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# Radio Sweden

## 4.1. General Indicators

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# Number of subscriptions or connections based on total population

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	1996	1997	1998	1999	2000	2001
<b>All population (000)</b>	7.401.919	7.401.919	7.405.069	7.435.876	7.475.763	7.513.216
<b>Universe 15+ (000)</b>	6.781.768	6.781.768	6.765.685	6.773.227	6.785.243	6.799.432

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## 4.2. Advertising categories

# Advertising Category :

## Definitions in your country (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)
Commercial Spots :	Yes	Yes	10 to 60 second ads .
Billboard Spots :	Yes	Yes	Sponsoring tags, usually 5 to 10 second spots for the sponsored program. They are placed in direct connection to the program.
Sponsoring Spots :	Yes	Yes	Ads that promote a specific program which the advertiser currently are sponsoring
Station Self Promotion Program :	Yes	Yes	Promotions for programs without a sponsor
Commercial Self Promotion Spots :	No	No	
Direct Response Radio Spots :	No	No	
Inserts or Product Placement Program :	Yes	Yes	The stations create an environment within the program which is especially produced to fit the advertiser
Inserts or Product Placement Spots :	No	No	

# Advertising Category :

## Definitions in your country (2)

	Are they measured...		Value definition mode ?
	... for audiences ?	... for investments ?	
Commercial Spots :	Yes	Yes	Only the total amount of advertising investments are measured
Billboard Spots :	Yes	Yes	
Sponsoring Spots :	Yes	Yes	
Station Self Promotion Program :	Yes	Yes	
Commercial Self Promotion Spots :	No	No	
Direct Response Radio Spots :	No	No	
Inserts or Product Placement Program :	Yes	Yes	
Inserts or Product Placement Spots :	No	No	

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## 4.3. General information by channel

# About Radio Stations

## Type of broadcast during 1996-2001\*

Domestic Radios (national)	Status	Names	Active Period		Station Type
			Founded	Ended**	
	Public	P1	1925		Talk (70%)
	Public	P2	1955		Music (70%)
	Public	P3	1962		Music & Entertainment
	Public	P4	1977		Music & General Interest
	Private	NRJ	1993		Music (70%)
	Private	Mix Megapol	1993		Music (70%)
	Private	RIX FM	1993		Talk (70%)
	Private	Fria Media	1993		Music (70%)
	Private	City 3	1993		Music (70%)

# About Radio Stations

## Type of broadcast during 1996-2001\*

Regional Radios	Status	Names	Active Period		Station Type
			Founded	Ended**	
	Private	Lugna	1996		Music (70%)
	Private	Power Hit	1996		Music (70%)
	Private	Radio			
	Private	Vinyl	1993		Music (70%)
	Private	Bandit 105.5	1993	1998	Music (70%)
	Private	Wow 105,5	1999		Music (70%)
	Private	Sky Radio	1997	1999	Music (70%)
	Private	Classic FM	1993	1997	Music (70%)

**Comment :** No foreign radios in Sweden



# About Radio Stations

## Type of broadcast during 1996-2001\*

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/advertising and/or station type
P1	FM	Radio	Yes	No	
P2	FM	Radio	Yes	No	
P3	FM	Radio	Yes	No	
P4	FM	Radio	Yes	No	
NRJ	FM	Radio	No	Yes	Available on the Internet
Mix Megapol	FM	Radio	No	Yes	Available on the Internet
RIX FM	FM	Radio	No	Yes	Available on the Internet
Fria Media	FM	Radio	No	Yes	Available on the Internet
City 3	FM	Radio	No	Yes	Available on the Internet

# About Radio Stations

## Type of broadcast during 1996-2001\*

<b>Names Regional radios</b>	<b>Transmission Mode</b>	<b>Main Reception Mode</b>	<b>Numerical Services on Program Level</b>	<b>Numerical Services on Commercial Level</b>	<b>Comments transmission/reception mode, numerical services/advertising and/or station type</b>
Lugna	FM	Radio	No	Yes	Available on the Internet
Power Hit Radio	FM	Radio	No	Yes	Available on the Internet
Vinyl	FM	Radio	No	Yes	Available on the Internet
Bandit 105.5	FM	Radio	No	Yes	Available on the Internet
Wow 105,5	FM	Radio	No	Yes	Available on the Internet
Sky Radio	FM	Radio	No	Yes	Available on the Internet
Classic FM	FM	Radio	No	Yes	Available on the Internet

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## 4.4. Commercial Offer

# Commercial Offer in 2001\*

In EURO	Name of Radios	Average Rates in 2001* - All Day - base 30 sec.						
		Commercial Spots	Billboard Spots	Sponsoring Spots	Commercial Auto Promotion Spots	Direct Response Spots	Insert or Product Placement Spots	Others
Domestic Radio stations	NRJ	196	NA	73	NA	NA	NA	NA
	Mix Megapol	180	NA	67	NA	NA	NA	NA
	RIX FM	256	NA	96	NA	NA	NA	NA
	Fria Media	168	NA	63	NA	NA	NA	NA
	City 3	120	NA	45	NA	NA	NA	NA

