

FOR IMMEDIATE RELEASE

**India's private radio broadcasting industry exhibits a strong growth potential, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches FM Radio Broadcasting Industry - India report covering the Indian Radio Industry. The report is part of the Media and Entertainment Industry series of Netscribes.*

**Mumbai, India – December 7, 2009** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report FM Radio Broadcasting Industry - India. Radio broadcasting revenues are growing at 29% per annum. Growth in this sector is being propelled by increasing radio listener base, favourable demographics, opportunities in Phase III expansion, political advertising, increasing advertising by small local brands and introduction of new performance measurement tool.

The report begins with privatization of radio. The market overview section gives a quick overview of the market with estimated advertising revenues and share, and profile of advertisers on radio. The drivers and challenges explain the factors influencing growth of the industry including increasing radio listener base, opportunities in phase iii expansion, increasing advertising by small local brands, favourable demographics, political advertising and introduction of new performance measurement tool. The key challenges identified include royalty, lack of content differentiation, government regulations and bargaining tactics used by advertisers. The report also highlights the current market trends namely emergence of visual radio, satellite radio, community radio, internet radio, sales alliances and players going niche.

The competitive landscape profiles the major players in this sector including their business description, number of FM stations and FM frequencies of each player. The report also provides the key developments in this sector.

For more details on the content of each report and ordering information please contact:

**Natasha Mehta, CFA**

Tel: +65-9651-6382

Email: [natasha.mehta@netscribes.com](mailto:natasha.mehta@netscribes.com)

**Gagan Uppal**

Tel: +91-98364-71499

Email: [gagan.uppal@netscribes.com](mailto:gagan.uppal@netscribes.com)

**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to [info@netscribes.com](mailto:info@netscribes.com)

**Contact Info:**

**Gagan Uppal**

3rd Floor, Saberwal House, 55B Mirza Ghalib Street,  
Kolkata 700 016, West Bengal, India.

Email: [gagan.uppal@netscribes.com](mailto:gagan.uppal@netscribes.com)

[www.netscribes.com](http://www.netscribes.com)