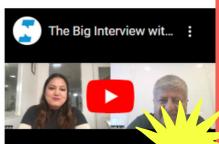
THE RED FM JOURNAL

25TH DECEMBER 2023- 5TH JANUARY 2024

We aim to align commercial rates with or surpass DAVP rates following rate revision: Nisha Narayanan

Narayanan, COO and Director of Red FM and Magic FM believes that radio will be utilised very effectively by not just political parties but also by brands during the general elections in 2024







Exclusive Feature with Ma'am on Best Media Info for their yearender story.



Exclusive feature with Ma'am on Adgully for their Year-ender column Review 2023

MACT FEATURE

IMPACT MAGAZINE

Industry year ender story
mentioning ma'am with
Impact Magazine for their
Trends Edition

GAMIFICATION AND EXPERIENTIAL MARKETING IN

ABRAHAM THOMAS CEO, Reliance Broadcast Network Ltd.



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will redefine brand-consumer notationships.

Experiential marketing will loverage virtual and augmented reality wherein brands will craft seamless virtual ecosystems, like virtual pop-ups and transform events into immersive Digital

APPOINTMENT LISTENING AND INTERACTIVE SHOWS

RAHUL NAMJOSHI CEO, MY FM



nteresting long-format content and captivating storyteling drew in listeners who tuned in specifically for an exceptional narrative and immersive storytelling make it so competling that people make to competing that people make apoint to unique experience they provide. This leads to dedicated listening.

Interactive talk shows are on the rise. Today in India, people don't just have opinions they have strong opinions. Therefore, Radio will work best for a talk format show. People want shows where they can voice their opinions and where everyday individuals are represented.

TRAI RECOMMENDATIONS AND AUDIO CONTENT

NISHA NARAYANAN COO & Director, Red FM & Magic FM



mid-year recommendation list from TRAI on issues radio sector included the private radio sector included the removal of an avoidable clause on annual licence fees, an opportunity for private FM radio players to create news and current affairs programs, and a mandate for mobile handset companies to offer in-built FM radio. These changes, once implemented, will make it easier for new players to enter the industry and make it

enter the industry and make it more competitive.

We observe a trend of increasing audio content consumption. The podcasting and separation is continued to the continued to the



RED FM YEAR-ENDER 2023

Our New Year toast to the mind-blowing year that 2023 has been. We blossomed into being cultural evangelists, delivering experience, and being the hub of entertainment for everything that we do!