# Commercial Offer in 2001\*

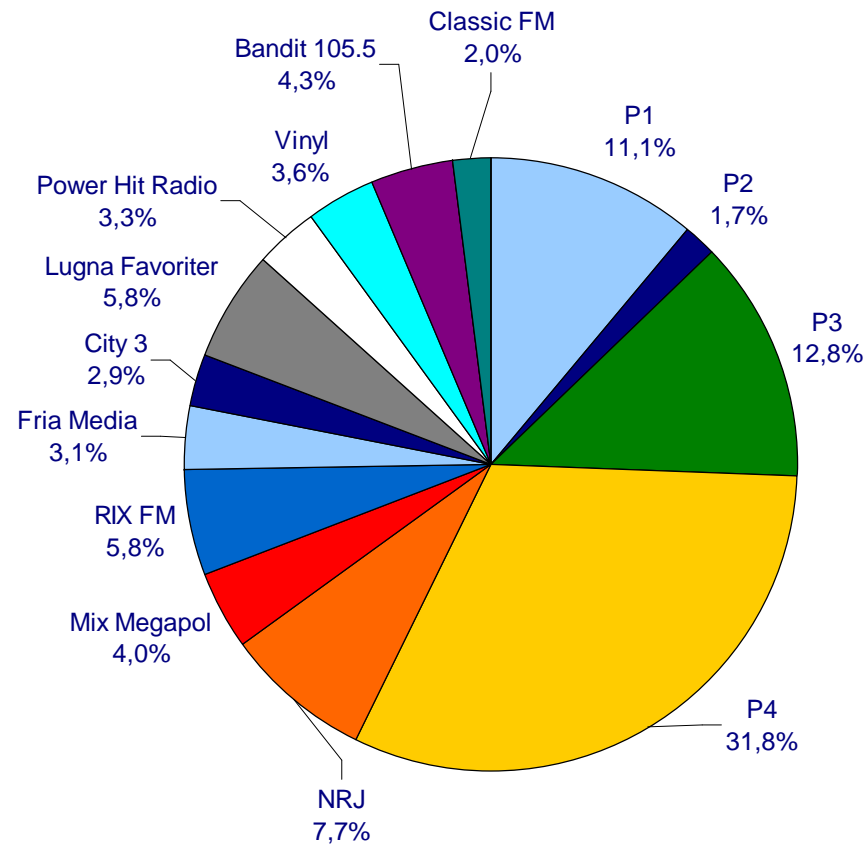
In EURO	Name of Radios	Average Rates in 2001* - All Day - base 30 sec.						
		Commercial Spots	Billboard Spots	Sponsoring Spots	Commercial Auto Promotion Spots	Direct Response Spots	Insert or Product Placement Spots	Others
Regional Radio stations	Lugna Favoriter	40	NA	17	NA	NA	NA	NA
	Power Hit Radio	40	NA	17	NA	NA	NA	NA
	Vinyl	28	NA	12	NA	NA	NA	NA
	Wow 105,5	12	NA	5	NA	NA	NA	NA

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## 4.5. Audiences

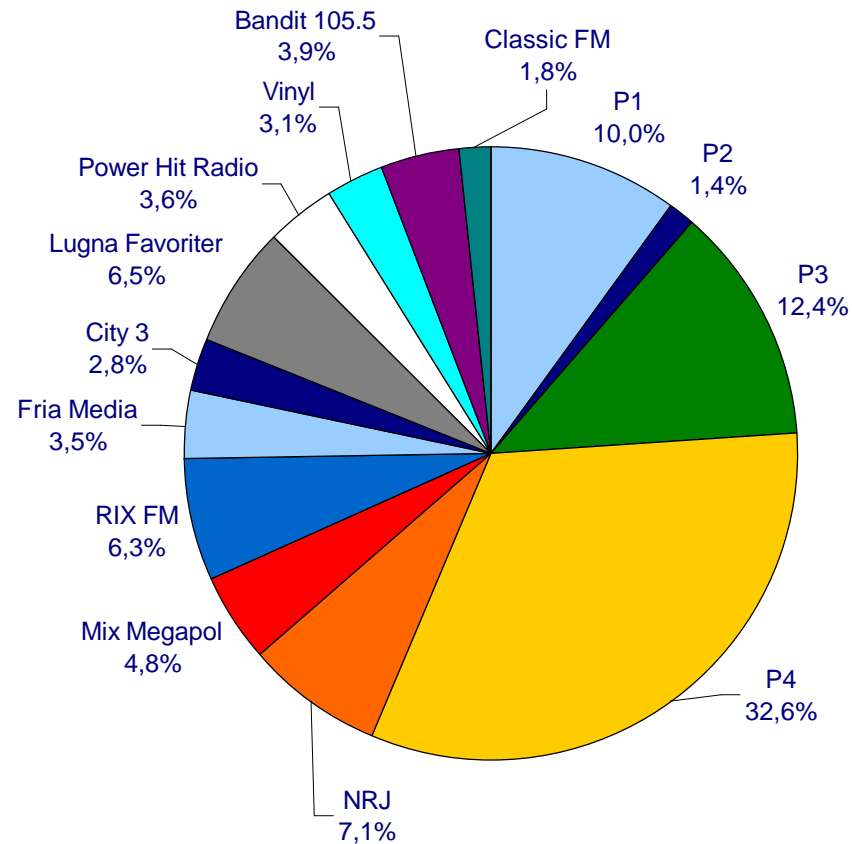
# About Audiences - 1996

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



# About Audiences - 1997

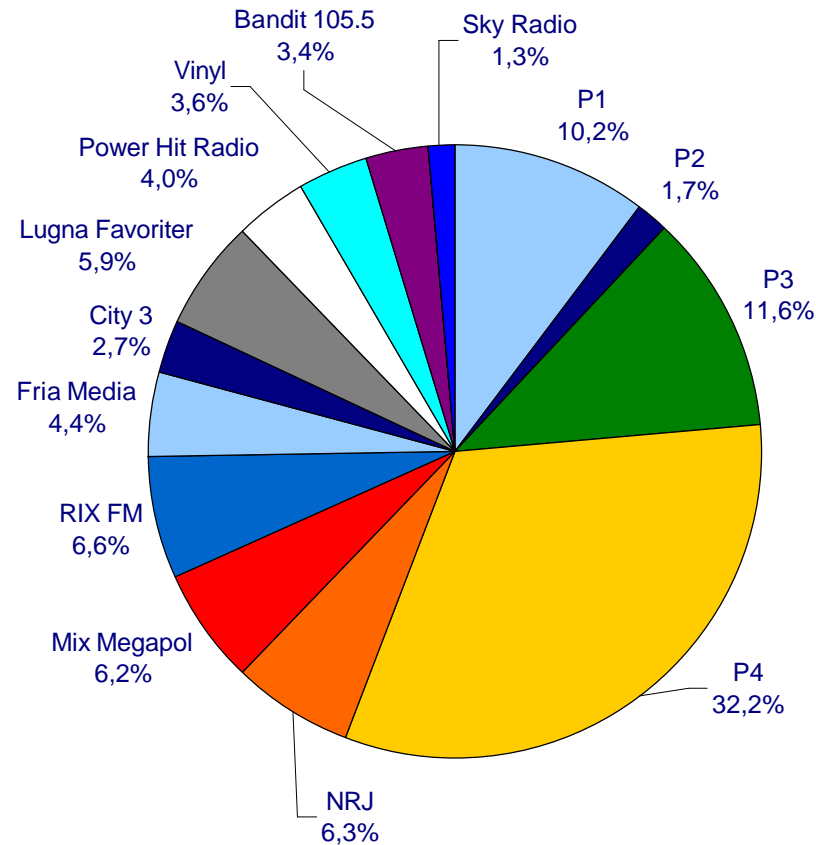
## Share of Market (%) - Target 15+ (06h00-23h00)





