



POWER OF RADIO

A
nielsen
REPORT

*A study by Nielsen commissioned by Music Broadcast Ltd



**METRO & NON-METRO
STORIES**



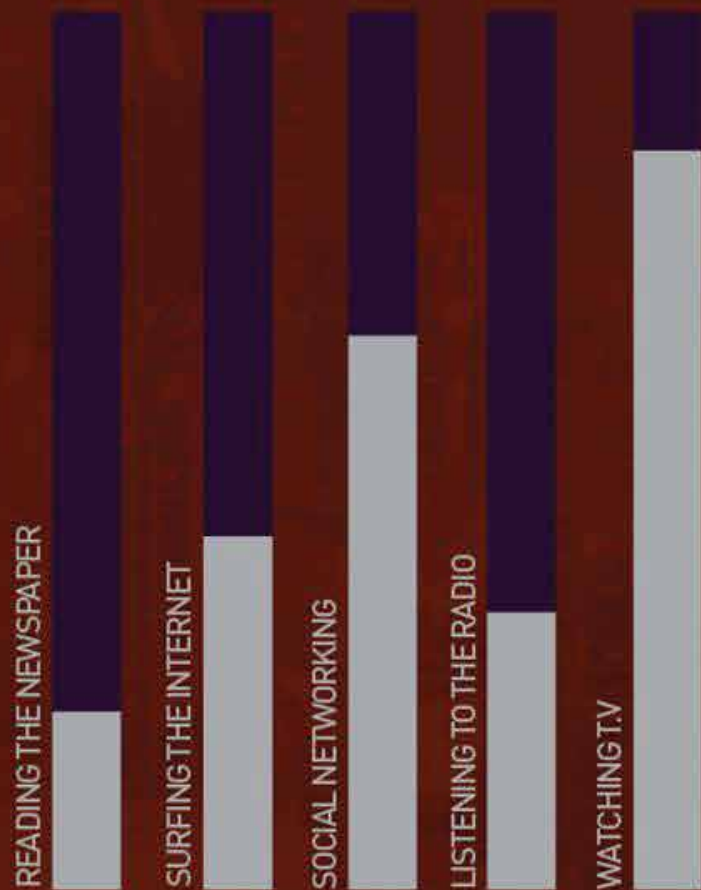
SHARE OF VARIOUS MEDIUMS IN MEDIA CONSUMPTIONS - **METRO**

**RADIO IS THE
2ND MOST
ACCESSED MEDIA
WITH LISTENERS
TUNING IN TO
RADIO
5 DAYS A WEEK**

HIGH

LOW

AVG FREQUENCY IN DAYS / WEEK



AVG TIME SPENT / DAY



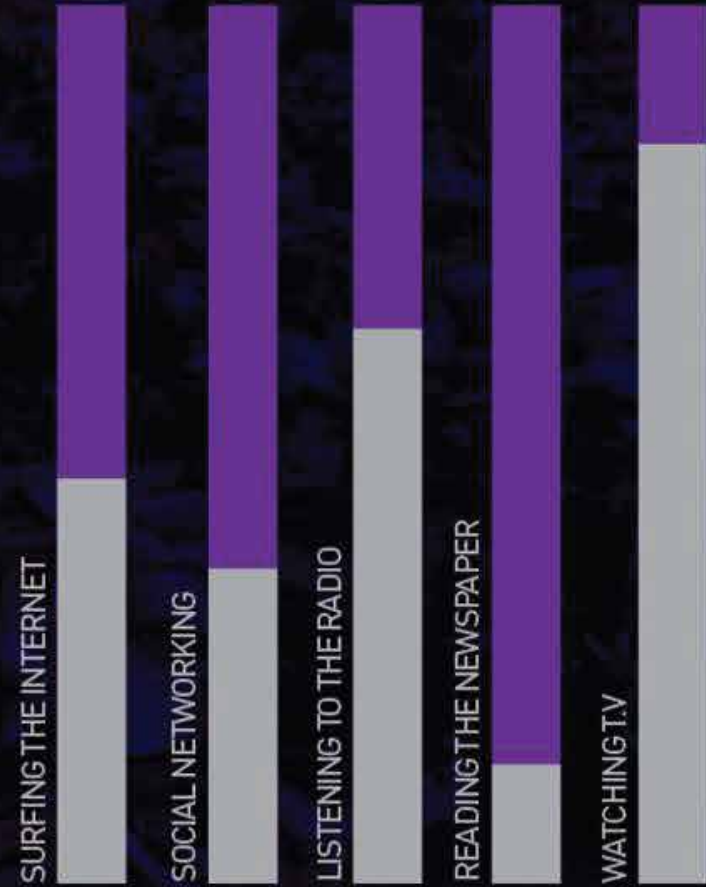
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AVG TIME SPENT / DAY

