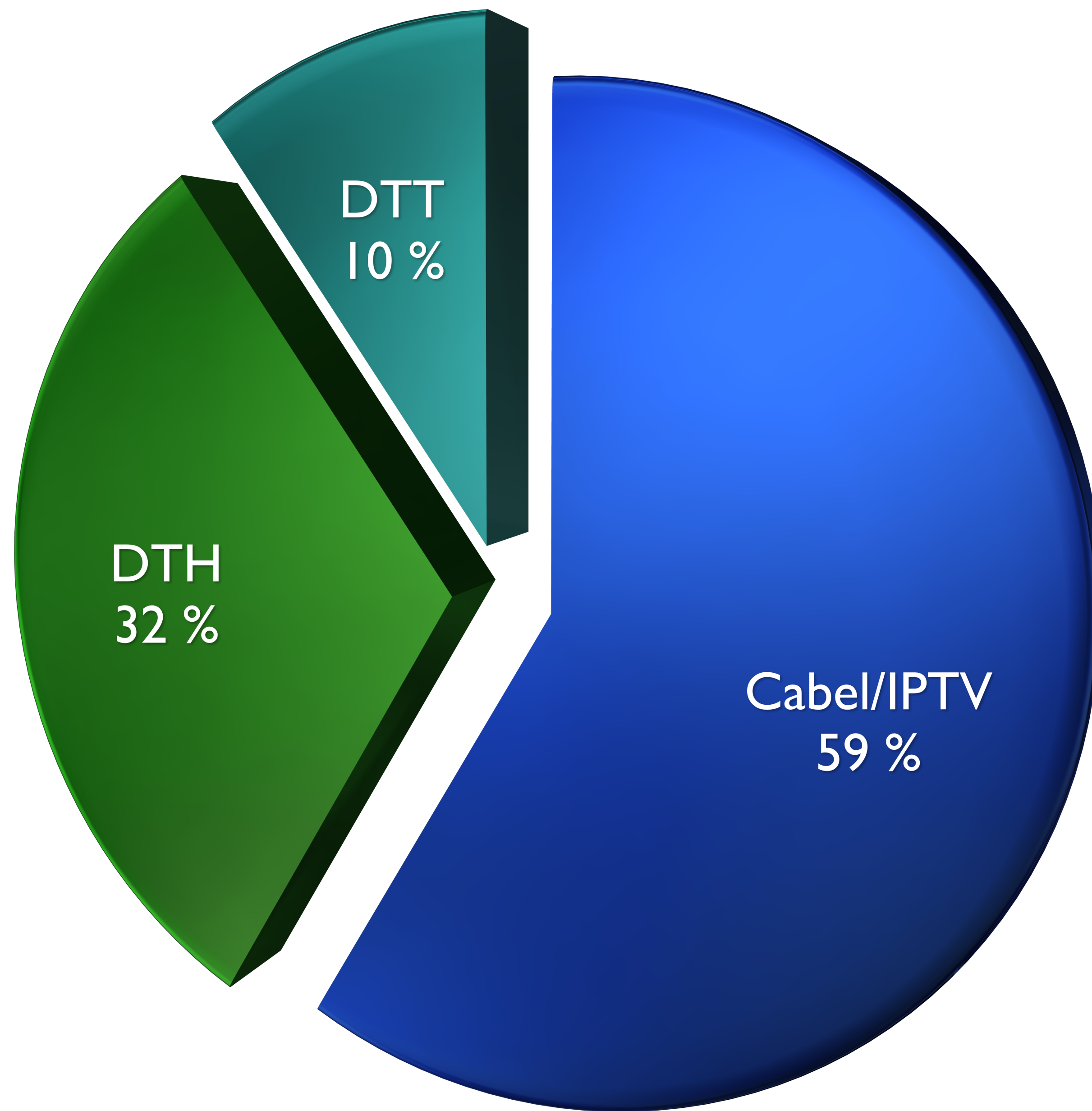


# «Status Norway»

**Nordig ExCom, 30. September Oslo/Gardermoen**

*Tor-Einar Eriksen, Future Media Strategist, TV 2 Norway*

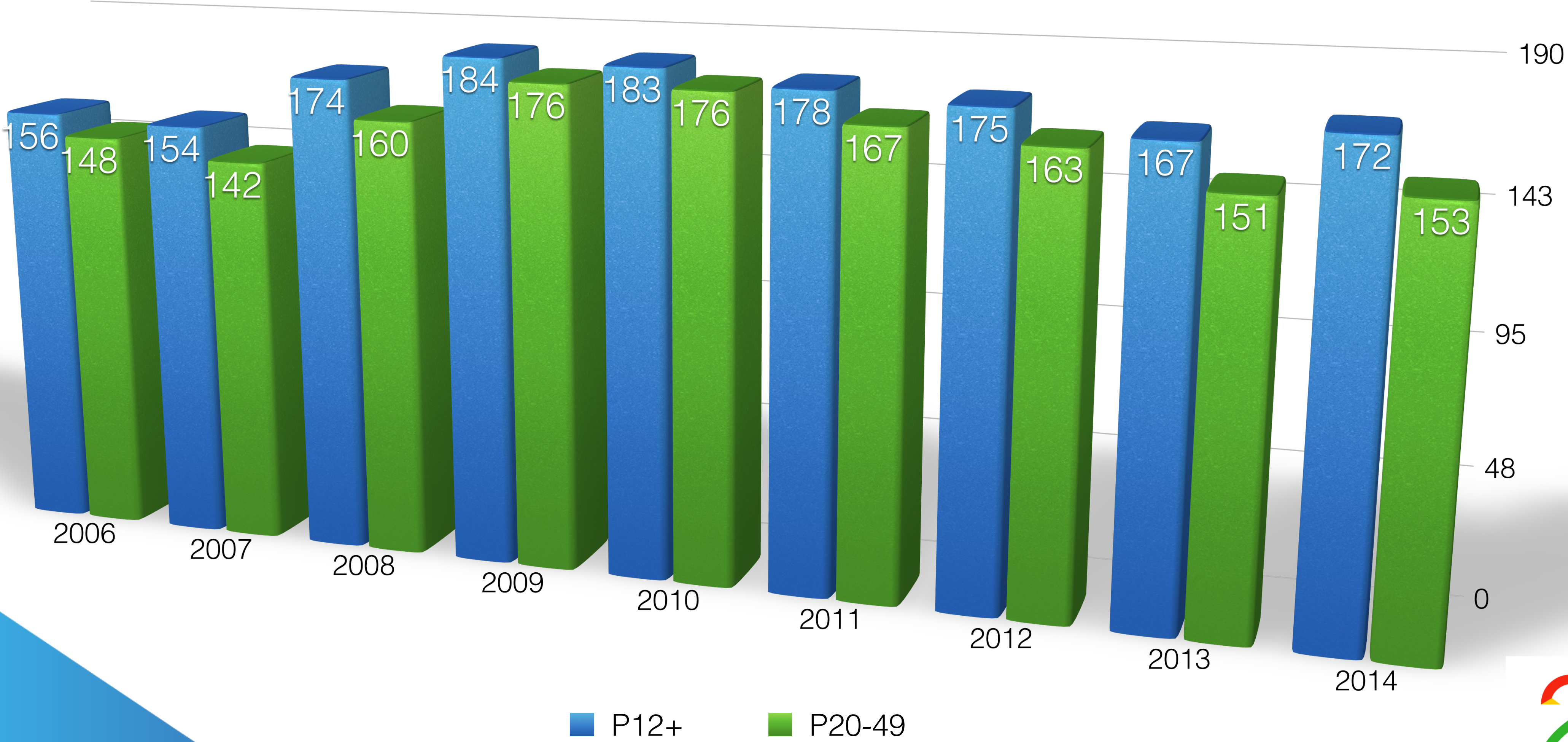




