

December 2020

# Media Translator

Connecting your ministry to today's media platforms



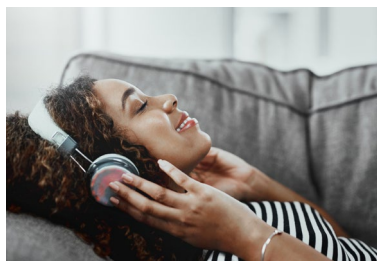
Ambassador

## YEAR IN REVIEW

\*The Religious Format [picked up 47 stations](#) from October 2019 to October 2020

### Top 5 Radio Formats In 2020:

1. Country (2,195)
2. Religious (2,049)
3. News/Talk (1,997)
4. Contemporary Christian (1,288)
5. Variety (1,270)



“Radio is kind of like a substitute human.”

— Bob Liodice (CEO, ANA)

### ATTENTION PROGRAM PRODUCERS:

#### The company you keep ...

... may be increasing, thanks to [a new Spotify service](#) which will create more *competition for commercial radio*.

#### That first 30 seconds ...

... is more important than ever given *diminishing attention spans*. [Here's how to make it stand out.](#)

#### The art and science ...

... of grabbing and keeping your *audience's attention* is an artist's work. [Level up with this checklist to create dynamic radio.](#)

## Spotlight On facebook

### ► Three Questions For Your 2021 Facebook Strategy (Based on 2020 Trends):

#### Are you utilizing groups?

- **1.4 million** people globally use Facebook groups
- There are more than **10 million** Facebook groups

#### Are you posting video?

- Facebook Live increased by **26.8%**
- Facebook video content rose by **2.6%**

#### Are you using these tools?

- **40 million** businesses use Facebook messenger to communicate with consumers
- Hashtag usage is expected to *rise in 2021*

[See the trends >>](#)

### ► Now You Know:

- **38%** of Facebook employees are [content moderators](#)
- **71%** of Americans used Facebook (this year, [YouTube edged out Facebook at 72%](#))
- **17%** of consumers 15+ named Facebook as [one of the three apps they can least do without](#)