

December 2021

Media Translator

Connecting your ministry to today's media platforms



SPOKEN WORD:

Share of Audio & Time Spent Listening is Up

Spoken word's share of audio listening surged **8%** this year and rose an eye-popping **40%** over the last seven years. (*Share of music vs other mediums has decreased by 8 percentage points in that time.*)

While nearly three of every four hours of audio time (72%) is spent with music, **28%** now goes to spoken word up from 20% just seven years ago. (*Spoken word = teach/talk radio, podcasts, audiobooks, etc.*)

"One of the key things to remember about spoken word audio growth is that the growth has been consistent. Young listeners and multicultural listeners are major factors in the growth."
— Edison Research VP Megan Lazovick

Learn more about this report ([check it out](#)), and then you'll get why Spotify is acquiring an audiobook distribution company ([see which one](#)).

Year-end insights:

1. Netflix: [Weekly top 10](#)
2. Gen Z: [Who are they, anyway?](#)
3. Social Media: [Every platform's top accounts](#)
4. This Very Minute: [What just happened on the internet](#)

Level-up your social media game

- ^^ Cheaters sometimes prosper: [Working the Instagram algorithm](#)
- ^^^ Two fonts, not ten: [Simple social media design tips](#)
- ^^^ Find a credible creator: [TikTok launches guide for brand success](#)
- ^^^ If you can, post daily: [YouTube tips you may not have tried](#)

3 Terms to Note

- Dark Social:**
Unsavory, unattributable site traffic
- Finfluencers:**
A new generation of financial prospecting
- Bidirectional charging:**
Buy a new car to power your house

Christmas Gift Guide



First, your Christmas card: [Use this free background removal tool](#) to cut & paste your family into any scene of your choice! (Or to really impress, send a personalized [Hallmark video greeting card](#)).



For the grandkids: a custom message on Cameo from [Thomas the Tank Engine](#) (\$20).



For the teens: [an NFT](#) that may/may not increase in value (prices vary).



Young adults: [Twitter Blue account](#) for premium platform features like "Undo," bookmarks, and ad-free access to 300+ major publications (\$2.99/month).



For city dwellers: Gift cards to Starbucks and Amazon, who are opening [cashierless stores](#) (your choice).



For someone on the really nice list: An Apple gift card for future purchase of the 2025 [Apple Car](#) (unlisted).



For the person who has everything: Surely, they can't yet own everything from the [Best Inventions of 2021](#) list (varies).