

March 2020

Media Translator

Connecting your ministry to today's media platforms



Ambassador

Podcasts & Direct Response

“ Brand spend in podcasting is growing **FIVE TIMES FASTER** than direct response. ”

– **Suzanne Grimes** as shared in a recent Nielsen Webinar. Contact hannah@ambaa.com for more information.

What's Popular?

Short podcast series intended for *limited episode release*.

Common uses are to promote a *book release*, answer a *complicated topic*, or respond to top-of-mind *concern* or *trend* (such as [Dr. Sanjay Gupta's Coronavirus: Fact vs Fiction](#)).

Radio, Really!

Reaching for radio on new devices

9/10

Hispanics who use **digital audio platforms** or **services to stream radio**

24%

Share of time spent listening to broadcast radio on a **smart speaker**

21%

Adults who use **in-car voice** assistants to play a radio station

Teens tuning in to terrestrial

85%

Radio's weekly reach of **teens** (12-17 year-olds)

44%

Millennials who are addicted to their favorite FM station (and 27% have a favorite AM station!)

33%

Gen Zers who listen to radio weekdays from 3-7PM

[See more Radio by the Numbers >>](#)



Quoted

My goal for this next decade isn't to be liked but to be understood. Because in order to be trusted, **people need to know what you stand for.** ”

– **Mark Zuckerberg**, speaking to analysts in January. Facebook currently has 2.5 billion users worldwide ([an 8% increase over 2018](#)).

Would you ... ?

Give up your **smartphone** during a concert? [These folks are >>](#)

Fall for a fake traffic jam? [Google Maps can be hacked >>](#)

Do whatever it takes to make a viral **TikTok**? [It's called a banger >>](#)