

VOLUME 1 ISSUE 3

CENTRE FOR MEDIA STUDIES - ASCO (A CENTRE OF EXCELLENCE INITIATIVE)



**AMITY**  
**UNIVERSITY**  
—LUCKNOW CAMPUS—

# THE REPERTOIRE

A Quarterly Data Based Info Graphical Analysis of Identified Issue In The Field  
of Mass Communication

# REPORT OUTLINE



## POINTS FOR DISCUSSION

About the Report  
Introduction  
Facts and Figures

# ABOUT THE REPORTOIRE

## BASIC INFORMATION

The Reportoire is a quarterly data based graphical analysis of identified issue in the field of Mass Communication which will allow the reader to understand, analyse and interpret latest fact/development from different authenticated source compiled together.

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## INTRODUCTION

Radio, an only audio mass medium, is the oldest and most reached medium in India. When literacy rates were low and Television sets were not in scene radio through AIR was a major source of information, entertainment and education for millions of Indians. Radio broadcasting in India began as a private venture in 1923 and 1924, when three radio clubs were established in Bombay, Calcutta and Madras (now Chennai). The Radio Club broadcast the first radio programme in India in June 1923.

Despite on one hand there is digital boom with OTT platforms like Netflix, Amazon Prime, Hotstar etc are on rise and on the other Television has grown massively, Radio which is an audio medium has still survived and not been finished as many critics like Mark Twain prophesied.

# EVOLUTION OF RADIO

**1909**

**Radio broadcasting began in US**

**1916**

**1st radio bulletin broadcasted.**

**1919**

**USA-a corporation had been established**

**1920**

**Regular broadcasting began in US**

**1922**

**1st radio centre (radio broadcasting station)  
started at East Pittsburg**

**1922**

**Broadcasting company (British Broadcasting  
Company) started in Britain**

# EVOLUTION OF RADIO IN INDIA

**1927**

**Bombay Radio station of  
Indian Broadcasting Company started**

**1927**

**1st radio programme journal was started  
named "Radio Times"**

**1930**

**Indian Broadcasting Service formed (IBS)**

**1931**

**IBS closed due to 1929 depression**

**1932**

**BBC started an empire service**

**1935**

**Akashwani started in Mysore**

# EVOLUTION OF RADIO IN INDIA

**1936**

**Broadcasting service started from Delhi centre**

**1936**

**Indian station broadcasting service named AIR**

**1938**

**Madras radio station started**

**1939**

**Rely service started**

**1939**

**News bulletin was started in Hindi, Bangla,  
Gujrati, Tamil, Telgu, Marathi and Pashto**

**1941**

**Information & Broadcast Department established**

# EVOLUTION OF RADIO IN INDIA

**1945**

**Samachar darshan started**

**1950**

**Radio syllon hindi service started**

**1953**

**Regional news bulletin was started from  
Lucknow and Nagpur in Hindi and Marathi**

**1955**

**1st national radio sangeet sammelan was aired**

**1957**

**AIR named Akashwani**

**1957**

**Vividh bharti was introduced**



# EVOLUTION OF RADIO IN INDIA

**1993**

**FM Rainbow channel of AIR launched**

**1995**

**Supreme Court in declared  
air waves will be public property**

**2001**

**FM Gold was launched in four metros**

**2005**

**Radio City-First Private FM Radio Station  
started in Bangalore**

**2020**

**367 Private FM radio station in India**

# Fun Facts



Radio covers 99.19% of the country's population, more than any other medium.



