



Language wise break up

Primary Channel			FM Rainbow			Vividh Bharti		
S.N.	Language	Percentage	S.N.	Language	Percentage	S.N.	Language	Percentage
1	Konkani	60%	1	Konkani	54%	1	Hindi	99%
2	English	24%	2	English	42%	2	Konkani	1%
3	Marathi	11%	3	Marathi	4%	3		
4	Hindi	5%						

TOTAL EARNED REVENUE FROM APRIL 2007 TO JANUARY 2008

FM RAINBOW	PRIMARY CHANNEL
Rs. 10,65,000 = 00	Rs. 3,96,877 = 00

1% listening to PC shows = 22,840 listeners .

1% listening to FM shows= 8,285 listeners.

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