

**DR**

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**AN INTRODUCTION**

## ABOUT DR

DR (Danish Broadcasting Corporation) is an independent public service institution. DR was founded in 1925 and the corporation is Denmark's oldest and largest electronic media enterprise. DR is funded by the license fee that is paid by Danish households.

DR's mission is to inform, entertain and inspire everybody in Denmark through quality programming and services. DR is a dominant player in the Danish media market for radio, TV and new media. DR is also a cultural institution with several orchestras and choirs.

Every day more than 9 out of 10 Danes use DR on TV, radio or web and during a full week DR reaches 98% of all Danes. DR's programming covers all genres and approximately 60% of programming on both radio and TV is factual programming.

The lion's share of both radio and television programming is Danish and most of it is produced in-house by DR.

In 2007, DR gathered all units except its 11 regional departments at a new all-digital headquarters in Copenhagen. The new headquarters hold some of the world's most advanced TV and radio production facilities as well as a concert hall designed by Jean Nouvel.

The concert hall has been hailed as an architectural landmark and was reviewed as *"one of the most gorgeous buildings I have recently seen"*, by Nicolai Ouroussoff of the New York Times.

*Copenhagen Concert Hall  
Part of DR's headquarter*

## DR TV

DRTV appeals to all Danes. On a weekly basis DR's TV channels are viewed by 78% of all Danes. The vast majority (almost 70%) of the programs on DR TV are produced in Denmark by DR or independent producers. All DR's TV channels are available free-to-air.

DR TV currently comprises three channels: DR1, DR2 and DR Update.

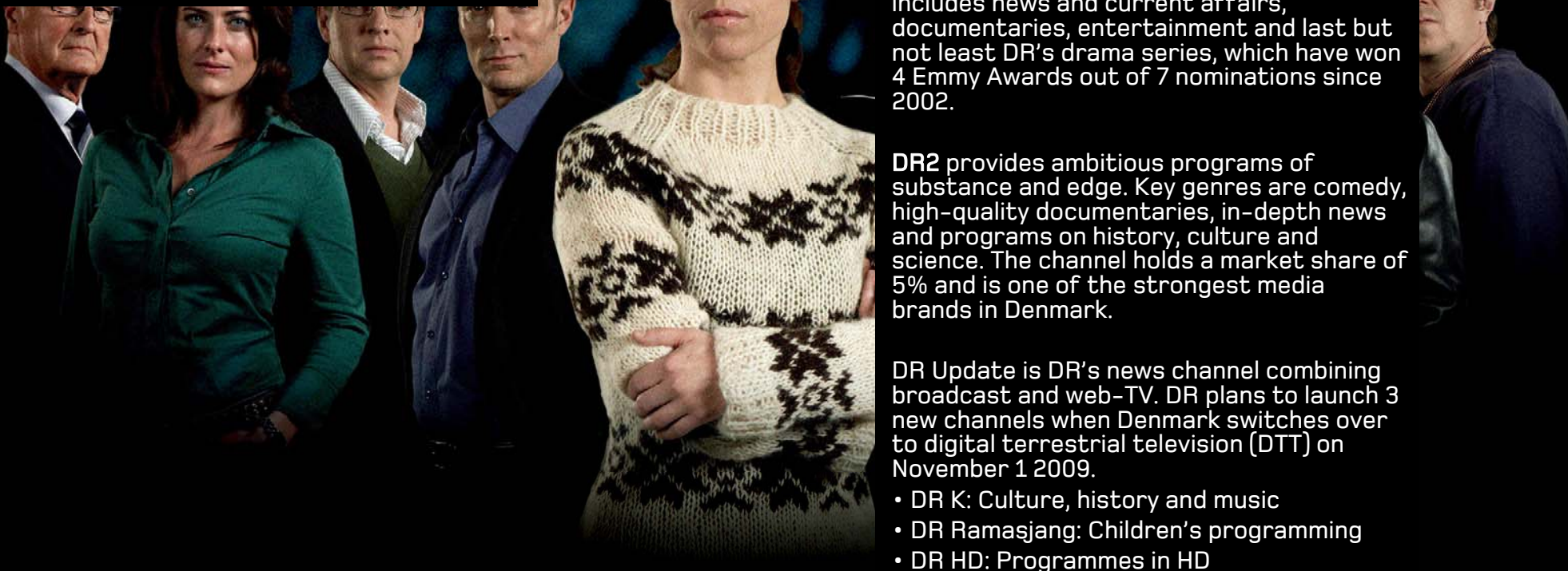
**DR1** is the second most viewed TV channel in Denmark with a market share of 28%. It is DR's popular general audience channel covering most genres. Staple programming includes news and current affairs, documentaries, entertainment and last but not least DR's drama series, which have won 4 Emmy Awards out of 7 nominations since 2002.