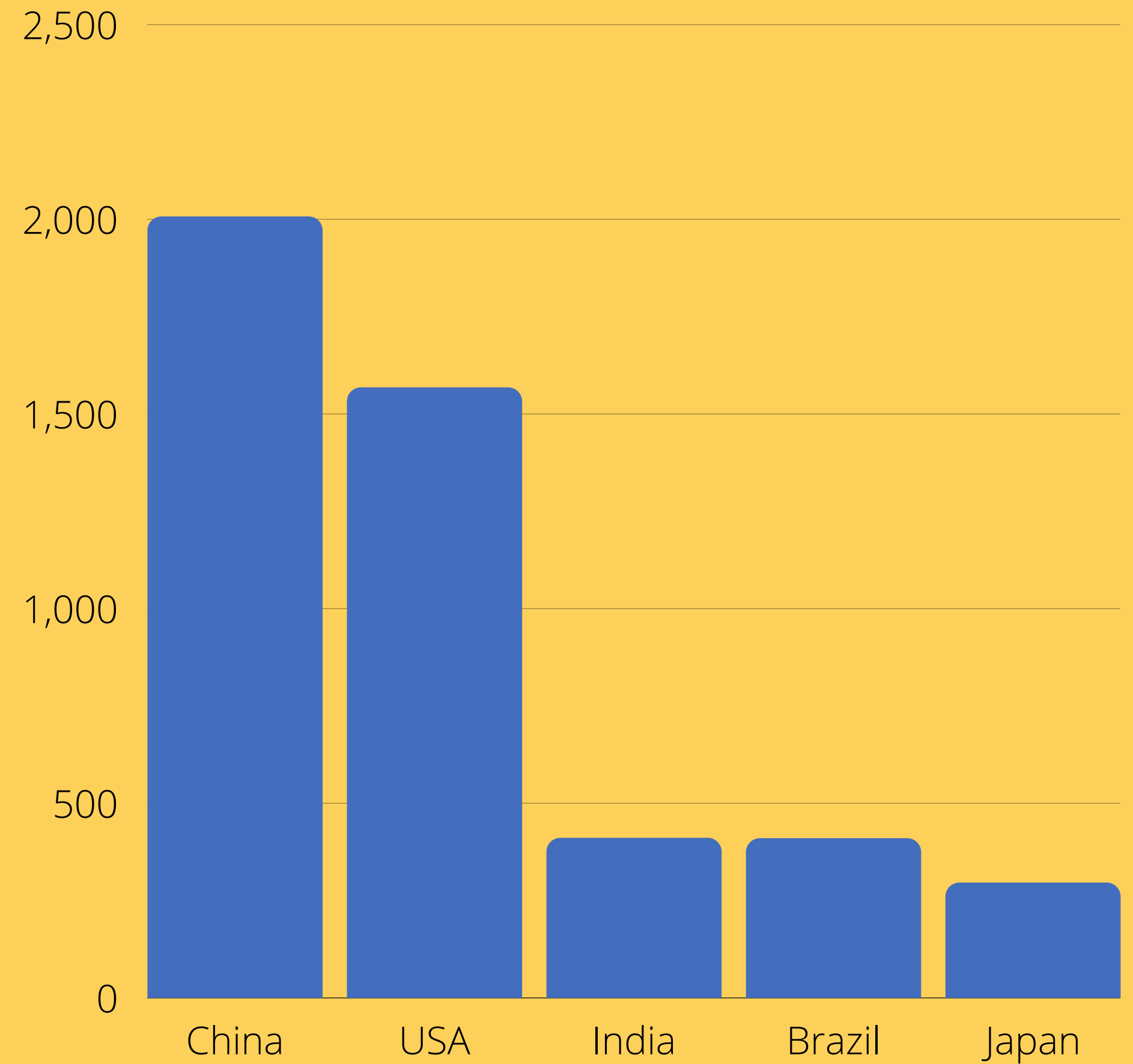
India has 1,100 operational radio stations which are operating in 104 cities



