

Press release

4.3.2007

A record breaking year for Nordvision in 2006

In 2006 the Nordvision partnership achieved its best-ever results. An overall exchange of 2821 hours of broadcast meant that this figure has more than doubled in the last ten years. From 2005 to 2006 the number of hours broadcast grew by 83. This means that each of the Nordvision member organizations broadcast on average more than an hour and a half of scheduling every day of the year drawn from the Nordvision partnership.

The co-production area continued to grow in 2006, this time by 73 hours (5.7%) from 1290 hours broadcast in 2005 to 1363 hours broadcast in 2006. Factual programmes, Children & Youth and Drama remained the most active programme groups in terms of the number of hours broadcast. In 2006 the Drama group achieved the greatest increase in hours broadcast, from 405 hours in 2005 to 450 hours in 2006, or approximately 11%.

2006 was a splendid year also for the exchange of Nordic news stories via the NORDIF system - the number of exchanges rose again. The number of broadcast exchanged stories rose from 784 in 2005 to 864 in 2006, an increase of 10%. This is the highest consumption of news stories to date.

These results, and the considerable sharing of experience that takes place in the many thriving Nordic networks is the result of the efforts of more than 300 staff and leaders from the Nordic media organizations. Secretary General of Nordvision, Henrik Hartmann states:

“The ever growing competition in the media and the digitization of the production and distribution processes requires an increase in content output. This is where the Nordvision partnership plays a very important role for the Nordic television and media organizations. Nordvision is already a unique partnership unparalleled elsewhere in Europe. We expect the importance of the Nordic partnership to grow still further in the years to come. We also consider that the partnership will have to evolve in the future to become even more relevant, efficient, and quality-minded. This is a charge and a challenge we have faith in and look forward to.”

Further information:

Secretary General Henrik Hartmann; hrh@dr.dk, (+45) 24 24 83 05

Project Coordinator Veera Sydänmäki; vesy@dr.dk, (+45) 28 54 40 04

Nordvision is a television and media partnership involving the five Nordic public service broadcasting organizations funded by license fees.