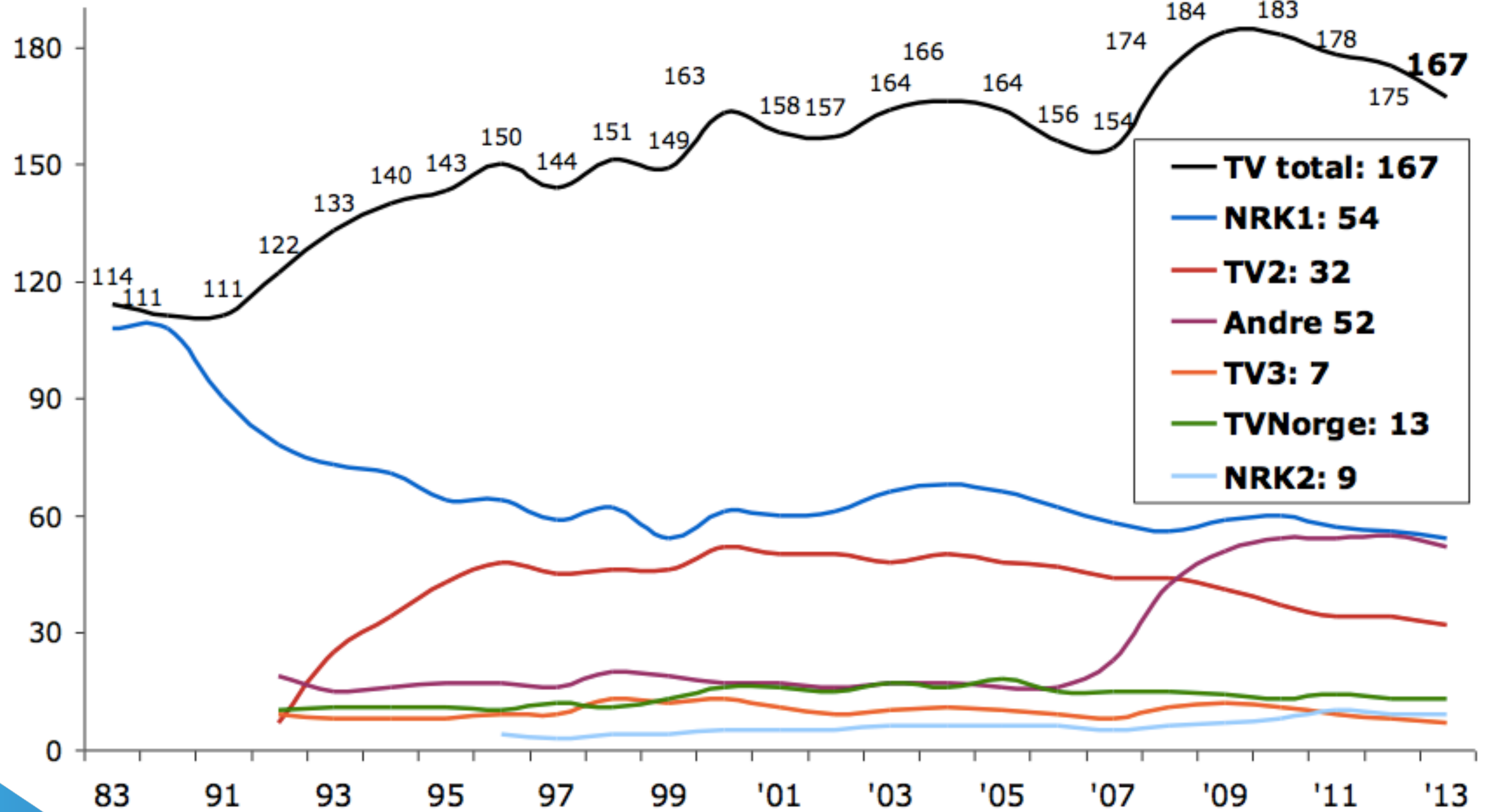
## TV-distribution - Norway



# Daily total TV-viewing time (minutes)



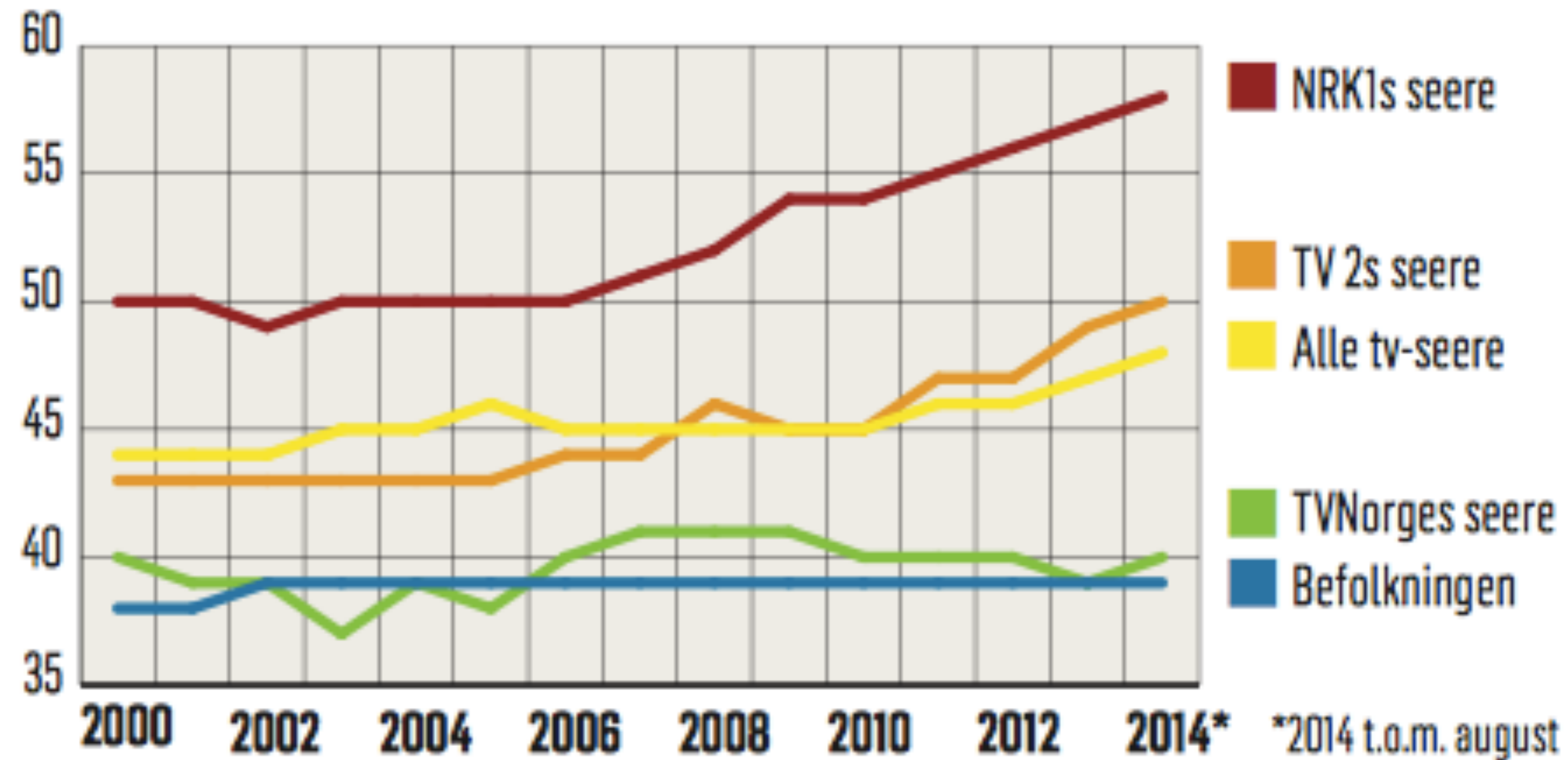
# TV viewing time - in history 1983 - 2014



