were tasked with guessing what professions people had. The man with all the answers was presenter Stian Barsnes-Simonsen. The TV editorial team collaborated with P3Live which published its own "TV features" on nrkP3.no. Some of these features were used in TV broadcasts.

In *Den norske humor* famous and less well-known comedians from all over Norway finally obtained the audience they deserved. A website was launched during the spring of 2009 to which people from all



De ukjente. From left: Atle Antonsen, Johan Golden, Stian Barsnes, Harald Eia and Bård Tufte Johansen. Photo: Ole Kaland, NRK.

NRK in 2009 / ENTERTAINMENT

over the country could send in clips for anyone to see. Some of these made it all the way to the stage in front of a panel of judges. The TV competition was finally won by Trine Lise Olsen, while Fredrik Milde won the online competition.

Youth entertainment throughout the week

The establishment of NRK3 has provided NRK with the opportunity to show youth entertainment during prime time. During 2009 NRK3 invested in some top international series such as *True Blood*, *Generation Kill*, *Robin Hood*, *30 Rock* and *Little Britain*. The critics' favourite, *The Wire*, was broadcast on weekdays throughout the summer. The following proved to be highly popular with the target group: *Dawn Gets Her Man*, *Undercover Princes*, *Ladette to Lady* and *Top Gear*.

The Norwegian animation series *Kanal 1 (Channel 1)*, *Desken (The Desk)* and the Sami comedy features programme *Ízü-tv* all provided new Norwegian talent with a chance. The *Urørt (Untouched)* finals, *Amandusprisen (The Amandus Awards)*, the *Brit Awards*, *Top 20 from the City Hall Square*, the *Oscar Awards* and the *Scream Awards*, where *Død snø (Dead Snow)* was represented, have all become traditional NRK3 programmes.

Trygdekontoret (The Benefits Office) featuring Thomas Seltzer calls itself a "cultural pop lighthouse at night and in the fog." It has been well received and has established an arena for new voices and angles.



Trygdekontoret, Thomas Seltzer (left). Photo: Ole Kaland, NRK

NRK in 2009 / ENTERTAINMENT

Radioresepsjonen (Radio Reception) is NRK P3's most successful comedy programme. In 2009 this programme was part of the entertainment provided at the Hove Festival. It had four hours of live broadcasts on election day. *Radioresepsjonen* is also NRK's most popular podcast and it set a record of 200,000 downloads after its election broadcast.

P3aksjonen (P3 Action) was a new addition to NRK's P3 universe in 2009. The aim was to create a charity event that would add something new to the TV charity show and to produce an event that would attract young people's attention to one of NRK's most traditional annual events in a positive manner. For three days three presenters broadcast live from a glass studio in Youngstorget in Oslo, with the highlights being featured on NRK3 and live reports being broadcast on NRK1 and nrk.no. The live online broadcast was the most viewed individual clip on online TV in October, with almost 40,000 clips being downloaded. All of P3's programmes were involved, including comebacks from former P3 stars such as *Are & Odin* and *Ylvis*, music requests at NOK 10 per track and public performances by several of Norway's most famous artists. The aim was to highlight Care and to get young people to become involved in the charity event.



Youngstorget in Oslo. Photo: Rashid Akrim, NRK P3



Sivert Høyem, Youngstorget in Oslo. Photo: Kim Erlandsen, NRK P3

Best at multimedia content

It is NRK's aim to provide the best online multimedia service in Norway. NRK wants to provide the best content, when and where people want it. NRK's online TV contains almost 100,000 different individual programmes/clips, divided between 895 series/programme categories. Good content on both the TV and online TV is something that the public appreciate. NRK's most successful TV programmes have also been online successes. For example, NRK's entertainment pages on nrk.no in May saw a doubling in traffic as a result of the Eurovision Song Contest. The most viewed single clip on online TV during that month was definitely the Contest final in Moscow. Online users are also affected by content that arouses people's curiosity. The series entitled *Pinlige sykdommer* (*Embarrassing Bodies*) appealed to a young audience on both NRK3 and online TV. Another series for young people that proved to be popular online was *Partydronninger* (*Ladette to Lady*).

Radio entertainment for adults

Entertainment constitutes a high percentage of the programmes offered on P1. One presenter is Finn Bjelke who entertains listeners with *PopQuiz* on Saturday mornings. The recipe is as simple as it is good: a presenter playing pop and rock music and two sets of two callers who compete against each other.

