

August 2021

Media Translator

Connecting your ministry to today's media platforms



Radio Listeners Say...

"I'm ready to go"

Are you ready to return to normal life habits and activities?

- 90% "ready to go"
- 9% "proceed with caution"
- 1% "wait and see"

"I drove my vehicle during the past week"

That's what 77% said! And said Nielsen Senior VP Bill Rose: "More people in cars and trucks means more radio listening,"

"Radio is always on"

During the drive to school, how frequently are you/ your children listening to the radio?

- Radio always on (56%)
- Radio sometimes on (30%)
- Radio rarely on (8%)
- Radio never on (6%)

What else are they saying? See more about [the Nielsen survey](#) conducted June 22-25, 2021

Well that's "interesting!"

You can buy toy versions of **iconic failed startups** like the "Coolest Cooler" that was a combo rolling cooler/speaker/blender/battery. (Find that, plus a mini-laptop at [deadstartuptoys.com](#))

[Oreo's latest packaging](#) makes it easy for parents to **hide cookies from their kids**. (Think cauliflower rice and a truck manual)

What do people **love more than cable TV?** [Their Costco membership!](#) (And this will likely rise with the surge of first-time homeowners)

[Netflix is expanding into video games](#). (So you'll soon see a "GAMES" category next to shows and movies)

There are **10 million people** on the waitlist to join Clubhouse. ([And now, they need wait no longer](#))

The average daily time spent with media...

(reported in hh:mm per day)

Mobile	(4:23)	Radio	(1:26)
TV	(3:17)	Newspapers	(:10)
Desktop/laptop (internet activities)	(1:59)	Other traditional media	(:11)
Other connected devices	(1:38)	Magazines	(:08)

What does it all mean? Learn about how [the time with media](#) grew during the pandemic.

Apple

26% of podcasts in the Apple Podcasts app have produced [just one episode](#).

Facebook

A large percentage of the world is on Facebook...

Current world population:

7.8 billion ([live count](#))

Facebook monthly active users:

2.85 billion ([the stats](#))

TikTok

If you want to place a takeover ad on TikTok's homepage [it will cost you \\$2+ million](#). Maybe that's because it's still [the #1 downloaded non-gaming app](#).

Instagram

Dive into [the 14 brilliant ways to use Instagram stories](#) for your organization's account.

Customer Check-up

Which of these 11 customer service metrics do you use?

- | | |
|--------------------------------|-----------------------------------|
| 1. Net promoter score | 7. Customer lifetime value |
| 2. Customer satisfaction score | 8. Average response time |
| 3. Customer effort score | 9. Average resolution time |
| 4. Customer retention rate | 10. First contact resolution rate |
| 5. Customer churn | 11. Overall resolution rate |
| 6. Customer acquisition cost | |

[Learn how to calculate these and keep track >>](#)