

May 2021

Media Translator

Connecting your ministry to today's media platforms



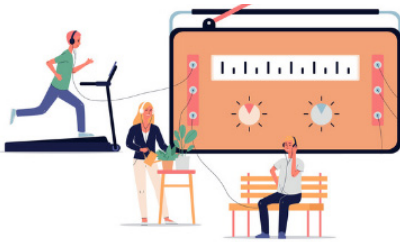
Ambassador

What a Listener Wants

They want *radio* because they consider it more trustworthy than TV and social media. ([Nielsen](#))

They want *radio* to reflect how they feel about the pandemic today. ([Nielsen via Michelle Blood](#))

They want you to know which of the 6 *radio* audience segments they are, and how they feel about radio ads. ([NPR/Edison](#))



They want more than the predictable, tired, and generic [*radio*] product that constitutes “good enough” and “the best we can do” in order to achieve a higher degree of economy and efficiency. ([Jacobs Media](#))

Majority Rules



[Most of us use YouTube](#) (way more than Facebook or Instagram)



[Most podcasts have more than one episode](#) (but 26% have just one)



[Most teens own AirPods](#) (and 88% have an iPhone)

The power needed for one Google search is enough to turn on a 60W light bulb for 17 seconds.



Introducing ...



Car Thing. It's a device you put in your car to play audio – and it's not a radio. What is it? **Spotify** calls it “Car Thing,” a free voice-controlled device that's in beta testing.



Facebook's Plans for Audio. **Facebook** announced new audio products coming soon including a Clubhouse rival and an easy way to share short form audio clips.



Paying Before Playing. **Apple** and **Spotify** are launching subscription service options for podcast creators. Paywalling podcasts isn't new, but these features will make it easier for podcasters to cultivate a paying listener base.



Stress-Free Recording. Speaking of content creators, there's buzz surrounding the new recording platform **Riverside.fm**. Seen as the Zoom equivalent for distance-recording, Riverside.fm is a remote video and audio platform that records lossless audio and 4K videotracks remotely to each user's system, saving the end result from the kind of technical hiccups that come with spotty internet connections.