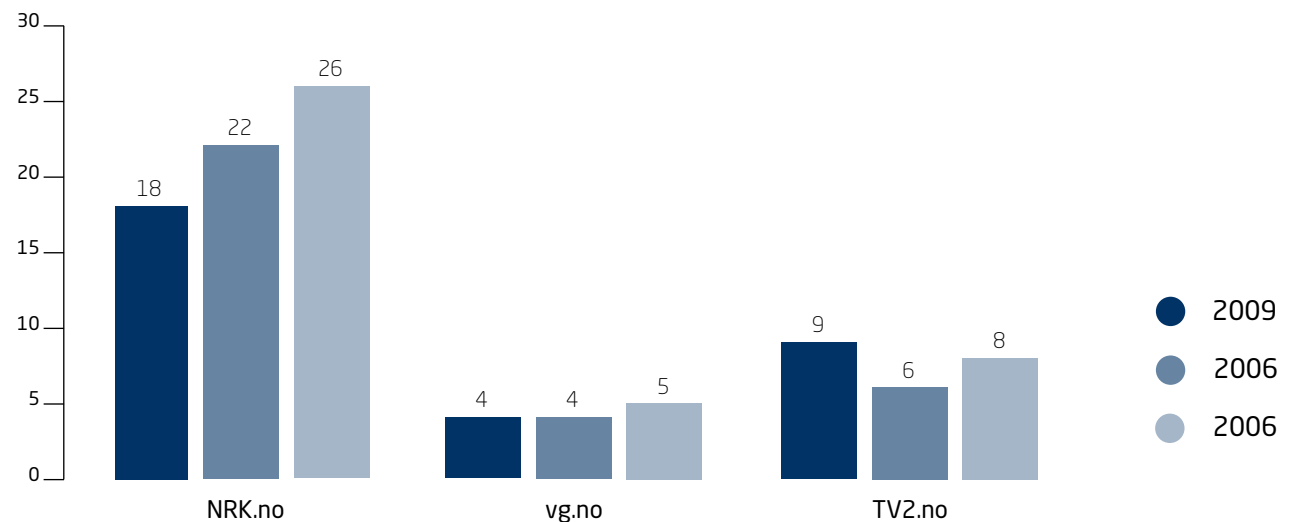
Reiseradioen med fredagsekstra (*Travel Radio with Friday Extra*) and *Reiseradioens Reviderte* (*Travel Radio Revised*) provide a total of 192 hours of summer entertainment on P1. These broadcasts were covered by 11 presenters and three reporters, etc.

who were responsible for daily radio entertainment throughout the summer. *Herreavdelingen* (*The Men's Department*), *Kveldsmat* (*Supper*) and *Pepper & Pasjon* (*Pepper and Passion*) provide entertainment on weekday evenings.

Like other editorial teams the creators of *Nitimen* (*a popular entertainment programme*) became involved in the TV charity show. They were keen to have a visible presence around the country and during the show they put up a broadcast for "raffle". The municipality of Gjøvik submitted the highest bid and *Nitimen* was consequently broadcast from the centre of Gjøvik.

Which website offers the best online TV?

NRK's profile survey

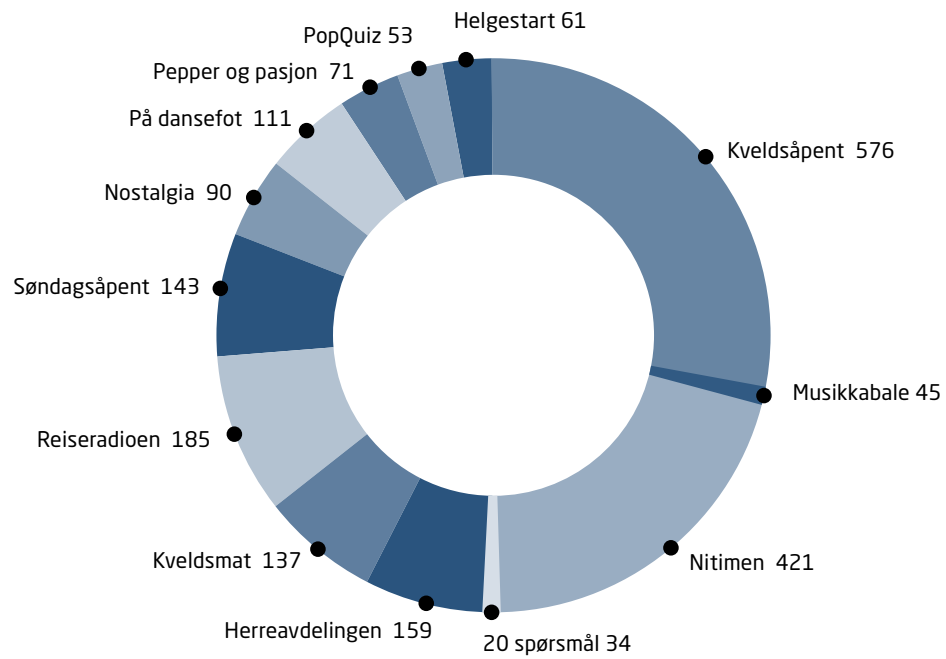


NRK in 2009 / ENTERTAINMENT

Entertainment programmes on NRK P1 in 2009

Hours of each programme.

TNS Gallup PPM





Article 17 The NRK shall provide attractive content on the Internet, mobile TV, etc.

a) The NRK's Internet services consisting of moving pictures, sound and text, shall at least contain a continuously updated provision of: - Sport and entertainment

NRK in 2009 / COLOPHON

TEXT

NRK

STATISTICS

NRK

DESIGN

Apt

BIDRAGSYTERE NRK

Sigurd Sandvin *Communications Director*

Øyvind Werner Øfsti *Information Manager*

Hilde Thoresen *Project Manager*

Nina Didriksen *Journalist*

Pål Gustav Widerberg *Producer*

Marius Hansen *Sound*

Sidsel Hoelsæter *Research*

Inger Karin Raknerud *TV Clips*

Christian Sommerfelt *Project Coordinator*

NRKs avdelinger *Images/Sound/Text*

BIDRAGSYTERE APT

Espen Aaeng *Internet designer*

Kari Schøyen *Design, PDF report*

Eric Lauritzen *Motion Graphics*

Thomas Hegge *Flash Developer*

Egil Stene-Johansen *Project Manager*

Christian Pettersen *In-house Producer*

Fred Kihle *Consultant*