
Radio Denmark

4.1. General indicators

Number of subscriptions or connections based on total population

	1998	1999	2000	2001
All population (000)	5.295	5.314	5.330	5.249
Universe 15+ (000)	4.360	4.361	4.363	4.369

4.2. Advertising categories

Advertising Category :

Danish Definitions (1)

	Does this advertising category exist in your country ?	Is this advertising category used in your country ?	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)
Commercial Spots :	Yes	Yes	Regular spot	min. 10 sec.
Billboard Spots :	No	No	Not existing	
Sponsoring Spots :	Yes	Yes	Possibility of sponsoring programmes on commercial stations - very negotiable market with no standards	
Station Self Promotion Program :	Yes	Yes	All radio stations promote themselves on their station	various spot lengths
Commercial Self Promotion Spots :	No	No	Not existing	
Direct Response Radio Spots :	No	No	Not existing	
Inserts or Product Placement Program :	No	No	Not existing	
Inserts or Product Placement Spots :	No	No	Not existing	

Advertising Category : Radio Measurement

	Are they measured...		Value definition mode ?
	... for audiences ?	... for investments ?	
Commercial Spots :	No	Yes	Gallup measures national commercial campaigns at gross prices
Sponsoring Spots :	No	No	
Station Self Promotion Program :	No	No	

Advertising Category : Radio Measurement

Comments:

- The Danish radio market is very fragmented and negotiable when it comes to advertising, hence the difficulties in providing exact data. The radio stations are very open to new means of advertising but it is difficult to provide standards
- Audiences are not measured on spot level, hence we can only provide details on audiences for the radio stations as a whole not for spots. Furthermore it is only commercial spots that are measured for investment because the Danish radio market is very fragmented and we only have standards for commercial spots. If a station chooses to promote itself or run a sponsoring spot we can't get any detail on either investments or audience.

Radio Denmark

4.3. General information by station

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Domestic Radios (national)	Public	Danmarks Radio - P1	1924		Music & General Interest
	Public	Danmarks Radio - P2	1951		Music (50%) & News (50%)
	Public	Danmarks Radio - P3	1963		Music & Entertainment
	Public	Danmarks Radio - P4	1992		Music & Entertainment

About Radio Stations

Types of broadcast during 1995-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Regional Radios	Private	The Voice, Storkøbenhavn	1984		Music & Entertainment
	Private	Radio 2	1997		Music & General Interest
	Private	Pop FM	1999		Music & Entertainment
	Private	Radio Viborg	1984		Music & General Interest
	Private	ANR Hit FM	1983		Music & General Interest

About Radio Stations

Types of broadcast during 1995-2001*

Names Domestic Radios national	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level	Comments transmission/reception mode, numerical services/advertsing and/or station type
Danmarks Radio - P1	FM	Radio	No	No	Also PC reception
Danmarks Radio - P2	FM	Radio	No	No	Also PC reception
Danmarks Radio - P3	FM	Radio	No	No	Also PC reception
Danmarks Radio - P4	FM	Radio	No	No	National channel made up by 9 regional channels

About Radio Stations

Types of broadcast during 1995-2001*

Names Regional Radios	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level
The Voice, Storkøbenhavn	FM	Radio	No	No
Radio 2	TV Cable	Radio	No	No
Pop FM	FM	Radio	No	No
Radio Viborg	FM	Radio	No	No
ANR Hit FM	FM	Radio	No	No

4.4. Commercial Offer

Commercial Offer in 2001 (1)

	Name of Radio		Capital shares holding				
			Private 1	Private 2	Private 3	Private n	Public
Domestic Radio	Danmarks Radio - P1	Name Part (%)					DR 100%
	Danmarks Radio - P2	Name Part (%)					DR 100%
	Danmarks Radio - P3	Name Part (%)					DR 100%
	Danmarks Radio - P4	Name Part (%)					DR 100%

Commercial Offer in 2001 (2)

	Name of Radio	Capital shares holding				
			Private 1	Private 2	Private 3	Private n
Regional Radio	The Voice, Storkøbenhavn	Name Part (%)	SBS			
	Radio 2	Name Part (%)	More Group			
	Pop FM	Name Part (%)				
	Radio Viborg	Name Part (%)				
	ANR Hit FM	Name Part (%)				

Commercial Offer in 2001

Regional Radios	Name of Sales houses	Radio's Target Group
The Voice, Storkøbenhavn	The Voice	n.a.
Radio 2	Radio 2	n.a.
Pop FM	The Voice	n.a.
Radio Viborg	The Voice	n.a.
ANR Hit FM	The Voice	n.a.

