

# **DR - Danish Broadcasting Corporation** **ANNUAL REPORT 2008**

*(English Summary)*

## **Overall mission:**

**In order to strengthen the citizens ability to act in a democratic society, DR (Danish Broadcasting Corporation) must expand the choice available to the population in relation to market-based, commercial radio and television. This should be done through programming which:**

- **is independent of economic and political special interests**
- **covers all genres in a creative and qualitative fashion**
- **meets the requirements and needs of the entire population**
- **places particular emphasis on Danish issues and language**

## **DR IN BRIEF**

**DR** (The Danish National Broadcasting Corporation) is Denmark's oldest and largest electronic media enterprise. The corporation was founded in 1925 as a public service organisation. DR is an independent, licence-financed public institution.

**DR Radio** comprises four stations: P1, P2 (classical music and culture), P3 (young people) and P4 (eleven regional stations). Since 1996 DR has transmitted radio on the Internet, including daily transmissions of Radioavisen (news) and Orientering (current affairs magazine). In 1999 DR introduced a new activity, DR Classical (with P2 and other classical music around the clock), which is accessible via satellite dish reception or cable and on DAB and the Internet. DR offers 17 radio channels on DAB (Digital Audio Broadcasting) and about 28 channels on the Internet (2009).

**DR TV** comprises two channels, DR1 and DR2. DR1 was founded in 1951 and DR2 in 1996. Both channels are, from April 2006, broadcasted with full national coverage as free-to-air signals via the new digital terrestrial television (DTT) platform. Broadcast continues on the analogue terrestrial network (with some limitations for DR2) until analogue shut off by end of October 2009. Both channels are must carry on cable, and satellite operators offer both channels in their packages. In addition most of the channels content is freely available on demand as streaming and podcast on the Internet (and to a smaller degree to mobile phones).

**DR Online** ([www.dr.dk](http://www.dr.dk)) offers a rapidly increasing number of radio and television programmes, also for podcasting, as well as service information, incl. daily news from Radioavisen, TV Avisen and Tekst-TV (tele-text). As the largest Danish Internet news provider, DR has introduced 24-hour

staffing on this news service, which is widely used by Danes abroad. In June 2007 DR started a new television channel on the Internet, DR Update ([www.dr.dk/update](http://www.dr.dk/update)) with 24-hour news.

**DR Multimedia** produces merchandise related to DR TV and DR Radio, such as books, videos, music-CDs, CD-ROMs, toys and games. DR Multimedia works on a commercial basis, and its budget is separated from the licence-financed broadcasting activities.

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<b>DR Radio broadcasting 2008:</b>	<b>53,966 hours analogue and 212,363 hours digital (on three national channels, eleven regional stations, DAB and the Internet (<a href="http://www.dr.dk">www.dr.dk</a>))</b>
<b>DR TV broadcasting 2008:</b>	<b>11,632 hours (on two national channels)</b>

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<b>DR Online:</b>	<b><a href="http://www.dr.dk/">http://www.dr.dk/</a></b>
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<b>Facts on DR (English):</b>	<b><a href="http://www.dr.dk/omdr/english/">http://www.dr.dk/omdr/english/</a></b>
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<b>Total income</b>	<b>DKK* 3.7 billion</b>
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<b>Staff</b>	<b>3,046 full-time employees</b>
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\* 100 DKK = 13,4 Euro, May 2009

## **From THE DANISH RADIO AND TELEVISION BROADCASTING ACT**

- The overall public service activities shall provide, via television, radio and Internet or similar, the Danish population with a wide selection of programmes and services comprising news coverage, general information, education, arts and entertainment. Quality, versatility and diversity must be aimed at in the range of programmes provided. In the planning of programmes freedom of information and of expression shall be a primary concern. Objectivity and impartiality must be sought in the information coverage. The programming shall ensure that the general public has access to important information on society and debate. Furthermore, particular emphasis shall be placed on Danish language and culture. The programming shall cover all genres in the production of art and culture and provide programmes which reflect the diversity of cultural interests in the Danish society.

- Public service programmes are provided by DR, TV 2/Denmark and the regional TV 2 stations. Furthermore, the programme services on the fourth FM radio channel (DR Radio, P2) and the news coverage on the fifth FM radio channel (commercial) form part of the general public service activities. The fourth FM radio channel shall be a varied public service-oriented channel providing classical music - supplemented with the presentation of rhythmic music, jazz and Danish music - cultural programmes and programmes of social interest and debate, etc. Programming for the fifth FM radio channel shall include news programmes from the whole country.

- The public services of DR shall be financed through DR's share of the licence fees and via income from other services. The public services of TV 2/ Denmark shall be financed via income from advertising and via other income. The public services of the regional TV 2 stations shall be financed through the stations' share of licence fees and via income from other services.