# Bli eldre foran skjermen

**Norske tv-seere blir stadig eldre, og utviklingen har aksellerert i år.**

Gjennomsnittsalder for seerne



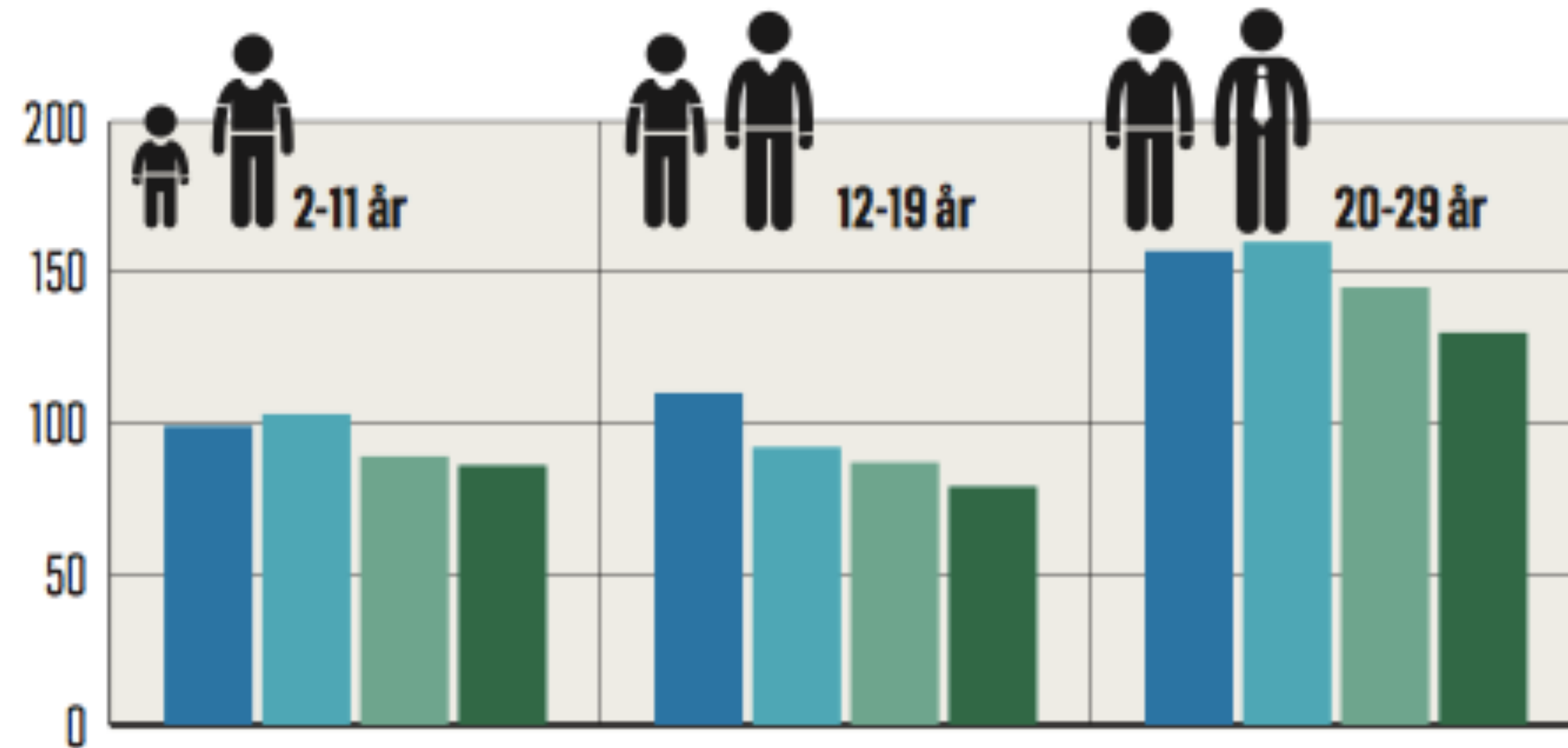
# Bruker tiden på andre ting

## De unge ser stadig mindre på tv ...

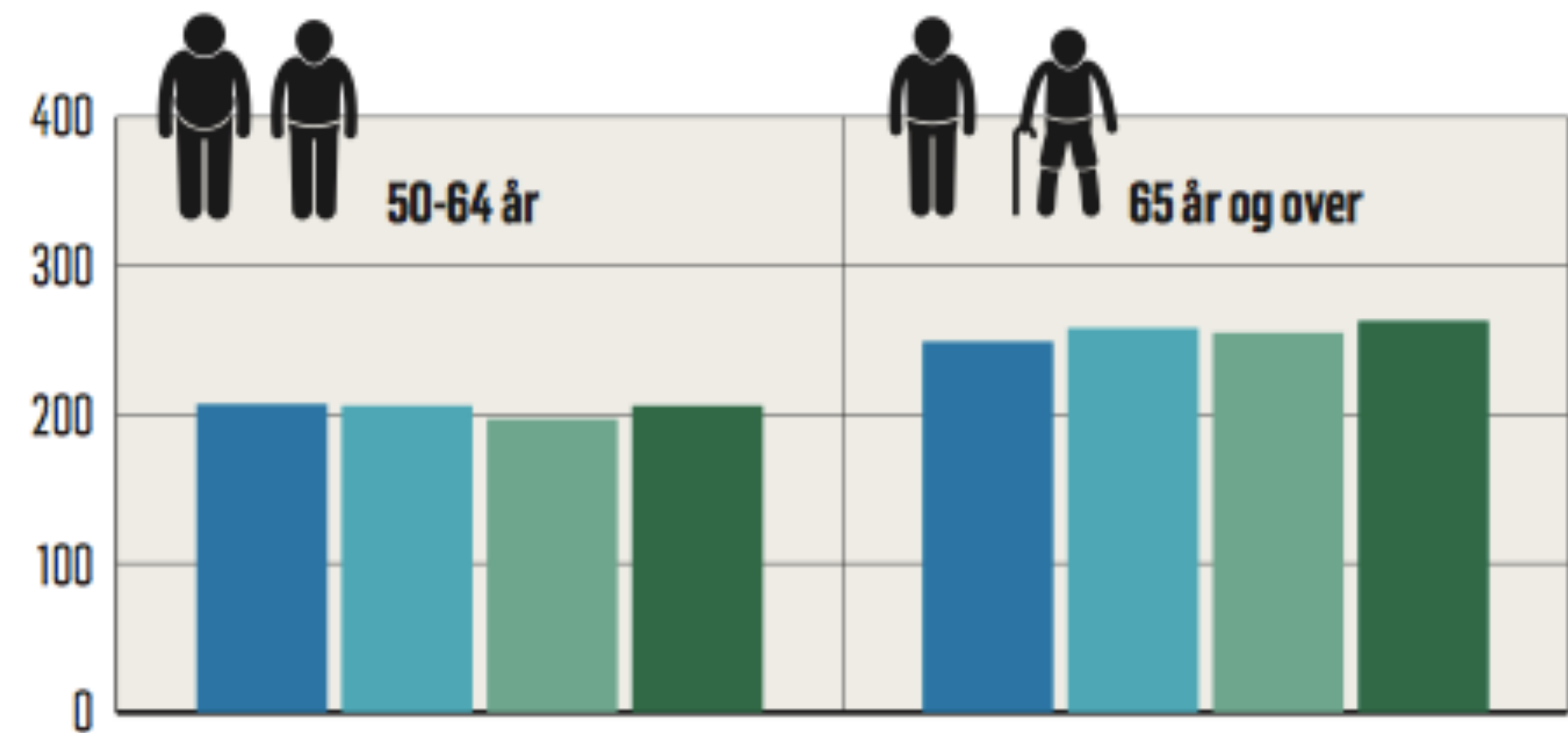
Daglig, antall minutter sett på tv.