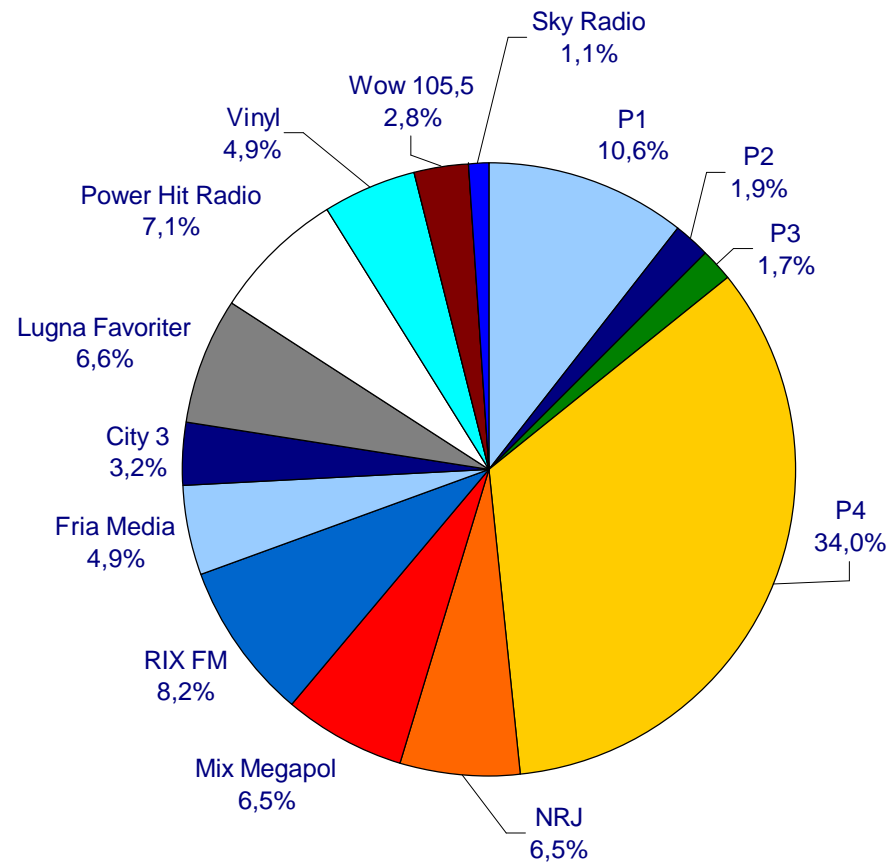
# About Audiences - 1998

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



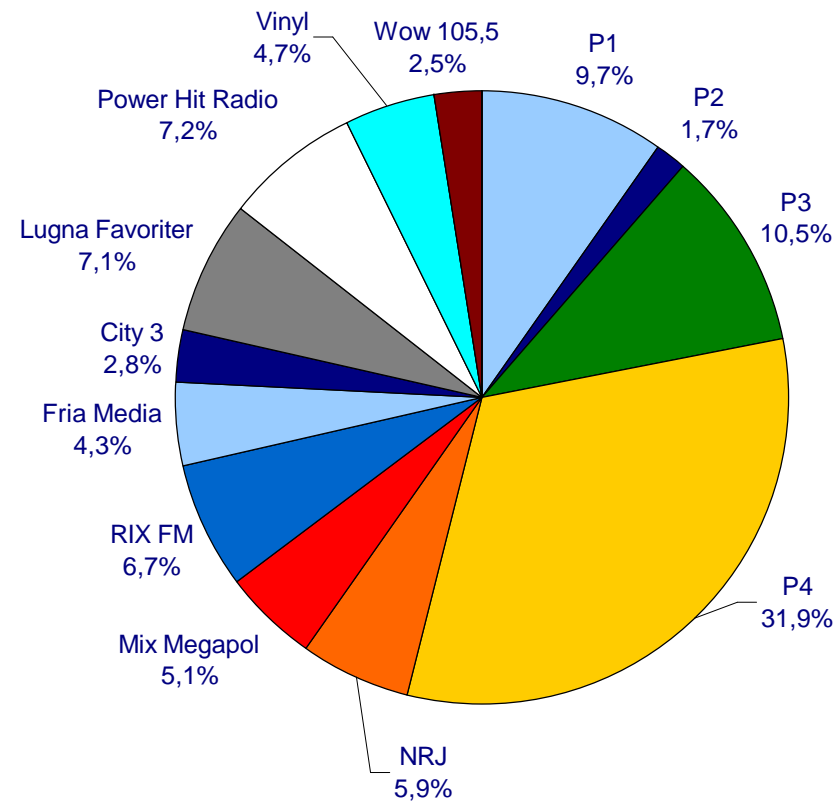
# About Audiences - 1999

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