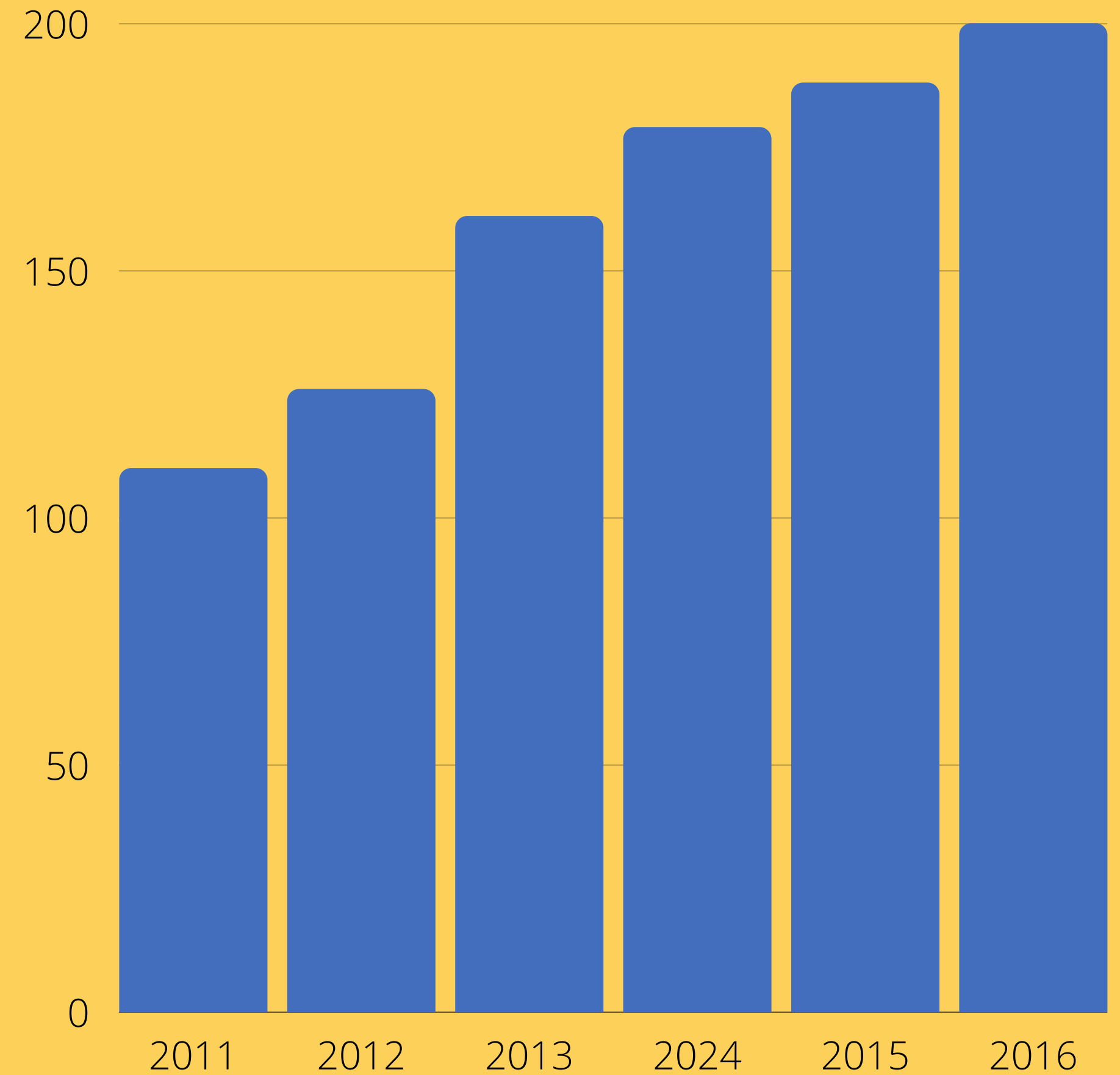
All India Radio originates programming in 23 languages and 179 dialects

