

# Making a greater impact with an earlier release time

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# Statistics Norway changes release times to 8 am

Published: 23 August 2016

Statistics Norway will change its release times for all statistics from 10 am to 8 am. This is an adjustment of an earlier announced new release time of 7 am. The change will be implemented on September 23.



## CONTACT

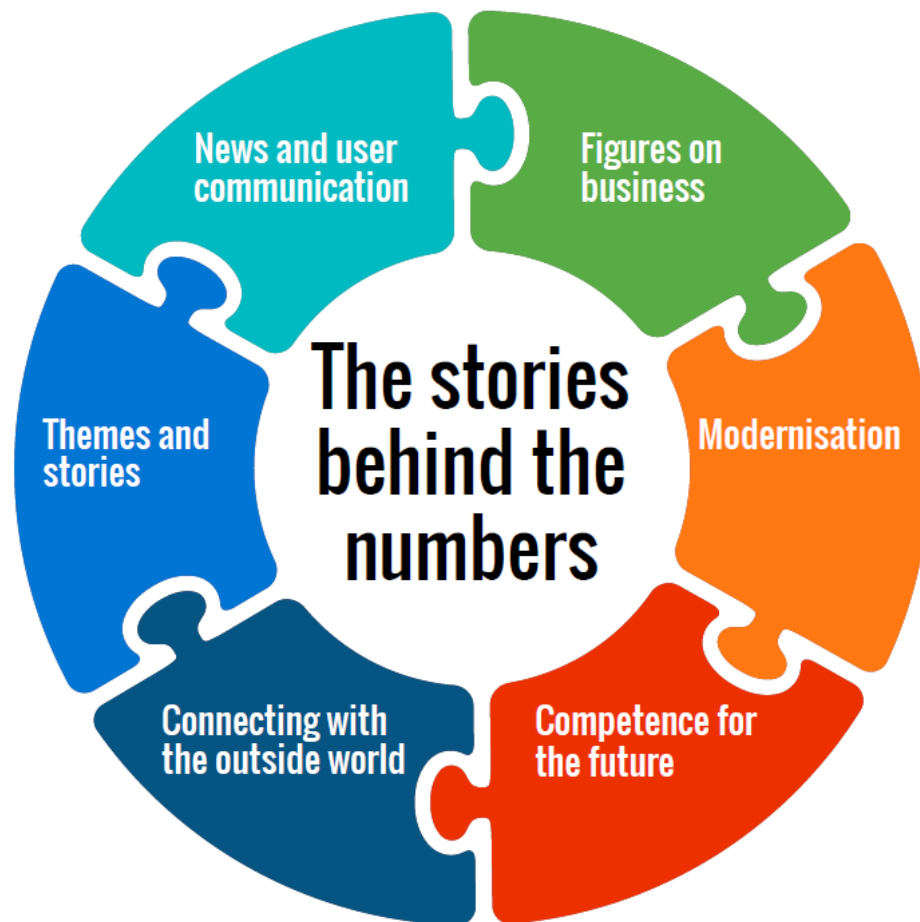


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After a new release time of 7 am was announced on our web page at the end of July, Statistics Norway has been contacted by several people in the finance industry. They have pointed out that such an early release time might lead to increased volatility in the buying and selling of the Norwegian krone at a time of day when the markets are thin. By adjusting the new release time from 7 to 8 am we believe we have found a good balance between the needs of Statistics Norway and the finance industry.

