

April 21, 2020

1. <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051  NSE Scrip Code: RADIOCITY ISIN: INE919I01024	2. <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024
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Dear Sirs,

**Sub: Investor Presentation**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on Time spent on Radio has increased by 23% to 2.36 hours every day during the lockdown.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. [www.radiocity.in](http://www.radiocity.in)

Kindly take the above on record and oblige.

Yours faithfully  
**For Music Broadcast Limited**



**Chirag Bagadia**  
Company Secretary and Compliance Officer

Encl: a/a



# COVID 19 INDIA LOCKDOWN

Impact on Media consumption in Urban India

April, 2020

AZ Research PPL, Bangalore



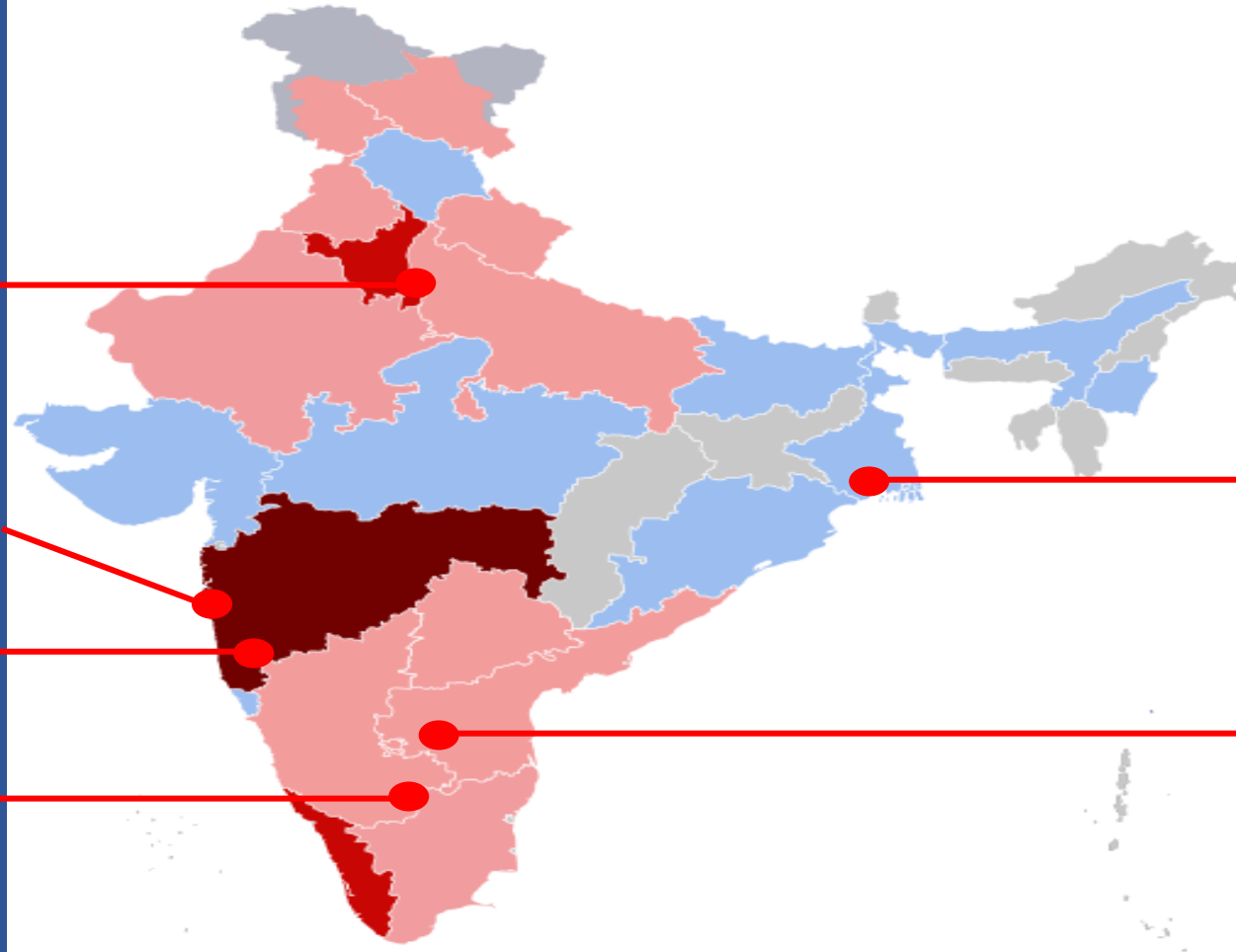
# COVID 19 - Landscape

DELHI NCR – COVID 19 Amongst earliest on lockdown  
Population: 20 million

MUMBAI UA (Including Thane) – COVID 19 lockdown started earliest  
Population: 20 million

