

February 2021

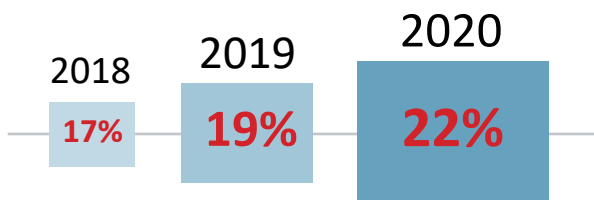
Media Translator

Connecting your ministry to today's media platforms



Ambassador

I listen to AM/FM on my Smart Speakers



Listening to AM/FM radio on smart speakers grew 29% in the past two years (while listening on mobile devices remained flat).

[Learn more >>](#)

We Can Hear You Now



Books: [More people are choosing audiobooks over e-books](#)

In the first ten months of 2020, downloaded audio was up 17.3% as compared to the same period in 2019.

Social Media: [Audio-first platforms are what's now & next](#)

Make note of these potentially soon-to-be household names: Clubhouse, Discord, Wavve, Riff, and Spoon.

Quiz Time

1. What percentage of the world's population actively uses the Internet?

(A) 39%

(B) 59%

(C) 79%

2. How many global subscribers does Netflix have?

(A) 200 million

(B) 350 million

(C) 500 million

3. Since the pandemic, screen time for kids is up how much?

(A) 10%

(B) 35%

(C) 50%

4. What is the 13th most-popular website (that just turned 20)?

(A) Reddit

(B) Yahoo

(C) Wikipedia

5 Ways to Get Good Traffic

[This infographic](#) provided 16 content ideas to drive more engagement to your website or blog. We picked five & tweaked with your ministry in mind:

1. Interview happy customers
2. Tell us how the times have changed what you do
3. Reveal the good you're doing we wouldn't suspect
4. Explain the problem you solve for people
5. Share statistics that answer the reason you exist

Answers:

1. B—59%
2. A—200 million
3. C—50%
4. C—Wikipedia