■ 1. halvår 2011 ■ 1. halvår 2012 ■ 1. halvår 2013 ■ 1. halvår 2014

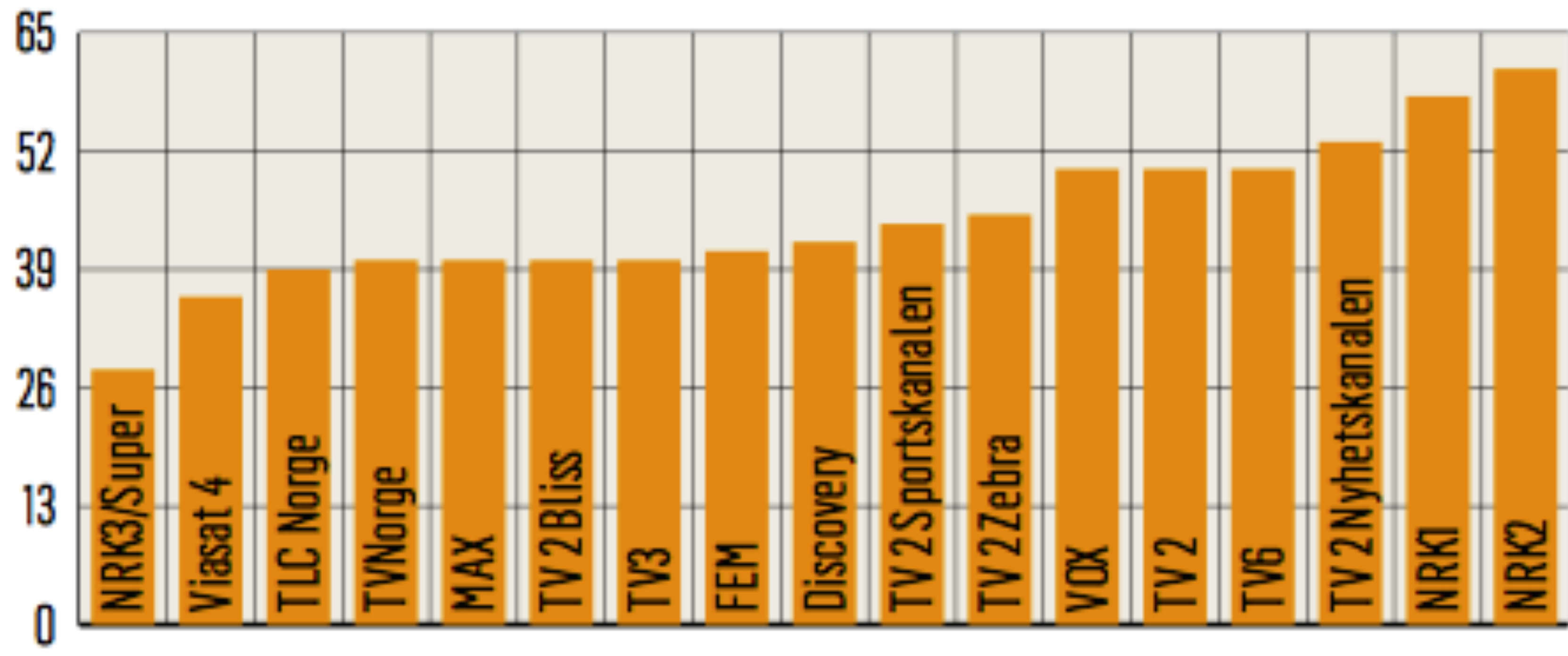


## ... mens de eldre ser stadig mer



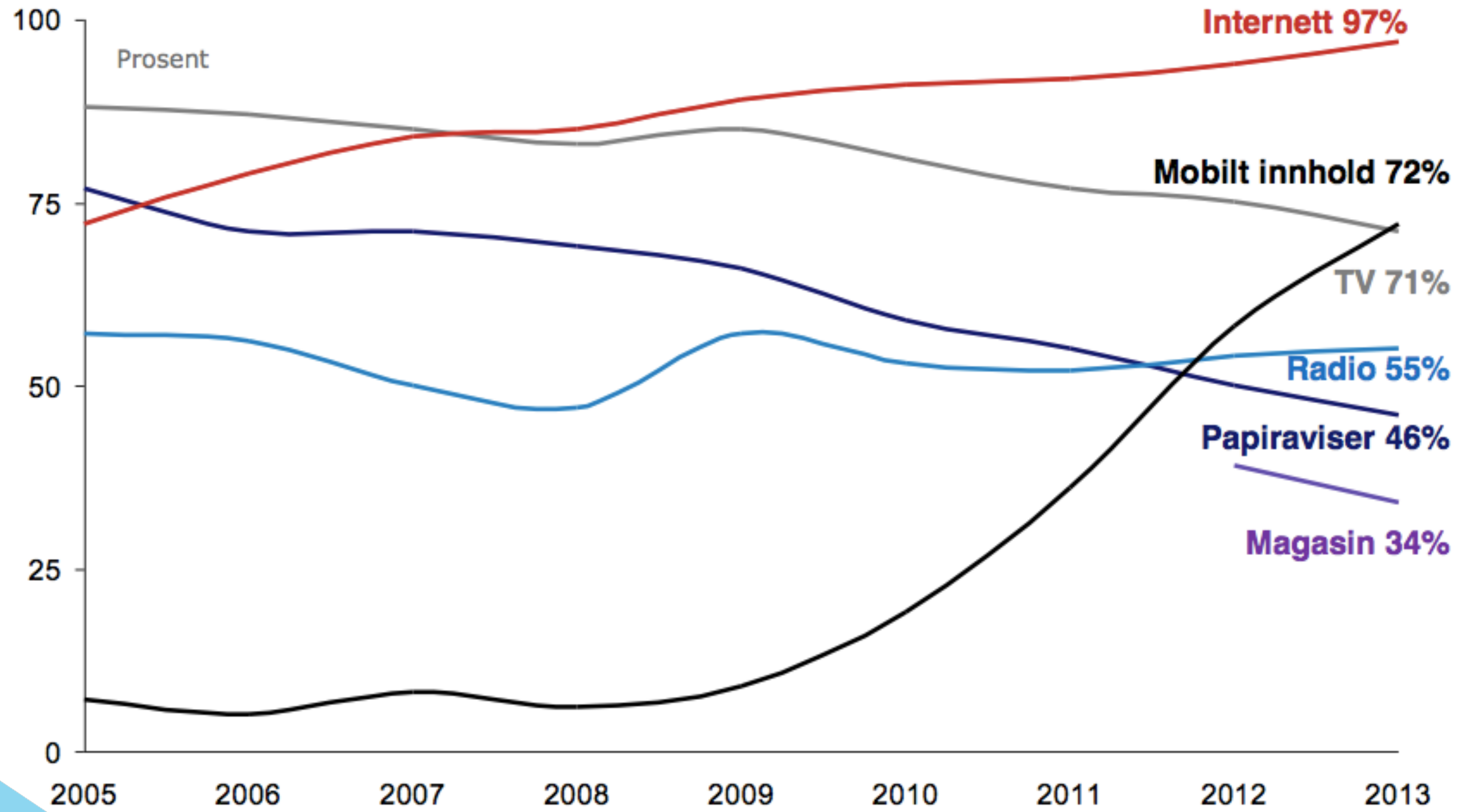
# NRK yngst og eldst

Tabellen viser gjennomsnittsalderen for tvseerne på de ulike tv-kanalene. Så langt i år.