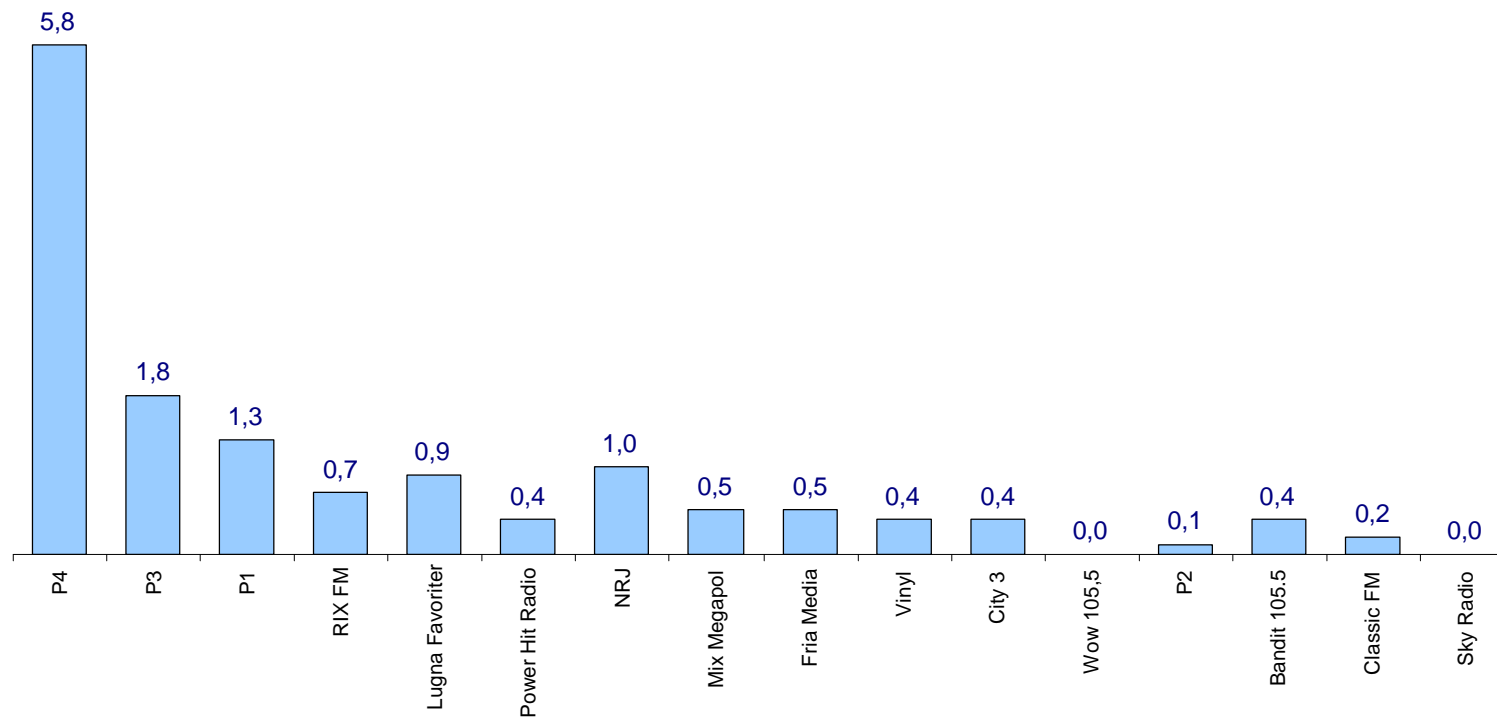
# About Audiences - 2000

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



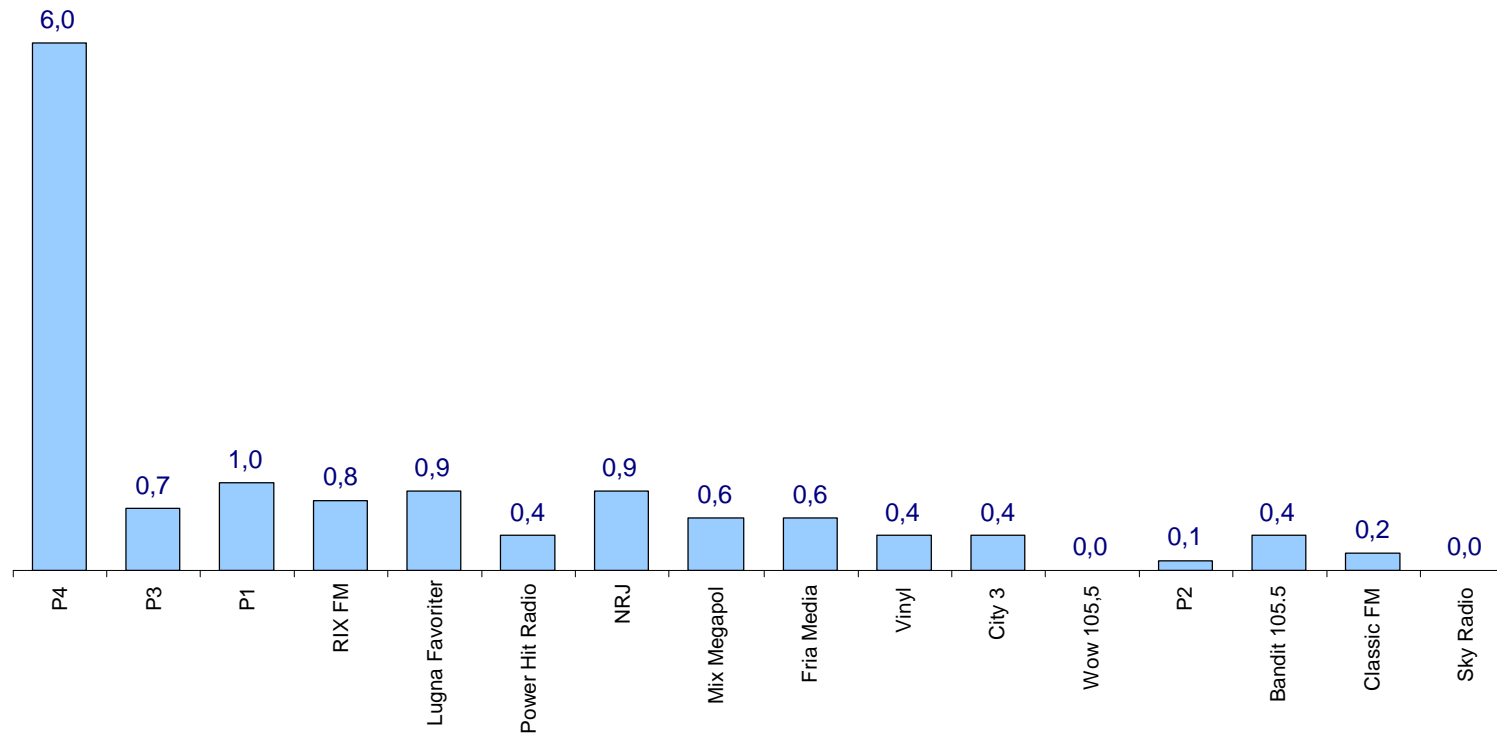
# About Audience - 1996

Average Rating (%) - Target : 15+ (05h00-24h00)