PUNE -  
Population: 7 million

BANGALORE UA – COVID 19  
Lockdown started early  
Population: 12 million



KOLKATA – Amongst less affected metros  
Population: 15 million

HYDERABAD UA (Including Secunderabad) –  
Population: 10 million

Sample Size : 3300 interviews across cities  
Field Work: March 30th 2020 to April 4th 2020

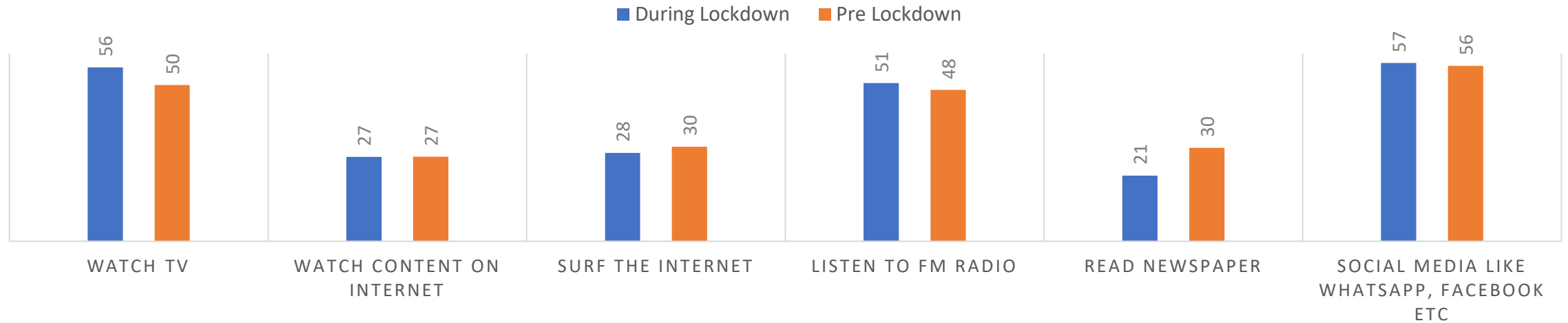
Universe Size : Projected to 18+ UA Population till March 2020

*Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness*

# COVID 19 - Impact on Media reach

*During lockdown TV reach 5.6 Cr followed by Radio 5.1 Cr*

## PRE VS DURING : MEDIUM REACH IN MN.

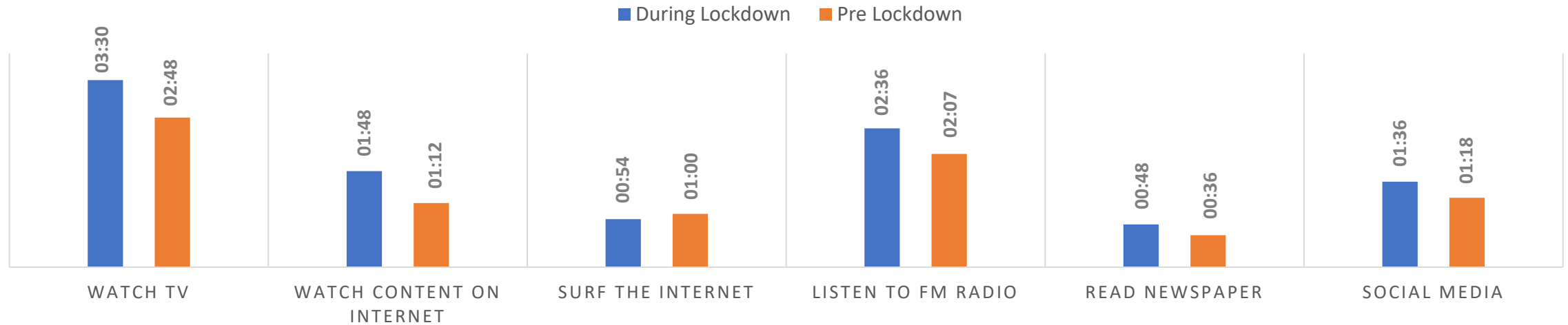


- The lockdown necessitated by COVID 19 has impacted media consumption positively across most media vehicles
- Significant growth seen in Television and Radio usage and time spent
- Social media as a media vehicle is on a very high base and hence has not been impacted much