Commercial Offer in 2001*

Average Rates in All Day In EURO	Name of Radios	Average Rates in 2001 - All Day - base 30 sec.
		Commercial Spots
Domestic Radio stations	Danmarks Radio - P1	Non-commercial radio
	Danmarks Radio - P2	Non-commercial radio
	Danmarks Radio - P3	Non-commercial radio
	Danmarks Radio - P4	Non-commercial radio

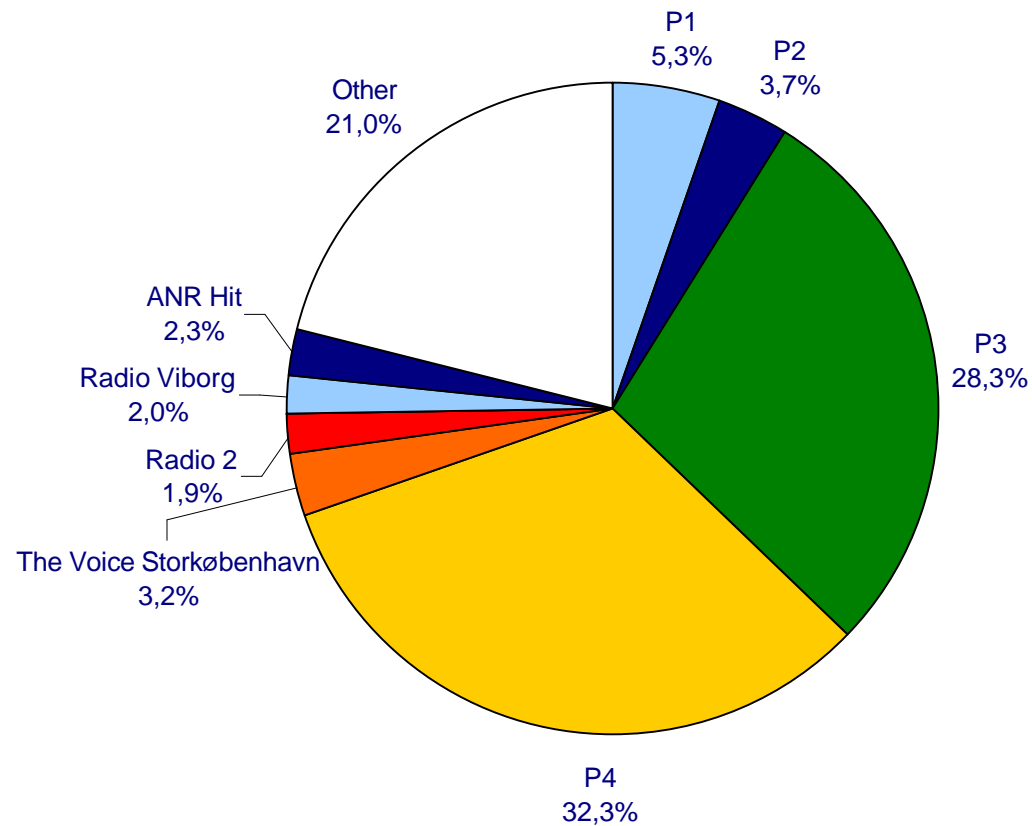
Commercial Offer in 2001*

Average Rates in All Day In EURO, not in 000 EURO	Name of Radios	Average Rates in 2001 - All Day - base 30 sec.
		Commercial Spots
Regional Radio stations	The Voice, Storkøbenhavn	139
	Radio 2	192
	Pop FM	76
	Radio Viborg	161
	ANR Hit FM	67