# GLOBAL REVENUE COMPARISON FROM RADIO

All feagures in Crore

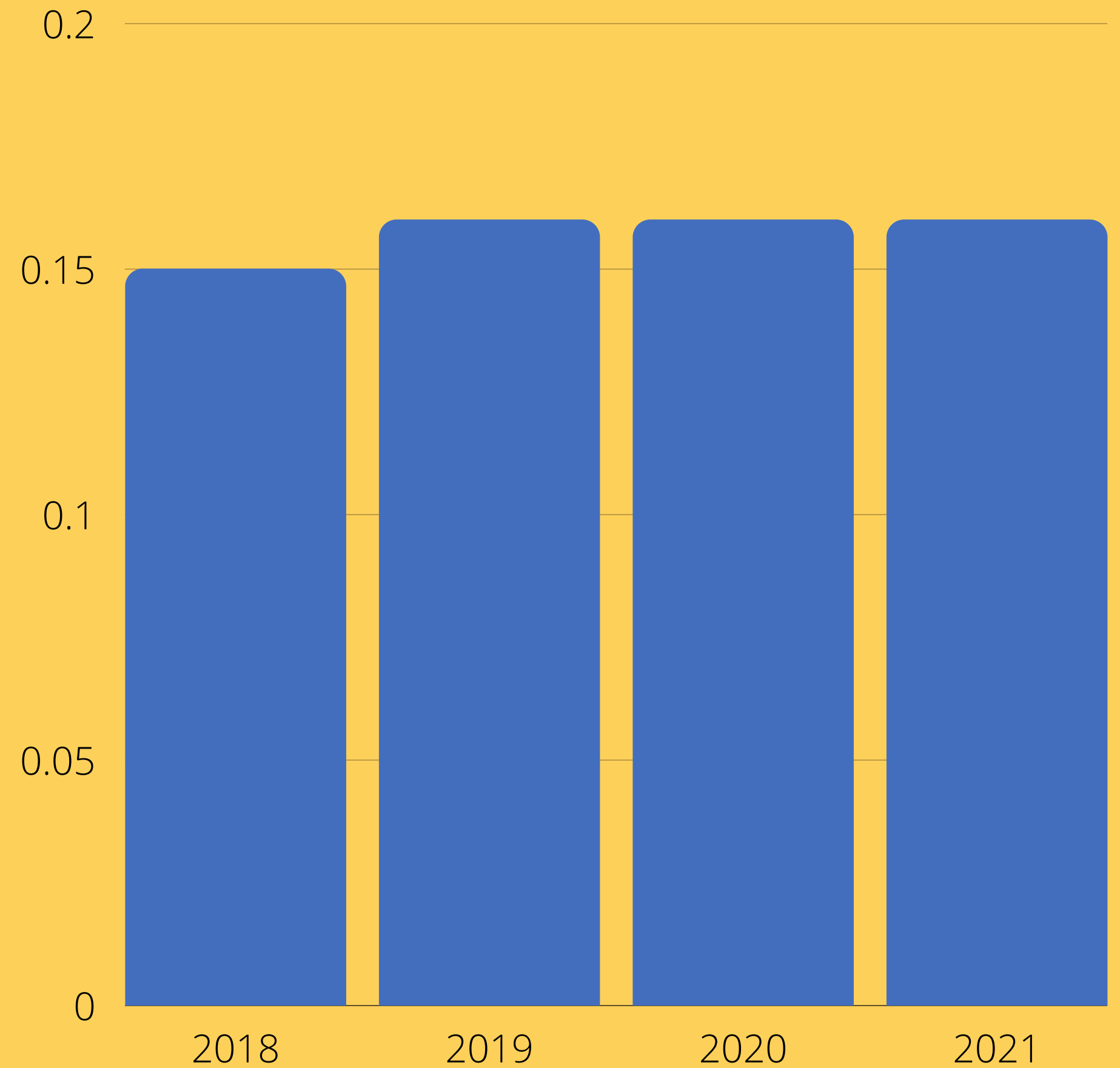