# Background

- Strategy 2017-2020
- More in tune with media working hours





# Preparations

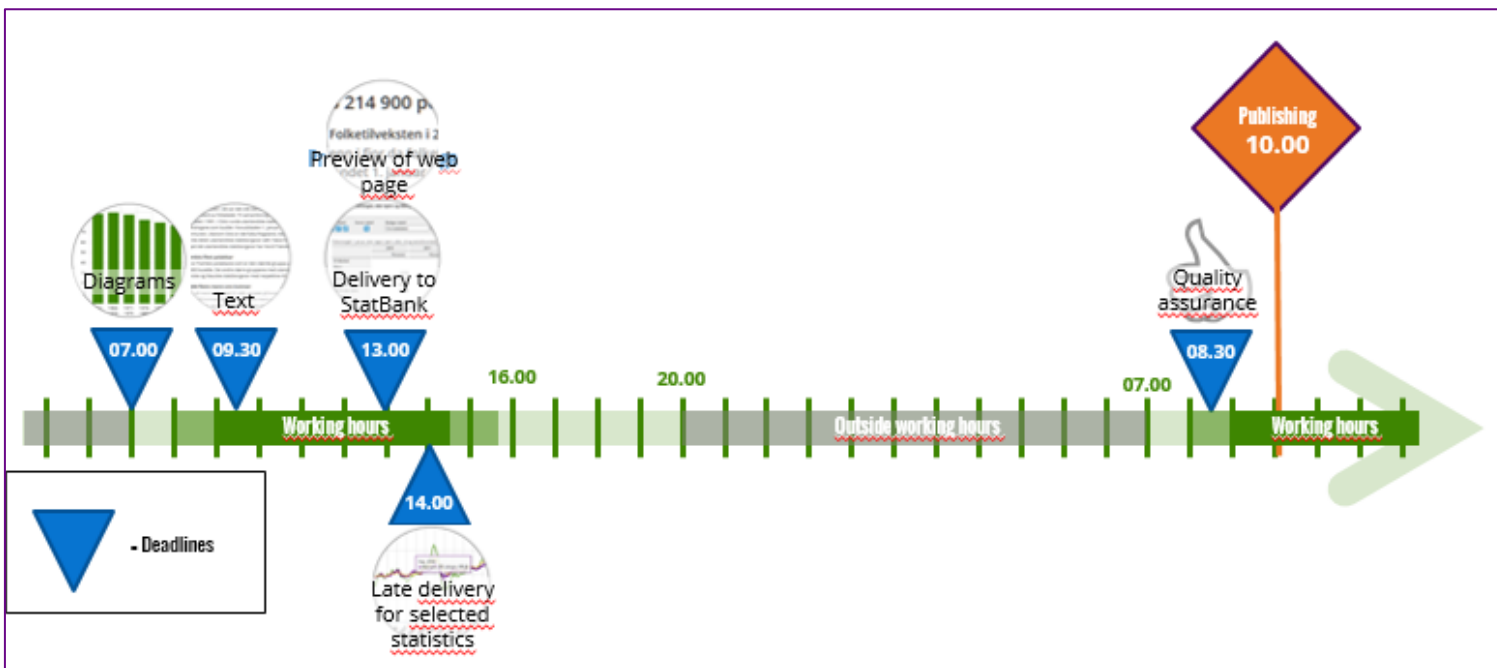
# Technical requirements

- Changes to the statistical database and the CMS
- Minor needs for technical development

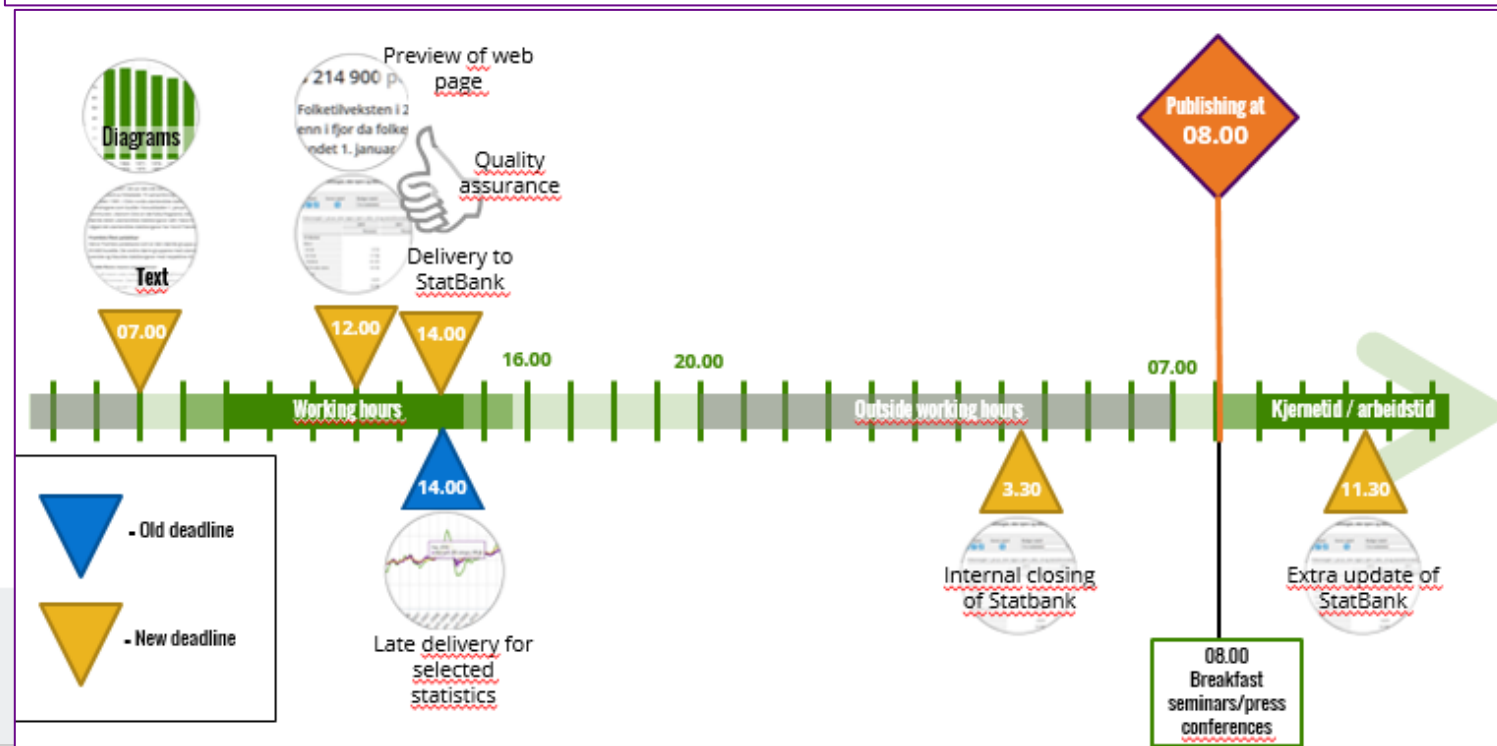
Date	Title	Type	Topic
31 May 2017	<a href="#">Electricity prices, Q1 2017</a>	Release	Energy and manufacturing Prices and price indices
31 May 2017	<a href="#">The credit indicator C2, April 2017</a>	Release	Banking and financial markets
31 May 2017	<a href="#">The credit indicator C3, March 2017</a>	Release	Banking and financial markets
31 May 2017	<a href="#">Export of salmon, week 21 2017</a>	Release	External economy Agriculture, forestry, hunting and fishing
31 May 2017	<a href="#">Monetary aggregates, April 2017</a>	Release	Banking and financial markets
1 June 2017	<a href="#">Interest rates in banks and mortgage companies, April 2017</a>	Release	Banking and financial markets

