



Radio City Continues to Influence the Nation with Highest Listenership of 6.7 Crore Indians as per the Latest AZ Research Findings

Radio City Rules the Roost Attaining the Highest Listenership of 6.7 Crores Across the Country as per the Latest AZ Research Findings

Data across 34 Cities establishes Radio City as the Undisputed Leader amongst Radio Networks In the Country

Mumbai, 9th August 2018: Radio City, India's leading radio network has once again emerged as the number 1 FM broadcaster as per the recent AZ Research Baseline Study 2018. With listenership amassing a whopping **6.7 crores across 34 markets**, Radio City has consolidated its PAN India leadership position and reiterated its popularity amongst radio fans in the country. The report summarizes city wise as well as zone wise listenership data and shows trends in each part of the country.

Radio City achieved the highest listenership of 86 lakhs in Mumbai and topped the charts in Pune (40 lakh), Nagpur (20 lakh), Nagar (7 lakh), Baroda (11 lakh), Surat (35 lakh) and Jaipur (19 lakh), thereby achieving the highest listenership of 2.9 crores in the West zone. Similarly, the South Zone and North Zone also witnessed Radio City dominating the markets with top listenership of 1.8 crores and 1.9 crores respectively. Some of the noteworthy highlights of this performance include Radio City attaining the highest listenership of 59 lakhs and 103 lakhs in Bangalore and Delhi respectively.

Radio City's continued dominance in listenership is a direct reflection of the successful philosophy of 'Rag Rag Mein Daude City' that aims to invoke the feeling of city passion amongst the citizens. It also galvanizes a stronger emotional connect through a 'micro local' content approach that depicts the city's fabric, culture and nuances.

Mr. Kartik Kalla, Chief Creative Officer, Radio City, said, *"Radio is undoubtedly considered as the most accessed, trusted and credible medium in both metro and non-metros. Radio City's unique approach of providing listeners with innovative localized content and integration across digital, on air and on-ground avenues has seen a surge in popularity of the network across cities. AZ research findings of Radio City, reaching across 6.7 crore Indians, is a testament of the loyalty that our listeners across the nation have bestowed upon us. This is extremely encouraging for the Radio City team to continue its commitment towards providing our listeners with the best radio experience in the industry."*

Please find the presentation -

http://www.azresearch.in/articles/AZ_Baseline_Listenership_2018.pdf

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 17 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 67 million listeners in 34 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 Baber 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 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 flavour on-air. The network provides terrestrial programming along with 52 other web-stations, through its digital interface, 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