4.5. Audiences

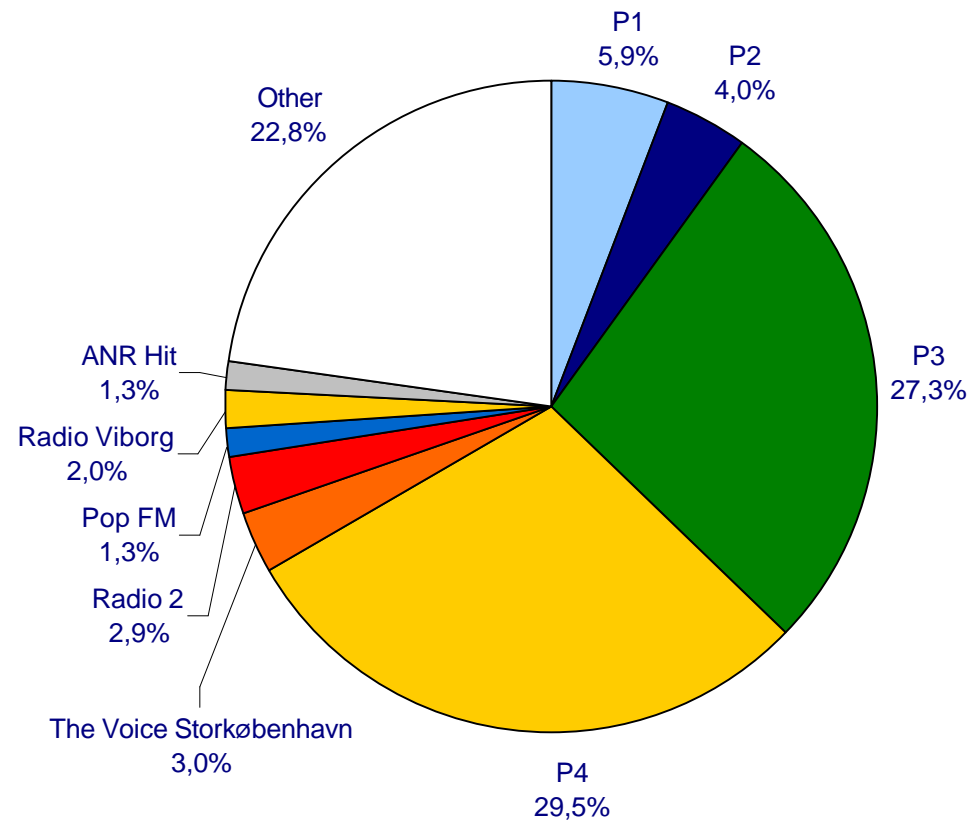
About Audience - 1998

Share of Market (%) - Target : 15+ (06h00-23h00)



