

# FM Radio Broadcasting Market in India 2014

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## Abstracts

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Global market intelligence firm, Netscribes, Inc. released its latest report on the 'FM Radio Broadcasting Market in India 2014'. With Phase III process gradually coming in full swing, the sector is slated to register exponential growth in near future. FM radio broadcasting in India has so far witnessed operations of 245 private radio stations over and above the public service broadcaster All India Radio (AIR). The Ministry of Information and Broadcasting is trying to speed up the process of Phase III auctions to usher in the delayed FM radio expansion of 839 new stations across 294 cities in the country. In the rural front, penetration and development of community radio stations acts as yet another example of the growth story of this sector.

Netscribes' latest market research report titled FM Radio Broadcasting Market in India 2014 states that three bidders have already been found to be technically qualified and are thereby shortlisted for the e-auctions for Phase III slated to be commenced by the end of November 2014. The sector is prospering towards growth due to factors such as increase in FM penetration, increase in advertising, rise in the usage of mobile phones, increase in political advertising and introduction of new performance tool. New trends witnessed in the sector vary across broadcasting news bulletins from AIR, to the emergence of digital radio and radio making a foray into feature films. Though the government support has been considered to be immense towards the growth of this sector, yet challenges in the form of content differentiation and presence of few channels continue to act as impediments.

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