# NUMBER OF COMMUNITY RADIO STATIONS IN INDIA



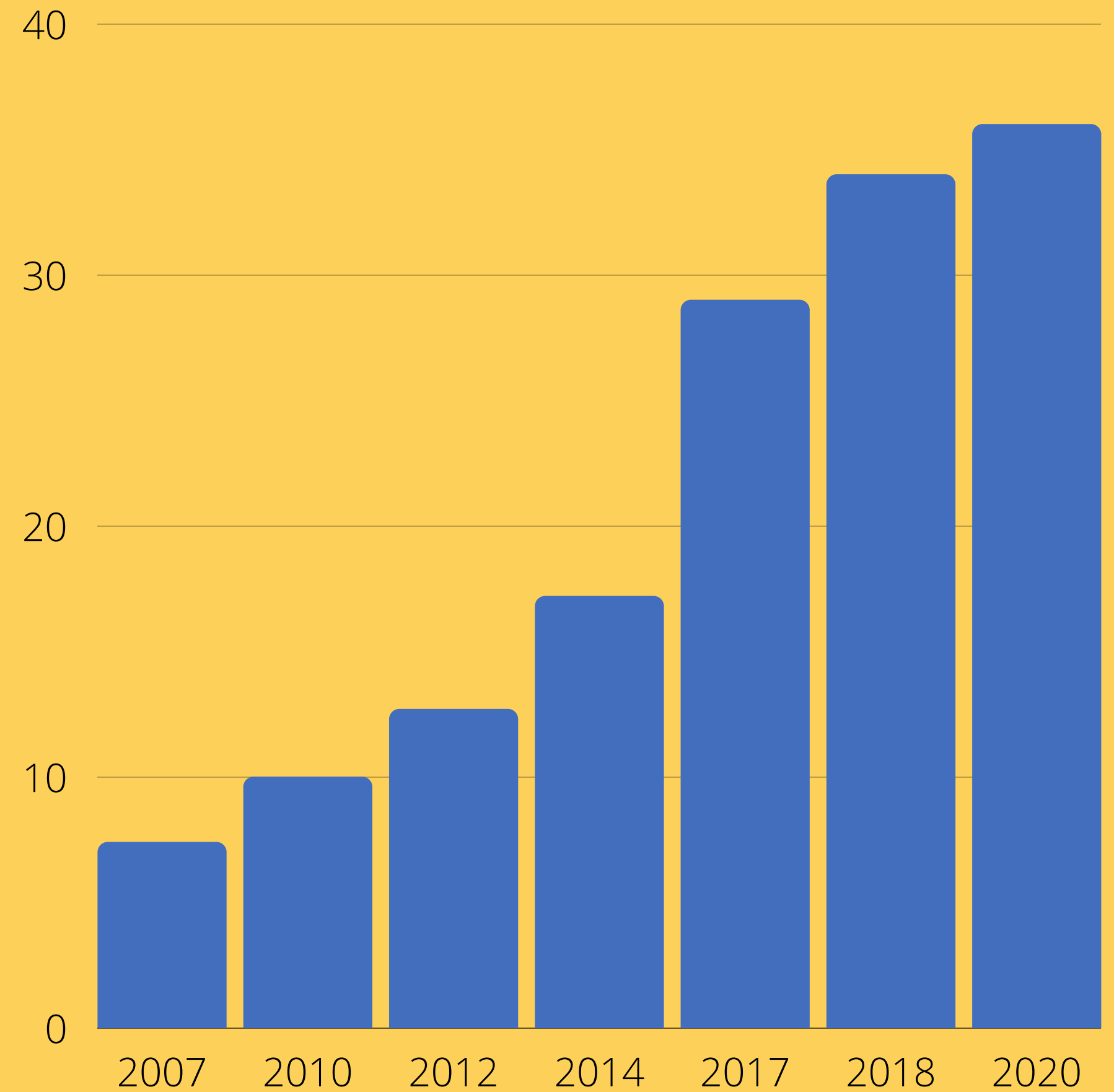
# AVERAGE DAILY RADIO CONSUMPTION IN INDIA