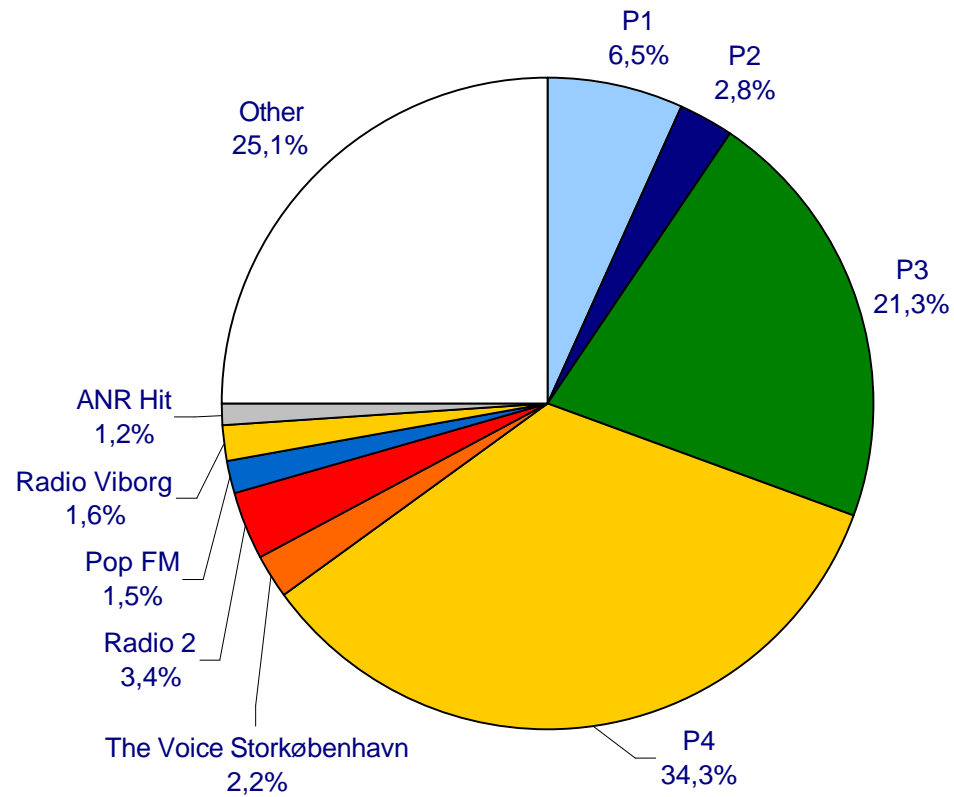
About Audience - 1999

Share of Market (%) - Target : 15+ (06h00-23h00)



