



BIG FM'S SELECT MARQUEE CONTENT IS NOW EXCLUSIVELY AVAILABLE ON SPOTIFY

The audio streaming platform's users will have access to over 15,000 minutes of on-demand content from the radio channel's vast library of shows and properties

National, May 14, 2020: BIG FM, one of India's largest radio networks, has collaborated with **Spotify**, the most popular global audio streaming platform, for a content partnership that makes BIG FM content accessible to crores of listeners in India and worldwide. The exclusive deal will see some of BIG FM's most-loved shows and marquee properties be available on Spotify, widening the former's digital presence. BIG FM is known as a trendsetter in the industry for its story-led content that continues to inform, engage and entertain, and this deal will enable Spotify users to access 15,000 minutes of BIG FM's content spread across 13 marquee shows and 1,240 episodes.

While BIG FM already enjoys a huge listenership base, availability of a part of its content on Spotify will allow the radio network to reach hundreds of millions of Spotify users around the world. A few of their most popular shows include Suhaana Safar with Annu Kapoor (375 episodes), Yaadon ka Idiot Box with Neelesh Misra (370 episodes), Once Upon a Time in Bollywood (150 episodes), Actor Calling Actor (100 episodes). Select other shows such as Arth, Lamhe with Mantra, BIG Nayak (Hindi & Kannada), BIG Heroes (Hindi & Tamil), Kuch Panne Zindagi Ke, etc from the BIG FM library will also be available for streaming. To ensure it is easy on the ears for listeners, each episode will be edited and optimized for the podcast format.

Speaking on the association, **Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM** said, "At BIG FM we have always believed in creating content based on deep consumer insights that resonate with listeners. Over the years we have invested and developed powerful content ideas and IP. This is the time for us to leverage that repertoire of content and expertise we have built over the years. We are happy that Spotify recognizes the value of this content and is hosting it on their platform. We are very excited about this association and look forward to doing some great work together."

Adding to the same, **Abraham Thomas, CEO, Reliance Broadcast Network Limited commented**, "This is an important milestone in our journey as we evolve to an audio entertainment company. BIG FM has always been a pioneer in presenting distinctive audio content for its listeners through various formats, properties and campaigns. Our content on Spotify will further amplify the reach of our content amongst our loyal base of listeners whilst tapping into new ones. We have created yet another avenue for our listeners to explore, experience and enjoy their favorite music and shows at their convenience ensuring they are entertained and informed at all times."

Over the recent years, BIG FM has ramped up its digital offerings, from active engagement on social media to launching an OTT-esqe website (<http://bigfmindia.com>) and to leveraging its RJs



as influencers not just on radio but digital as well. This partnership with Spotify is another milestone in its endeavors to become the largest audio-entertainment powerhouse in India.

About BIG FM:

BIG FM, One of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 Crore Indians across the country. BIG FM has evolved with the changing times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in the lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localized content and credible RJs the brand will play the role of a 'thought inspirer' and an agent of positive change in society. The new tag line of 'Dhun Badal Ke Toh Dekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'. Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favorite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network's occasion-based programming, CSR Activities, and client integrated campaigns strongly reflect its *Dhun Badal Ke Toh Dekho* ethos. The original content-based shows and engaging brand-led campaigns have consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.

For more information, log on to www.bigfmindia.com

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