

October 2018

Media Translator

Connecting your ministry to today's media platforms



3 Big Ideas from the 2018 Radio Show

1 Data is a game-changer for radio. Tapping into the available insights and information that radio stations can glean from listener databases, surveys, social media, etc. will help to drive revenue and positively impact stations' programming, sales and marketing efforts.

2 Radio works. Advertisers continue to see the benefits of including radio within their marketing plan. Radio can amplify the impact of other media. Radio can influence behavior and brand consideration. Radio can drive awareness.

3 Radio drives store traffic. Based upon real-world campaigns across a broad range of retail brands in four major ad categories, on average, radio drove a 22% lift in store traffic.

[Read 7 more >>](#)

GOOD THINGS COME TO THOSE WHO (DON'T) WAIT

*"The impact of on-demand video on broadcast and cable TV isn't just notable – it's been devastating ... In hindsight, they could have been far more proactive in making more and more of their content accessible on-demand, whether it's entire programs, select news stories, or even custom-made video fans would enjoy. **But alas, they waited . . .**"*

Read more from **Fred Jacobs** in his post, "[Radio's Dueling Platforms](#)" to understand the opportunities that currently exist for new avenues of listenership and monetization.

BONUS: We also enjoyed these recent posts by Fred:

[What Paul McCartney Just Taught Us >>](#)

[Headphone Games >>](#)

[The End of Radio "Search" >>](#)

MUST-WATCH VIDEO

[Self-Driving Cars: Radio's Greatest Opportunity](#)

Click above to hear the insightful session from Momentum 2018—the annual conference presented by Christian Music Broadcasters

Podcasting

THIS IS (ONE-FOURTH) OF US

One in four Americans has listened to a podcast in the past month, according to Edison Research.



More than half of heavy podcast listeners took some type of action involving a product or service they have heard advertised in a podcast.

- **55% followed** the product or service on social media
- **57% purchased** the product
- **54% used a promotional code** at checkout when purchasing the product or service.

The figures are all up double digits since 2017.

[Learn more >>](#)