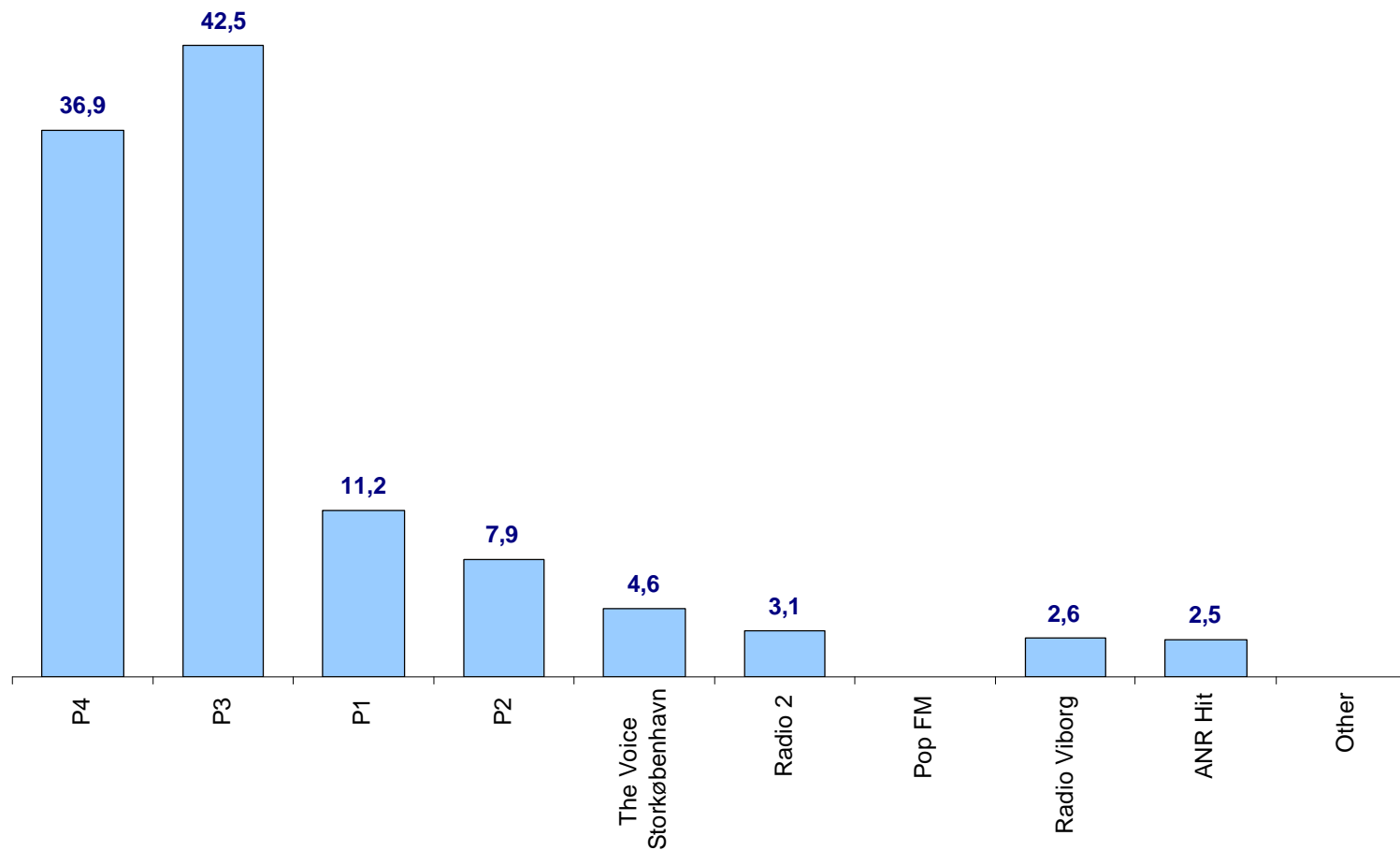
About Audience - 2000

Share of Market (%) - Target : 15+ (06h00-23h00)



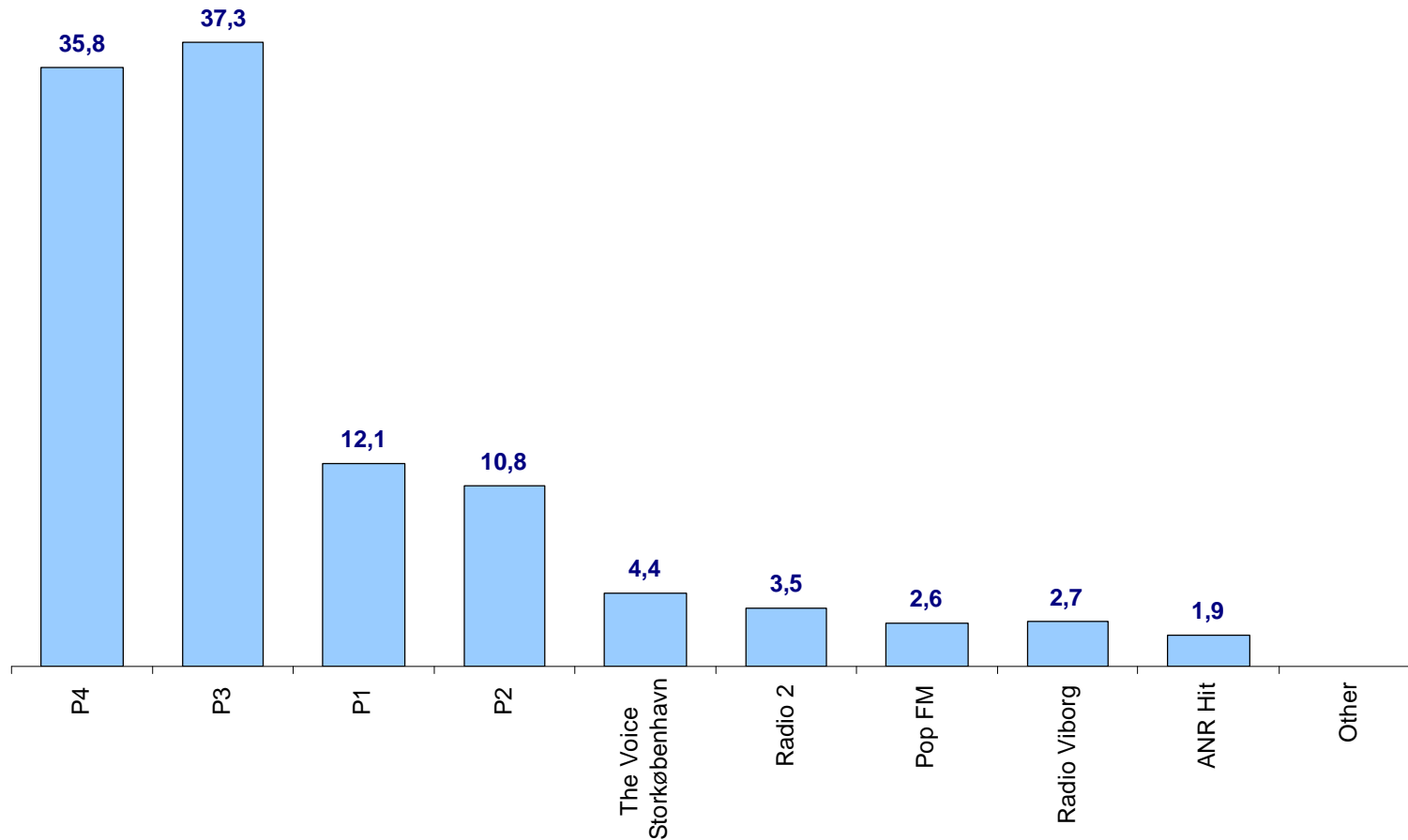
About Audience - 1998

Average Rating (%) - Target : 15+ (06h00-23h00)