2014 Dagens Næringsliv grafikk/Kilde: TNS Gallup TV-meter

# Media adoption 2005 – 2013: 12 -19 years old «teenagers»





«Over The Top»

**OTT**


*Over-the-top (OTT) definition is any app or service that provides a product/ service that uses the Internet and bypasses traditional distribution. Services that come over the top are most typically related to media and communication and are generally, if not always, lower in cost than the traditional method of delivery.*



# Digital key figures (Q2-2013)



Uses Internet daily

85% 

Has a SmartPhone

 80%

Owens a Tablet

47%



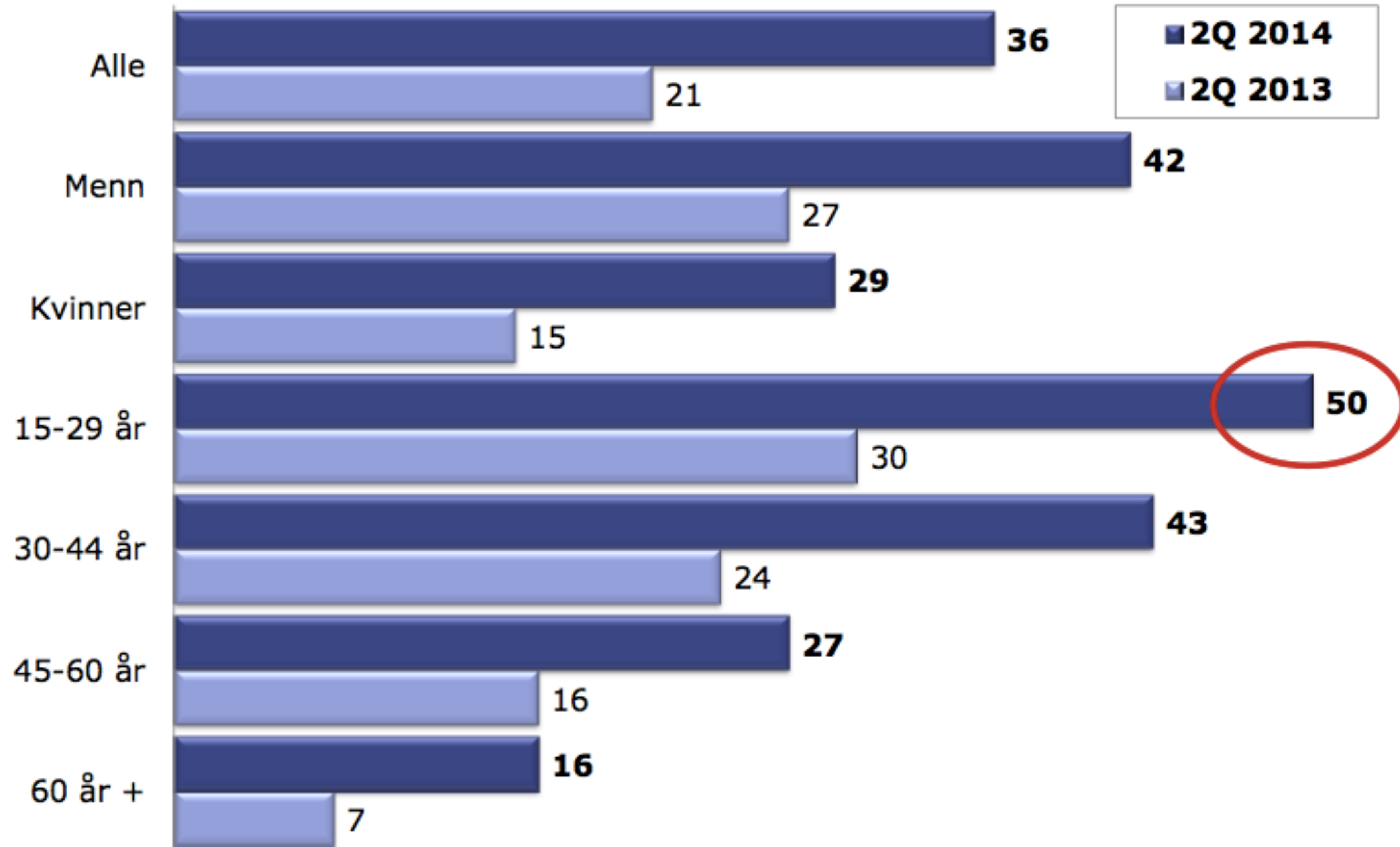
TV connected to Internet

32% 

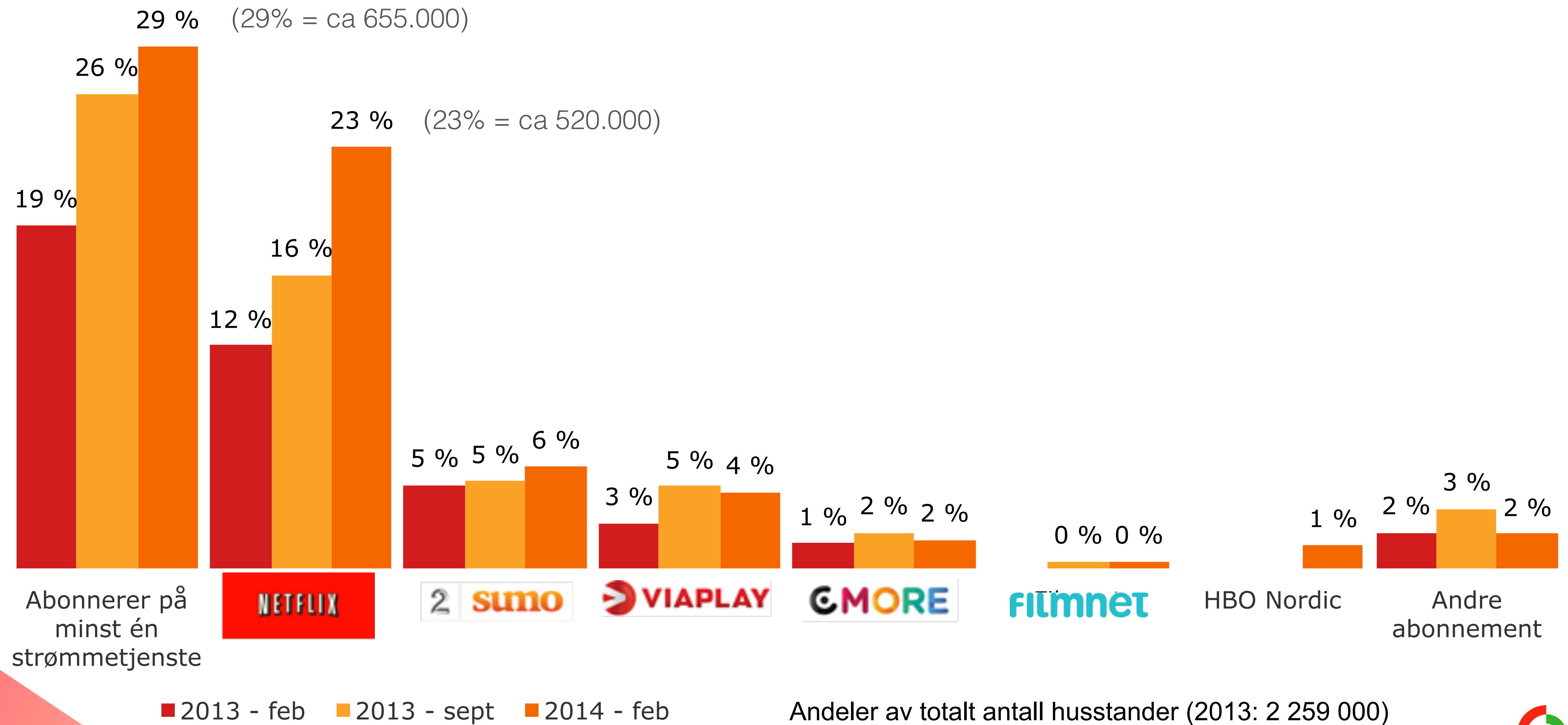
Has a Smart TV

20% 

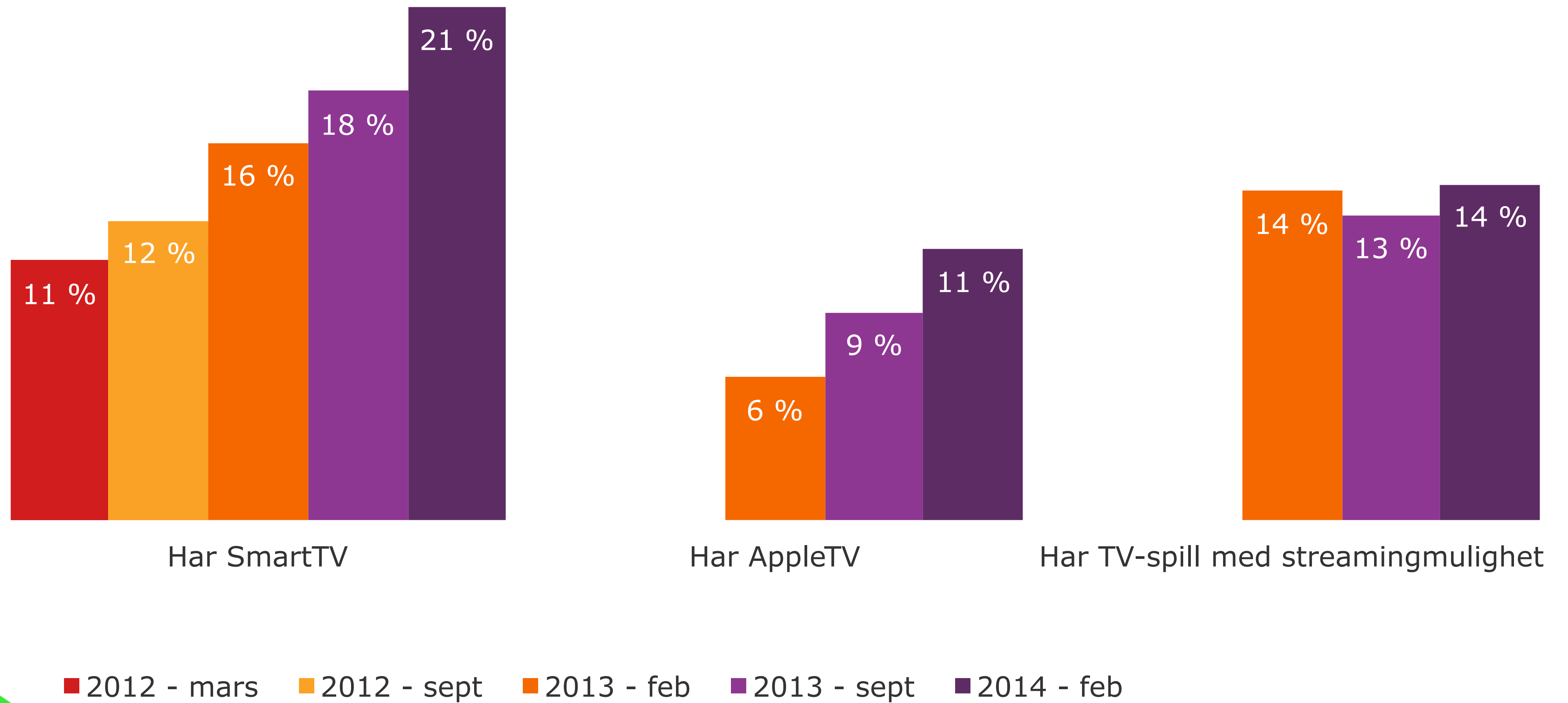
# 36% daily watch live pictures/videos via Internet – v.s 21% i 2012



# Households - Subscription of Streaming Services



# SmartTV, AppleTV and Gaming consoles with streaming

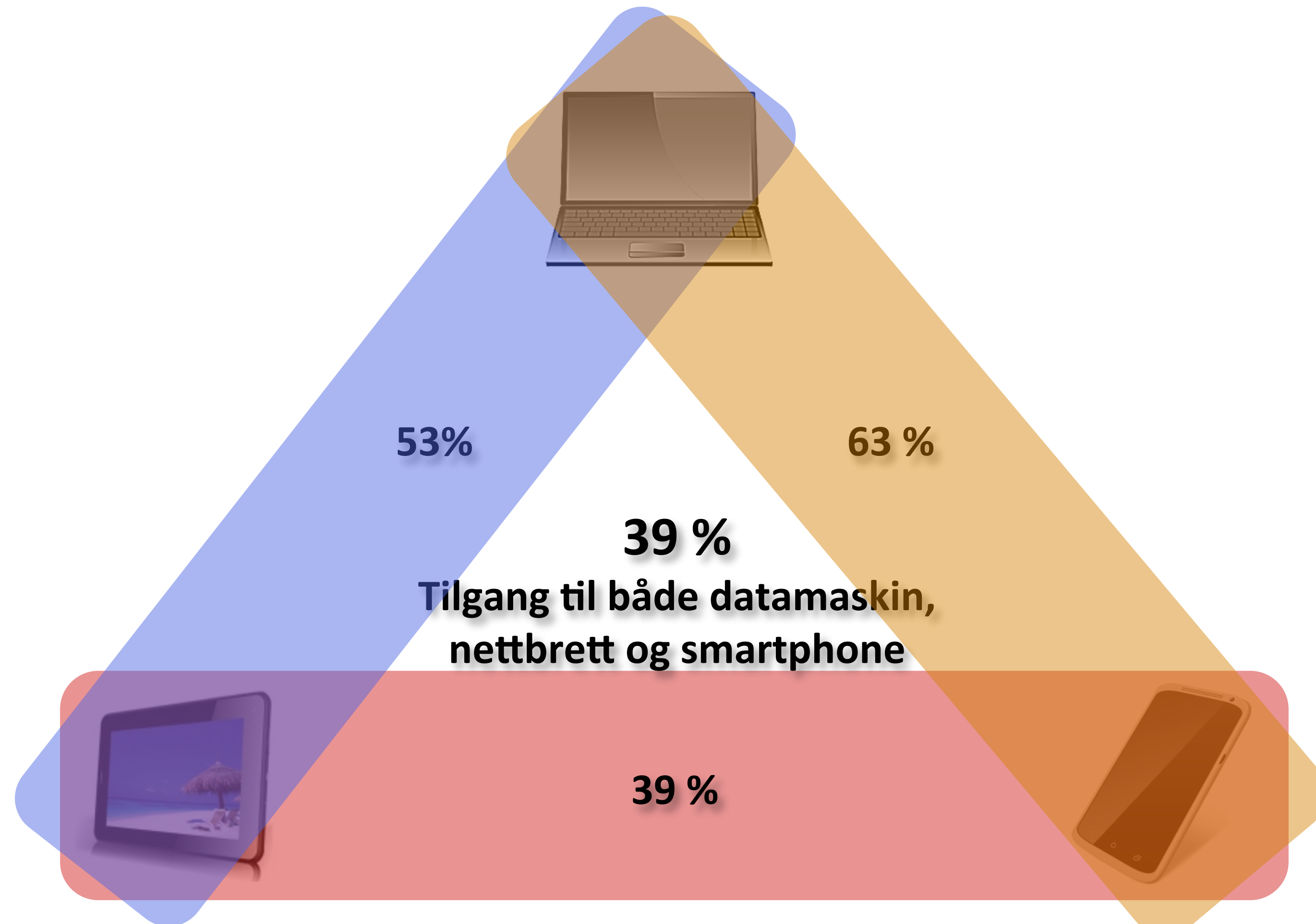


Andeler av totalt antall husstander (2013: 2 259 000)

