



STATS for MIX fm

WEB

(Source: Google Analytics)

135,252

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

227,953

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

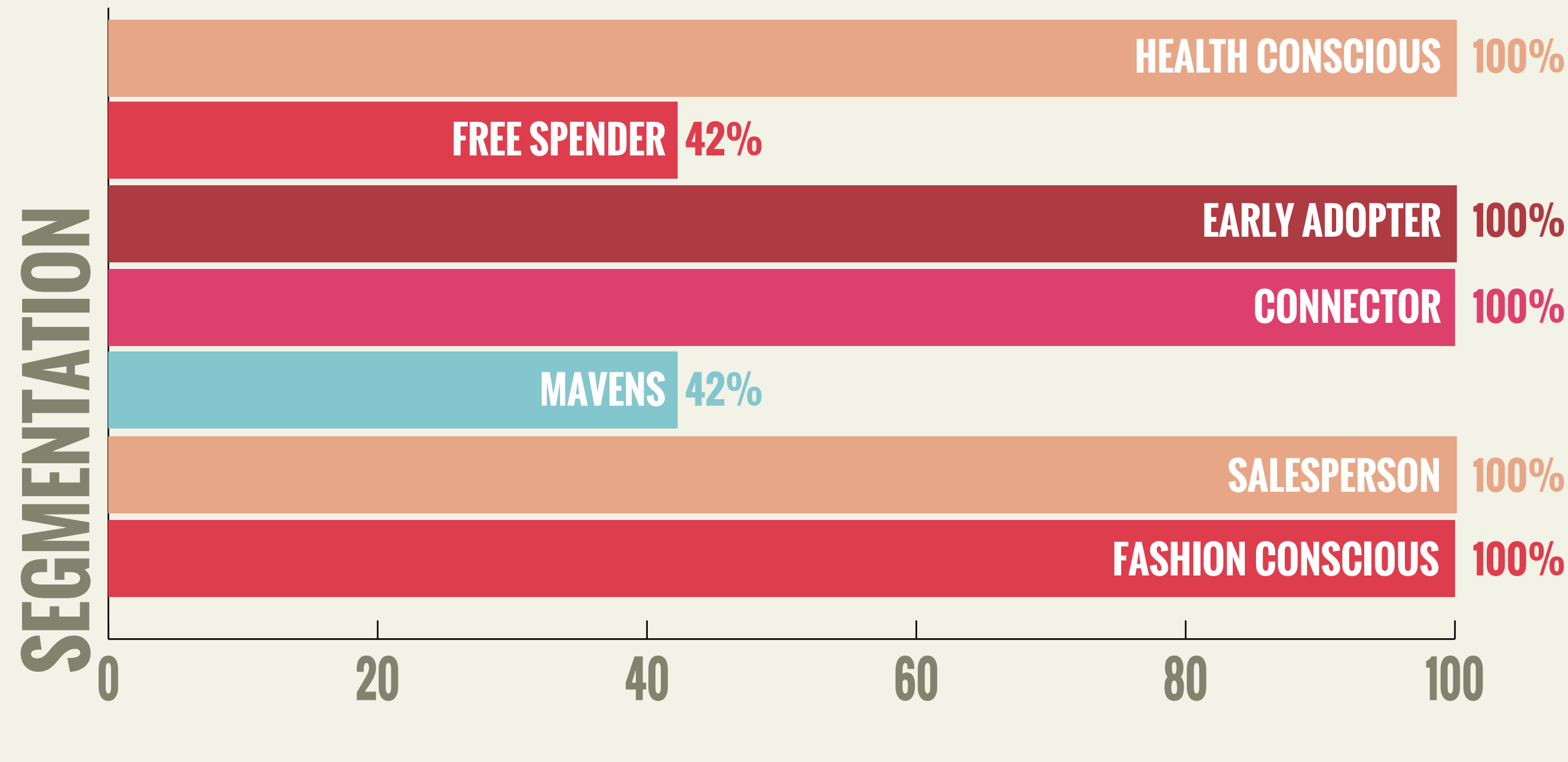
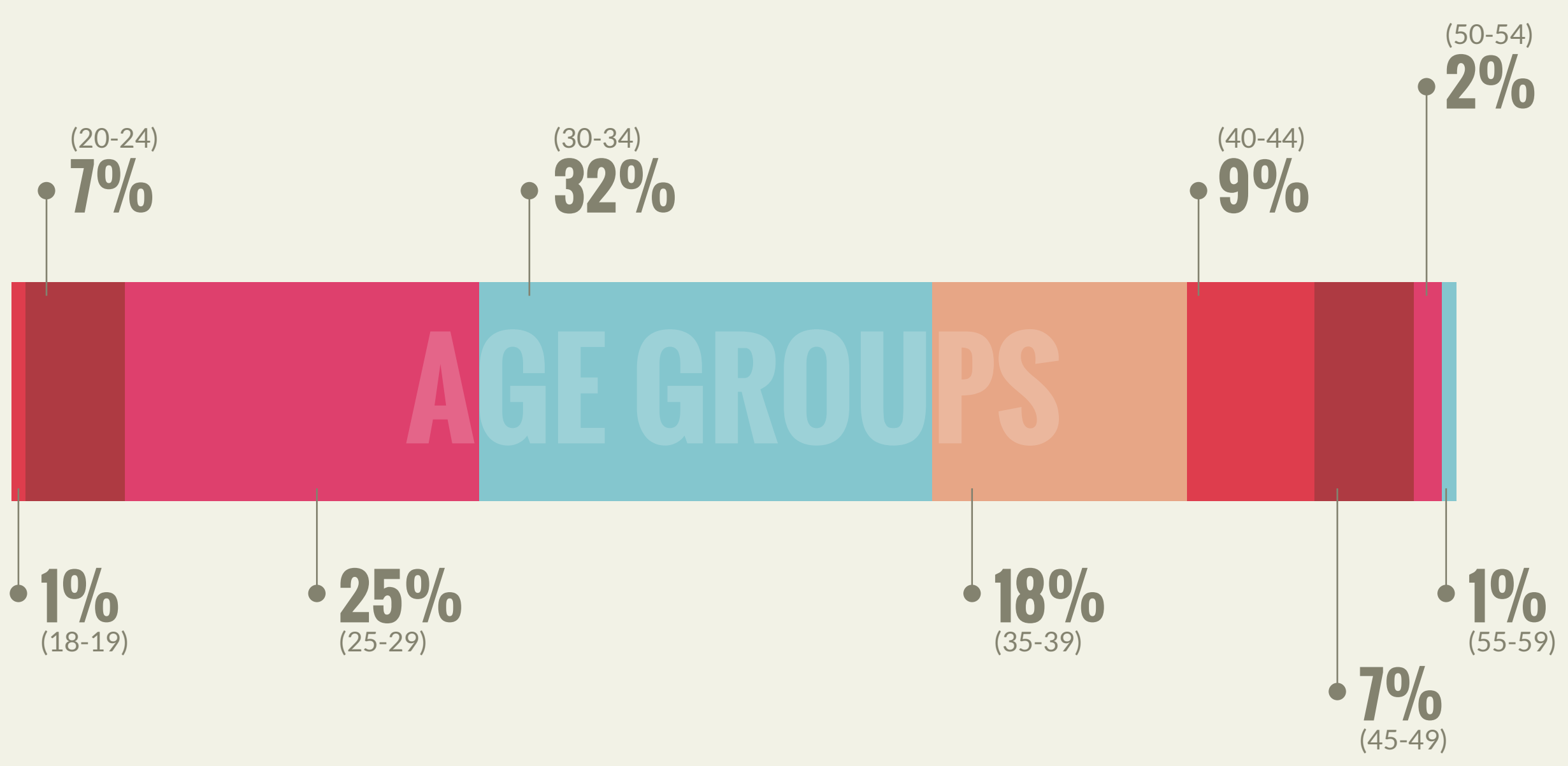
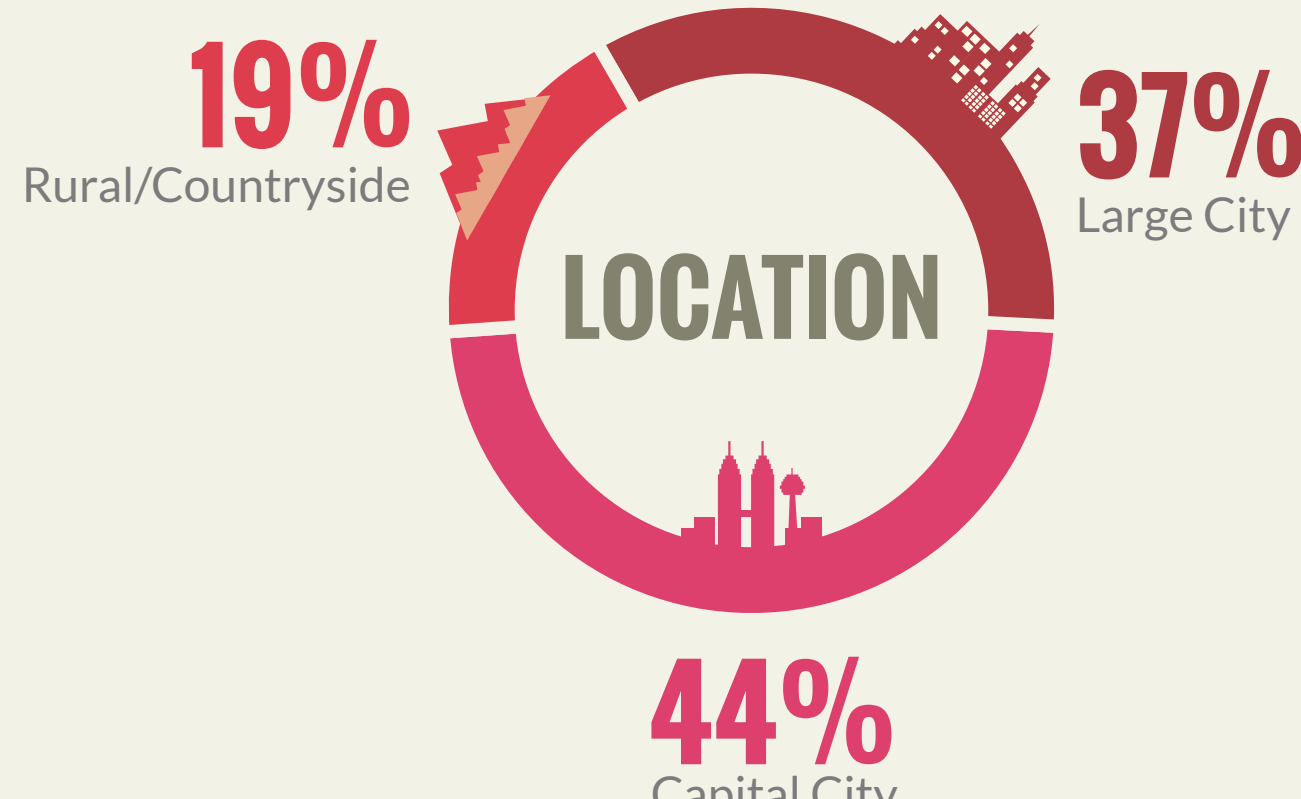
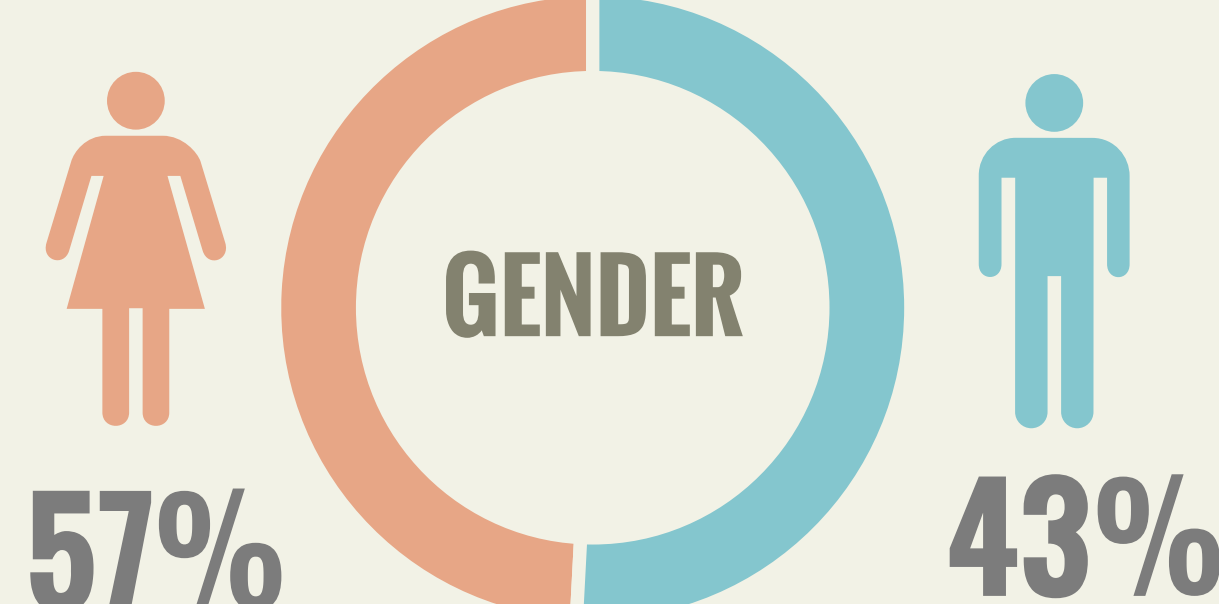
39.07%

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

(Source: Effective Measure)

WEB DEMOGRAPHICS

(Source: Effective Measure)



SOCIAL MEDIA

(August 2016)



FACEBOOK FANS

317,999



FACEBOOK POST REACH

2,301,826

TWITTER

13,285

FOLLOWERS

The number of people who have subscribed to follow tweets of MIX fm

(Source: Twitter)

INSTAGRAM

11,886

FOLLOWERS

The number of people who have subscribed to follow instagram posts of MIX fm

(Source: Instagram)



2,356

SUBSCRIBERS

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

(Source: YouTube)



ONLINE & MOBILE LISTENERSHIP

(Source: Radioactive Singapore)

WEB

90,898

AVERAGE MONTHLY UNIQUE VISITORS (August 2016)

MOBILE

25,223

AVERAGE MONTHLY UNIQUE VISITORS (August 2016)

PODCAST TOTAL PLAYS
(August 2016)
18,924

APP DOWNLOAD
(August 2016)

512

1,142

MONTHLY SESSION LISTENERSHIP

(August 2016)

661,625

81,663