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Media Translator

Connecting your ministry to today's media platforms



121 MILLION

The number of Americans who listen to spoken word audio each day, up from 16 million in the last 5 years. The group that saw the greatest growth was young people ages 13-34 (up 58%).

[Get the Spoken Word Audio Report from Edison Research >>](#)

Did you make that app yet?

Research shows the greatest amount of concentrated time spent on smartphones is inside an app. Is that true for you? Is it more true for you than in 2017? [The data reports](#) that in the last two years, **app use has increased from 50% to 63% for smartphone time spent with digital media.**

Curious about how much *your* target audience spends with smartphone apps vs other digital media on their phone? Here's the breakdown by age group:

AGE GROUP	13-17	18-24	44-54	55-64
APP USAGE	70%	72%	65%	65%

BONUS: Could we have a "dumb phone" resurgence? Likely not, but [these new slightly smart phones may scratch an itch for some discerning iPhone users >>](#)



Q & A

EMF (K-LOVE and Air1): Do you expect to add more markets, buy more stations?

[See what new CEO Bill Reeves said in an interview with Radio Ink Magazine >>](#)

TEENS today

YouTube

- If you didn't already know teens are **obsessed with YouTube**, you're about to. [Watch this insightful video of teens explaining why they love it more than Netflix >>](#)

Spotify

- When not listening to their favorite radio station, teens make up some of the more than **248 million users** (worldwide) who stream music on Spotify. [See if you can guess who made the list of its most-streamed artists of the decade >>](#)

WWW

- Did you know? When today's 15-year-old was born (2004), there were 51,611,646 websites. Today, there are **1,732,974,240** and counting. [See how many there are as of this moment at internetlivestats.com >>](#)