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Abstract: Radio industry is one of the fastest growing industry in today’s world, the involvement of government in privatizing more and more frequencies giving this industry a boost to even grow faster, Invention of radio was the first step in digital source of entertainment and just after a couple of years it became infotainment that proved a medium of communication later, from World War I to today’s ruling government they all have used and are still using this medium to communicate to the most common people of country. Today listeners’ relationship with radio is in very good health, if we talk about both traditional and new its fundamental qualities are felt to have experienced over time and in relation to other media. Radio’s essential qualities can be summarized as an accessible, ubiquitous platform; a reliable companion; a timely deliverer of national and local information; and a source of numerous entertaining and stimulating music and speech. Radio sector is flourishing rapidly instead of so much of technological upgradation, People are started listening to radio and it again became the part of people’s daily life. Millennial are the first choice of radio companies because they are the ones who tunes to the radio frequently, radio companies are specially designing contents for this new generation. Not only listeners are increasing but this sector is offering a lot of business opportunities too. This paper will attempt to give insights about Indian radio industry, past and present scenario, where radio sector is lacking and how it is synchronizing with millennial.

Keywords: Indian F.M. Industry, changing perception of listeners towards F.M. Industry, Synchronising with millennial

I. Introduction

Radio industry of India is the largest broadcasting organizations as compared to every other nation in the world, be in terms of language of broadcast, Socioeconomic or Spectrum and cultural diversity it caters. If we see the servicedivision of news, AIR broadcasts 647 bulletins per day for a total duration of nearly 56 hours in about 90 Dialects in Regional, Home, External and Direct To Home services. From 41 AIR Stations 314 news headlines per hour is also being mounted on FM mode. Total of 44 Regional News Units flows 469 news bulletins daily in 75+ languages If we see private players in the Indian radio industry they are also doing amazingly well, there is a high competition within these private FM radio companies and they are becoming big. Currently, there are 245+ private stations in India (source-AIR). This is the fact that privatization of radio industry increased the interest of radio among the Indian listeners because of the fascinating content and interesting shows they are putting on-air. Among all these, we cannot neglect the increasing interest of Millennials in digital media For most of the listeners, the emergence of digital platforms, high-speed web-enabled cell phones, and attractive audio services have had a positive impact on their radio consumption, as it has access increased access, station and genre choice. There is also an evidence, however, that radio is being confronted by digital and mobile media in two specific respects; firstly, as the main source of music (especially among youths) and secondly, as the idiosyncratic medium for instantaneous news delivery, listeners claim that the internet has succeeded the press and as a news source it just lies behind TV and radio.

II. Literature Review

In 2001, India’s first private FM station – Radio City, Bangalore – came on the air, ending an era of state broadcasting that began in 1930. In the past decade, FM radio has enjoyed spectacular success; over 200 stations are now in operation, and the FM industry has seen spectacular growth in listenership and revenues. FM’s impact goes beyond economics; it is now a cultural signifier synonymous with modernity as the ‘tagline’ for a popular FM network puts it ‘Radio Mirchi, it's hot’
The shift from state-controlled, nationwide AM transmission to corporate-owned local FM broadcasting signals a profound change in the very philosophy of radio in India. But Private FM channels account for only 30% listenership in India. This means a larger audience is still not under their reach. When creating a radio spot it is important to keep the emphasis on the clarity of the message and focus on a relatively fast production schedule. Radio is a news media that lives in the moment and it is associated with speed and responsiveness. These features are in the center when the radio is used as a prudent media. In practice, this means short production schedules, ready ad material, and easy adaptability. The planning process requires active updating of information and preparing. The essential part is to clarify the plan of how to use radio and all integrated marketing measures. The most important area of impact that we saw associated with music listening among younger audiences. In particular, the dawn of digital music libraries, access to record or online streamed music, and music services such as Gaana.com, YouTube and Spotify, were allowing listeners to enjoy direct access to the music they demand, when and where they wanted it.

III. The focus on the paper

- The past and current scenario with respect to Indian Radio (F. M.) Industry.
- Where Radio sector is lacking.
- Factors responsible for changing the perception of listeners towards Indian Radio (F.M) Industry.

