

August 2018

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Moms and Media

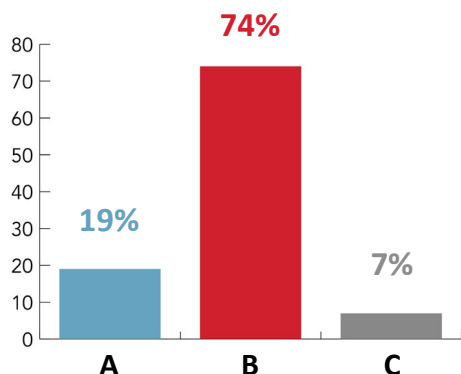
The modern mom is connected, social and mobile – while that's not a newsflash, some current trends about how moms are consuming media and engaging in social networking may surprise you. [Get four new insights on reaching moms today.](#)

Netflix Tries Out Radio

Netflix is teaming up with Sirius XM to launch an exclusive satellite radio channel with content from Netflix's catalog of stand-up comedy. This is Netflix's first foray into radio via another subscription-based premium media platform.

Survey Says: "I'm Still Listening"

"How has your listening to AM/FM radio stations changed overall since you got a smart speaker?"

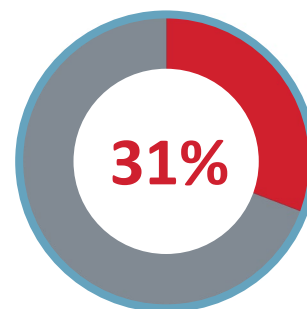


- A** I listen more to AM/FM radio
- B** No change in how much I listen
- C** I listen less to AM/FM radio

[Click here to see the survey >>](#)

Marketing to Millennials

Millennials make up 31% of the U.S. radio listener population.



The best way to reach them is to optimize your website for mobile, and really every platform. Millennials are more likely to make a purchase if it's personalized to their interests, but not if they smell deceptive advertising. [See more fascinating stats about how millennials compare to other generations in this infographic.](#)

Pandora Opens Its Box

The largest publisher of digital audio in the U.S., Pandora, is now offering audio ad placement (:15 or :30) for marketers after completing beta testing. Advertisers can select segments based on listeners' streaming habits, music tastes, demographic data, and more.

Facebook's 2.5 Billion Friends

Facebook has reported that its real total audience is 2.5 billion people. That includes people in its owned companies: Instagram, WhatsApp, and Messenger.



Media Translator Cont.



The Growing Podcast Movement

July's Podcast Movement 2018 conference gathered 2,500 for three days dedicated to a platform that continues to grow in audience, advertisers, and influence. Jacobs Media presented a special track called "Broadcasts Meet Podcasters" – and here are some of the quotable highlights as pulled from this excellent recap blog post (thanks, Fred!):

"We have AM stations, we have FM stations, (and) podcasting is the other 'M.'"
– Hubbard Media's Greg Strassell

"(Podcasting) isn't an audience shift; it's audience addition."
– Beasley Media's Justin Chase

"Podcasting is the independent film of audio." @markramseymedia
– Dave Beasing

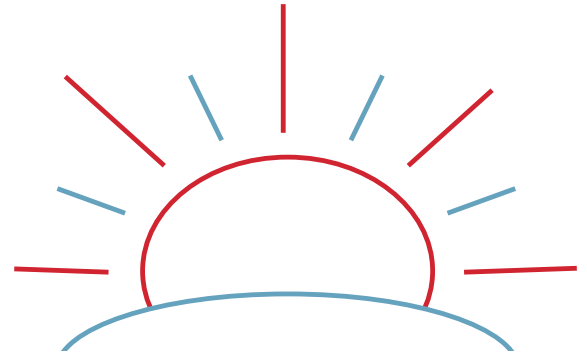
"There's a big market for MilMos – Millennial Moms."
– Gimlet's Anna Sullivan

"Tell WHO your podcast is for and WHY they need it in the first 30 secs."
– WMMR's Steve Morrison

"If you like radio because it's intimate, podcasts are 10x."
– ABC Radio's Brad Mielke

Sun Waves

Think you've heard everything? You will, after you've heard what the sun sounds like.



Virtual Watch Party

Facebook has created a service that lets people watch live or recorded videos together while interacting in real time. Content creators can control the playlist and engage an audience in real time. What will be the subject of the first Watch Party you create?



Crisis Management

Organizations that have personalities with their own followings and fans are thinking about how they'd respond to a "Rosanne Barr situation." What would you add to the six guidelines of responding to controversial comments?



Email Peg@ambaa.com and let us know!