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Media Translator

Connecting your ministry to today's media platforms



Ambassador

If You Could Read My Mind: Radio listeners reveal what they're thinking about the "new normal"

According to [a report by Radio Matters](#), a recent survey shows 89% of people are listening to radio the same or more via traditional methods or via online.

The report went on to say:

“ During these unusual times, people want something that provides them with comfort. People still need to feel a connection—a connection to what they used to do and what they continue to do in the future. ”

So while you consider how to provide that comfort and connection (and who better to do it?), read what else is on the minds of listeners today:



You Do the Math:

How do we know the podcast industry is growing?

2016: Company A sells Stitcher to Company B for \$ 4.5 million

2020: [Company B sells Stitcher to Company C for \\$325 million](#)

How do we know good content drives platform usage?

First week in July: "Hamilton" releases on Disney+

First week in July: [Downloads of the Disney+ app go up 74% in the U.S. and 47% worldwide](#)



What's Not That Hot:

NOT a preset

Nearly seven in ten listeners say a main reason they listen to AM/FM radio is ease of use in their cars. So what is radio's "job to do" in smart cars?

[Fred Jacobs discusses >>](#)



NOT a podcast

Apple News just launched a new audio feature where you can listen to the week's best articles expertly narrated within Apple News+ audio stories. [See the feature/subscription details >>](#)



NOT in print

[The New York Times is now in broadcasting:](#) "Television uniquely fits into The Times' business strategy because it offers short-term licensing revenue and builds long-term subscriber relationships."

▶ **HOT OFF THE PRESS:** "There's a myth among many radio folks and it goes like this: We're radio - we're the original audio entertainment platform. Surely we can do podcasts better than anybody else, right? Nobody knows more about audio than we do! Well, yes - and no." — [Find out more from Mark Ramsey >>](#)