

Press release

October 3, 2012

Great commercial interest in broadcasting digital radio in Sweden

All of the major commercial radio companies have applied for a license to broadcast digital radio over the Swedish terrestrial network, as witnessed by the applications received by the Swedish Broadcasting Authority this week.

October 1 was the last day for commercial broadcasters to apply for a program license in a future digital radio network in Sweden. Twenty-six channels via seven broadcasting companies have expressed interest, including MTG Radio, SBS Radio and NRJ, which together represent 91% of all commercial and community radio listening in Sweden. The licenses for commercial digital radio can go into effect from January 1, 2013 and will be valid until 2020.

The proposal arising from the recently presented public service inquiry is that public service broadcaster, Sveriges Radio, shall expand its digital broadcasts to reach 95 percent of the population, from current 35 percent. Together with the commercial licenses now being announced, this allow for a considerably increased offering of national or regional channels, which can be received all of Sweden., including in cars and in summer homes.

"The proposal arising from the public service inquiry in combination with the great interest expressed by the commercial broadcasters reinforces the position of the terrestrial network and demonstrates that digital radio has an obvious place in the future media landscape," says Per Borgå, radio product manager at Teracom Group.

The advantages that digital radio brings include, among others, greater freedom of choice for listeners since more channels can be broadcast all over the country rather than only in metropolitan areas, which is currently the case for analogue radio. Assuming that all of the digital licenses are announced and that SR follows suit, the program offering in cities such as Uppsala, Gävle, Örebro, Västerås, Helsingborg, etc. can increase by 500%.

Teracom offers services in radio, TV, transmission capacity for data connections and co-location and service via our nationwide infrastructure. The Group consists of Teracom, Boxer and PlusTV. We offer pay-TV to households in Sweden, Denmark and Finland through Boxer and PlusTV. The Group has annual sales of around SEK 3.8 billion and some 700 employees. More information is available at www.teracom.se.

Teracom currently broadcasts around twenty channels from commercial radio and Sveriges Radio over the digital radio pilot network that reaches listeners in Stockholm, Gothenburg, Malmö, Uppsala, Gävle and Älvsbyn. A total of 35 percent of the population receives digital radio broadcasts. Expanded coverage and an increased number of digital radio channels depend on the current licensing process.

Commercial channel applications:

- DB Media AB (2 channels)
- ATG, Kanal 75 AB (1 channel)
- MTG Radio, Kilohertz AB (11 channels)
- Norrköpings Radio & Co AB (1 channel)
- NRJ, RBS Broadcasting AB, NRJ (2 channels)
- SBS Radio AB (8 channels)
- Skärgårdsradion AB (1 channel)

Read more on the Authority's website:

<http://www.radioochtvt.se/Tillstand-och-registrering/Radio/Digital-kommersiell-radio/>

Read more about digital radio at:

Industry website: www.digitalradio.nu

[Download Teracom's information text on digital radio](#)

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