# COVID 19 - Impact on Media engagement

*During lockdown average Radio listener spent 02:36 (HH:MM) on radio listening*

## PRE VS DURING : TIME SPENT PER DAY HH:MM

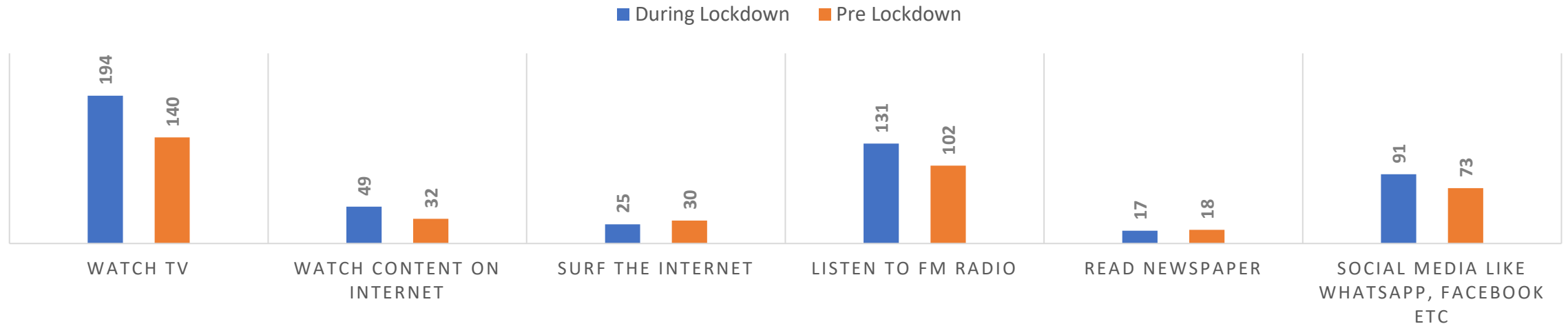


- During the COVID 19 lockdown period, Television leads on engagement with an average viewer spending 3 and half hours viewing
- Radio clearly is at second spot at 2 and half hours per day listening
- Engagement of Internet surfing, watching content on the internet, social media is moderate but together account for a significant time

# COVID 19 - Impact on total manhours

*During lockdown Radio consumption is 131 million manhours daily*

## PRE VS DURING : MEDIUM DAILY MANHOURS IN MN.



- During the COVID 19 lockdown period, Television leads on total manhours at 194 million hours
- Radio clearly is at second spot with 132 million hours
- Total consumption of social media is high at 91 million hours followed by other online options like OTT and internet surf

# COVID 19 - Impact on Media consumption

LETS LOOK AT CITY LEVEL REACH OF MEDIA VEHICLES DURING THE LOCKDOWN



# An Overview

Width of Radio consumption has grown across centres

Maximum growth seen in Bangalore and Pune

Newspaper readership base has slightly gone down.

Social media has near universal usage across centres and hence no major impact seen

## Consumers of media vehicles (in Millions) – During lockdown days

Universe (In Mln)	Overall	Mumbai	Delhi	Bangalore	Hyderabad	Pune	Kolkata
Total Population	84.5	20.4	20.3	12.3	10.0	6.6	14.9
Total Population -18 years plus	61.4	15.0	14.1	9.0	6.9	4.8	11.4
Projected Listenership (In Mln)							
Watch TV	55.6	14.0	12.9	8.1	6.1	4.4	10.1
Watch Content on Internet	27.0	7.8	6.8	3.8	2.4	1.9	4.2
Surf the Internet	28.2	8.1	6.8	4.1	2.4	1.7	5.1
<b>Listen to FM Radio</b>	<b>50.5</b>	<b>12.8</b>	<b>11.6</b>	<b>7.6</b>	<b>5.5</b>	<b>4.1</b>	<b>8.9</b>
Read Newspaper	21.0	5.4	4.1	2.9	2.1	1.4	5.1
Social media	57.0	14.4	13.1	8.6	6.2	4.3	10.3

## Consumers of media vehicles (in Millions) – Pre lockdown days

Projected Listenership (In Mln)	Overall	Mumbai	Delhi	Bangalore	Hyderabad	Pune	Kolkata
Watch TV	49.9	12.3	11.7	7.2	5.4	3.7	9.5
Watch Content on Internet	27.0	7.5	6.4	3.8	2.9	2.0	4.5
Surf the Internet	30.2	8.3	7.2	4.3	3.0	2.1	5.4
<b>Listen to FM Radio</b>	<b>48.3</b>	<b>12.3</b>	<b>11.3</b>	<b>7.1</b>	<b>5.3</b>	<b>3.7</b>	<b>8.6</b>
Read Newspaper	29.9	7.7	6.9	4.0	2.9	2.1	6.3
Social media	56.0	14.0	13.0	8.3	6.3	4.4	10.1

