

February 2019

# Media Translator

Connecting your ministry to today's media platforms



## Well said.

“ Don't get me wrong. I believe that podcasting is an important part of what ministries should be doing to expand their listenership. But **it's a mistake to frame the radio vs. podcasting debate as an either/or.** ”



—Charley Mefferd, from his article on [HisAir.net](http://HisAir.net)

*Charley is the Vice President, Sales and Marketing for Amb-OS Media and a Media Strategist for Ambassador Advertising*

“ With all the worries about online brand safety (think YouTube), accuracy in reporting (think Facebook) and the general draining of dollars on the tech-toll road (think programmatic), **the safety of traditional media becomes very appealing.** ”

—[Inside Radio](#)

“ **Netflix doesn't say,** “watch anything you want everybody! But we're going to stop the TV and movies twice a year for several days of unwelcome solicitation!” ”

—[Mark Ramsey](#)

## new numbers

**80**

[The number of minutes 90% of 18-34 year olds are predicted to listen to radio every week in 2019.](#) TV viewing is falling at three times the rate of radio listening.

**33,342**

[The number of broadcast stations \(radio + TV\) licensed in the US.](#) One year ago there were 33,006, and ten years ago there were 29,832.

**578,165**

[The number of unique podcast series now available.](#) 25% of the podcasts published their first show in 2018.

**1 million**

[The number of preorders for Echo Auto.](#) Amazon's aftermarket car product is available to purchase by invite-only.

**53 million**

[The number of U.S. adults who own at least one smart speaker.](#) That's 21% of the population.

## the fascinating five

**1**

The cost for a :30 Super Bowl ad has leveled out this year [\(do you have \\$5.24 million?\)](#).

**2**

Be sure to find the Walking Car when you get around to viewing [the best of CES 2019.](#)

**3**

[There are apps you've never heard of](#) that your teen is already using.

**4**

[Amazon's new Echo Wall Clock](#) was pulled due to connectivity issues.

**5**

Still scared about “deepfake” videos? [The Pentagon is now involved.](#)