

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING  
LOK SABHA  
UNSTARRED QUESTION NO. 2626  
(TO BE ANSWERED ON 11.12.2024)**

**PUBLISHING OF REPORTS BY AKASHVANI AUDIENCE RESEARCH UNIT**

**2626. SHRI AZAD KIRTI JHA:**

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the average per day data regarding 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 ten 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 on the impact assessment studies/radio audience surveys include reports on Spots/jingles during ICC T-20 World Cup; Sponsored programme of NCERT (UMANG); Radio Spot (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 at 20 cities for the Tele-Law sponsored Radio Programme on four major channels of Akashvani, the listenership was estimated at 23.8 crore.**

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