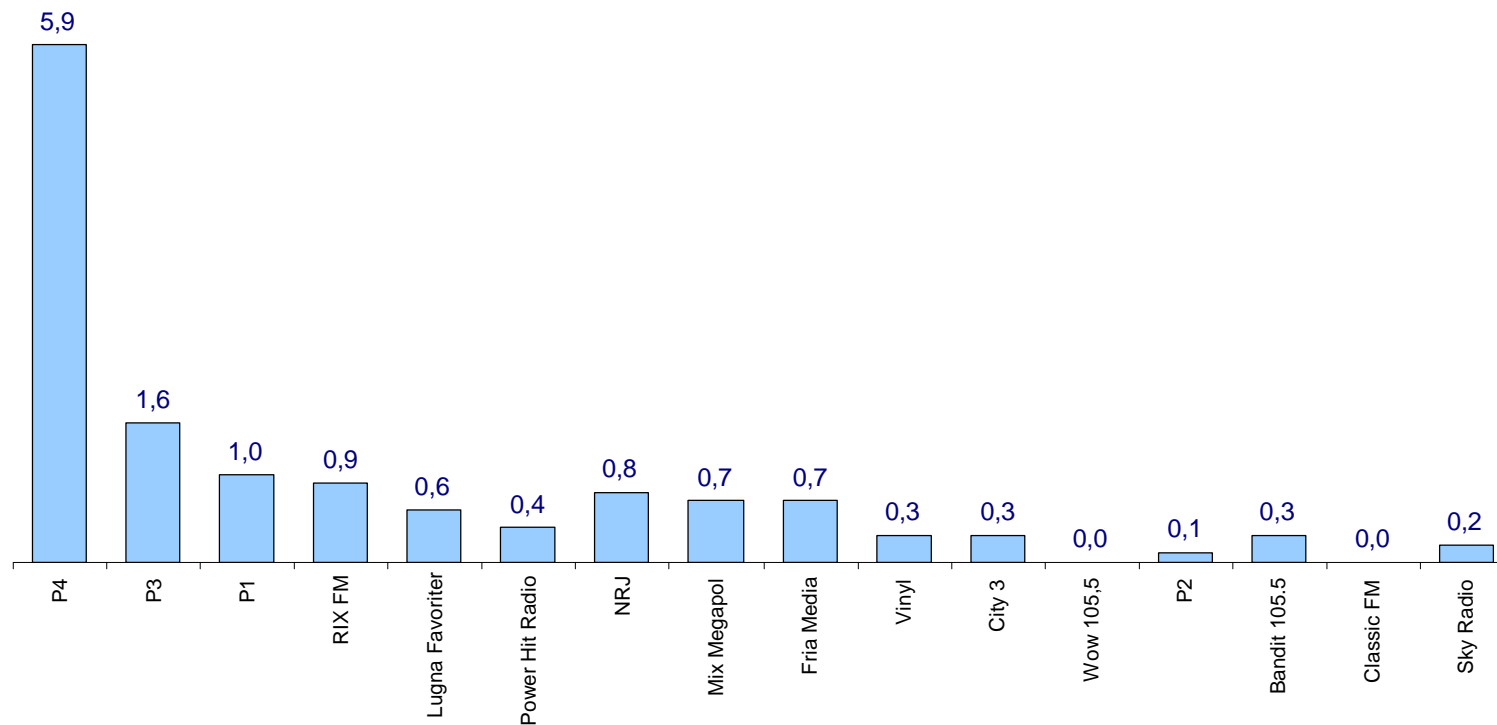
# About Audience - 1997

Average Rating (%) - Target : 15+ (05h00-24h00)



