


















Astro Radio Listenership & Digital Statistics - February 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	2,867	5,127	1,952	213	1,136	1,034	648	2,281	2,120	143	896
Digital Streaming Users	784	1,175	516	70	368	297	177	509	465	40	230
Website ('000)											
Website Page Views	1,156	714	472	94	314	144	199	2,082	534	875	263
Website Users	434	412	177	47	125	32	44	857	242	443	94
Social Media Statistics ('000)											
Social Media Video Views	50,434	34,648	13,181	3,153	449	144	134	9,817	998	2,838	2,155
Facebook Followers	4,104	1,978	1,499	449	1,348	327	504	1,185	425	277	831
Instagram Followers	3,631	1,510	285	163	166	29	9	371	73	73	326
Youtube Subscribers	970	266	473	104	47	7	16	115	8	56	120

				
	Malay	English	Chinese	SYOK App
App Statistics				
Monthly Active User ('000)	n/a	n/a	n/a	375
Avg. Session Duration (mm:ss)	n/a	n/a	n/a	59m 42s
Website ('000)				
Website Page Views	445	159	305	n/a
Website Users	496	301	419	n/a
Social Media Statistics ('000)				
Social Media Video Views	206	127	552	n/a
Facebook Followers	169	214	160	n/a

Sources:

- Weekly Radio Listenership - GfK Radio Audience Measurement (RAM) Wave 1 2021
- Digital Streaming Sessions/Users - Radioactive (February 2021)
- Website Page Views/Users - Google Analytics (February 2021)
- Social Media Video Views - Facebook Creator Studio, CrowdTangle, YouTube (February 2021)
- Social Media Followers - Facebook, Instagram, Twitter, YouTube (February 2021)
- Monthly Active Users (MAU), Average Session Duration - Google Analytics (February 2021)