**DR2** provides ambitious programs of substance and edge. Key genres are comedy, high-quality documentaries, in-depth news and programs on history, culture and science. The channel holds a market share of 5% and is one of the strongest media brands in Denmark.

**DR Update** is DR's news channel combining broadcast and web-TV. DR plans to launch 3 new channels when Denmark switches over to digital terrestrial television (DTT) on November 1 2009.

- DR K: Culture, history and music
- DR Ramasjang: Children's programming
- DR HD: Programmes in HD

*"The Crime" - 2006 & 2007  
3 nomination for Emmy Awards*





*DR's new headquarter  
in Copenhagen*

## DR RADIO

DR Radio holds a dominant position in the Danish radio market. Each week 87% of all Danes tune into at least one of DR's 4 FM-stations. Listeners spend approximately 75% their listening time on a DR radio channel.

DR is also a market driver in digital radio with a strong presence on both digital broadcasting (DAB) and web radio. DR Radio has a strong commitment to Danish music in terms of airtime, coverage and events.

DR's 4 FM-stations are:

P1 is talk radio with news, current affairs and talk shows. Market share 5%.

P2 has classical music, jazz and culture. Market share 4%.

P3 is for the younger audience and offers a trendy and entertaining flow. It is the most popular radio station in its target group and holds an overall market share of 20%

P4 targets an older (40-60 years) audience with a mix of national and regional programming. It is the most popular radio station in Denmark with a market share of 42%.

DR also broadcasts 15 channels on digital radio, including a news channel, a children's channel and a number of genre-based music channels. On web radio, DR provides access to 30 channels as well as on demand access to all of DR Radio's programming.

*P3 Gold  
P3's music award event*

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## NEW MEDIA

New media is an integral part of DR's public service remit. DR has had a strong presence in new media since the launch of DR's website dr.dk in 1996. DR is committed to using the opportunities arising from digital and mobile media to both produce unique content and give access anytime and anywhere to DR's content on radio and television.

DR's website [www.dr.dk](http://www.dr.dk) is the most popular Danish content site on the Internet. It offers news and entertainment as well as a number of thematic subsites on music, health, culture. There are special sites for kids and young people. The site is currently going through a major transformation to better realize the potential of the web for personalization, communities and openness.

Dr.dk is also the hub of DR's on demand services, and offers a rapidly increasing range of radio and television programs both on demand and for podcast. DR is currently expanding its on-demand capability on other platforms such as cable and mobile phones.

DR is also present with news and services on mobile phones and is working with new partners to make DR's content available outdoors in a number of public spaces, for instance on trains, in malls and in "citizen centers"

*Oline  
DR's award-winning website for children*



## ORGANIZATION

DR is governed by a board of 11 members of whom 9 are appointed by the Danish parliament and the Danish Minister of Culture. DR's executive board has the operational responsibility for DR and is led by the director-general. DR employs a total of 3000 people, the majority engaged in the production of programmes.

DR's organization consists of two main bodies assisted by a number of support departments such as finance, technology and service, HR and legal affairs.

DR Media is responsible for commissioning, producing, scheduling, distributing and marketing the content on all of DR's platforms. DR Media also drafts DR's content strategy every year for approval by the board of governors.

DR Programme Production delivers the programmes and services produced by DR. It contains 7 genre-divisions that all operate cross-platform producing content for both radio, TV, web and mobile.

*Part of DR's newsroom and news studio*

# ORGANIZATION CHART

Director General

Corporate secretariat/  
Legal Department

Corporate communication

Human resources

Technology and service

Director of Media  
DR Media

Director of Production  
DR Programme production

Financial director  
DR FINANCE

