RECENT TRENDS IN FM RADIO IN INDIA: NEED AND PROSPECT

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ABSTRACT
According to KPMG reports, entertainment industry in India is going towards an annual growth rate of 20%. This never before growth rate is the result of growing number of Television sets, Radio channels and social media networks. Constant changing trends and regular infusion of creativity has given rise to such a never seen before popularity to the industry. FM Radio in India is also going on the same path by introducing regular doses of creativity in it. This paper will throw light on the current and future trends of FM Radio industry. It will also discuss the factors which led to these trends in FM Radio in India.

KEY WORDS: FM Radio, Trends, Creativity.

REFERENCES