## Impact on Radio usage – Pre vs. During lockdown days

Impact on Radio Listenership	Overall	Mumbai	Delhi	Bangalore	Hyderabad	Pune	Kolkata
Growth in Radio Listenership (in Mln)	2.2	0.5	0.3	0.5	0.2	0.4	0.3
Growth in Radio listeners (In%)	4%	4%	3%	6%	4%	12%	4%



# COVID 19 - Impact on Media consumption

LETS DEEPCDIVE ON TIME SPENT ON THE RESPECTIVE MEDIA VEHICLES BY THE TARGET AUDIENCE DURING LOCKDOWN



# REACH OF TELEVISION DURING COVID LOCKDOWN IS 56M AND AVERAGE VIEWER SPENT 40 MINUTES MORE VIEWING TELEVISION

Total TELEVISION viewing time GREW BY 39% in Urban India



	PRE COVID LOCKDOWN		DURING COVID LOCKDOWN
Regular viewers (In Millions)	50 M		56 M
Average daily duration in HH:MM	02:48	25%↑	03:30
Total daily duration in Million hours	140	39%↑	194

# SOCIAL MEDIA IS ALREADY ALMOST UNIVERSAL IN URBAN INDIA, AVERAGE PERSON SPENT 18 MINUTES MORE ON SOCIAL MEDIA

Total time spent SOCIAL MEDIA GREW BY 25% in Urban India



	PRE COVID LOCKDOWN		DURING COVID LOCKDOWN
Regular users (In Millions)	56 M		57 M
Average daily duration in HH:MM	01:18	23%↑	01:36
Total daily duration in Million hours	73	25%↑	91

# URBAN INDIA SURFS THE INTERNET AND TIME SPENT ON THIS IS MARGINALLY LOWER DURING LOCKDOWN

**SURFING** the Internet is marginally lower in Urban India



	PRE COVID LOCKDOWN		DURING COVID LOCKDOWN
Regular users (In Millions)	30 M		28 M
Average daily duration in HH:MM	01:00	10% ↓	00:54
Total daily duration in Million hours	30	16% ↓	25

# URBAN INDIA WATCHES CONTENT ON OTT AND THIS IS STABLE BUT THEY ARE SPENDING 36 MORE MINUTES ON IT

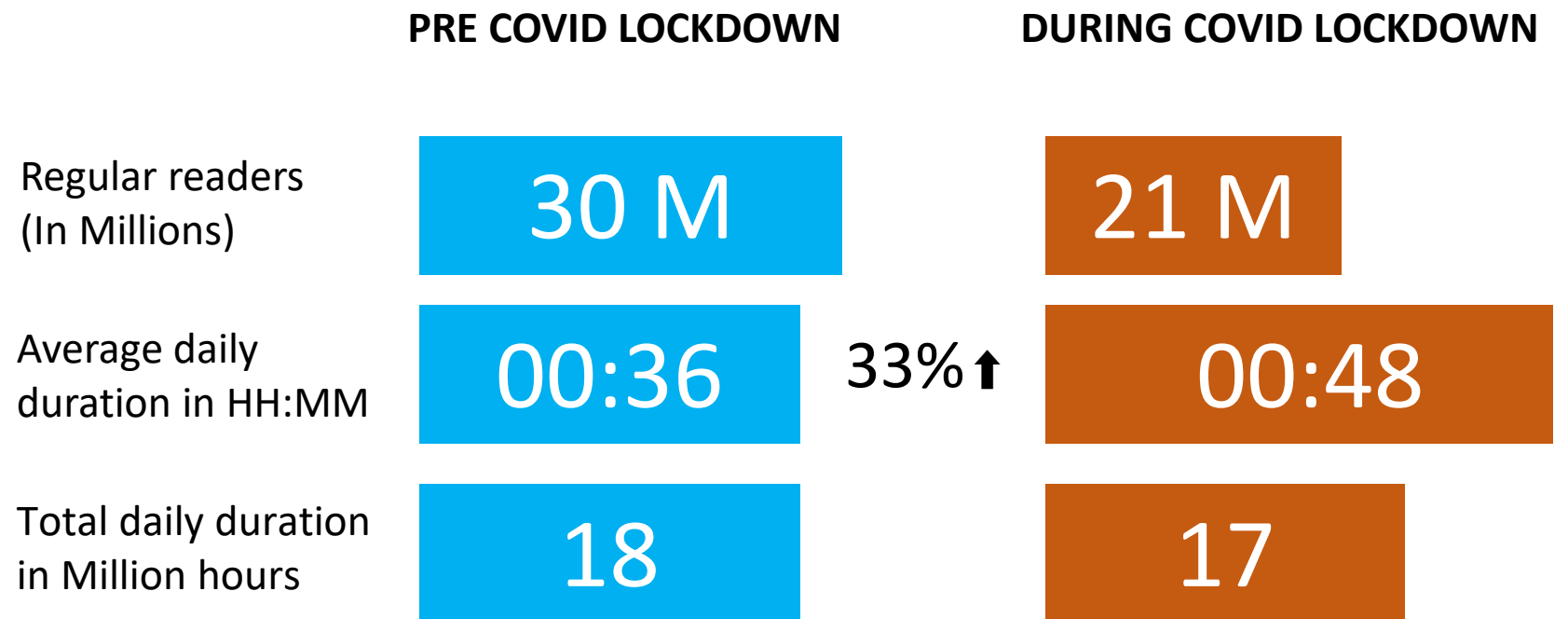
Content on Internet viewing time GREW BY 50% in Urban India



