

## In an exclusive collaboration with Apple Music, Radio City Becomes the First Indian Radio Network to Offer Curated Playlists on Apple Music

**Mumbai, September 6, 2017:** Radio City 91.1FM, India's leading radio network, has pushed the envelope once again by becoming the first radio network from India to offer thematic playlists to Apple Music users. The exclusive tie-up will allow music lovers across the country to enjoy a world-class music experience through dynamic playlists curated by the FM authority in India.

Radio City will curate playlists that reflect six distinct themes, giving music fans an opportunity to enjoy music that resonates with their personal tastes.

The playlists will be inspired by Radio City's popular shows – 'Love Guru', 'Radio City Top 25', 'Suno Na Dilli' and 'Kasa Kaay Mumbai'; two other thematic playlists include 'Flashback Cassette' and 'Chillout Zone'. Featuring songs from the 80s, 90s, 2000s to the recent hits, the playlists will span across different genres, from olden melodies to the grooviest of all tracks. At the same time, all playlists will be dynamic and will be updated basis current trends and consumer preferences.

The playlists will be a rare fusion of Radio City's well-researched and mood-mapped music, which will help analyze the genres and styles of music preferred across different geographies. Users can find Radio City playlists by clicking on Radio City "Curators" in the "Playlists" section on the Browse tab on Apple Music, or go to <http://apple.co/radiocityplaylist>.

**Abraham Thomas, CEO, Radio City 91.1 FM** said, "We are known for our well-researched and mood-mapped music. Curating playlists on Apple's platform will help us utilize these strengths to offer our listeners content that enhances their music experience. Furthermore, the availability of our playlists on Apple Music will make it easier for our listeners to enjoy quality music on a device of their choosing, at a time and place of their convenience."

**Rachna Kanwar, COO, Digital, Jagran New Media** said, "Radio City's tie-up with Apple Music will add tremendously to our mobile-first approach. Our highly curated playlists will be the first of its kind by any Indian radio network on Apple Music. Digital audiences will be able to discover, first hand and on a highly engaging platform like Apple Music the results of our complex research analytics. Radio City's analytics engine blends years of consumer preferences, helping us deliver the most enjoyable and relevant music experience to have ever been offered by an Indian radio network."

To learn more about Apple Music and to enjoy a three-month free trial, click here: [www.apple.com/music](http://www.apple.com/music)

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### **About Radio City 91.1FM:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 15 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 52.5 million listeners in 23 cities covered by AZ Research (*Source: AZ Research Report*).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavor on-air. The network provides terrestrial programming along with 43 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).