

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2168
(TO BE ANSWERED ON 13.12.2024)

RADIO LISTENERSHIP OF AIR

2168. SHRI DEREK O' BRIEN:

SHRI MOHAMMED NADIMUL HAQUE:

Will the Minister of Information and Broadcasting be pleased to state:

- (a) whether Government has data on the average per day radio listenership of All India Radio (AIR);
- (b) whether the Audience Research Unit (ARU) of Akashvani is in the process of regularly publishing reports; and
- (c) the details of the last 10 reports published by the ARU of Akashvani?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a) to (c): The last ten reports published by the Audience Research Unit (ARU) of Akashvani relate to the impact assessment studies/radio audience surveys. These include reports on Spots/jingles during ICC T-20 World Cup; Sponsored programme of NCERT (UMANG); Radio Spots (Tele Law); Tele-manas; Unique Disability ID & Assistance to Disabled Persons for Purchase/Fitting of Aids/Appliances; Matdata Junction; National Disaster Management Authority telephonic quick feedback Survey; Survey of FM Channels Delhi; Radio Audience Survey on Vividh Bharati, FM Rainbow & FM Gold etc.

As per the latest listenership Survey conducted during the year 2024 in 20 cities for the sponsored Radio Programme 'Tele-Law' on the four major channels of Akashvani, the listenership was estimated at 23.8 crore.
