

FACTS on DR

Danish Broadcasting Corporation

DR TV since 1951 - DR RADIO since 1925



During 2006-2007 DR has moved into the new multimedia house DR Byen in Copenhagen, including a new DR Concert Hall which will be opened in 2009.

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DANES USE DR AROUND THE CLOCK

For the Danes DR is a natural part of life. During a week, 78% of the population watches DR TV and 80% listens to DR Radio. This means that on a weekly basis 9 out of 10 Danes take advantage of DR's many offers of news, information and entertainment. On average DR offers 30 hours of television and 703 hours of radio (analogue and digital) during a 24-hour period (2007). Access to DR's programmes on the two TV channels, four radio stations and 15 radio channels on DAB and nearly 30 channels on the Internet costs Danish households *DKK 5.98 per day (2008), incl. TV 2 regional stations and local radio/TV. DR's share of the licence fee is DKK 4,18 per day.

DR is the country's only purely licence-financed radio/TV station. The full licence financing means that DR programming is independent of advertising. DR has a public service obligation requiring DR Radio and DR TV to present a wide choice of programmes for all age and social groups. The public service obligation also means that DR must provide objective and professional news coverage. DR is the country's largest electronic news provider on radio, television and the Internet, and news and current affairs are a cornerstone for DR as a public service station.

Another main obligation of DR is to reflect Danish culture, and DR is the country's largest provider of Danish music and drama. DR has a symphony orchestra, a concert orchestra, a jazz big band, an youth orchestra as well as six choirs, including a classical radio choir and a girls' choir. DR is also a producer of new drama for both television and radio, and DR contributes financially and co-produces new Danish films.

(* 100 DKK = 13,4 Euro, medio 2008)

DR IN BRIEF

DR (Danish 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 FM 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). DR also offers 15 radio channels on DAB (Digital Audio Broadcasting) and nearly 30 channels on the Internet (2008).

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).

New Media/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, Deadline and Tekst-TV (tele-text). As the largest Danish Internet news provider, DR has 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) with 24-hour news.

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

THE ACT ON BROADCASTING

- 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 and DR Radio, 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 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 (commercial) shall include news programmes from the whole country.

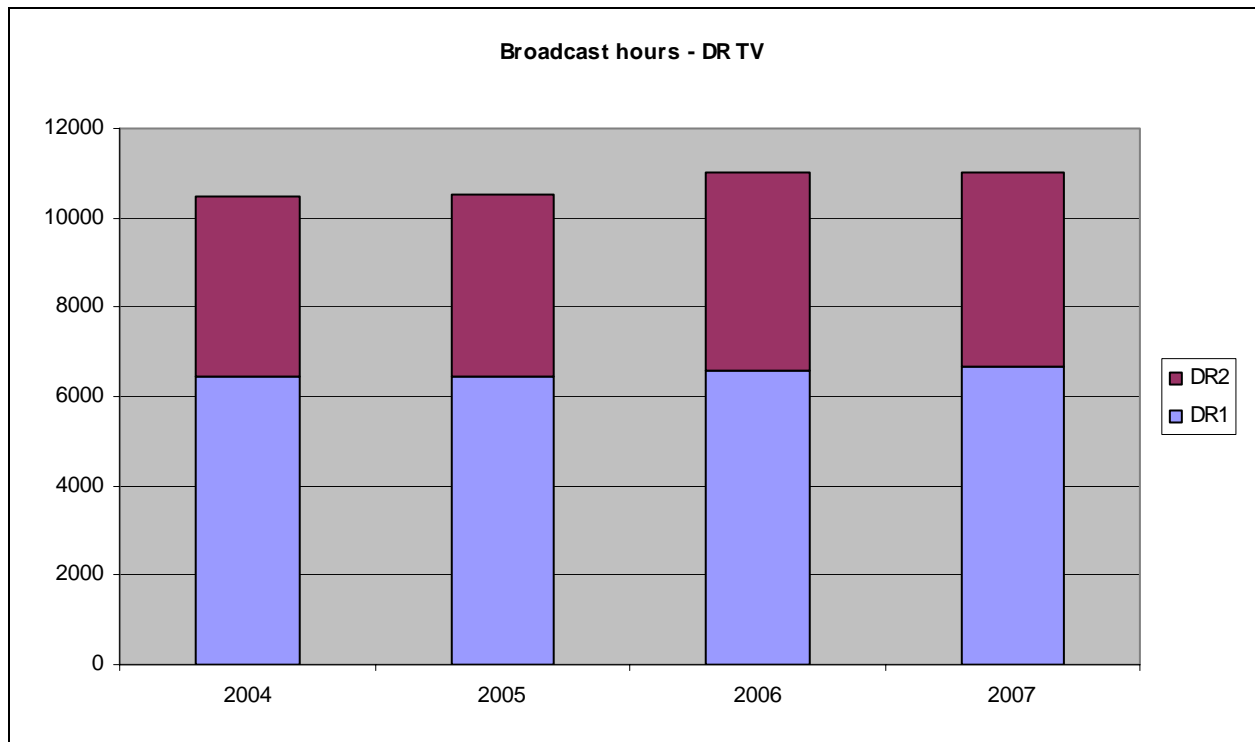
- The public services of DR shall be financed through DR's share of the licence fees and via income from other services. The public services of TV 2 Denmark shall be financed via income from advertising and via other income. The public services of the regional TV 2 stations shall be financed through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