	PRE COVID LOCKDOWN		DURING COVID LOCKDOWN
Regular viewers (In Millions)	27 M		27 M
Average daily duration in HH:MM	01:12	50%↑	01:48
Total daily duration in Million hours	32	50%↑	49

# NEWSPAPER READERSHIP HAS DROPPED

## HOWEVER TIME SPENT AMONGST READERS HAS INCREASED DURING LOCKDOWN



# FM RADIO REACH IS 51 MILLION DURING THE LOCKDOWN AND TIME SPENT GREW BY 30 MINUTES IN URBAN INDIA

Total RADIO LISTENING time GREW BY 28% in Urban India



	PRE COVID LOCKDOWN		DURING COVID LOCKDOWN
Regular listeners (In Millions)	48 M		51 M
Average daily duration in HH:MM	02:07	23%↑	02:36
Total daily duration in Million hours	102	28%↑	131

# COVID 19 - Impact on Media consumption

Lets look at credibility of Media Vehicles in the days of COVID epidemic and the lockdown



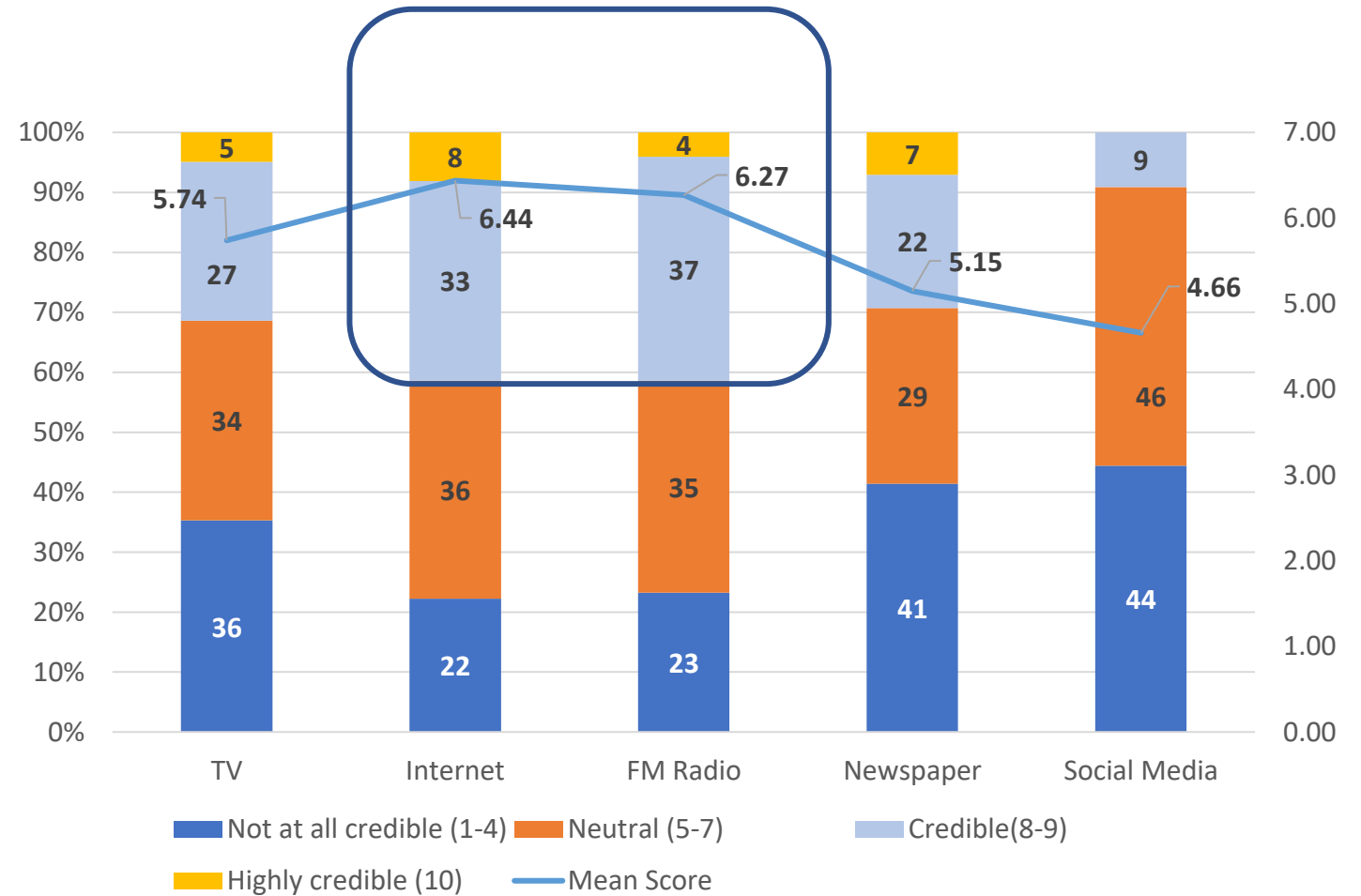


# Credibility of Media vehicles

Credibility is per se low for all media vehicles

Interestingly, credibility of Internet and FM / Radio is higher than that of other media vehicles

**Overall moderate credibility but higher than other vehicles for Radio and Internet**



Base: 3300  
Figure in %

# COVID 19 - Impact on Media consumption

## DEEPDIVE INTO THE RADIO LANDSCAPE



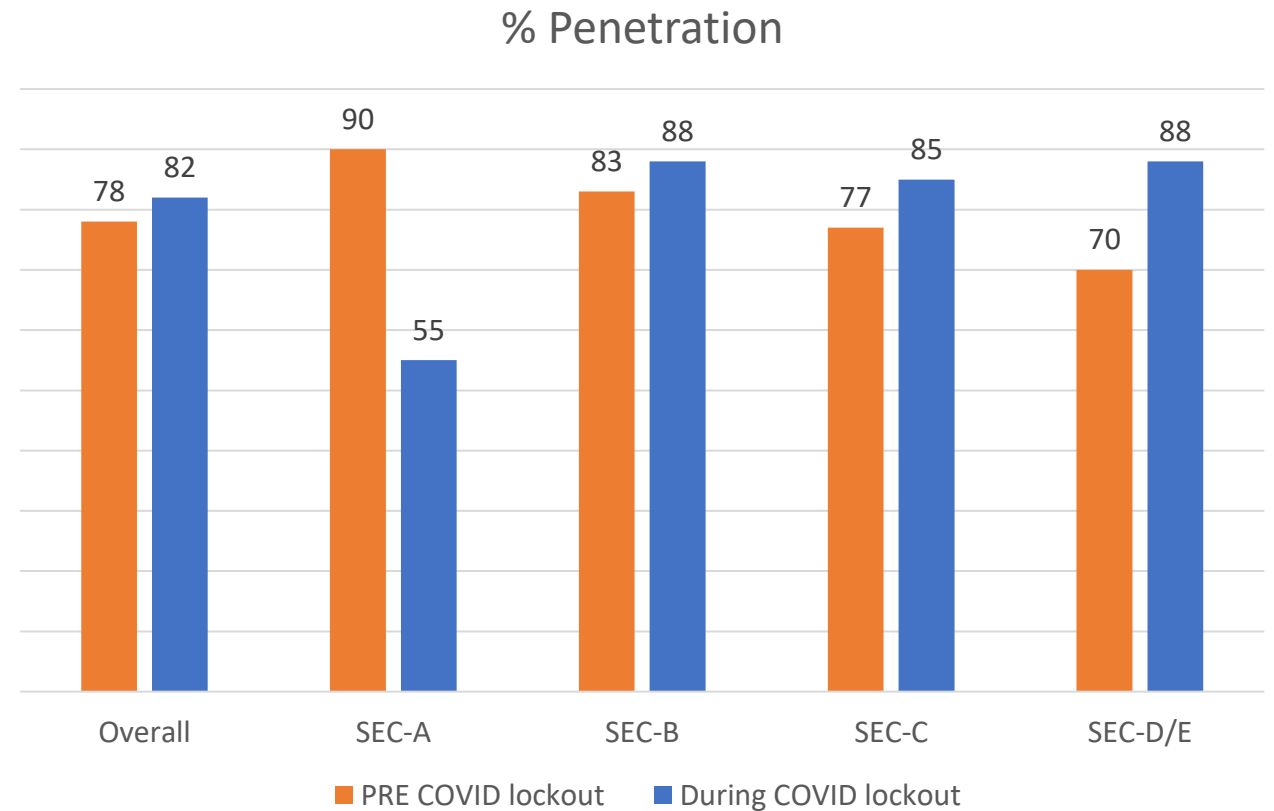
# Penetration of Radio ... by SEC segments remove

