

July 2019

Media Translator

Connecting your ministry to today's media platforms



GOOD QUESTIONS

So what if all those millions of **smartphones with FM chips** were activated? [See how that would change the fate of the broadcast radio business.](#)

What is the **state of radio**? [Here it is in two charts.](#)

How do I best **launch my first or next app**? [Read this to make sure it gets greenlit by Apple fast.](#)

ALL ABOUT PODCASTING

Look for our report on podcasting in the August **Update** newsletter, and join Lee Ann Jackson at the **Podcast Movement conference in Orlando** (August 13-16).

Media Metrics

92%

RADIO

American adults who **tune into radio each week**. That's more than any other platform measured by Nielsen.

21%

PODCASTS

The **increase in listening to podcasts**, or audiobooks, on smart speakers (66% in Q1 2019 which is up from 45% last year).

7 MORE MINUTES

ALL MEDIA

The **average time spent connected to media** has increased from 11 hours and 20 minutes to 11 hours and 27 minutes per day.

Source: Nielsen Total Audience Report (Q1 2019 Report)

Two Truths and a Lie

"Libra" has people buzzing. Guess which statement is NOT true:

- #1 Libra is a new cryptocurrency from Facebook.
- #2 Facebook is launching a new service named Libra claiming to empower billions of people.
- #3 Facebook selected the name Libra after the astrological sign often associated with innovation, leadership and fairness.

So which of the above is a lie? The correct answer is #3. Libra is in honor of an ancient Roman unit of mass and also the word for "pound" in many romance languages. Although that didn't stop [one person from saying](#), "As a Libra who hates Facebook, my response is this: How dare you."

[More about Libra >>](#)