



STATS for MY FM

WEB

(Source: Google Analytics)

1,617,881

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

2,571,222

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

73.55%

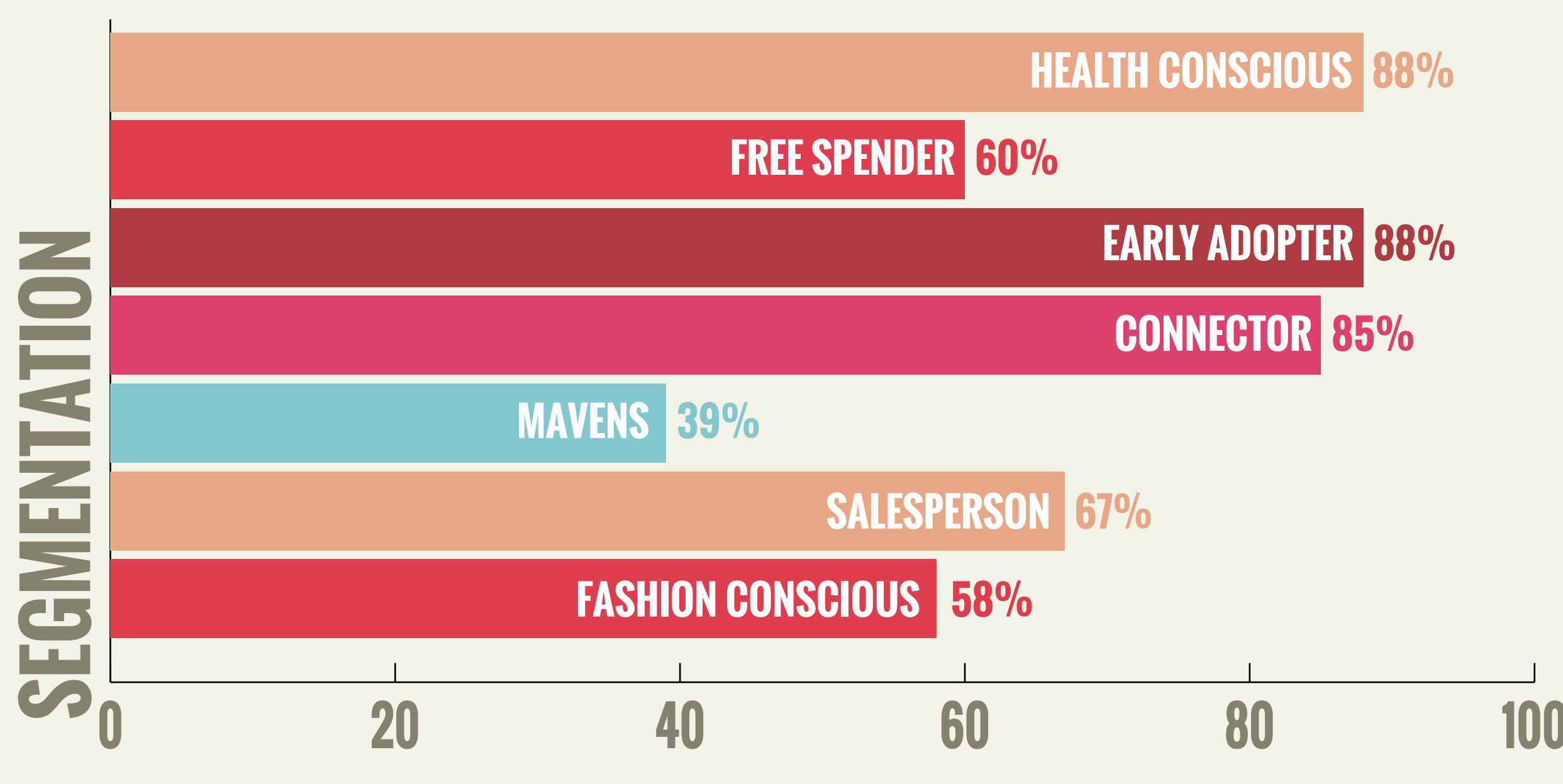
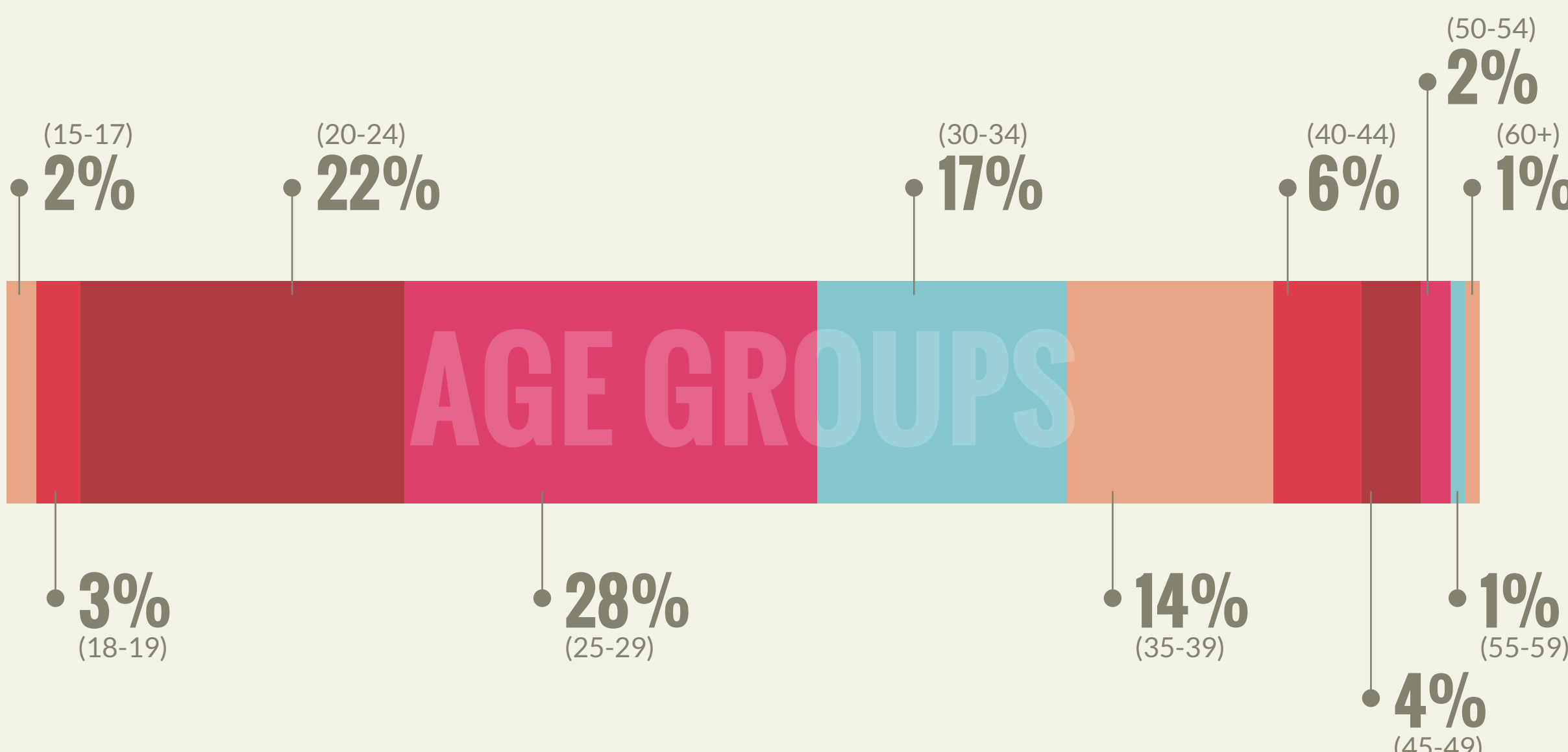
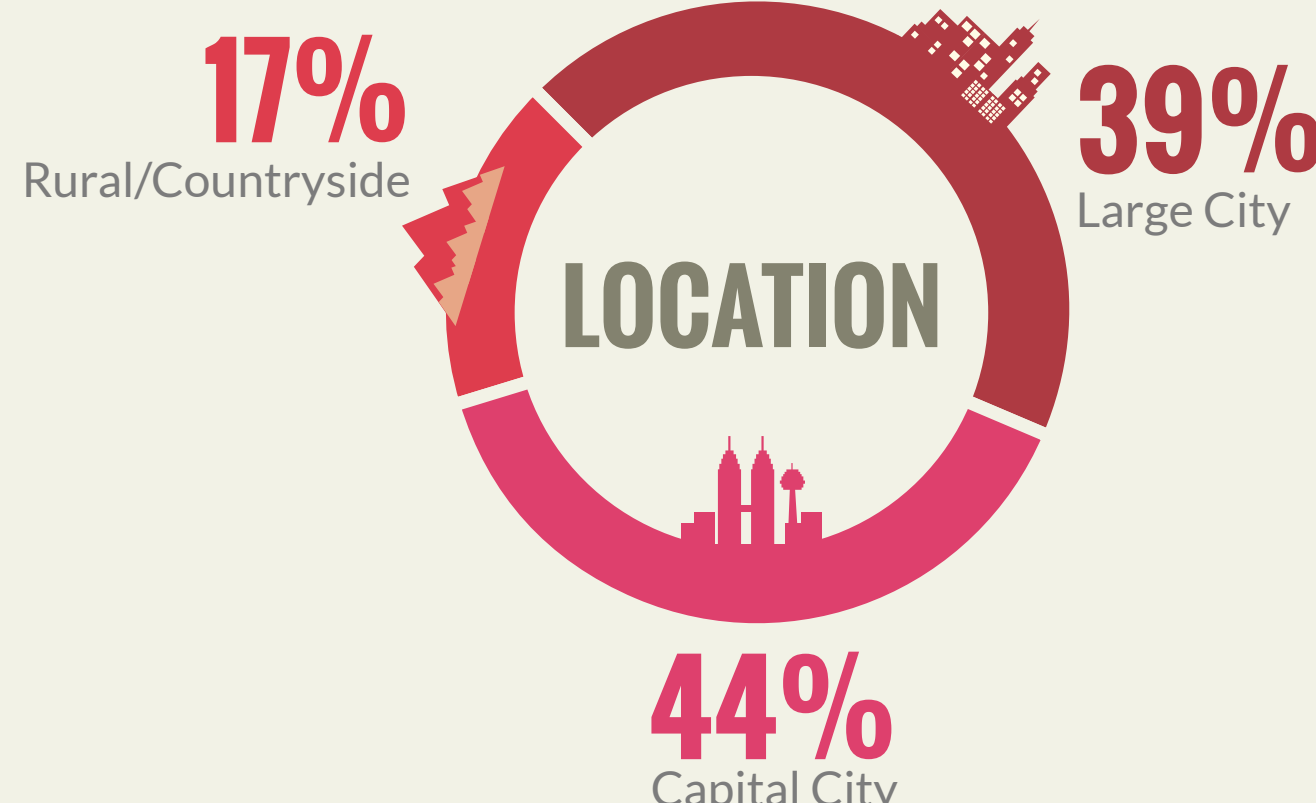
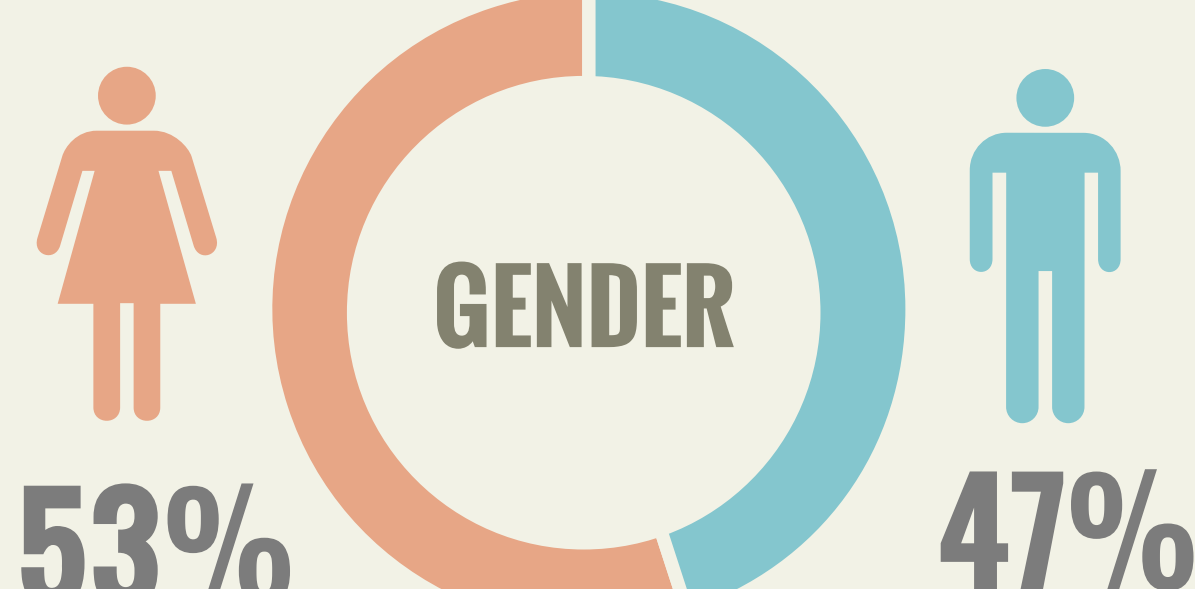
MOBILE VISITS (August 2016)

The number indicates the number of people who access MY FM's site via a mobile device (phone, tablet)

(Source: Effective Measure)

WEB DEMOGRAPHICS

(Source: Effective Measure)



SOCIAL MEDIA

(August 2016)



FACEBOOK FANS

826,767



FACEBOOK POST REACH

8,028,600

TWITTER

8,331

FOLLOWERS

The number of people who have subscribed to follow tweets of MY FM

(Source: Twitter)

INSTAGRAM

61,836

FOLLOWERS

The number of people who have subscribed to follow instagram posts of MY FM

(Source: Instagram)



36,265

SUBSCRIBERS

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

(Source: YouTube)



ONLINE & MOBILE LISTENERSHIP

(Source: Radioactive Singapore)

WEB

156,695

AVERAGE MONTHLY UNIQUE VISITORS (August 2016)

MOBILE

90,104

AVERAGE MONTHLY UNIQUE VISITORS (August 2016)



PODCAST TOTAL PLAYS

(August 2016)

152,839

APP DOWNLOAD

(August 2016)

1,567

4,154

MONTHLY SESSION LISTENERSHIP

(August 2016)



1,274,192



389,686