

## BIG 92.7 FM, No. 1, in Banglore - Across all parameters

**BIG 92.7 FM**, has come up with triumph in the Radio Audience Measurement (RAM) findings. Within just one year of launch, BIG 92.7 FM living true to its name, has made a BIG impact in the radio industry! BIG 92.7 FM has clearly proved to be the **No. 1 choice of listeners, in the city of Bangalore**, across all parameters - including Reach, Share and TARP.

### Bangalore

#### Radio Station

Cum Reach '000

Share %

TARP %

**BIG 92.7 FM**

**2561**

**24.5**

**2.9**

Radio Mirchi 98.3 FM

2162

20.1

2.4

S FM 93.5 FM

2029

14.9

1.8

Radio One 94.3 FM

1998

10.3

1.2

Radio City 91.1 FM

1471

9.3

1.1

*\* Week ending 13th Oct 2007*

**Source: RAM**

The RAM ratings also show that in Mumbai, the Station delivers higher **reach** than any of its competitors, while in Delhi, it is the No.2 Station among 12-34 year old, SEC ABC listeners. As per the latest RAM data (week ending 20th Oct'07), BIG 92.7 FM delivers 'reach' of over 1.1 crore listeners cumulatively in the 3 metros - Mumbai, Delhi and Bangalore.

The RAM data has come at a time when the industry needs it the most, with the growth of the category and nationwide reach of the radio industry reaching new heights. Its format of timely and continuous information data provision will prove a strong tool for advertisers to plan their budgets and help broadcasters sharpen content and sales strategy.

Speaking on the occasion, **Mr. Soumen Chaudhary, VP South, BIG 92.7 FM**, said, 'Our [Bangalore](#) Station has received the No. 1 position within a very short period of time. We only recently celebrated the stations first birthday and what better a gift that this! It re-affirms our positioning and content strategy which has helped us stand out in the cluttered environment. We are Bangalore's only Kannada radio station, which has been received very well by listeners.'

( © India PRwire / India eNews)