IV. Past and Current Scenario with respect to Indian Radio (F.M.) Industry

Radio has emanated in the decades as the endmost survivor, adapting according to the preference of the newer generations of listeners and fascinating newer technologies, it saw off tough completion by personal video recorders and digital compact discs through a higher focus on listener-driven programs in the 1980s and 1990s. Radio stations were reinventing themselves to cater to niche audiences by the late ‘90s and early 2000s. There were stations committed to specific genres of content like interesting radio shows, horror stories, and on-air competitions, even stations that played music by a single band 24 hours a day— anticipating the emergence of online radio and iTunes by a decade or more.

Radio broadcasting today reaches a staggering 99% of the Indian population. Rural India relies on it confidently for news and information. It is also the most inexpensive and easy medium to use by anyone instead, a radio set can be easily purchased at rupees 50-60, which makes it a lot cheaper than a mobile phone or a television and another source of electronic mode of entertainment.

Having existed for more than 100 years the technology is not a rocket science. In fact, it is now, possibly for even a junior electronic engineer to design and manufacture broadcast radio transmitters and receivers. It is also a truth that the radio has been the medium of choice for many activists and people’s movements during the old days and even by the current ruling government also. One of the most widely reported habits across the globe is listening to the morning news on the radio.

A. Market Players

There isa lot of big players in this industry backed by giant companies like Reliance and Times Group. Times Group, ENIL is among the top radio players in the market, with the largest network of 73 stations (excluding three Oye FM stations). ENIL operates four brands: Radio Mirchi, Mirchi Love, Ishq FM and Mirchi 95. The other three large players that have expanded their network significantly are: a) MBL’s Radio City (to 39 channels from 28 channels), HT Media’s Fever (to 15 channels from 5 channels) and DB’s My FM (to 31 channels from 17 channels).

B. Revenue, Market Size, and Profitability (Private Sector)

ENIL has been the dominant player in the radio industry for the past 15 years (since radio was liberalized), currently holding 30% revenue market share. This is significantly ahead of the second largest player Reliance Broadcast (Big FM; 18% market share) and MBL (Radio City; 14% market share). ENIL’s share also includes a contribution from non-FCT (~30% of revenues) related to activation and concerts. The current market size of the radio industry is 30.7 billion Indian rupees.

C. Growth

India’s FM radio market was governed by AIR till 1999. However, with the Phase-I auction policy in that same year; the market unlocked its province for private FM radio companies. The policy met limited success with the launch of only 21 channels that were allotted under this policy. Later in 2005, the launch of Phase-II auction policy fuelled private FM radio channels in the country under which the government allocated licenses for 245 channels.
In September 2015, the first batch of Phase III auction culminated had 135 channels in 69 cities on offer. The total value of sold channels was Rs1, 187 Cr. However, from these auctions with the migration fee from 245 stations, the government had earned more than Rs 3,000 Cr that moved from Phase-II to Phase III.

In the second batch of FM Phase III auction, the government had gained a total of Rs 200.24 crore and sold only 66 out of 266 frequencies. Now the third and upcoming batch of FM auctions will target cities where no private FM radio is present, like including border areas of north-east states and Jammu & Kashmir where the population is less than 100,000, according to the government statement.

With the execution of the second batch of Phase III auctions, the government is working out to cover all the 29 states and 6 out of the 7 union territories (except Dadra & Nagar Haveli) by private FM radio broadcasting, which will stir up direct and indirect employment of more than 10,000+ persons across the country.

There is an estimation that these auctions will generate a revenue of more than Rs1, 100 crores (sources from AIR).

### D. Where Radio broadcasting industry is lacking

#### D.1 Diversification

Why diversification require because one of the problems it faces is that there is no proper measurement parameter and tool. In digital platform measurement of the audience is must to know the potential of the industry. But there is no genuine parameter available to measure audience and content on the radio. A lot of estimations are still based on perception only. That is one of the biggest drawbacks for the radio industry. So the players need to enter in some other alternate areas and lateral source of generating revenue.

#### D.2 Government Monopoly

Government of India allows very specific news on radio and that should be from All India Radio so most of the private radio station deny broadcast the news content the reason they have their own other companies and they use that medium for the news which is normally specialized, it is also fact that the fees of PrasarBharatiare very high. So because of these constraints and the lack of content, most of the radio channels playthe same music again and again, which sounds monotonous for listeners and they lose interest.

