


















Astro Radio Listenership & Digital Statistics - January 2021

											
Radio Listenership ('000)	6,134	4,933	2,403	n/a	2,234	939	916	2,155	1,175	n/a	1,423
Digital Streaming ('000)											
Digital Streaming Sessions	3,000	5,094	1,984	231	1,196	1,049	711	2,086	2,065	158	840
Digital Streaming Users	820	1,147	522	74	378	297	185	463	456	44	221
Website ('000)											
Website Page Views	2,284	1,085	560	170	401	169	217	2,886	583	1,010	142
Website Users	907	696	238	96	168	46	56	1,161	256	514	48
Social Media Statistics ('000)											
Social Media Video Views	67,033	40,842	11,711	6,049	979	234	274	8,527	789	2,210	6,566
Facebook Followers	4,099	1,962	1,491	448	1,349	327	505	1,178	424	275	831
Instagram Followers	3,618	1,498	283	162	166	28	9	368	73	72	325
Youtube Subscribers	966	264	471	103	47	7	15	113	8	56	120

				
	Malay	English	Chinese	SYOK App
App Statistics				
Monthly Active User ('000)	n/a	n/a	n/a	405
Avg. Session Duration (mm:ss)	n/a	n/a	n/a	57m 51s
Website ('000)				
Website Page Views	379	296	490	n/a
Website Users	507	451	580	n/a
Social Media Statistics ('000)				
Social Media Video Views	105	81	785	n/a
Facebook Followers	167	214	159	n/a

Sources:

Weekly Radio Listenership - GfK Radio Audience Measurement (RAM) Wave 1 2021

Digital Streaming Sessions/Users - Radioactive (January 2021)

Website Page Views/Users - Google Analytics (January 2021)

Social Media Video Views - Facebook Creator Studio, CrowdTangle, YouTube (January 2021)

Social Media Followers - Facebook, Instagram, Twitter, YouTube (January 2021)

Monthly Active Users (MAU), Average Session Duration - Google Analytics (January 2021)