# Combinations of Computer, Tablets and SmartPhones\*

\* *smartphone = cellphone where you can watch TV content*

91% har tilgang til datamaskin



53% har tilgang til nettbrett

64% har smartphone



# 5% daily use of Netflix



# TV 2 most important OTT platforms



XboxOne



PS3



SmartTV



Nettbrett



#2 platform  
after one month



AppleTV

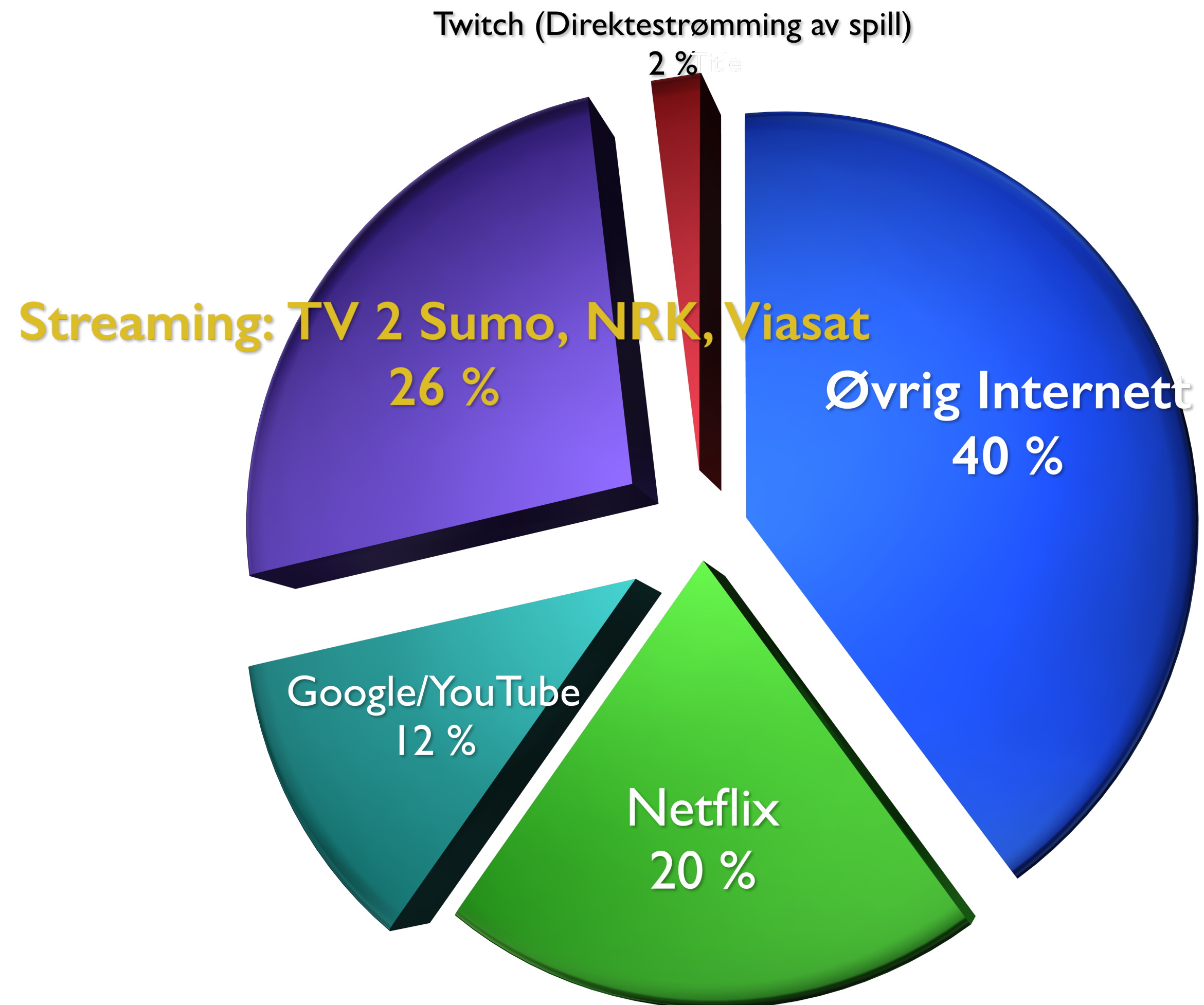


PS4



Telenor, Fornebu, 22. september 2014

- 60 % of all broadband capacity is used for Streaming of movies, sport or TV series
- Netflix alone of 20 % of traffic in Telenor (Norway).
- Since last year Telenor sees a growth of broadband traffic with 52 prosent.

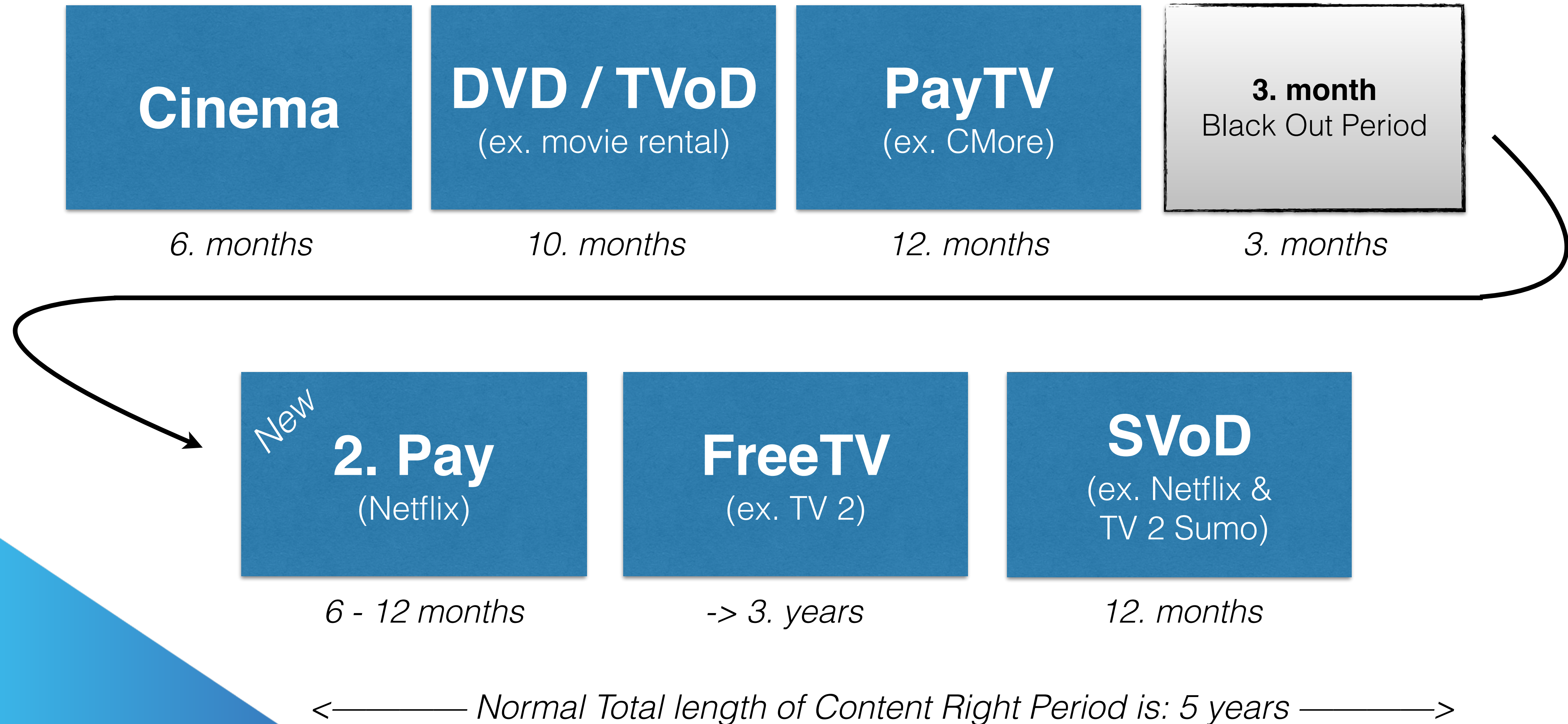


«Media Content Rights»