BROADCAST HOURS

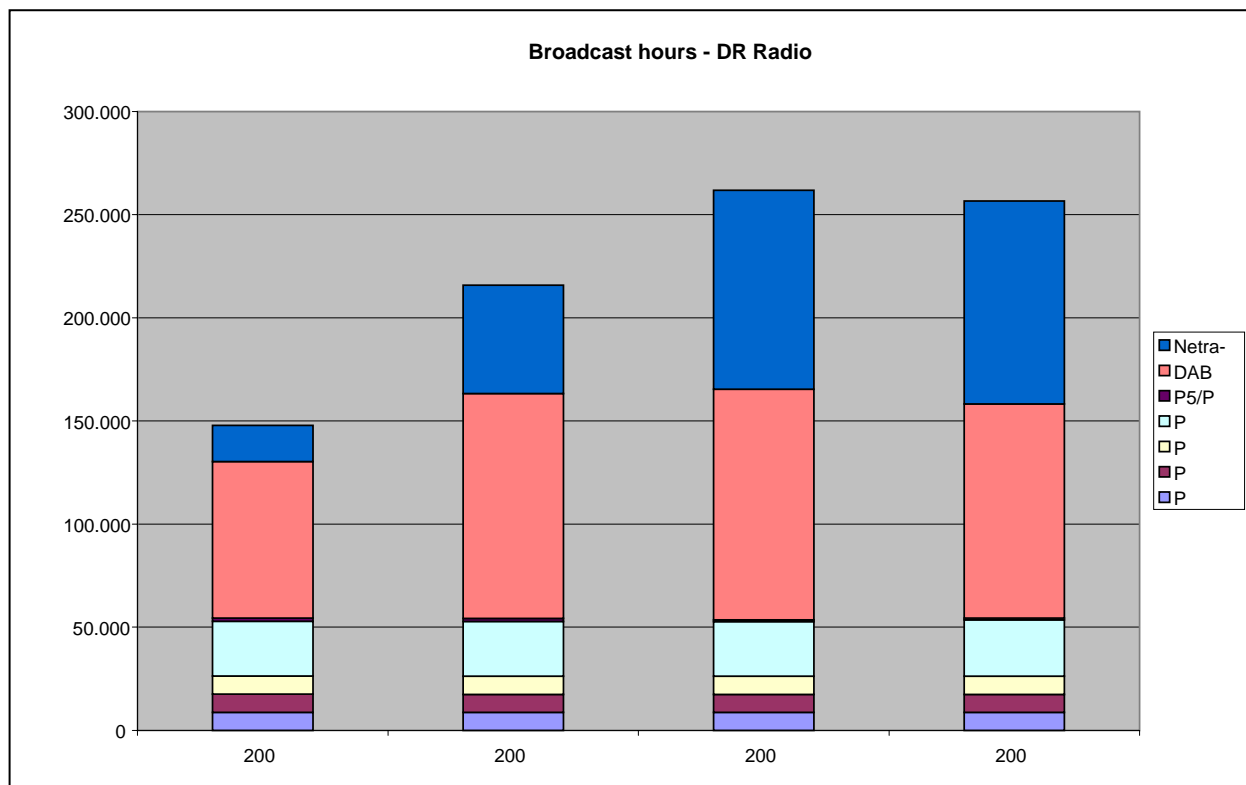
DR broadcast so much:

In 2007, DR broadcast on average 30 hours of television and 703 hours of radio (analogue and digital) over a 24-hour period.

DR TV broadcast a total of 6,693 hours on DR1 and 4,334 hours on DR2 (2007). That is an increase of 129% in total hours compared with 1996.



DR Radio has a total of 54,404 broadcast hours (2007): 8,760 hours on P1, P2 and P3, 27,357 hours on P4 (11 regional stations) and 767 hours on P5/P6. Furthermore, DR broadcast 202,147 hours digital radio (2007).



