

May 2019

Media Translator

Connecting your ministry to today's media platforms



Ambassador

You Choose for Me:

There's something indescribably special and even exhilarating about *turning on the radio* and hearing something you weren't quite expecting. When programming is curated by someone other than yourself, you never know exactly what you're going to get. —Fred Jacobs on feedback from focus groups about streaming services ([read more](#))

Dear Future Radio:

WHAT WE WANT: Forward-thinking media companies that are set up to be able to use their audience data to its greatest advantage to target consumers at the ultra-micro level.

WHY WE WANT IT: Consumers are increasingly willing to provide personal information about themselves in exchange for a more personalized content experience.

More on this:

[Future of Broadcasting Trends](#)

[How Can Brands Make Customers Feel Like Individuals?](#)

LET'S PLAY JEOPARDY!

Category: Mobile Apps

ANSWER: This app has been a hit among young users. In the U.S., 60% of active users are 16 to 24 years old, according to influencer marketing agency Mediakix. It's described as a destination for short-form mobile videos and has been compared to Twitter's Vine app, which was shut down in 2017.

QUESTION: What is Tik Tok?

[Learn more about this popular app >>](#)

brands that last

You can still build a valuable brand with shorter time frames and attention spans, even when the number of choices keeps growing. How? Brands with a clear core value create a shortcut to reputation.

[Read more >>](#)

BY THE NUMBERS

249.7 MILLION

The total number of radio listeners ages twelve and older that tune into radio every week.

169 MILLION

The number of people 18+ who have listened to online audio in the past week.

8 YEARS

The average time listeners have been listening to their favorite radio personalities.

[More numbers >>](#)

Overheard

“ We go to **Facebook** to find out things you don't care about from people you care about. We go to **Twitter** to find out things you care about from people you know nothing about. ”