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RADIO ADDICTION IS LEGIT.

Radio is the most used platform to listen to music compared to other mediums.*

Tune in now to Experience the Power Of Radio

MYTH V/S REALITY

WEEKDAY V/S WEEKEND

TIME POINTS	LISTEN TO RADIO	SURFING THE INTERNET	READING NEWSPAPER	SOCIAL NETWORKING	WATCHING TV
AVERAGE MINUTES/ DAY FOR BOTH WEEKEND & WEEKDAY	54	55	30	78	108

MYTH: PEOPLE DO NOT ACCESS RADIO ON THE WEEKEND IN BOTH METRO & NON-METRO

REALITY: TIME SPENT ACCESSING RADIO ON THE WEEKEND IS NOT SIGNIFICANTLY DIFFERENT THAN THAT ON WEEKDAYS IN BOTH METRO & NON-METRO



LEVEL OF INVOLVEMENT WITH MEDIA CONTENT
METRO V/S NON METRO

LEVEL OF INVOLVEMENT WITH MEDIA CONTENT: METRO V/S NON METRO

METRO

■ TOP BOX ■ 2nd BOX ■ TOP 2 BOX



AT THE TOP 2 BOX LEVEL, THERE IS NO DIFFERENTIATION BETWEEN RADIO & T.V.

NON METRO

■ TOP BOX ■ 2nd BOX ■ TOP 2 BOX



INVOLVEMENT IS HIGHEST WITH RADIO FOLLOWED BY SOCIAL MEDIA AND T.V.

PERCEPTION OF VARIOUS MEDIA: TRUST (METRO V/S NON METRO)

RADIO COMES ACROSS AS ONE OF THE VERY TRUSTED MEDIUMS IN BOTH METRO & NON-METRO

	RADIO		MUSIC APP		NEWSPAPER		SOCIAL MEDIA		TV	
	METRO	NON-METRO	METRO	NON-METRO	METRO	NON-METRO	METRO	NON-METRO	METRO	NON-METRO
HAS CREDIBLE AND WELL RESEARCHED INFORMATION	70	60	17	12	31	44	29	23	65	56
RELY ON THIS MEDIUM IN MY DAY TO DAY LIFE FOR ANY UPDATES	69	60	18	14	30	36	33	25	62	52
PUBLIC AWARENESS FOR A CAUSE & MOBILIZATION	62	58	17	12	29	38	31	24	57	52
THE MOST RELIABLE SOURCE OF MEDIUM TO TAKE UP ON MICRO LOCAL ISSUE (E.G. CALLING THE BMC CHIEF)	65	62	18	12	31	39	29	25	55	50
HELPS ME CONSIDER DIFFERENT OPTIONS WHILE MAKING A BUYING/PURCHASING DECISION	56	55	18	13	26	36	29	25	66	50