Radio penetration has grown at an overall level in Urban India

Barring SEC A, all other SEC segments are showing a healthy growth in penetration

Significant growth has come from SEC C and D/E

**Radio listenership has grown significantly amongst SEC B, C and D/E**



Base: 3300  
Figure in %

# Time spent on Radio has increased in all SEC segments

Time spent on Radio has grown by approximately 30 minutes or 23% across segments

Growth is highest in SEC D/E at 28%

Average daily duration in HH:MM

	PRE COVID LOCKDOWN		DURING COVID LOCKDOWN
ALL	02:07	23%↑	02:36
SEC A	02:00	13%↑	02:16
SEC B	02:04	21%↑	02:31
SEC C	02:20	20%↑	02:48
SEC D/E	02:06	28%↑	02:37

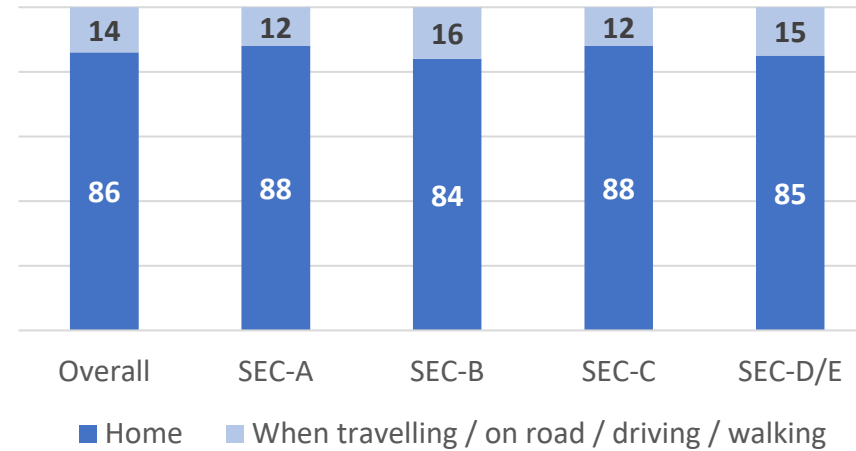
# Place of listening to Radio ... shifted to in-home

Across SEC segments, Radio listenership has shifted to in-home

However, interestingly, out of home listening is not NIL but is significant at 14%

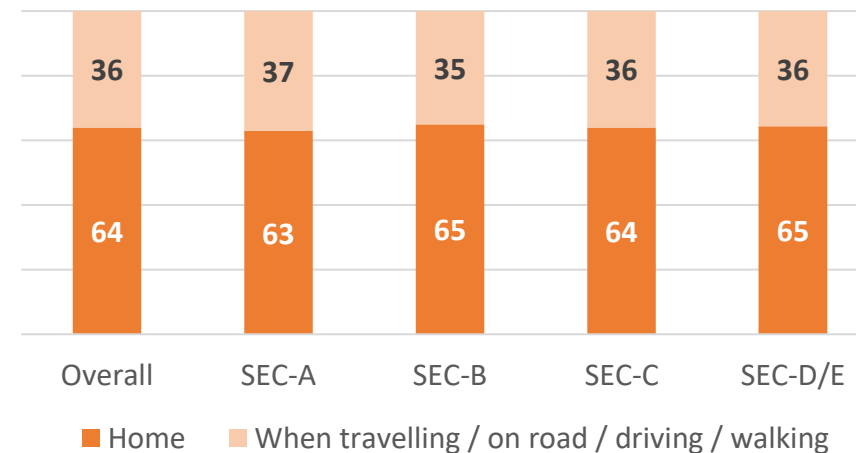
Most of this is coming from people walking outdoors with radio on mobile

