



STATS for LiteFM

WEB

(Source: Google Analytics)

186,947

AVERAGE UNIQUE VISITORS (August 2016)
Unique Visitors is the number of unduplicated (counted only once) visitors to LiteFM's website over the course of a specified time period.

299,098

AVERAGE PAGE VIEWS (August 2016)
Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

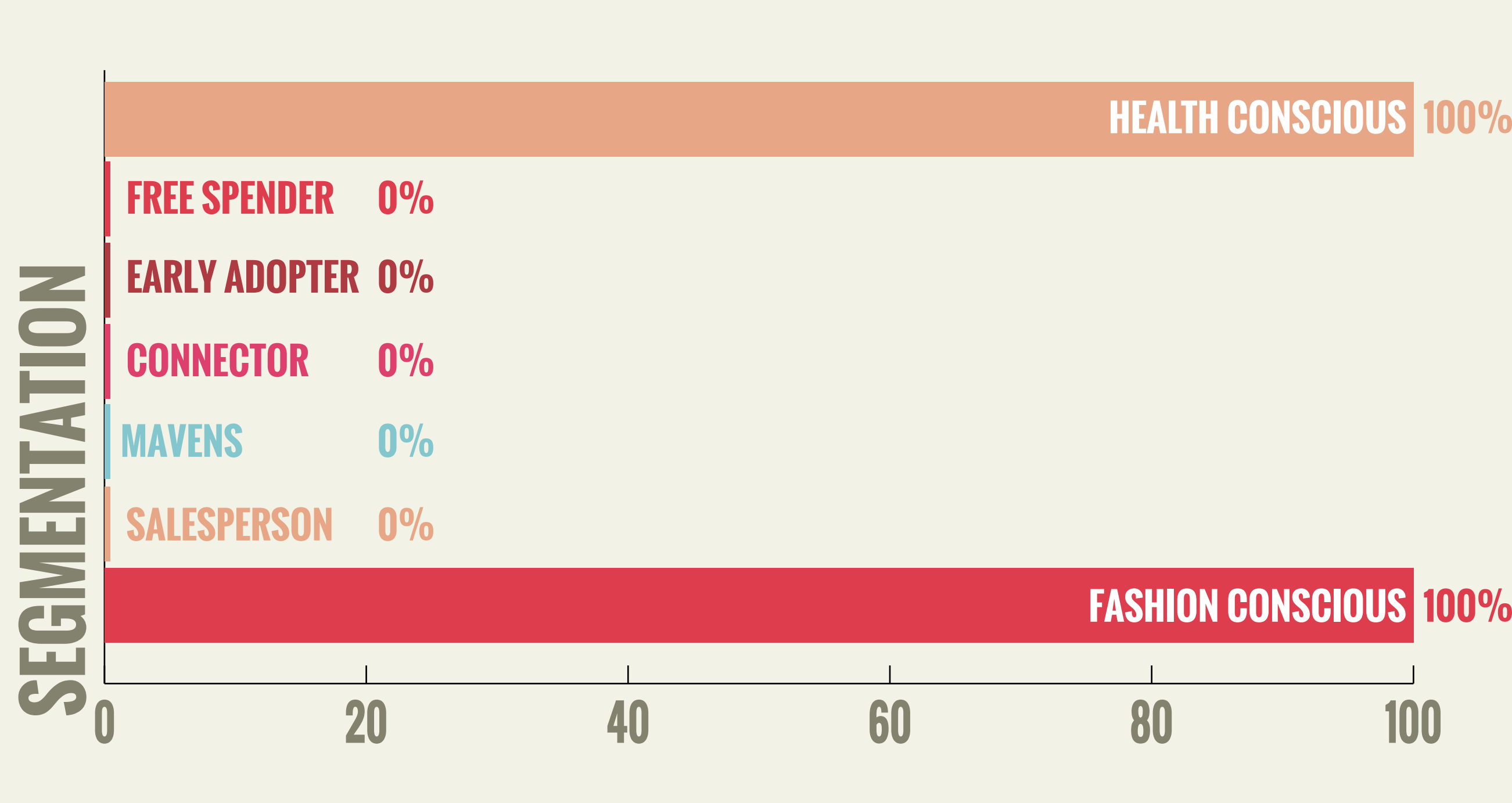
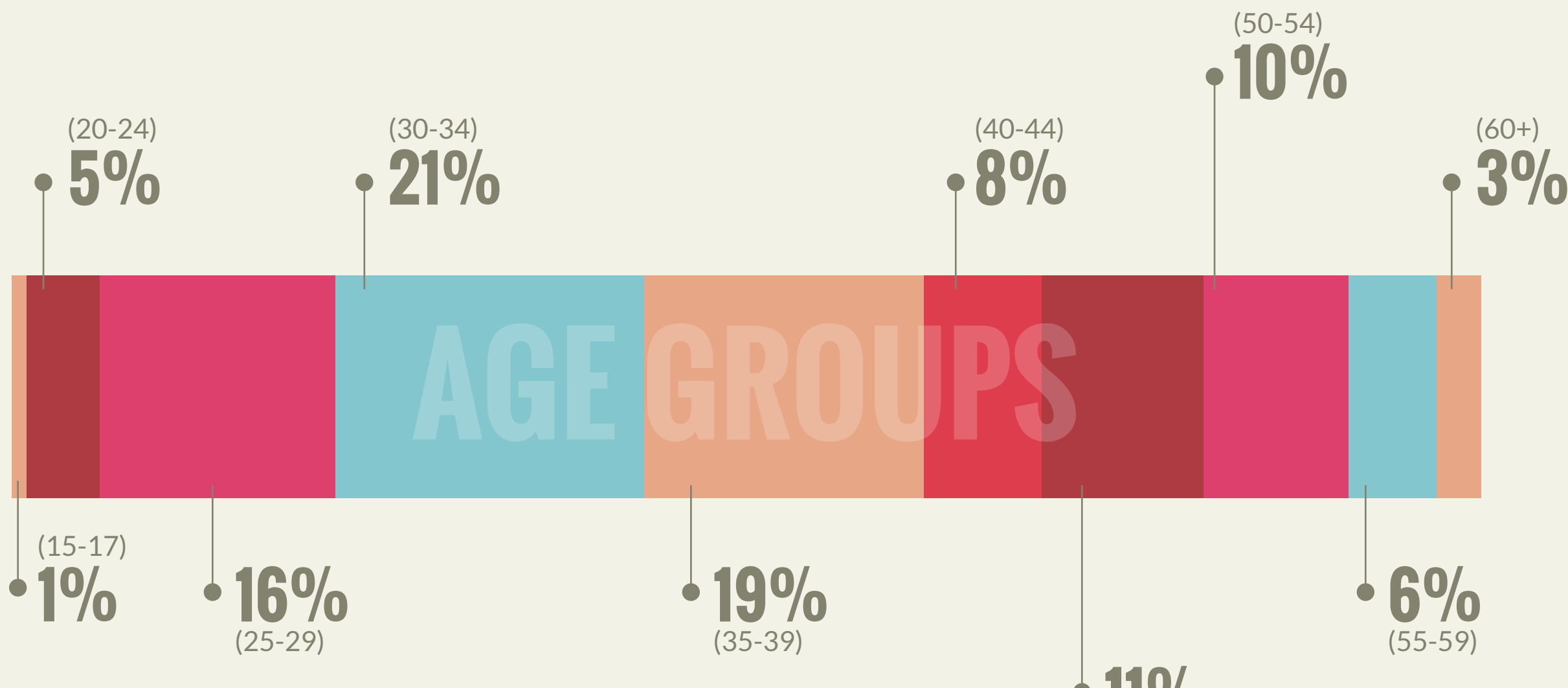
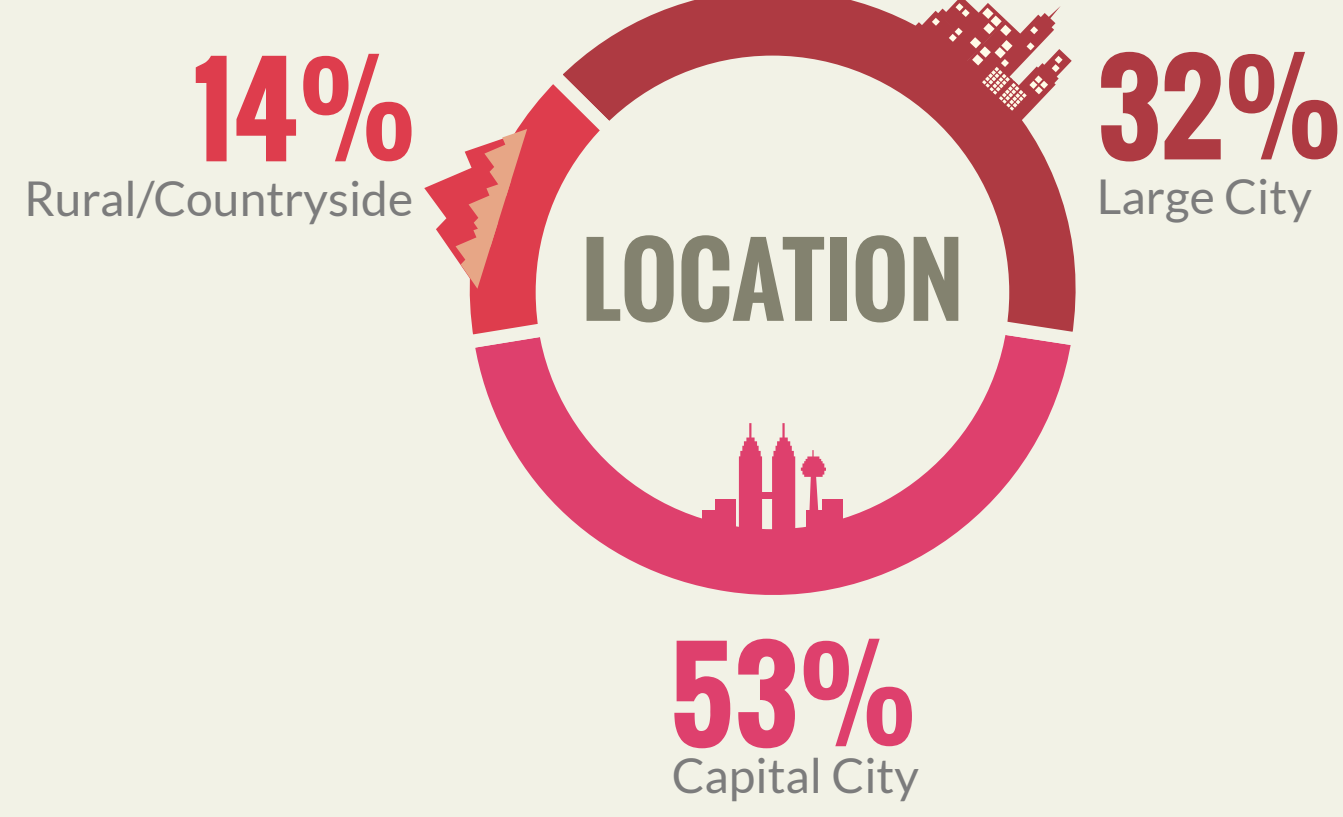
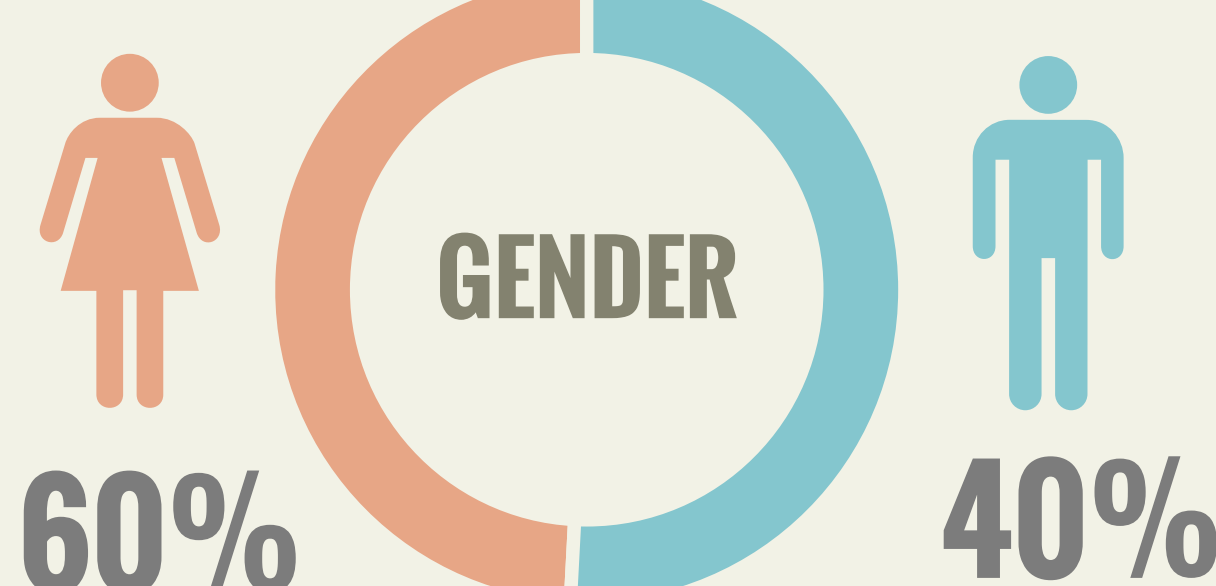
36.55%

MOBILE VISITS (August 2016)
The number indicates the number of people who access LiteFM's site via a mobile device (phone, tablet)

(Source: Effective Measure)

WEB DEMOGRAPHICS

(Source: Effective Measure)



SOCIAL MEDIA

(August 2016)



FACEBOOK FANS

504,257



FACEBOOK POST REACH

5,898,076



TWITTER

5,697

FOLLOWERS

The number of people who have subscribed to follow tweets of LiteFM

(Source: Twitter)



INSTAGRAM

1,727

FOLLOWERS

The number of people who have subscribed to follow Instagram posts of LiteFM

(Source: Instagram)



1,532

SUBSCRIBERS

The number of people who have subscribed to LiteFM's video channel

(Source: YouTube)



ONLINE & MOBILE LISTENERSHIP

(Source: Radioactive Singapore)

WEB

96,086

AVERAGE MONTHLY UNIQUE VISITORS (August 2016)

MOBILE

46,975

AVERAGE MONTHLY UNIQUE VISITORS (August 2016)



PODCAST TOTAL PLAYS

(August 2016)

62,501

APP DOWNLOAD

(August 2016)

1,167

2,087

MONTHLY SESSION LISTENERSHIP

(August 2016)



755,504



183,284