FIGS IN %

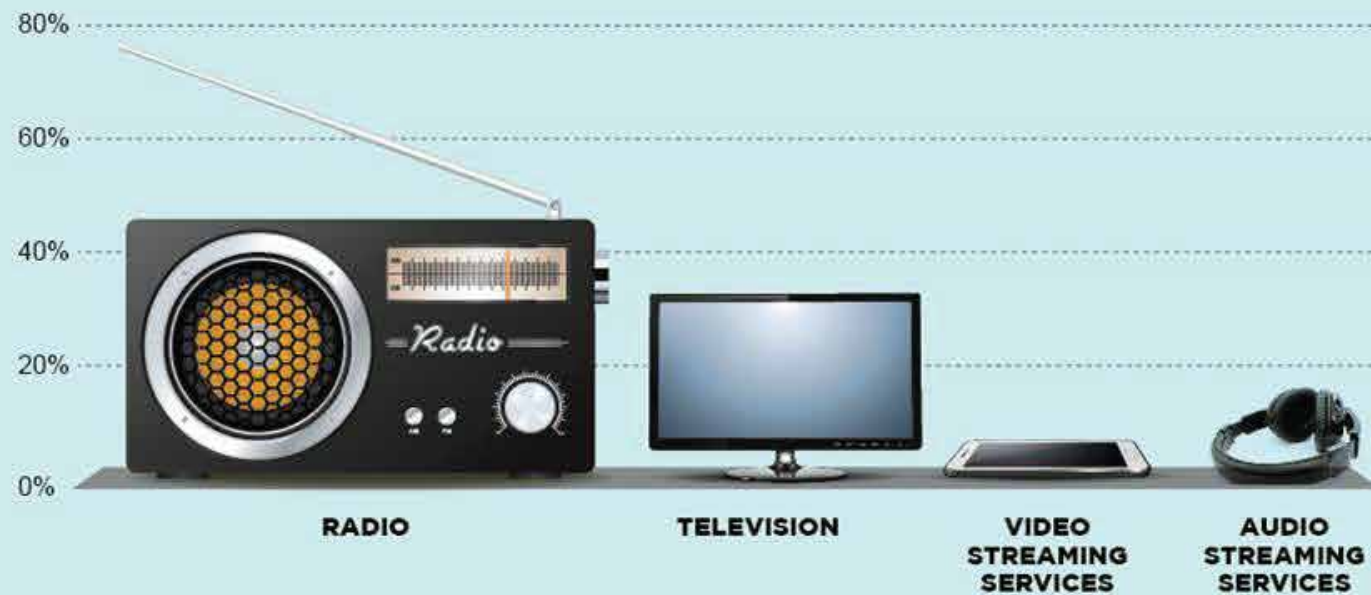
PERCEPTION OF VARIOUS MEDIA: EMOTIONAL (METRO V/S NON METRO)

RADIO IS A MEDIUM WHICH HAS BEEN ABLE TO STRIKE THE EMOTIONAL CHORD WITH THE LISTENERS BY MEANS OF FRIENDLY RJS, RELATABLE CONTENT AND MOOD MAPPED CONTENT WHICH MAKES THE LISTENERS NOSTALGIC IN BOTH METRO & NON-METRO

	RADIO		MUSIC APP		NEWSPAPER		SOCIAL MEDIA		TV	
	METRO	NON-METRO	METRO	NON-METRO	METRO	NON-METRO	METRO	NON-METRO	METRO	NON-METRO
MOOD MAPPED CONTENT/PROGRAMMING	63	58	19	14	16	25	26	22	60	51
MORE RELATABLE MEDIUM	64	60	22	13	17	30	30	29	62	48
HOSTS/VJS/RJS/EDITORS ARE FRIENDLY IN NATURE	74	74	15	13	24	32	21	17	46	44
COMPANION ANYTIME, ANYWHERE	67	64	22	12	20	32	32	25	48	38
COMPLETELY HOOKED TO THE CONTENT ON THIS MEDIUM	61	53	19	12	15	24	30	28	54	48
MEDIUM THAT MAKES ME NOSTALGIC	60	61	21	12	39	49	32	21	55	50
MEDIUM THAT STRIKES THE MAXIMUM EMOTIONAL CHORD	64	61	20	12	39	46	31	24	61	51
MEDIUM WHICH CONNECTS ME TO 'HAPPY MEMORIES'	65	62	22	14	20	27	30	24	62	50
MEDIUM HAS CONTENT THAT IS ABSOLUTELY MOOD CHANGING	67	60	20	14	18	30	31	25	61	52

FIGS IN %

IF YOU HAVEN'T HEARD IT ON RADIO, IT'S PROBABLY NOT TRUE.



