



MidHits Radio

Listener & Website Statistics

March 2010

www.midhits.co.uk

Listener Statistics for March 2010

MidHits Radio

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|------------------|-----------------------------|------------------|
| Listener Minutes | Total (30-day) | 134469 minute(s) |
| | Total listening hours (TLH) | 2241.15 |
| | Average session length | 46.6 minute(s) |

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| Listeners | Total sessions (30-day) | 2888 session(s) |
| | Unique listeners | 1527 listener(s) |
| | Unique countries | 90 countries |

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| Data Transfer | Total (30-day) | 133023.9 MB |
| | Session average | 46.1 MB |

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| Tracks | Total (30-day) | 11121 track(s) |
| | Total unique (30-day) | 384 track(s) |
| | Average per hour | 14.99 track(s) |
| | Average length | 3 mins, 41 secs |

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|-----------|------------------|-------------|
| Listeners | 0 - 30 sec | 228 (7.9%) |
| | 30 sec - 2 min | 371 (12.8%) |
| | 2 - 5 min | 415 (14.4%) |
| | 5 - 15 min | 540 (18.7%) |
| | 15 - 30 min | 362 (12.5%) |
| | 30 min - 1 hour | 373 (12.9%) |
| | 1 hour - 4 hours | 492 (17.0%) |
| | 4hours + | 107 (3.7%) |

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|----------------------------------|-------------------------------|--------------|
| User Agents by Listener Sessions | 1. Nemesis Player | 1392 (48.2%) |
| | 2. Winamp | 467 (16.2%) |
| | 3. MPEG OVERRIDE | 318 (11.0%) |
| | 4. BASS audio library | 106 (3.7%) |
| | 5. Apple iTunes | 92 (3.2%) |
| | 6. VLC Media Player | 91 (3.2%) |
| | 7. RealPlayer | 85 (2.9%) |
| | 8. xine Media Player | 68 (2.4%) |
| | 9. X Multimedia System (XMMS) | 35 (1.2%) |
| | 10. YourMuze | 25 (0.9%) |
| | 11. Other | 206 (7.1%) |

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| User Agents by Listener Minutes | 1. Nemesis Player | 76306 (56.8%) |
| | 2. Winamp | 18385 (13.7%) |
| | 3. MPEG OVERRIDE | 8116 (6.0%) |
| | 4. VLC Media Player | 6770 (5.0%) |
| | 5. RealPlayer | 5455 (4.1%) |
| | 6. BASS audio library | 4351 (3.2%) |
| | 7. xine Media Player | 3958 (2.9%) |
| | 8. Apple iTunes | 2999 (2.2%) |
| | 9. Apple iPhone OS v3.1.3 CoreMedia v1.0.0.7E18 | 1666 (1.2%) |
| | 10. FreeAmp | 958 (0.7%) |
| | 11. Other | 5411 (4.0%) |

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|--------------------------------|-------------------|--------------|
| Countries by Listener Sessions | 1. United Kingdom | 591 (20.5%) |
| | 2. United States | 277 (9.6%) |
| | 3. Canada | 180 (6.2%) |
| | 4. Germany | 135 (4.7%) |
| | 5. Panama | 117 (4.1%) |
| | 6. Serbia | 94 (3.3%) |
| | 7. Romania | 89 (3.1%) |
| | 8. Netherlands | 81 (2.8%) |
| | 9. Spain | 70 (2.4%) |
| | 10. Other | 1251 (43.4%) |

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|-------------------------------|-------------------|---------------|
| Countries by Listener Minutes | 1. United Kingdom | 32084 (23.9%) |
| | 2. Canada | 11771 (8.8%) |
| | 3. United States | 11628 (8.7%) |
| | 4. Germany | 6867 (5.1%) |
| | 5. Serbia | 4261 (3.2%) |
| | 6. Netherlands | 4085 (3.0%) |
| | 7. Malaysia | 3702 (2.8%) |
| | 8. Brazil | 3663 (2.7%) |
| | 9. Italy | 3285 (2.4%) |
| | 10. Other | 53029 (39.5%) |

Website Statistics for March 2010
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|----------------|------------------|-----------|
| Viewed Traffic | Unique visitors | 2638 |
| | Number of visits | 3908 |
| | Pages | 33042 |
| | Hits | 157526 |
| | Bandwidth | 878.91 MB |

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| Not Viewed Traffic (traffic generated by robots) | Unique visitors | |
| | Number of visits | |
| | Pages | 6597 |
| | Hits | 7460 |
| | Bandwidth | 54.20 MB |

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|---------------------------|-----------|---------|
| Days of Week - Page Views | Monday | 845.8 |
| | Tuesday | 838.6 |
| | Wednesday | 1223.8 |
| | Thursday | 1485.5 |
| | Friday | 980.25 |
| | Saturday | 1379.75 |
| | Sunday | 779.75 |

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|---------------------|-----------|---------|
| Days of Week - Hits | Monday | 4307.6 |
| | Tuesday | 3659.2 |
| | Wednesday | 5979.2 |
| | Thursday | 7696 |
| | Friday | 4163.75 |
| | Saturday | 6191.25 |
| | Sunday | 3898 |

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|----------------|-----------|---------------|
| Visit Duration | 0s-30s | 2758 (70.50%) |
| | 30s-2mn | 430 (11%) |
| | 2mn-5mn | 165 (4.20%) |
| | 5mn-15mn | 152 (3.80%) |
| | 15mn-30mn | 99 (2.50%) |
| | 30mn-1h | 134 (3.40%) |
| | 1h+ | 170 (4.30%) |