## Overall Most Radio listenership has shifted to in-home listening during the COVID LOCKDOWN



**DURING COVID LOCKDOWN**

Base: 2693  
Figure in %



**PRE COVID LOCKDOWN**

Base: 2585  
Figure in %

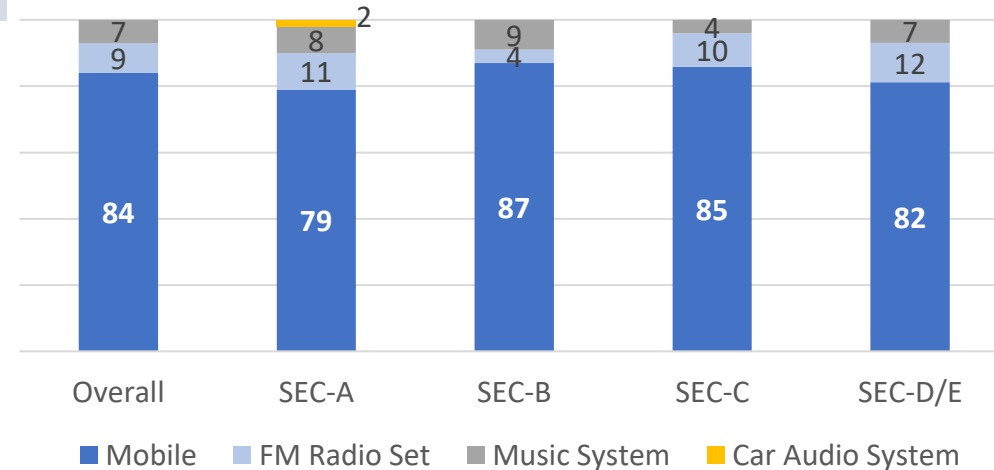
# Mode of listening to Radio is mostly mobile

In the pre COVID 19 days, Car Audio system was a significant 2<sup>nd</sup> mode of listening to Radio → this has come down to near NIL in the lockdown days

Some (miniscule) mention of Car audio coming from SEC A

Some mentions of FM radio sets → drop from 14% to 9% → coming from lower SECs

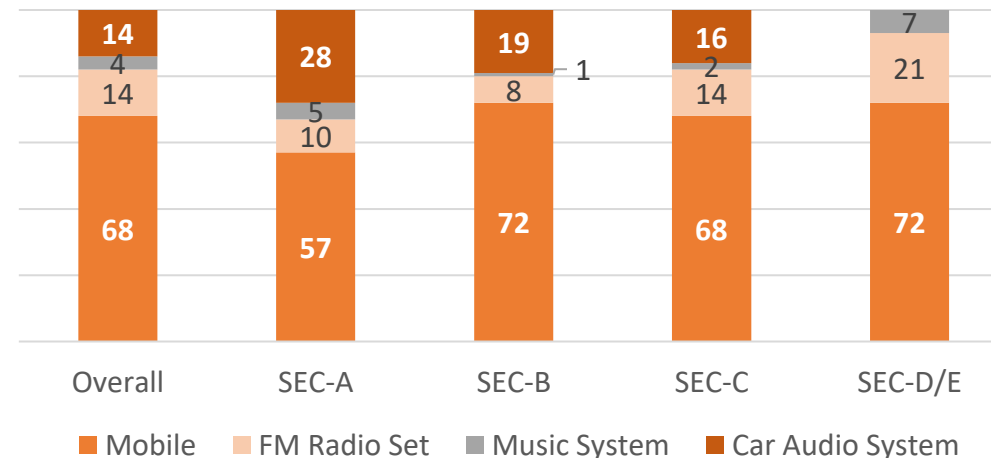
## Most Radio listenership has shifted to mobile in the COVID lockdown days



**DURING COVID LOCKDOWN**

Base: 2693

Figure in %



**PRE COVID LOCKDOWN**

Base: 2585

Figure in %

# COVID 19 INDIA LOCKDOWN

## Impact on Radio consumption in Urban India

- Radio had a reach of 51 million in the 6 metros covered in this study as compared to reach of Television at 56 million
- During lockdown average Radio listener spent 02:36 (HH:MM) on radio listening, up from approximately 02:07 before lockdown – an increase of 30 minutes per day
- Total daily man hours of Radio consumption are at 131 million in these towns
- Time spent on Radio has grown by approximately 30 minutes or 23% across segments and the growth is highest in SEC D/E at 28%
- Place of listening to Radio has shifted to in-home and Mode of listening to Radio is mostly mobile during the lockdown days

