

September 2021

# Media Translator

Connecting your ministry to today's media platforms



## Radio: Cause & Effect

**CAUSE:** 2 out of 3 employees are working outside the home. That's up more than 70% since Spring 2020 (the height of the lockdown).



**EFFECT:** Radio listening is at its highest in 16 months.

**CAUSE:** People are more likely to go to a store (87%) or get together with others (62%).



**EFFECT:** Heavy radio listening is happening in the car (40% in June 2021 vs. 28% in Spring 2020).

**Real Radio Reports:** Check out more from the recent [Nielsen survey](#).

## The A's have it!

**Amazon** is building a [digital radio-like tool](#) to focus on live music, but with an eye on talk radio programs and podcasts.

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**Apple** devotees eagerly await an announcement for the next product launch event. [Speculation swirls around upgrades for popular products:](#) iPhone 13, AirPods 3, and Apple Watch 7.

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Logan, **Australia** is the [drone delivery capital of the world](#). The technology has made it possible for 10,000 cups of fresh barista-made coffee to be delivered directly to residents' doorsteps in the past year.

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Skip the work commute – send your **Avatar** instead. That's a reality Facebook is dreaming up using [virtual reality conference rooms](#).

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**A+** and extra credit for Disney! When it launched in 2019, Disney+ projected it would hit at most 90 million subscribers by 2024. It's 2021 and [they have over 116 million subscribers](#). (Netflix has 209 million)

## Not Your Parents' Media . . .

\* Snapchat's [real-time map](#) (featuring videos and photos from local users) garnered 12 million+ views for content from New Orleans as Hurricane Ida hit.

\* Viewer Ratings for the Tokyo Olympic Games were down 42% from the 2016 Games. Among contributing factors, younger audiences opted to follow along with the Games via [social media platforms like TikTok](#).

## Spare Time Activities

1. Dreaming of a new logo? First, identify which of [the seven different types of logos](#) you'd like yours to be.
2. Tired of the same 'ol same 'ol posts on Instagram? Flip through the platform's ["Instagram Insider" digital magazine](#) for inspiration.
3. Ready for a post-cookie world? Read up on [what Google's plan means for your website today](#), and two years from today.

## What's in a name?

**Can you spot the original name of Google?**

- a) Doodle
- b) Gooble
- c) Jarvis
- d) Backrub

**Answer:**

*Believe it or not, D – Backrub*