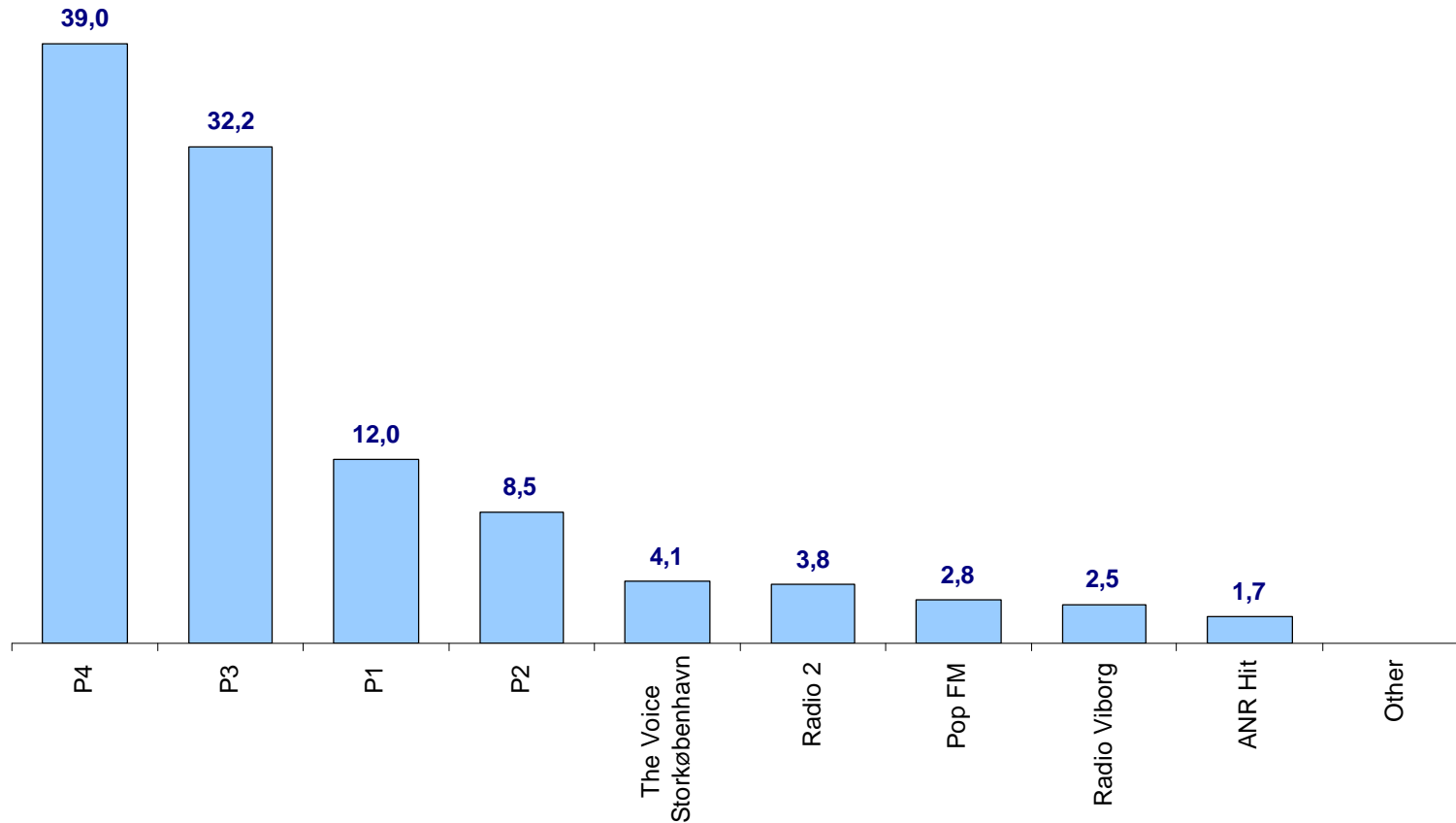
About Audience - 1999

Average Rating (%) - Target : 15+ (06h00-23h00)