Both informative and entertaining

As a public service station, DR has obligations towards the entire population to provide versatile and varied programming. DR lives up to this obligation - to be both informative and entertaining - as can be seen from the table below showing the distribution of the premiere programmes in DR TV in 2007.

Programmes with the objective of providing news, current affairs and information constitute 59% of all DR TV programmes and 62% of DR Radio programmes.

| PREMIERE PROGRAMMES - 2007 (Hours) | DR TV |
|--|--------------|
| News | 745 |
| Current Affairs, Debates, Culture, Education etc. | 2,011 |
| Informative, total | 2,756 |
| Drama/Fiction | 1,280 |
| Music, Entertainment etc. | 340 |
| Sport | 257 |
| Total | 4,633 |

CONSUMPTION AND MARKET SHARES

A Dane, from the age of 3, on average spends 17 hours and 17 minutes per week watching television (2007). 31% of this time is spent with DR TV (36,6% from 5 p.m. to 12 p.m.). In addition the average Dane spends 13 hours and 57 minutes per week listening to DR Radio, corresponding to a 69% share of total radio listening in Denmark (2007).

| DANISH MARKET SHARES - 2007 | | | |
|--------------------------------|-----|----------------|-----|
| TV | % | Radio | % |
| DR TV (DR1 and DR2) | 31 | DR Radio | 69 |
| TV 2 (all channels) | 41 | Radio 100FM | 7 |
| TV3 (MTG) | 9 | SBS Radio | 4 |
| SBS | 5 | Other stations | 20 |
| Other stations | 13 | | |
| Total | 100 | Total | 100 |

Surveys from 2007 show that on average DR TV reach approximately 78% and DR Radio 80% of the population in a week.

Of the time spent watching DR, viewers on average tune in to DR1 85,3% of the time and to DR2 14,7% of the time. This reflects the fact that DR1 is the broad channel and DR2 has specialised niche programming aimed at a narrower target group of viewers.

Listening time on DR Radio is distributed over the stations with 9% on P1, 3% on P2, 29% on P3, 54% on P4 and 5% on other DR stations. P1 and P2 are aimed at a specific audience whilst P3 (young people) and P4 (regional programmes) are broad channels.

Better news coverage

In 1999 DR merged all DR's news areas with a view to creating an even stronger and more efficient news coverage around the clock.

In 2007 DR had a total of 5,161 hours of news broadcasting. On a single day 2.4 million listen to morning news on DR Radio and 1.2 million watch the news on DR TV.

Many users of www.dr.dk and Tele-Text

A growing number of Danes at home and abroad are turning to DR's radio and television news on DR News Online. DR is extremely well represented on the Internet - www.dr.dk - with news, radio and television programmes, supplementary radio/TV articles and services. In 2007 approx. 900.000 user-visits every week to dr.dk were registered. Other measurements have shown that approx. 1.3 million users visit DR Tele-Text on a weekly basis.

THE LICENCE

Financing

The Danish TV/radio licence fee is set by Parliament for a four-year period. The main part (87 % in 2007) goes to DR since TV 2 is primarily financed by advertising.

| LICENCE FEES PER HOUSEHOLD | | | | |
|---|-------|-------|-------|-------|
| DKK* | 2007 | 2008 | 2009 | 2010 |
| Media Licence (TV, radio & new media) | 2,150 | 2,190 | 2,220 | 2,260 |
| Radio | 320 | 320 | 320 | 320 |

Radio and television at DKK 5.98 per day

To receive DR TV, DR Radio, TV 2 regions and local TV/radio a household must pay DKK 5.98 per day (media licence fee 2008). VAT is DKK 1.20 of this amount. DR's share of the licence fee is DKK 4.18 per day, excl. VAT.

The total number of household licences is 2,371,847 (Jan. 1, 2008). This means that 93% of all Danish households pay licence fees. In addition, firms and institutions pay approx. 106,000 commercial licences for TV and radio. The commercial licence is DKK 770 per year (2008).

(*100 DKK = 13,4 Euro, medio 2008)

FINANCE AND EMPLOYEES

Accounting

Income: DR has an annual income of DKK 3.7 billion* (2007). The majority of this money comes from licence fees. Only 8% comes from the sale of programmes and other products, from co-productions, sponsorships etc.

Expenditure: DR's total expenditure is DKK 3.3 billion* (2007). The majority of this money is used for programmes on DR TV, DR Radio and DR New Media, inclusive choirs and orchestras.

(* 100 DKK = 13,4 Euro, medio 2008)

Employees

In 2007 DR had 3,184 employees (full-time employment, including trainees and employees in retirement schemes). Of these 2,261 had permanent positions.

