

January 2019

Media Translator

Connecting your ministry to today's media platforms



Good Questions

Q: What media platform has the highest consumption?

A: **Radio** (92% of U.S. adults listen to radio during an average week).

Q: What demographic has the highest media consumption?

A: **Adults ages 50-64** (they spend more time per day on media than any other age group)

Q: What's a vMVPD?

A: **Virtual Multichannel Video Programming Distributors (vMVPDs)** deliver live & on-demand television over the internet. Many use a vMVPD to "cut the cord" from their cable service.

vMVPD services:	vMVPD devices:
Sling	Roku
DIRECTV NOW	Apple TV
YouTube Live	Amazon Fire TV
Hulu Live	Gaming Consoles

vMVPDs exist in 3.4% of all TV households (as of June 2018)



► MORE ANSWERS:

Find additional fascinating answers to questions you have (or didn't know you have!) in the latest [Nielsen Total Audience Report](#).

“ *Radio is the least disrupted medium in America because it has an indelible emotional connection with its audience. No other medium has the authentic relationship we have with listeners on a daily basis.* ”

—Ruth Gaviria
(Chief Marketing Officer/
Entercom), from her
interview in Forbes:
[“Is Radio Dead?”](#)

► WHAT 2018 TAUGHT US

[Radio DJs have strong opinions about using social media](#) (one-third feel it's a time suck).

[People are slowly regaining trust in news media](#) (after an all-time low in 2016).

We're using mobile the most: over half of our digital media use is spent on mobile (as learned from [the most highly anticipated slide deck in Silicon Valley](#)).

what's next

[Bendy phones and laptops?](#)
It's possible we'll see that and more at this month's Consumer Electronic Show (CES).