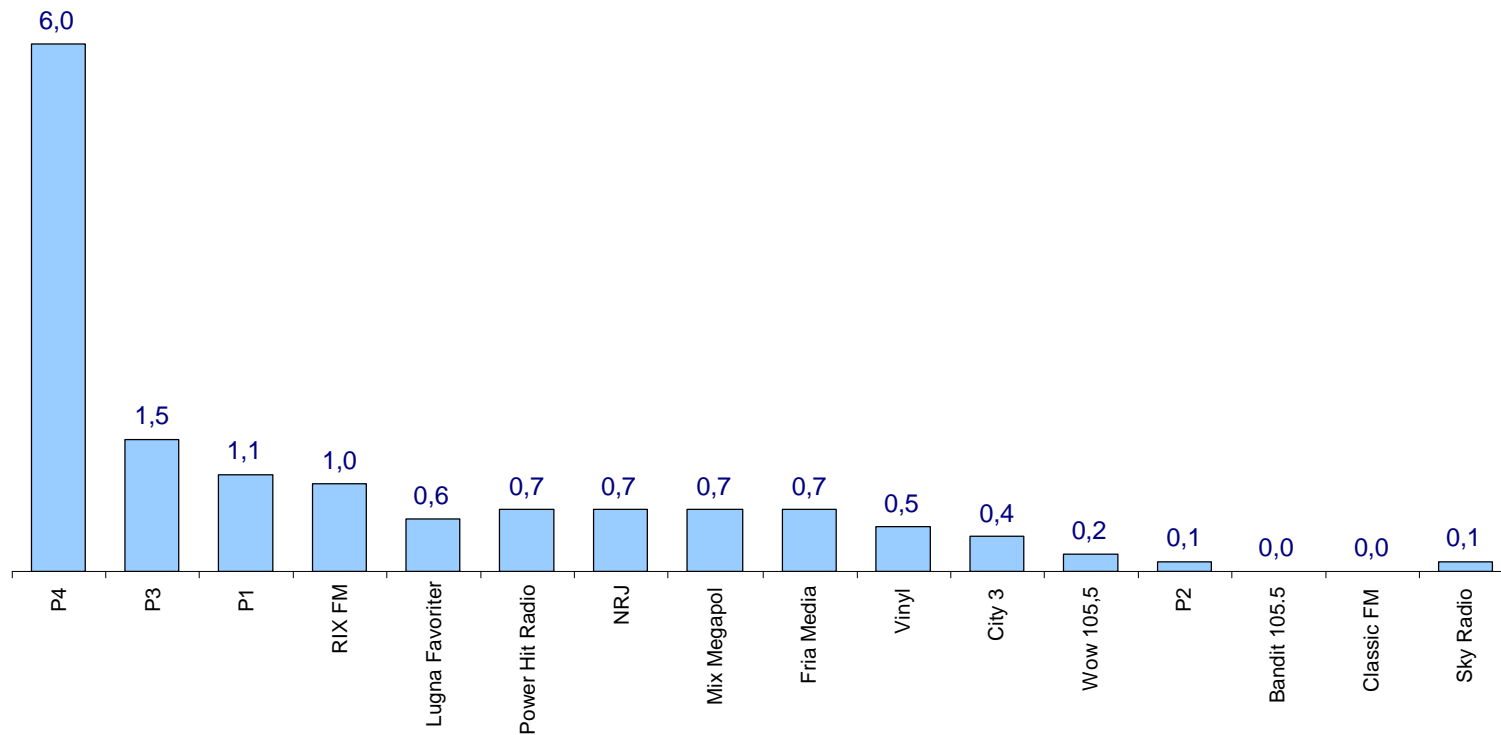
# About Audience - 1998

Average Rating (%) - Target : 15+ (05h00-24h00)



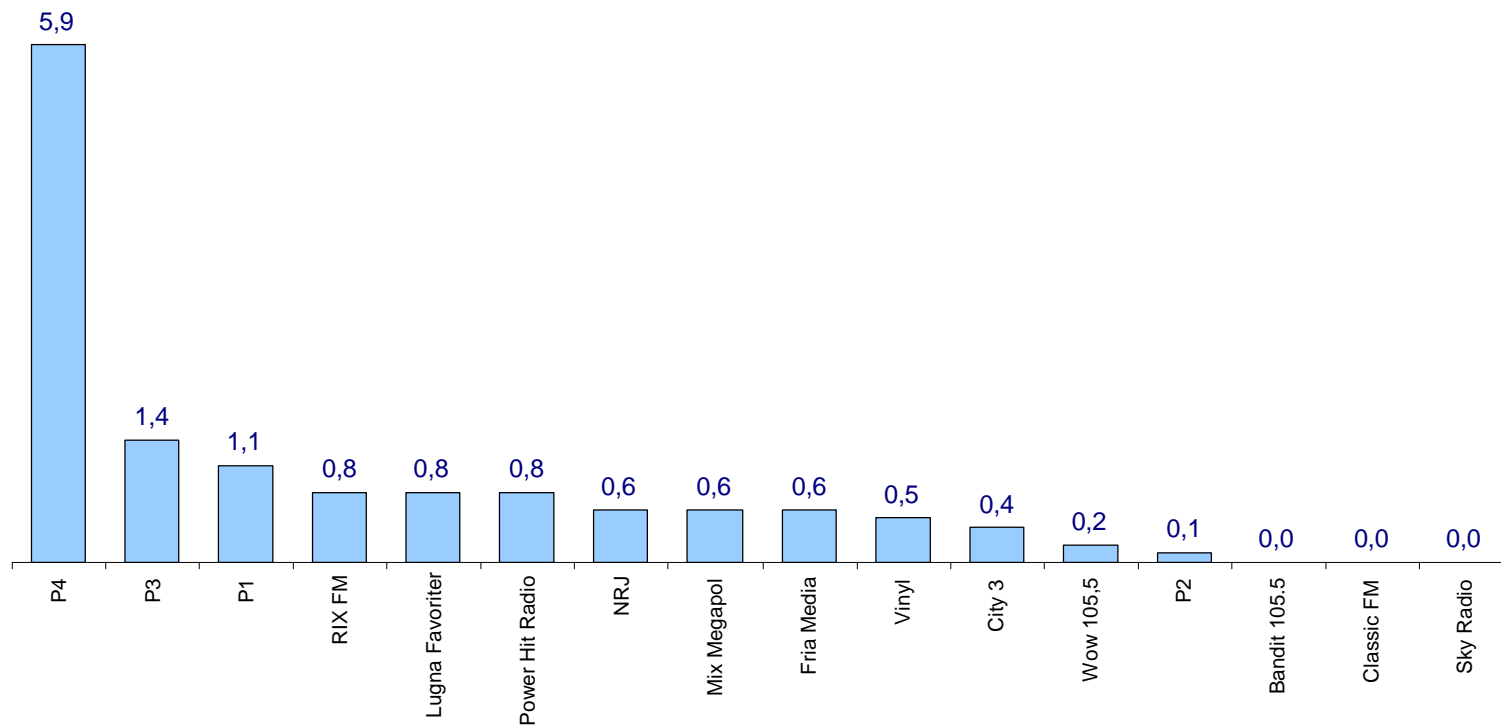
# About Audience - 1999

Average Rating (%) - Target : 15+ (05h00-24h00)