#### D.3 Huge licensing fees

Huge license fees are also the reason why radio is lacking behind, A single frequency for a single metro city or medium size town can cost up to ₹100 - ₹200 crore for a 10-15 years period which is huge. For the new players
Fig. 2 Where Radio broadcasting industry is lacking

and also the old ones it is becoming difficult for them to compete on the basis of pricing and sometimes they are ended up without recovering their investment. So the government needs to little flexible about their licensing fees.

E. Factors responsible for changing the perception of listeners towards Indian Radio (F.M) Industry

E.1 Radio Turf

Whether it is the recognition on social media sites, airing phone calls of listeners, or connecting with consumers at event and concerts, radio has the potential to get its turf, working the streets, and make eye contact with the people that matter the most. Every station has a specific game plan that takes into account its thoroughfare presence as it was once called. That game plan listener understands very well though they make their choice according to the content and what the radio channel is serving.

E.2 Digital Age

High-speed internet and online music platforms are the first choices of listeners, the difference between radio playlist and online music streaming is the choice of song listeners prefers to listen, Radio does not provide the customized playlist or what a listener specifically wants but online music streaming platform to provide the same, but sometimes listeners want random songs as they bored of their own playlist and this is where holds an edge over other media. So even digital platforms are spreading rapidly, radio has its own consumer base.

E.3 Content

From the past few years, Radio industry is facing stiff competition from digital platforms of music and also trying to find its focus after the digital disruption. This year, radio has a new belief and purpose by multiplying the amount of content which suits the preference of listeners because every radio listener wants different content each time they tune. It is fact that radio has always been connected to local communities, and be into in knowing how to engage the audience. Now, the radio industry has learned to leverage emerging digital content tools to become specialist at generating digital results and to win the confidence of listeners.

E.4 Listeners Mind mapping

This is the new trend in radio industry where radio companies are doing mind mapping for their listeners for making exact content like what, where and when listeners want to listen, these strategies affects listeners directly because when radio content is synchronized with the mood of listeners it elevates some kind of trust in the mind of listener and they connect themselves with radio, so they tune repeatedly and this becomes their part of daily life.
V. Synchronizing with Millennials

The Future depends on Millennials what they prefer to see and here, like every other sector T.V and Internet completely dissolve with this new generation prospects. The idea is to tap consumer-centric market like according to what they love and want to be catered. A few days back a radio player has done something the listeners will like and they’ve wanted that for a long time now. With effect from April 1, 2017, Radio Mirchi decided to have only 15 minutes of advertising inventory in an hour from the average 22-26 minutes that radio stations normally have. While they’ve reduced their advertising inventory by about 33 percent, they’ve also increased their advertising cost anywhere between 15-20 percent for their major markets. The radio station is trying to get more listeners, quality advertisers and increase its value by removing lower priced clients. There are a lot of opportunities for Millennials to find their respective carrier interest in radio sector, not just RJ but a lot of new openings are coming from this sector like marketing, content writing, event management, concerts, sound engineering etc. Now radio is opening its wings and this sector will no longer just an entertainment industry but to also name in giant revenue making industry like digital and TV.

VI. Conclusion

The next generation will be very fast, they need every information on their fingertips so the radio sector needs to update on regular basis to provide exact content what these Millennials expect, Radio in India still needs to achieve its golden mark, there is a lot of scope in upcoming years and the way radio is gaining popularity it is catching the eye of not only investors but the advertisers too, radio is not just infotainment but it’s a good source of making money. Mind mapping, creative advertisement, innovative campaigns, and consumer-centric contents are some of the examples why radio is popular these days, some of the private players reducing their inventory and catering more what the listeners want, Radio is also empowering people from rural and urban areas. Radio is a vital most, easy to use and very general medium of infotainment. Even though it is very easy to say that the world has gone digital, but the radio is not dead yet and the popularity still the same. Even today, during calamities like the recent floods in Mumbai and other parts of India, the radio played such a critical role which could hardly be overstated. Radio is one of the most commonly available devices which people can carry anywhere, requires neither internet connection nor data streaming, and is completely free of cost. It is synchronizing with Millennials rapidly and the attitude of listeners towards radio is very positive as per increasing number of listeners and growth of the radio industry.

VII. References

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