

October 2021

Media Translator

Connecting your ministry to today's media platforms



The Radio Audience Rebound Continues

Key takeaways from [Nielsen's nationwide report](#) reveal further encouragement for post-Covid recovery. Noting changes from Spring 2020, audience growth in Spring 2021:

Overall AQH	Females	\$75K+ income
+7%	+13%	+17%

RADIO: *A means by which the most important message ever delivered to mankind is ubiquitous.*

What do podcast listeners think of radio?

They like it! They really do! 72% of podcast listeners have also listened to AM/FM radio in the past month. What's more, 42% of podcast listeners believe that radio keeps them informed and up to date while 32% believe that radio is a good source of learning. [Read more >>](#)

Who's Watching?

“ Our product needs to change to continue to be the currency of choice. Do we need to invest hundreds of millions of dollars in tech infrastructure and operations and ad streaming meters to create this product? Absolutely. Are there small companies that can replicate that? No. ”

—Nielsen Chief Executive David Kenny, in [acknowledging the problems their system has with capturing metrics for traditional TV and streaming audiences](#).

TOP translated

Which figure in history has the most translated pages on Wikipedia?

[Jesus, who ties with Ronald Reagan for the #1 spot.](#) Among more likely names, interesting to note #3 (Michael Jackson), #6 (High School Musical Actor Corbin Bleu), and #10 (former President Donald Trump).

In the Know

- ✘ Instagram's own internal data admits just [how harmful the platform is for teenage girls](#) & will now [pause plans for a kids app](#).
- ✘ You may smell a hint of "Apple" in your next Ford vehicle (thanks to [a top exec they poached from the tech company](#)).
- ✘ Oh yes they did! [TikTok surpasses YouTube](#) in viewing time per user.
- ✘ Your iPhone actually doesn't want to interrupt you, but it needs you to [setup the new "Focus" feature that came with iOS15](#).

Give it a try

Tuesday at 7AM: It's one of the three [best times to post a TikTok](#).

Channel your inner sleuth: A free tool makes it easy to figure out [how your ad got on a site you didn't want it to be on](#).

Sell books on Instagram: Because [social commerce increased 25%](#) in the past year.

Stop removing older YouTube videos: That's one of many takeaways from [this explainer on how YouTube recommends videos](#).