# About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-24h00)





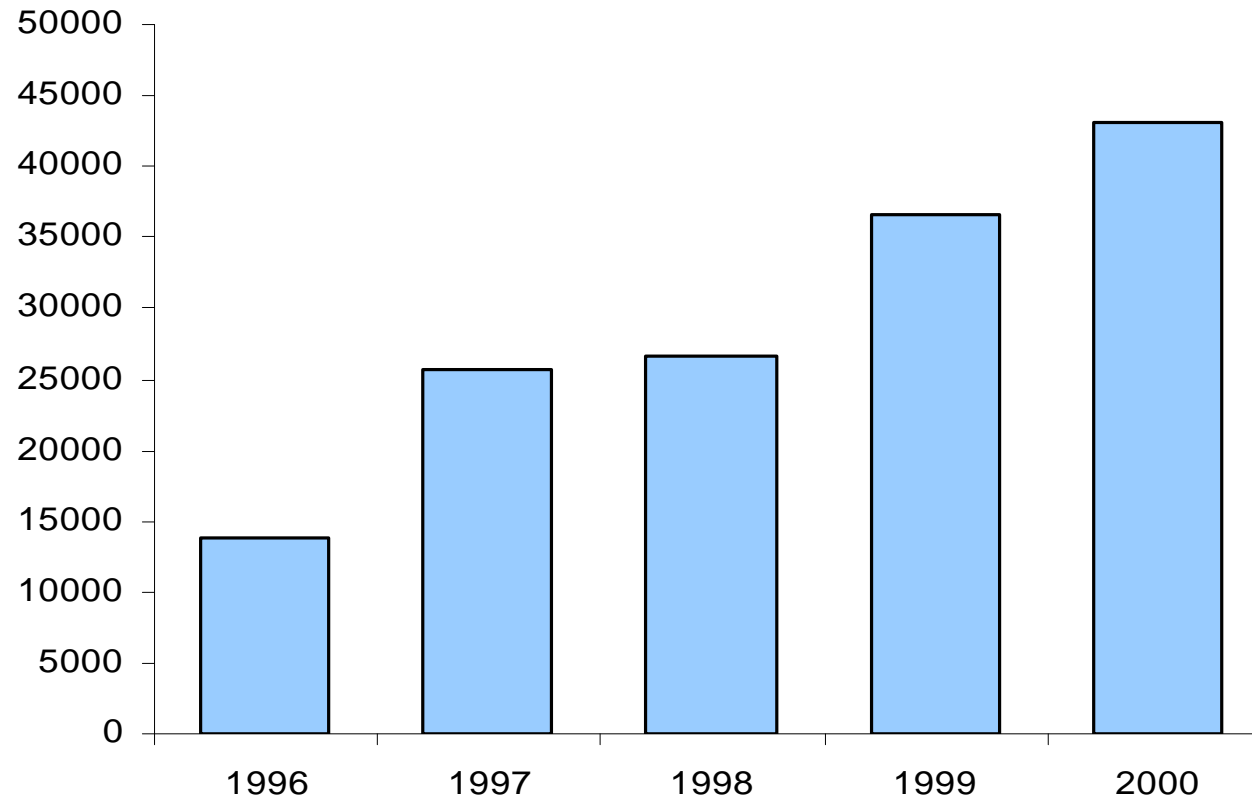
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## 4.6. Media Investment

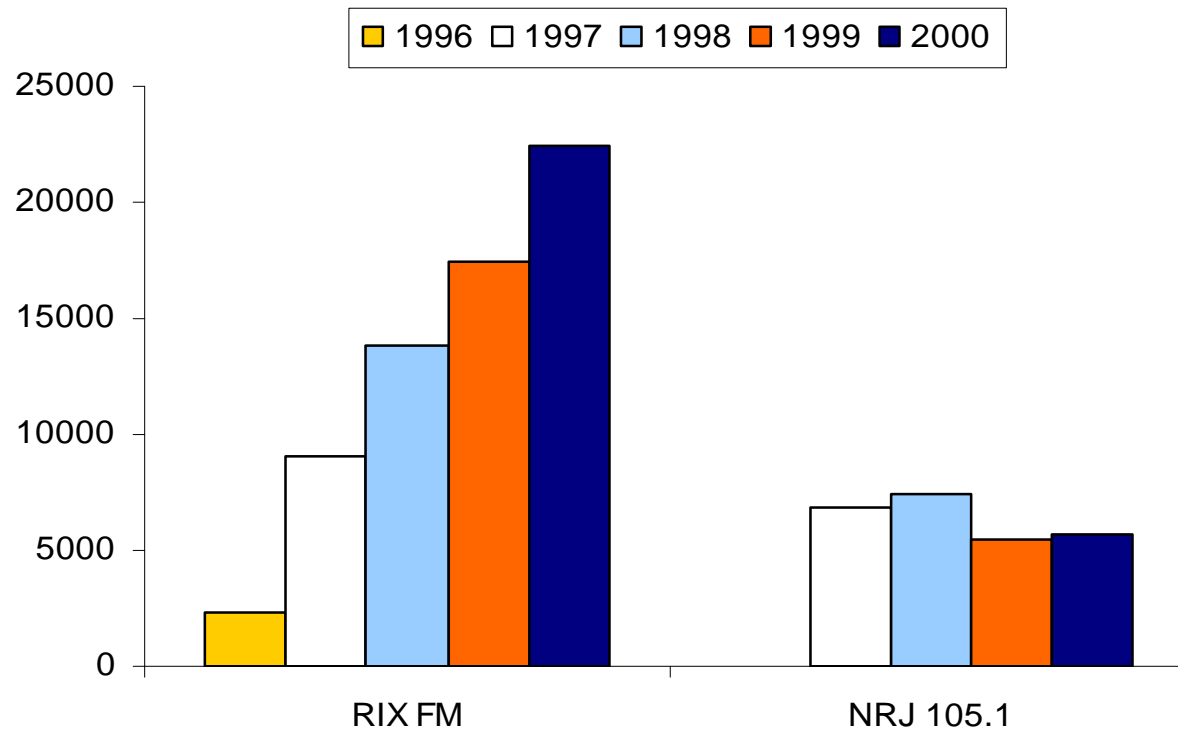
**Comment:** Only for Total radio and Two main stations

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# Media Investment Total Radio

