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Media Translator

Connecting your ministry to today's media platforms



Ambassador

WHAT YOU NEED TO KNOW ABOUT THE FUTURE: CES through the eyes of radio broadcasters

Recap snippets from the Consumer Electronics Show
by Fred Jacobs of Jacobs Media:

Voice: “Amazon showed it’s as serious as a heart attack when it comes to embedding its voice technology in our cars and trucks.”

Video: “And it sure feels like broadcast radio will need to commit to a **stronger video presence in order to remain front and center in cars** – and in the minds and hearts of the audience.”

Value: “In essence, this is the one thing that *everyone* at CES is in search of ... It’s about asking the difficult question: **What does your gadget, technology, or innovation do to simplify and better my life?**”

IN CONCLUSION: “Radio broadcasters – at all levels – have to rethink, redefine, and perhaps reshape their value propositions in a world where there are infinite, personalized choices, accessible by uttering a few words or making simple hand gestures. CES isn’t just about chasing the ‘new new thing.’ It’s about determining how existing products, services, and brands hold up in an increasingly more competitive landscape populated by discriminating consumers.” [Read the whole article >>](#)

BONUS: See 10 mind-blowing gadgets revealed at the show [here](#) and [here](#).

Tunes by the Trillion

On-demand streaming* consumption reached **1.15 trillion audio and video streams** in 2019, up from 887.4 billion in 2018.

[Get the breakdown >>](#)

*streaming services such as Spotify, Apple Music and YouTube



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QUESTION: *What is Spotify?*

Cord-Cutting Update: 74%

The percentage of US households that subscribe to services like **Netflix, Amazon Prime or Hulu** (up from 64% in 2017). More than 69% subscribe to more than one service. [Get the scoop >>](#)