All Figures in Hours



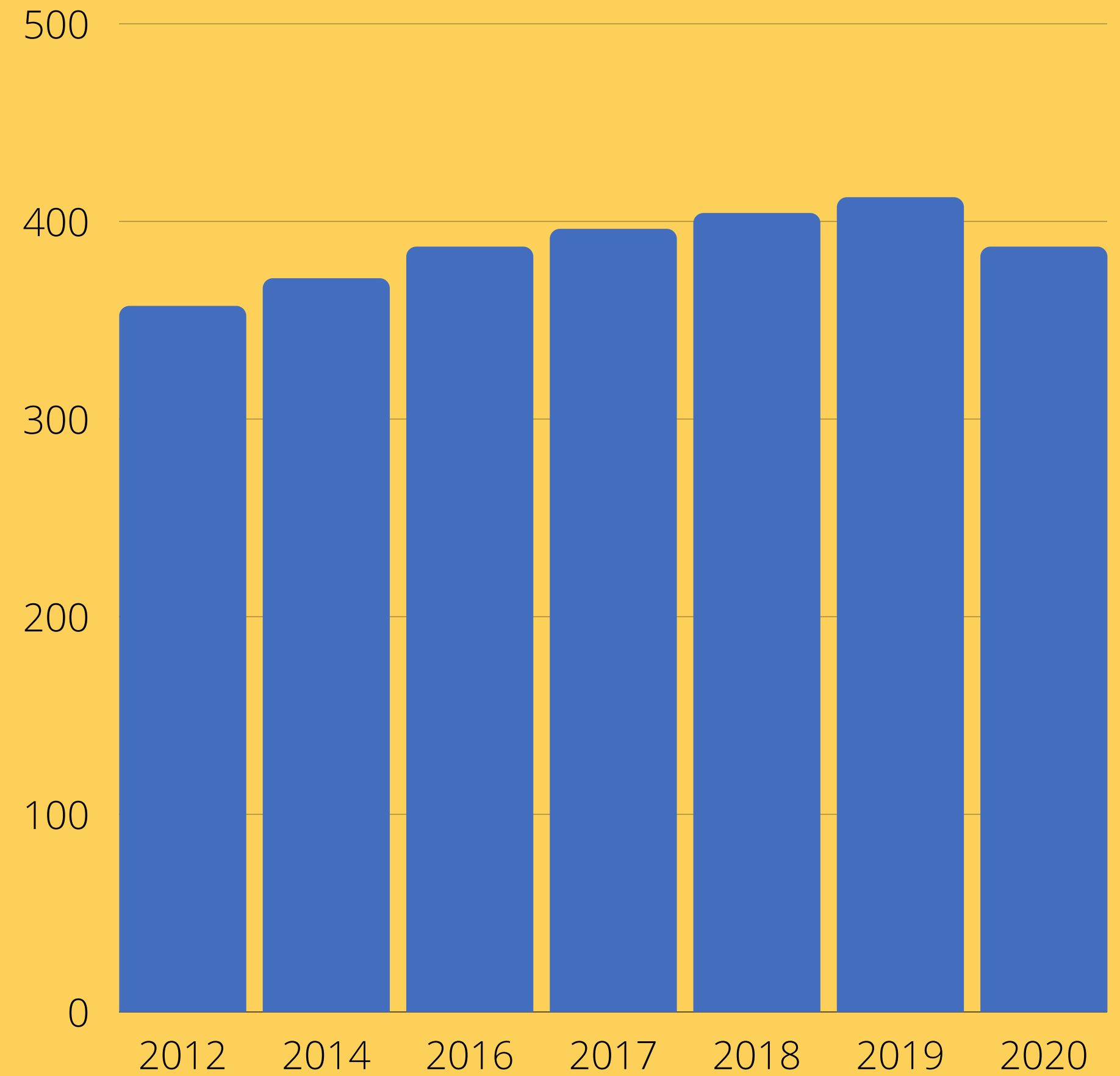
# VALUE OF RADIO INDUSTRY

All Figures in Crores



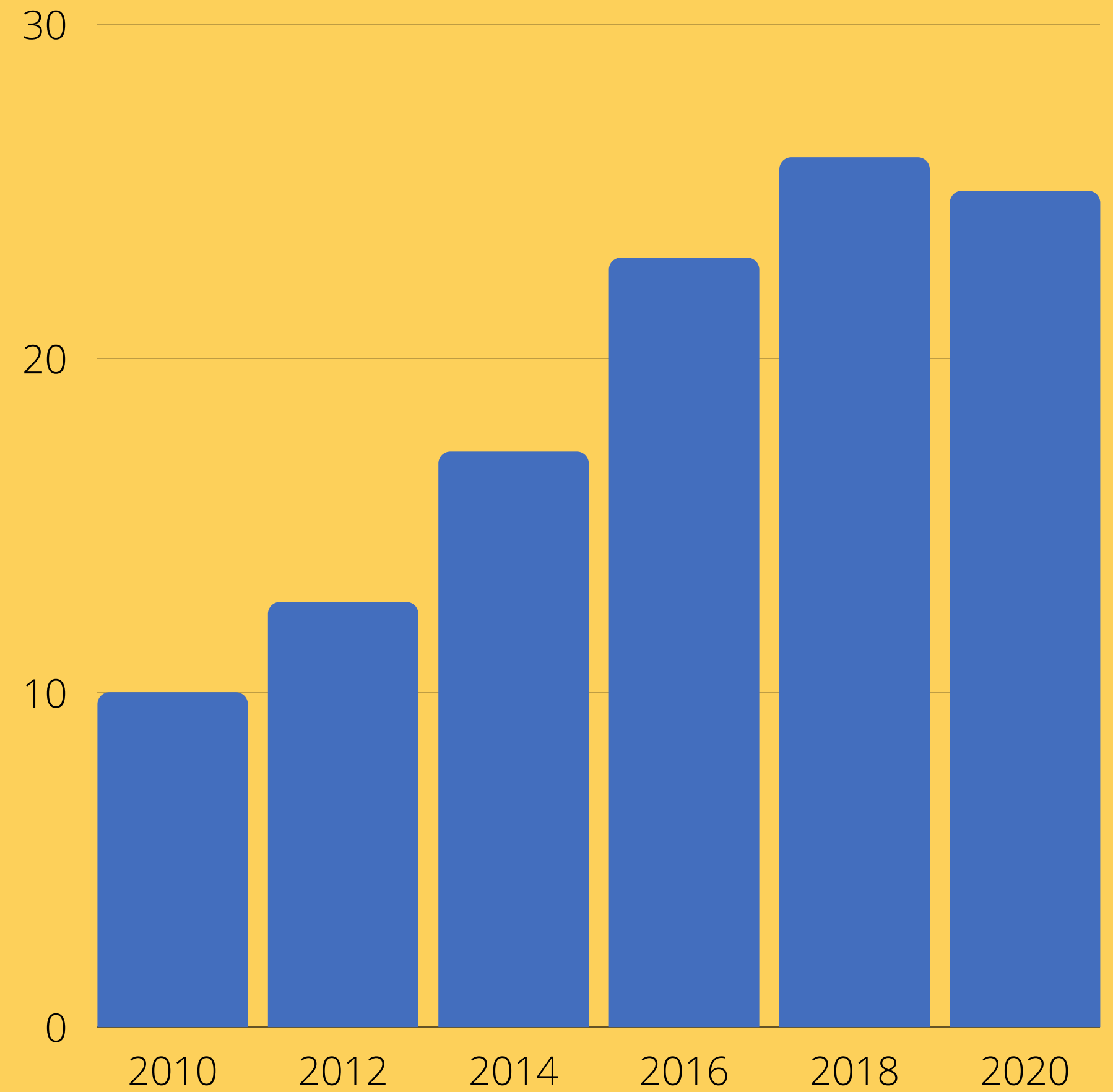
# RADIO REVENUE

All Figures in Crores



# ADVERTISING REVENUES

All Figures in Crore





# MOST LISTENED STATION (MUMBAI)



Radio City 91.1  
(14.2% share)



Fever FM 104  
(15.3% share)



Big FM 92.7  
(14.1% share)

# MOST LISTENED STATION (DELHI)



Radio Mirchi 98.3  
(14.4% share)



Fever FM 104  
(20.7% share)



Red FM 98.3  
(12.3% share)

# MOST LISTENED STATION (BENGALURU)



Big FM 92.7  
(23.7% share)



Radio City  
(29.9% share)



Red FM 93.5  
(14% share)

# MOST LISTENED STATION (KOLKATA)



**Big FM 92.7**  
(26.7% share)



**Radio Mirchi 98.3**  
(28.6% share)



**Fever FM 104**  
(13.8% share)

# Radio Audience Measurement

Radio Audience Measurement is a division of TAM Media research, it was Launched in 2007. It measures the listenership of radio listeners, It delves into listenership tracking by using the 'Diary' methodology.

The RAM services enable the target audiences to plan their advertising and programming decisions thereby creating need based content. RAM services currently cater to 4 metros Bengaluru, Delhi, Mumbai and Kolkata. The RAM ratings are available on a weekly basis.