Radio is the most trusted and credible source of information.* Tune in now to experience the Power of Radio.

*70% have said that Radio applies to having credible and well researched information in Metro. 60% have said that Radio applies to having credible and well researched information in Non Metro.
*A study by Nielsen commissioned by Music Broadcast Limited.

An aerial photograph of a city skyline, featuring a prominent skyscraper with a pointed top. The image is dark and serves as a background for the text.

DEVICES USED TO ACCESS RADIO

METRO V/S NON METRO

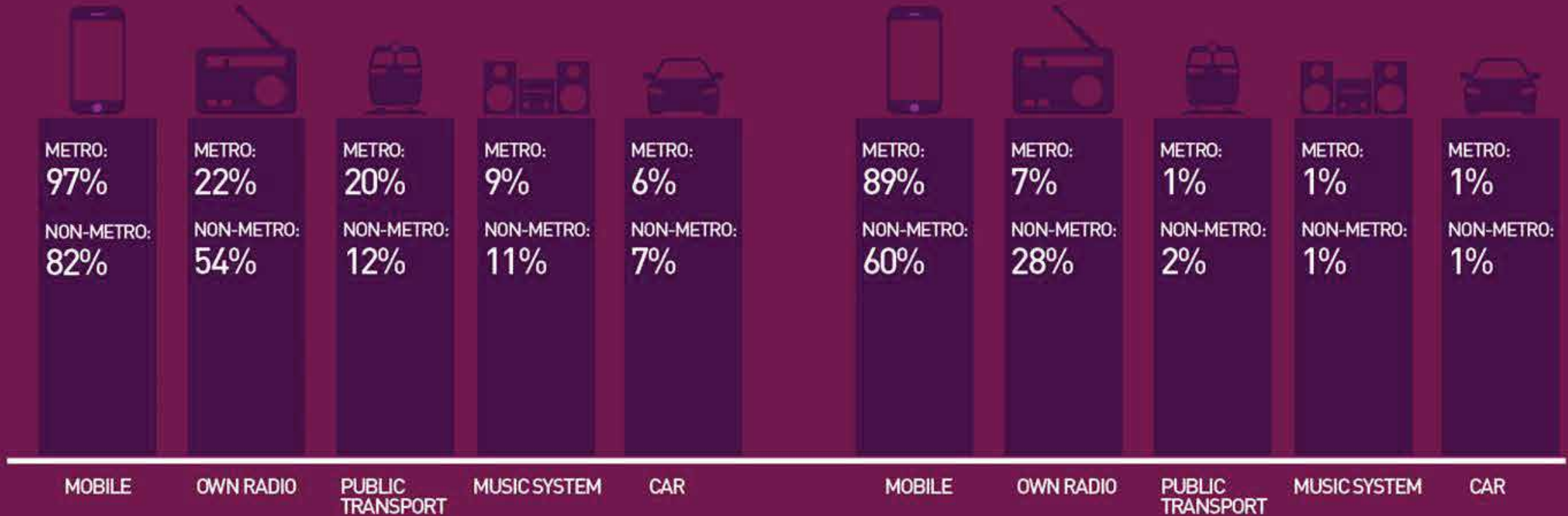
MOBILE PHONE IS THE MOST USED DEVICE TO ACCESS THE RADIO

METRO: ONLY 7% ACCESS RADIO STATIONS USING THE TRADITIONAL RADIO SET

NON-METRO: MORE THAN HALF USE THEIR OWN RADIO SET TO LISTEN TO THE RADIO

EVER USED

MOST OFTEN USED





RADIO IS THE BEST COMPANION
METRO V/S NON METRO

AMONGST MOST RADIO LISTENERS, RADIO IS A COMPANION DURING THEIR LEISURE TIME (READING OR RELAXING) IN BOTH METRO & NON-METRO

