NORWEGIAN BROADCASTING CORPORATION

Corporate strategy 2019 – 2024
NRK STRENGTHENS AND DEVELOPS THE NORwegian DEMOCRACY

NRK contributes to a better understanding of the society, each other and ourselves

NRK inspires us to be more inclusive and curious

NRK strengthens Norwegian and Sami media pluralism and diversity
NRK UNITES AND ENGAGES EVERYONE LIVING IN NORWAY

NRK provides content that people find, choose and love

NRK is close to the audience, and exists to everyone’s benefit

NRK is the best depicter of Norwegian and Sami society

NRK creates open meeting places, lasting experiences and builds new understanding
NRK IS A WORLD-CLASS PUBLISHER AND CONTENT PRODUCER

We have the best knowledge and understanding of people in Norway

We mirror the population in content and organization

We work together to learn and develop new ideas

We strengthen the interplay between content, technology and product development

We increase the share of resources for publishing and content production
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