

June 2021

Media Translator

Connecting your ministry to today's media platforms



Ambassador

RADIO ON THE RISE

INCREASED MILEAGE

“Growth in vehicular traffic and miles traveled means increases in AM/FM radio time spent,” said a radio industry leader when reporting on the 67% increase in weekly miles traveled in April 2021 as compared to April 2020. ([Learn more](#))

INCREASED REVENUE

“I know a lot of people that pretend that traditional radio doesn't exist or is a thing of the past, but it is very much alive and well and most Americans listen to traditional radio frequently,” said a marketing analyst who reflected on the forecast that U.S. radio ad spending will increase 12% this year (to \$11.21 billion). ([Learn more](#))

INCREASED ATTENDANCE

“Wherever your audience is going this year, find a way to go with them. And celebrate with them. That's because the one thing that is very likely a certainty for the rest of 2021 is this: You must be present to win,” said Fred Jacobs in pointing to the reality that listeners are returning to in-person events as pandemic restrictions are lifted. ([Learn more](#))

where YOU & TECH intersect

BUYING AN F-150?

Amazon's Alexa will come standard in the dashboard of 700,000 Ford vehicles this year.

PLEASE LEAVE IF YOU'D LIKE

“We understand that Mother's Day can be a difficult time for some. If you'd rather not receive emails from us about Mother's Day this year, let us know by removing yourself below.” —Etsy.com, in an email sent to subscribers the first week of April.

WHERE YOUR PEOPLE ARE

A recent study found that people reported their most important group as primarily *online*. The pandemic has only furthered the growth of online connections. The biggest gathering place for online groups? Facebook, where 1.8 billion people gather in groups every month.

THE FUTURE OF ELECTRONICS

The Consumer Electronics Show (CES) returns to Las Vegas January 5-8, 2022 after a pandemic-induced hiatus. Roughly 1,000 companies including Amazon, Intel, LG Electronics, and Sony have committed to the event.

ALEXA HAS A HUNCH

Are you ready for a smart home device that adjusts the room temperature based on your body heat? New “Hunches” feature closes the gap to *The Jetsons* home.

PODCASTING: YOUR QUESTIONS ANSWERED

What are the Podcasting Upfronts?

Television networks aren't the only ones presenting their upcoming lineup of exciting programming to would-be advertisers – podcasters and podcast networks now have their own event to showcase their audio content. The 2021 Podcast Upfront (*Listen Up!*) event provided a mix of upcoming rosters of shows and the latest listener research that gives an [impressive look at the future of podcasting](#). The recent event also revealed [the ways creators are tackling challenges](#) that are important to would-be sponsors.

What was the Effect of the Pandemic on Podcasting?

This stat answers it: Over 50% of podcast listeners surveyed said they're spending [more time listening to podcasts](#) since the pandemic. (That's up almost 30% since they were asked the same question in July 2020).