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## DR - ANNUAL ACCOUNTS 2007-2008

DRs financial year runs from January, 1st to December, 31st.

Millions DKK*	2007	2008
Licence fees.....	3,326.4	3,343.4
Other income.....	292.6	330.3
<b>Total income</b>	<b>3,619.0</b>	<b>3,673.7</b>
Salaries, purchase, payment and duties	3,221.0	3,311.8
Depreciations of assets.....	352.4	370.1
Stock change .....	-31.9	18.1
Other costs.....	139.3	51.8
<b>Total expenditure</b>	<b>3,680.8</b>	<b>3,751.8</b>
<b>Result</b>	<b>-61.8</b>	<b>-78.1</b>

\* 100 DKK = 13,4 Euro, May 2009

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## DR - STAFF

Classified after terms of employment (årsværk):	2007	2008
Permanent staff .....	2,261	2,218
Others.....	923	828
<b>Total</b>	<b>3,184</b>	<b>3,046</b>

By 'årsværk' we understand all staff, permanent, for a limited period, paid by the hour, full time or part time and freelance staff hired for a project, all converted to a whole year of employment.

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## LICENCE FEES PER HOUSEHOLD

<b>DKK*</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Media Licence (TV, radio, new media)	2,190	2,220	2,260
Radio	320	320	320
<b>Business/Institutional Licence</b>	<b>770</b>	<b>780</b>	<b>795</b>

\* 100 DKK = 13,4 Euro, May 2009

In 2007 a new kind of licence - called media licence - replaced the former TV licence for colour TV and Black/white TV for household, businesses and institutions. The radio licence was kept unchanged for households. The launch of the media licence result in that everyone, who can receive DR's programmes or services via TV, PC or mobil phones, is obligated to pay the media licence.

Licence fees are the total annual fees for DR and TV 2. In 2008 DR received 87 % of the total licence income, TV 2-regional stations and local radio/TV 11 % and the Ministry of Culture 2 %.

To receive DR Radio, DR TV, TV 2 and local radio/TV a household must pay DKK 6.00 per day (media licence fee (2008)). VAT is DKK 1.50 of this amount. DR's share of the licence is DKK 4.20 per day.

## NUMBER OF LICENCE PAYERS IN DENMARK

<b>In Thousands pr. Jan. 1<sup>st</sup></b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>
<i>Household licence:</i>				
Media licence .....	2,302	2,313	2,311	-
Colour-TV .....	-	-	-	2,257
Monochrome-TV .....	-	-	-	3
<b>Total TV</b>	<b>2,302</b>	<b>2,313</b>	<b>2,311</b>	<b>2,260</b>
<b>Radio</b>	<b>57</b>	<b>63</b>	<b>64</b>	<b>79</b>
<b>Business/institutional licence</b>	<b>106</b>	<b>105</b>	<b>103</b>	<b>244</b>

### Definitions Licence:

- 1) Household licence fee (media license og radio license) covers the private use of receivers and is paid in advance through a biannual licence fee. The licence fee covers all of the household's receivers in the private home, summer/week-end home, cars and boats.
- 2) Business licence fee covers the use of receivers in private and public industries, provided that they are not covered by private licence fee. It is paid in advance through annual licence fee for each address with 1 or more employees.

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**POSITION IN THE MARKET**

<b>Marketshare in percent</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>
DR Radio (24 hours).....	74,5	69	71	68	66
DR TV (24 hours) .....	28,8	31,0	32,5	32,7	34,0
DR TV (5 p.m. – 12 p.m.).....	33,7	36,6	37,8	38,2	39,5

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**DR TV - HOURS OF BROADCASTING**

<b>Programmes</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>
DR1	6,997	6,693	6,570	6,439
DR2	4,635	4,334	4,441	4,095
<b>Total</b>	<b>11,632</b>	<b>11,027</b>	<b>11,011</b>	<b>10,534</b>
Produced by DR.....	3,315	3,301	3,699	3,495
Produced by others .....	1,958	1,659	1,451	1,636
Repeats.....	6,359	6,067	5,861	5,403
<b>TV total</b>	<b>11,632</b>	<b>11,027</b>	<b>11,011</b>	<b>10,534</b>

**RADIO - HOURS OF BROADCASTING**

<b>Programmes (analogue)</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>
P1	8,784	8,760	8,760	8,760
P2	8,784	8,760	8,760	8,760
P3	8,784	8,760	8,760	8,760
P4	26.936	27,357	26,420	26,555
P5 (medium wave/long wave)	698	767	963	1,410
<b>Radio (analogue) total</b>	<b>53,966</b>	<b>54,404</b>	<b>53,653</b>	<b>54,245</b>
<b>Radio (digital) total</b>	<b>212,363</b>	<b>202,147</b>	<b>208,199</b>	<b>161,539</b>

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