


















Astro Radio Listenership & Digital Statistics - October 2020

											
Radio Listenership ('000)	6,246	4,824	2,529	n/a	2,453	1,065	960	2,038	1,237	n/a	1,348
Digital Streaming ('000)											
Digital Streaming Sessions	3,167	5,081	2,064	227	1,341	1,075	714	1,813	2,185	166	865
Digital Streaming Users	843	1,175	528	70	426	308	188	431	487	48	226
Website ('000)											
Website Page Views	1,991	969	412	205	552	189	276	2,143	558	936	152
Website Users	879	569	97	121	230	49	83	881	211	450	60
Social Media Statistics ('000)											
Social Media Video Views	82,918	40,069	9,902	5,540	2,035	354	243	2,650	1,284	1,938	70,025
Facebook Followers	4,066	1,928	1,474	443	1,352	328	507	1,160	417	264	800
Instagram Followers	3,496	1,422	270	154	167	28	9	352	72	66	313
Youtube Subscribers	940	248	458	101	47	7	14	105	7	53	115

				
	Malay	English	Chinese	SYOK App
App Statistics				
Monthly Active User ('000)	n/a	n/a	n/a	410
Avg. Session Duration (mm:ss)	n/a	n/a	n/a	55m 59s
Website ('000)				
Website Page Views	434	245	605	n/a
Website Users	541	418	649	n/a
Social Media Statistics ('000)				
Social Media Video Views	300	164	729	n/a
Facebook Followers	167	214	157	n/a

Sources:

Radio Listenership - GfK Radio Audience Measurement (RAM) Wave 2 2020

Digital Streaming Sessions/Users - Radioactive (October 2020)

Website Page Views/Users - Google Analytics (October 2020)

Social Media Video Views - Facebook Creator Studio, CrowdTangle, YouTube (October 2020)

Social Media Followers - Facebook, Instagram, Twitter, YouTube (October 2020)

Monthly Active Users (MAU), Average Session Duration - Google Analytics (October 2020)