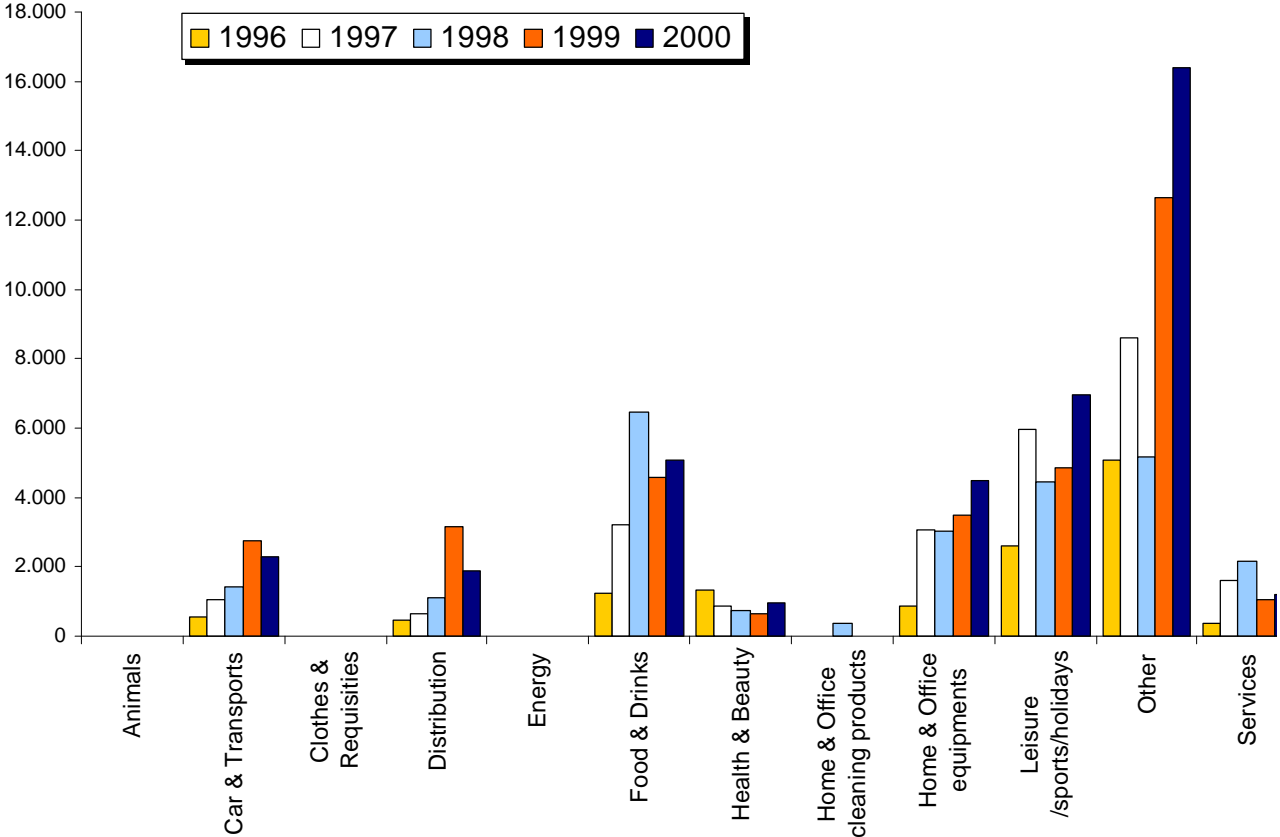


# Media Investment By leader channels



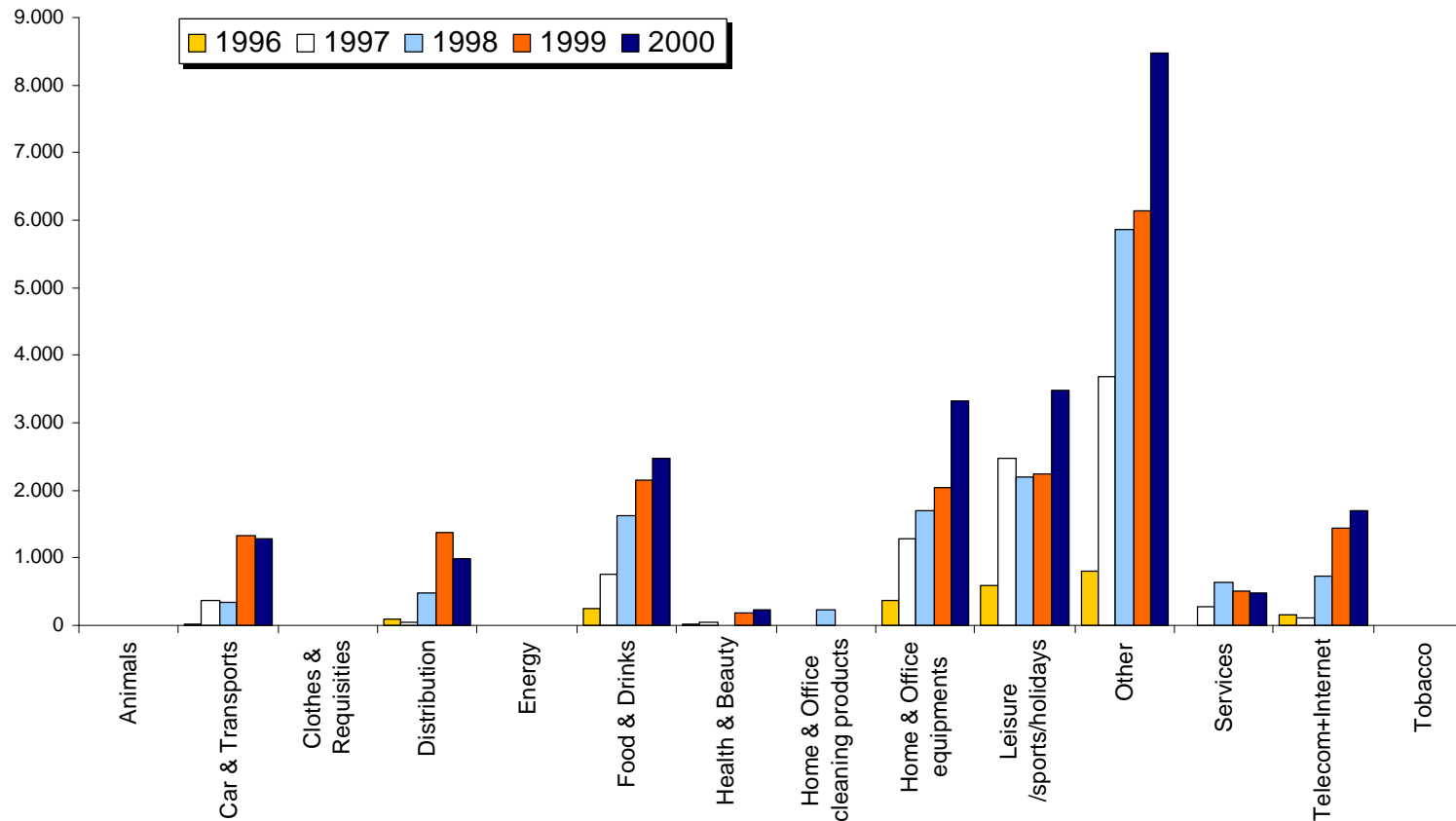
# Media Investment

## Total Radio



# Media Investment

## RIX FM



# Media Investment

## NRJ 105.1