METRO: 7 OUT OF 10 PEOPLE TRAVEL WHILST LISTENING TO THE RADIO

NON-METRO: 6 OUT OF 10 PEOPLE TRAVEL WHILST LISTENING TO THE RADIO

OUT OF HOME

DRIVING TO WORK IN CAR: METRO: 11%,
NON-METRO: 18% USING PUBLIC TRANSPORT:
METRO: 63%, NON-METRO: 42%



WATCHING TV

METRO: 27%
NON-METRO: 23%



OTHERS

SURFING THE INTERNET
METRO: 18%, NON-METRO: 19%
DURING PHYSICAL WORKOUTS
METRO: 8%, NON-METRO: 17%
IN A CAFÉ: METRO: 12%, NON-METRO: 6%



ACTIVE

METRO: 7%
NON-METRO: 17%



LEISURE TIME:

READING: METRO: 14%, NON-METRO: 20%
RELAXING: METRO: 82%, NON-METRO: 74%



HOUSEHOLD ACTIVITIES

METRO: 43%
NON-METRO: 50%



PLAYING MOBILE GAMES

METRO: 38%
NON-METRO: 23%



An aerial photograph of a city skyline, featuring several prominent skyscrapers. The image is overlaid with a dark green, semi-transparent filter. The text is centered horizontally across the middle of the image.

PLACE TO ACCESS THE RADIO MOST OFTEN
METRO V/S NON METRO

METRO: 6 OF 10 PEOPLE MOST OFTEN ACCESS THE RADIO AT HOME FOLLOWED BY IN PUBLIC TRANSPORT

NON-METRO: 7 OF 10 PEOPLE MOST OFTEN ACCESS THE RADIO AT HOME FOLLOWED BY IN PUBLIC TRANSPORT AS WELL AS AT WORK



AD EFFECTIVENESS DELIVERED BY VARIOUS MEDIA PLATFORMS

METRO + NON METRO

	CATEGORY	BRAND	REACH OF TV	INCREMENTAL REACH FOR RADIO	INCREMENTAL REACH FOR PRINT	INCREMENTAL REACH FOR DIGITAL
	GOVERNMENT	DENGUE AWARENESS	82 (BASE)	12	6	-
	REAL ESTATE	LODHA BELMONDO	2	82 (BASE)	3	13
	REAL ESTATE	LODHA BELMONDO (PRINT)	2	17	77 (BASE)	4
	BANKING	SBI	76 (BASE)	15	6	3
	TWOWHEELERS	HERO	81 (BASE)	12	5	2
	TWOWHEELERS	SUZUKI	79 (BASE)	13	5	3
	E COMMERCE	AMAZON	83 (BASE)	9	7	1

ALL VALUES REPORTED IN % OF BASE



**THE ENTIRE COUNTRY
LISTENS TO RADIO.**

RADIO IS THE 2ND MOST ACCESSED MEDIUM

“ RADIO AS A MEDIUM IS DRIVING THE MAXIMUM AWARENESS OF THE ADVERTISEMENTS ACROSS VARIOUS CATEGORIES SPECIFICALLY FOR CATEGORIES LIKE REAL ESTATE, RADIO DRIVES MAXIMUM REACH. ”

ADVERTISING ON
RADIO
IS THE SMARTEST MOVE YOU WILL
MAKE TODAY



THE MOST TRUSTED AND CREDIBLE SOURCE OF INFORMATION
2ND MOST ACCESSED MEDIUM
MOST USED PLATFORM TO LISTEN TO MUSIC*

TUNE IN NOW TO EXPERIENCE
THE POWER OF RADIO

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THANK YOU