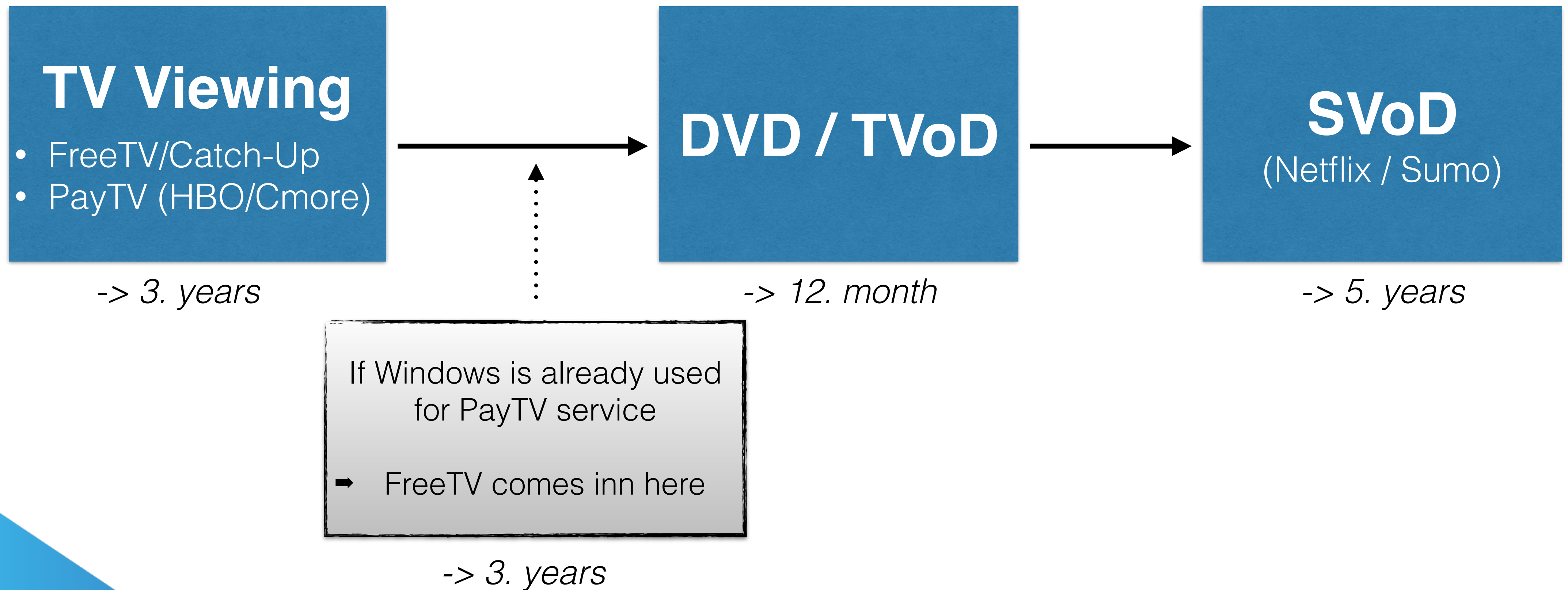
# Innholds Rettigheter



# Movies - Content Media Rights Windows



# TV - Content Media Rights Windows



# Our defined Services for Distributors

<p><b>Time shift</b></p>	<p><b>Multi Room</b></p>	<p><b>Multiscreen</b></p>	<p><b>Premium</b></p>	<p><b>Start over</b></p>
 <p>7 Dagers "Catch up" TV 2 kanaler</p>				<p>Alle kanaler Alle progr. Innenfor oppsatt tid</p>

<p><b>Operatørvalgt</b></p> 	<p><b>Grunnpakke</b></p> <p><b>Valgfri</b></p> 
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# Catch-Up & StartOver



## **CU = CatchUp (Ukes arkiv)**

*Er en tjeneste som gir brukeren tilgang på tv-programmer\* for avspilling når som helst innenfor 7 dager etter tv-programmets sendetid*

*Unntatt:*

- \* TV-programmer som mangler rettighetsklareringer, samt innhold som TV 2 ikke viser av redaksjonelle årsaker.*
- \* Start av tilgjengelighetsperiode vil variere og være avhengig av overføringsteknologi*





## **SO = StartOver (Start forfra)**

*Er et innholdstilbud som gir brukerne anledning til å se et program fra start, til en hver tid, innenfor programmets faktiske sendetid.*

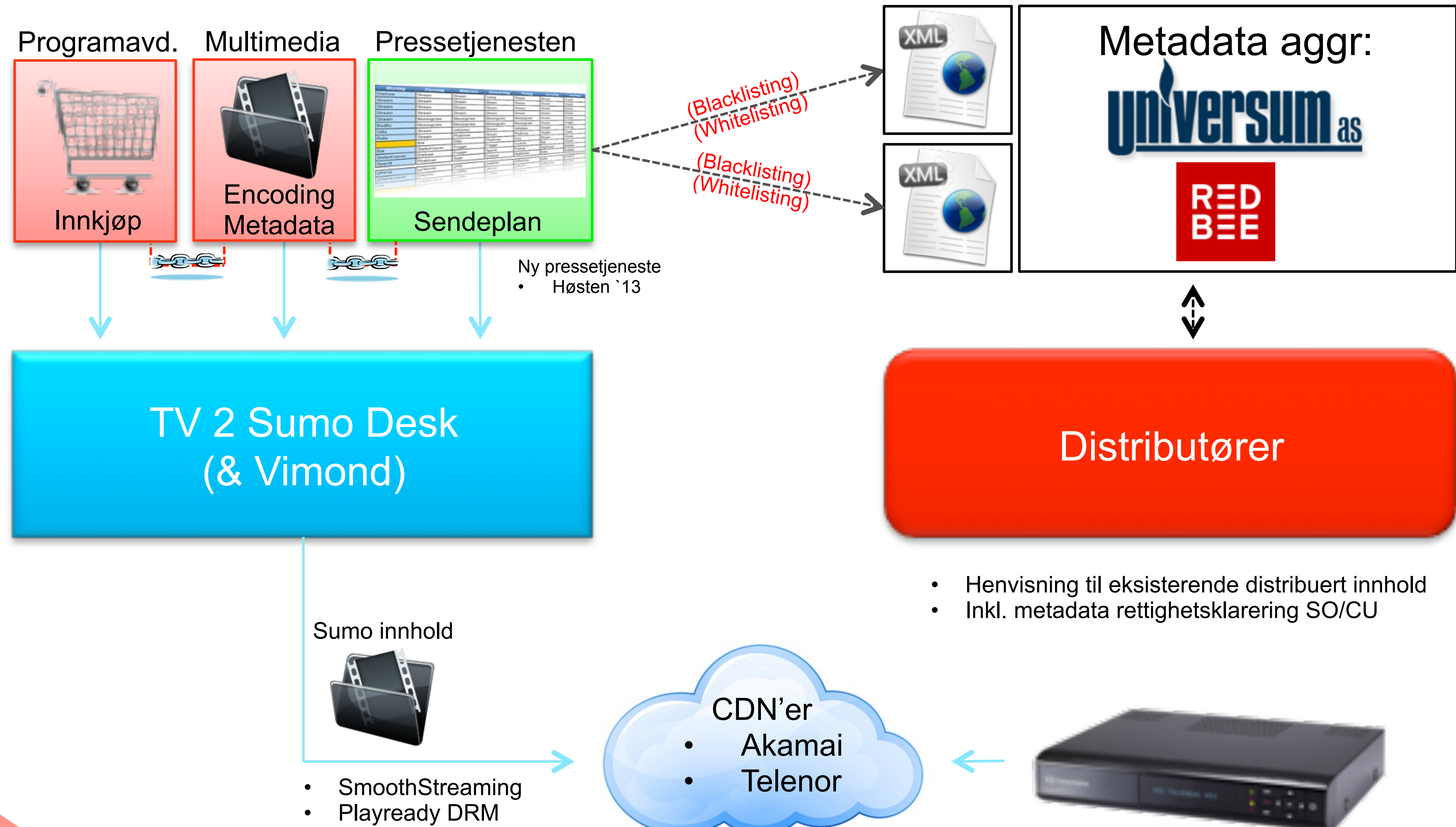


# 7 dagers arkiv (distributører)

				
7 dagers arkiv 	7 dagers arkiv 	7 dagers arkiv 	7 dagers arkiv 	7 dagers arkiv 
Innholdskontroll: 	Innholdskontroll:  (DTH) (Kabel)	Innholdskontroll: 	Innholdskontroll: 	Innholdskontroll: 
Platform: NDS «Mediahighway»	Platform: DTH : NDS «Snowflake» Kabel: Cisco/Ericsson	Platform: NDS «Snowflake»	Platform: Motorola	Platform: ADB

Services like CU (Catch-Up) & SO (StartOver)

# Prinsippskisse: OTT Hybrid (for distributører)







Tnx!