











Astro Radio Listenership & Digital Statistics - March 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	3,024	5,331	1,920	231	1,286	1,150	743	2,279	2,261	193	981
Digital Streaming Users	832	1,258	520	75	410	329	198	523	513	51	256
Website ('000)											
Website Page Views	899	608	318	91	431	197	215	1,741	449	743	216
Website Users	272	285	66	40	165	41	50	723	143	361	75
Social Media Statistics ('000)											
Social Media Video Views	56,335	35,090	10,069	6,187	955	118	252	3,823	1,051	4,316	1,688
Facebook Followers	4,111	1,989	1,507	454	1,346	327	504	1,192	428	281	832
Instagram Followers	3,658	1,528	288	166	166	29	10	376	74	76	330
Youtube Subscribers	977	269	477	105	47	8	16	116	8	57	120

				
	Malay	English	Chinese	SYOK App
App Statistics				
Monthly Active User ('000)	n/a	n/a	n/a	383
Avg. Session Duration (mm:ss)	n/a	n/a	n/a	1h 00m 18s
Website ('000)				
Website Page Views	606	141	179	n/a
Website Users	364	63	108	n/a
Social Media Statistics ('000)				
Social Media Video Views	262	132	518	n/a
Facebook Followers	169	213	160	n/a

Sources:

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