# **RADIO RATING SERVICE IN INDIA**



**1993**

**AIR undertook the first Radio Audience Measurement (RAM) in the country through its 'Listeners Research Wing'**

**Listeners Research Wing was renamed as 'Audience Research Unit'. It had 38 branches across the country**

**However, AIR usually conducts listenership survey for its own radio channels and for its own consumption**

# **RADIO RATING SERVICE IN INDIA**



**2007**

**Radio rating services on a commercial basis were provided by TAM Media Research for the first time in through its own independent division**

**TAM is a joint service of IMRB international and Nielsen Media Research**

**TAM conducts audience measurement in the cities of Bengaluru, Delhi, Mumbai and Kolkata only**

# **RADIO RATING SERVICE IN INDIA**



**2011-12**

**TAM also conducted listenership surveys in 9 additional cities comprising of Ahmadabad, Chennai, Hyderabad, Indore, Jaipur, Kanpur, Lucknow, Nagpur and Pune**

**Surveys in these 9 cities were, however, not continued**



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# Sources

<https://trai.gov.in>

<https://www.statista.com>

<https://www.exchange4media.com>

# REACH OUT



## WEBSITE

[www.amity.edu/lucknow/repertoire.aspx](http://www.amity.edu/lucknow/repertoire.aspx)



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