

November 2018

Media Translator

Connecting your ministry to today's media platforms



Spotlight on CCM

BY THE NUMBERS

- 1004 CCM stations
- 22.3 million weekly listeners
- #10 rank in total audience share
- #4 radio format behind News/Talk, Country, Religious
- 53% of CCM listeners are female; 47% male
- 63% are married
- 86% of CCM listeners use music streaming platforms
- Their listeners tend to be more affluent, reside in the South, and more likely to be Millennials or Gen-Xers

NEW INSIGHTS

1. The overall CCM audience is trending older.
2. The top 10 performing CCM stations in America focus more on Time Spent Listening.
3. The #1 daypart for 7 out of 10 is weekends, followed by weeknights (based on TSL during these dayparts).

► Want more? Email Michelle@ambaa.com for additional findings from a recent Nielsen webinar on the CCM format.

Did you know?

LATINO LISTENERS

The average age of Latinos in the US is just 27, compared to non-Hispanic whites at 42.

► Get more fascinating data, and what it can mean for how you connect to the Latino community. Check out [Lee Ann Jackson's Top Ten Take-aways](#) from a recent Nielsen podcast titled, "[Young, Digital and Social—Connecting with Today's Hispanic Consumers.](#)"

VIDEO

Facebook controls nearly 87% of US social network video ad spending. —eMarketer

Teens spend nearly 71% of their video consumption time with Netflix and Youtube. —Piper Jaffray survey

Deepfake videos are getting real, and that's a problem ([watch & beware](#)). —WSJ.com

PODCASTING

Podcasting is the New Blogging... So says Seth Godin in a [recent post](#), "Podcasting is the generous act of showing up, earning trust and authority because you care enough to raise your hand and speak up."

We Want to Hear About New Podcasts... Indeed, a [new study](#) says 6 in 10 learn about new podcasts through social media, and then almost half listen to a podcast immediately after it is downloaded.

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