The 3,184 employees were distributed as shown below:

| STAFF DISTRIBUTION - 2007 | |
|---------------------------------------|--------------|
| Director General | 464 |
| Media Director | 250 |
| Director of Programmes/ Production | 2.333 |
| Director of Finance | 98 |
| Others | 39 |
| Total | 3,184 |

DR MANAGEMENT

The Danish Broadcasting Corporation is headed by a Board of 11 members elected for a four-year period. Three members, incl. the chairman is selected by the minister of cultural affairs, six by Parliament and two by the employees of DR. The Board has the overall responsibility for the financial management of DR and for ensuring the regulations of the Act on Broadcasting are respected. The Board also establishes the guidelines for DR's activities and appoints the members of the Executive Board.

The Executive Board undertakes daily operations. Members are a director general for the whole of DR, a media director (television, radio and new media), a director of production/programmes and a director of finance. Directors of four DR departments - Legal and Public Affairs, Communication, Technology & Services and Human Resources - are also attached to the Executive Board.

Executive Board

Director General: **Kenneth Plummer**
Media Director (TV, Radio, New Media): **Lars Grarup**
Director of Programmes/Production: **Mette Bock**
Director of Finance: **David Hellemann**

Attached to the Executive Board:

Legal and Public Affairs: **Maria Rørbye Rønn**
Communication: **Henriette Rald**
Technology & Services: **Peter Andersen**
Human Resources: **Jette Husum**

DR TV INTERNATIONAL SALES

DR International Sales distributes television programmes produced in-house, by the Danish Broadcasting Corporation as well as programmes produced by independent companies.

Here you can find the programme or footage that you need. The catalogue includes programmes in all genres: documentaries, drama series, short films, and of course programmes for children.

The sales team is:

Helene Aurø, Head of Sales

(maternity leave until Jan. 2009)

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Charlotte Gry Madsen, Team Leader

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Documentaries:

'Prisoners of the Past' (58 min. & 4 x 28 min.) Fascinated by the final remnants of the past, governments and tourists alike praise indigenous culture and traditions. But behind the decorated facades a completely different reality is played out. On our trip around the world we paint a picture of indigenous people who, because of colonial guilt and political correctness, have become prisoners of the past.

'The Surrogate Scam' (58 min.) Childless couples make up a lucrative and sometimes illegal market. Surrogacy is banned in most European countries. Even so, a growing number of childless couples cross borders and pay women from Third World countries to carry and deliver a child. The baby is taken away from the surrogate mother a few hours after being born. This investigative documentary digs into an industry of hope, despair - and cynical middlemen.

Drama series:

'The Summers' (20 x 1 hour) is a drama series about a family and its generations – a series that focuses on what happens when the previous balance of power in the family all of sudden shifts. It is a story of parents and children, joy and happiness and unity and division within and across generations. It is a story of people who throughout their work day try to see through others' symptoms – without facing their own weaknesses and imbalances. Because in the Summer family all of the grown up family members are doctors, married to doctors or dating doctors. This

entails that their fellow citizens affect the life of the Summer family – whether they are wealthy, unemployed, criminals, public employees, unskilled, academics, social outcasts, artists, homosexuals, business owners or non-ethnic Danes – with their greater or smaller problems.

Drama produced by DR has a great international reputation and *The Summers* is the latest in a line of production that includes several winners of the prestigious Emmy Award for best drama series: *Unit One*, *Nikolaj & Julie* and *The Eagle*.

You can find information about these and all our other programmes here:
www.drsales.dk

NEW RADIO AND TV HOUSE - DR BYEN

- During 2006-2007 DR has moved all its activities from the Copenhagen region into a new multimedia house in the northern part of Ørestad, also in Copenhagen. For the nation as a whole this will mean better programmes and more choice. For staff it means a flexible, open workplace and a lively setting for team-work and creativity.
- Construction activities will amount to approximately DKK 4.7 billion.
- Construction activities are divided into 4 segments, which are designed by four different architect teams in order to obtain maximum variation within the General Plan.
- The architect competition for Segment 1 and the General Plan were won by Vilhelm Lauritzen in 1999. Segment 2 and 3 were won by respectively Dissing + Weitling in 2002 and Gottlieb & Paludan + Nobel in 2003. The competition for Segment 4 – the concert hall - was won by french architect Jean Nouvel in March 2002.
- The house will be a 6-storey building rising above ground level. The project covers a total of 162 x 206 metres – an area corresponding to 4 football fields.
- The building has been completed in 2006-2007, when DR TV, DR Radio and DR New Media moved into the new media house, which has been given the name DR Byen. However the concert hall in DR Byen first will be completed during 2008 due to its very complicated structure.

DR ADDRESSES

DR TV, DR Radio & DR New Media

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