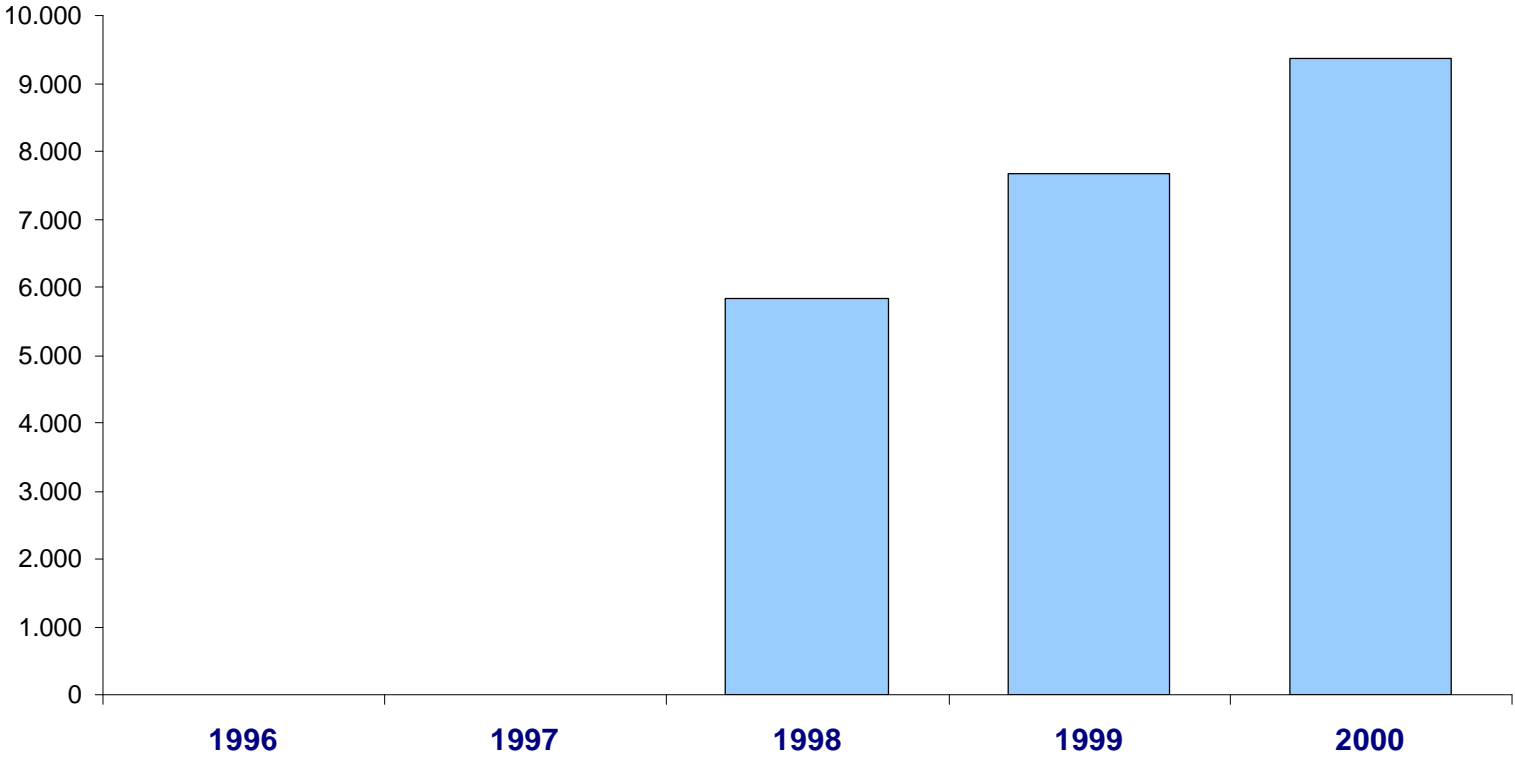
About Audience - 2000

Average Rating (%) - Target : 15+ (06h00-23h00)



4.6. Media Investment

Media Investment Total Radio



Media Investment By Sector : All radio

