

April 2019

# Media Translator

Connecting your ministry to today's media platforms



## RADIO FAST FACTS:

Radio reaches more Americans each week (92%) than any other media platform.

—Nielsen Audio's "Total Audience Report" (Q3/2018)

People in new cars choose radio over streaming 13:1.

—Edison Research/Triton Digital "Infinite Dial" (2019)

# world wide wow...

The Internet just turned 30!  
[Do you know who started it?](#)

It can get much faster.  
[See what the hold up is!](#)

Forget the Oscars!  
[Vote for the best of the web.](#)

## QUOTEABLE: *What we heard at the NRB Digital Media Summit*

“ Incredible year of growth for podcasting — the U.S. weekly podcast listener averaged seven podcasts in the last week.  
—Larry Rosin, President, Edison Research

“ 53% of Latinos use Social Media to keep in touch with friends and family — Latinos over index in this area.  
—Stacie M. De Armas, V.P. Hispanic Market Insights and Storytelling, Nielsen

“ Social Ministry = leveraging social media tools to disciple people in digital environments.  
—Nona Jones, Strategic Partner Manager, Communities for Facebook

## 2 hours a day

[That's how much time we're spending on Netflix.](#)

## LOADING: NEWS FROM THE GAMING INDUSTRY

----- [Harry Potter: Wizards Unite may outperform Pokémon Go.](#)

----- [These games are tackling mental health issues.](#)

----- [Snapchat will soon add gaming to its platform.](#)

"You mean you want me to pay for something that everybody gets for free?!"

[Read the truth about millennials and membership, and what Lululemon is doing about it.](#)

## Quick Bites from Apple



TV shows. Video games. Credit cards. Digital newsstand. And Oprah. [All about Apple's big March presentation >>](#)



Apple vs. Spotify. [Guess who now has more paid subscriptions >>](#)



Apple's AirPower Wireless Charger is officially dead. [What didn't happen >>](#)