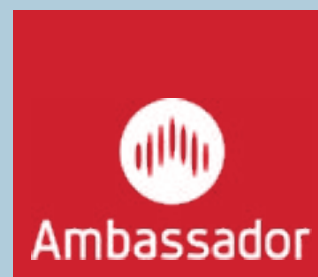


February 2022

# Media Translator

Connecting your ministry to today's media platforms



## ALL ABOUT AUDIO:

*Here's what's got people talking about lately!*

“We are no longer just in the audio business. Audio is stronger than ever, but video, the metaverse and other visual forms of engagement are critical. The good news is, these channels don't require slick production ...”

[read more specific take-aways for radio from CES at [radiomatters.org](https://radiomatters.org)]

“...eight of the top ten translator owners in the U.S. are non-commercial religious broadcasters ...”

[see if you can guess any of the eight from this article at [insideradio.com](https://insideradio.com)]

“While Clubhouse drew in a big audience during the pandemic with its invite-only audio events ... it's been overshadowed in recent months by competitors from established social platforms.”

[the next competitor is [LinkedIn](https://www.linkedin.com)]

“In 2021, venture capitalists poured more than \$175 million into a handful of software companies developing spirituality tools for smartphones ...”

[see who got [the money](#)]

## Podcasting Trends

### TOP PUBLISHERS:

1. iHeartRadio
2. NPR
3. Wondery
4. New York Times
5. The Walt Disney Company

[see what #2 NPR has planned next with [NPR+](https://www.npr.com)]

### TOP GROWING CATEGORIES:

1. Sports (+114%)
2. Comedy (+52%)
3. Religion & Spirituality (+51%)
4. True Crime (+46%)
5. Science (+44%)

[get more stats on the podcasting period of [Jan. 2021 to Jan. 2022](#)]

*“Podcasting is massive, these deals are massive, people are blowing up, and I'm sure you have seen these massive eight-figure deals in the trades. It's a huge business.”*

[said during the [Digital Hollywood CES 2022](#) conference]

## Tips to impress:

1. Borrow from these impressive [21 small businesses](#).
2. Create [keyword clusters](#) to impress search engines.
3. Report an impressive KPI: [Customer Lifetime Value](#).

## Twitter upgrades

### BEGINNING:

Find fresh inspiration by following these [marketing and media industry accounts](#).

### INTERMEDIATE:

Try reacting with a photo or video to that share-worthy tweet with this [new TikTok-style feature](#).

### ADVANCED:

Up your game by using the [2022 Twitter Planner](#).

## What is the Metaverse?

It may help to [think of FarmVille](#) as a reference point.

[Time magazine](#) describes it as “a centralized virtual world, a ‘place’ parallel to the physical world.”

You should know, the first radio company has announced [it's investing in it](#).

## 4 More 4 Fun:

1. [Super Bowl ad 101](#)
2. [The return of the BlackBerry](#)
3. [John Deere goes driverless](#)
4. [My little \(NFT\) pony](#)