# Internal processes

- The original plan was a 7 AM release time
  - Press officer on duty from 7 AM
  - Statisticians and web publishers on duty from 8 AM
- Less time for quality assurance shortly before the release
- Small changes of internal deadlines



Old workflow



New workflow

# External communication

- June – September 2016: information published on [ssb.no](http://ssb.no)
- Talks with selected journalists and newsdesks
- Mostly positive responses



# SSB made international headlines



Oslo, Norway

12:25 PM

## NORWAY'S TRADERS CHALLENGE 7AM DATA RELEASE

Torstein Bye | Director, Statistics Norway

LIVE

CNN

Nikkei ▲ 149.13



Statistisk sentralbyrå  
Statistics Norway

# Since September 23 2016

- All statistics and analysis are released at 8 AM with a few exceptions
- No previews and embargo

# Internal effects

- The statistical units hand over their material on time
- Tighter and better procedures for publishing and quality assurance
- Everything is completed the day before. Everyone can start afresh with new tasks and assignments

# Making a greater impact

- 20 % media coverage increase
- More breakfast seminars with our statisticians
- “Selling” in experts to comment
- The releases become part of the news coverage from early morning

# Making a greater impact

The releases become part of the news coverage from early morning

## More people go to the cinema and theatre, fewer to libraries

PUBLISHED:  
30 May 2017

There has been a certain change in the amount of people using cultural offerings between 2012 and 2016. Visits to cinemas have increased most and cinemas are the offering used by most people. The percentage of the population going to theatres and museums has also increased. Public libraries and art exhibitions have seen a falling attendance. Women and persons with a high level of education and income are the most avid users of culture.

FULL SET OF FIGURES

The Cultural barometer for 2016 shows that 72 per cent of the population in the age group 9-79 years have been to a cinema during the last 12 months. In 2012, the

## Nå går vi mer på kino og teater

Interessen for de ulike kulturtilbudene har endret seg lite fra 2012 til 2016, viser Norsk kulturbarometer for 2016. Størst oppgang er det i kinobesøk og folk som går og ser på teater, musikal eller revy.



Etter at det ble målt en markant nedgang i teaterbesøk i forrige kulturbarometer, har den negative trenden nå snudd.  
FOTO: SVEN NACKSTRAND / AFP

  
**Pedja Kalajdzic**  
Journalist

  
**Knut Erik Solhaug**  
Journalist

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Kulturbarometeret fra SSB har målt kulturtilbudenes tilgjengelighet, forekallings mållinje by en hund, bruken av de forekallings

# Thank you!



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