

April 2018

Media Translator

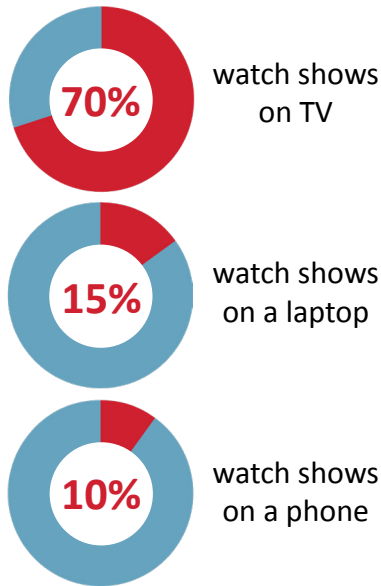
Connecting your ministry to today's media platforms



Phone Patrol

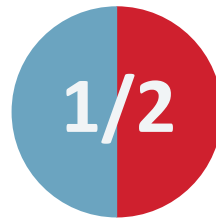
Not everything is moving to the phone. Two media giants give evidence:

Netflix reports of its members ...



YouTube says ...

Their live TV service generates over:



of its streams on TVs.

(They had only offered first via mobile)

Radio News



EMF (K-LOVE/Air1) buys WLUP-FM (Chicago) for \$21.5 million



Moody Radio VP Collin Lambert stepping down after 15 years



Salem Media Group shares NRB presentation as seen at the Salem Summit Breakfast

Podcasts Today

Traug Keller (Senior Vice President of ESPN Audio) gives insight into what's ahead for their podcast business. They're focusing on three tentpoles in their lineup of original podcasts: sports passions, storytelling, and personality-based shows.

"In the end [...] the consumer is in charge. Podcasting recognizes that with portability of time and place."

[Read more about their audio evolution >>](#)



More on Americans and podcasting:
[Nielsen Podcast Insights Report](#)
[Edison Research's Infinite Dial 2018](#)

Could Radio be Next?

Fox TV network plans to reduce commercial time to just two minutes per hour by 2020. This comes as audiences are spending less time on network TV and more time on OTT (over the top) platforms like Amazon and Netflix. Consumers are increasingly willing to pay for value and to circumvent (or block) ads to do it.



"TV may be leading the way, but radio is likely to move in the same direction and for the same reasons."
- Mark Ramsey