

May 2018

Media Translator

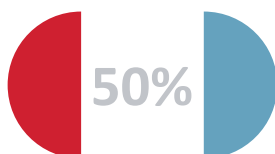
Connecting your ministry to today's media platforms



Ambassador

Quick Stats

Radio has grabbed a



“share of ear” in a recent study.

The largest reach on radio comes from Generation X (ages 35-54).



97% of this generation tune in during an average month.

Americans listen to radio more than 3 times than that of all streaming services combined.



The biggest music streaming players are:

Spotify 70 million

Apple 36 million

Apple and its rapidly growing market share is predicted to overtake Spotify this Summer.

Experimentation Corner

What's the “sweet spot” for content length? Radio isn't the only one asking the question. Streaming giants are experimenting with short-form (less than 22 minutes) content.

“Story is story,” said TJ Barrack (Co-Founder of Adaptive Studios). “For [the streaming giants], short form is just another content type to tell great stories, especially as they try to go after what ‘Serial’ did to podcasting.” The hope is that by experimenting with shorter formats, while maintaining the level of production quality that viewers are used to on Netflix, Amazon and Hulu, the market for this type of premium short form will open back up.

“Story is story.”

[Read more about being smart when shifting formats >>](#)

A Good Point Deserves a Good Question

“In a time of entertainment clutter – when everything is warring for your attention with everything else – there's a bonus for what's familiar and dependable.” – Mark Ramsey, in [expanding on the implications](#) for radio from the recent (very successful) revival of the classic sitcom *Roseanne*. So ask yourself this:

When it comes to your content, what is your “old” that can be “new” again?

iHuman

In a world where robotics, automation, and algorithms are rapidly increasing in popularity, Elon Musk acknowledges that humans are underrated and [the message for radio](#) is the same.

In Case You Missed It

- 1 Spotify went public ([more](#))
- 2 Amazon unveils colorful Echo Dot for kids ([more](#))
- 3 The internet has been busy in the last 60 seconds. ([more](#))
- 4 YouTube took down 8 million + videos in 3 months ([more](#))
- 5 Facebook profits soar amidst so-called “trust crisis” ([more](#))
- 6 Smartphone market saturation suggested by sluggish demand ([more](#))
- 7 Seattle public radio station KEXP received a \$10 million gift from a donor known only as “Suzanne” ([more](#))