

## Radio City Introduces the Next Generation of FM Entertainment - Video City, India's First Video FM

**Adds a Visual Dimension to Enhance the FM Experience by Amalgamating the Power of Radio with Technology**

**Mumbai, 17<sup>th</sup> November 2017:** Radio City 91.1FM, India's leading radio network, today announced beta launch of India's first video FM, [Video City](#) - a platform that allows listeners to consume FM in a video format. In yet another pioneering move, Radio City added another dimension to radio with the launch of Video City. The latest innovation aims to transform radio from being a listener-only medium to an experiential digital multimedia platform by giving a sneak peek into the fun and masti inside the radio studio.

Video City allows listeners to watch Radio City 91.1FM content and catch LIVE action from the studio on-the-go and on a device of their choice. Video City will offer a customized programming bouquet consisting of celebrity interviews, viral videos, live studio action, Babbar Sher, traffic updates, curated playlists and much more, that can be consumed anytime, anywhere. Playlists available on the platform will be mood-mapped to ensure that the curated songs are relevant and in sync with the viewer preferences.

Commenting on the launch of Video City, **Abraham Thomas, CEO, Radio City** said, "Keeping in mind the changing consumer preferences of consuming surround programming, Radio City's Video City will offer the viewers a compelling and visually appealing FM experience like never before along with a sneak peek of RJ's , celebrity visits , Bollywood gossips and trivia. Video City reinforces our commitment to be at the forefront of innovation in the radio industry. We believe that this will help us seamlessly integrate radio into the digital era. Starting with Mumbai, we plan to take this initiative to other cities as well."

**At the launch of Video City, Aamir Khan said, "I congratulate Radio City for this amazing initiative and hope that Radio City continues to turn the wheel of innovation in the coming years as well – VideoCity Dekhle"**

Video City can be accessed by fans and enthusiasts across the globe. Listeners and viewers can enjoy non-stop FM entertainment in a video format by visiting <http://www.radiocity.in/videocity/>

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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 16 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 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 Daudet 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 47 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)