

March 2022

Media Translator

Connecting your ministry to today's media platforms



RADIO BUSINESS

Of all media, AM/FM radio ads are number one for being noticed and holding attention.

—Cumulus Media, per [a new study](#) that shows ads on over-the-air AM/FM radio stations are least likely to be tuned out or avoided by consumers

> **From the study:**

"It's true: I don't avoid ads on ..."

- AM/FM radio (35%)
- Podcasts (29%)
- Streamed AM/FM radio (27%)
- Free online music streaming (26%)

We want the audience to participate as much as possible. We want to be able to hear from them and to use that to help drive the conversation and expand the voices that are being heard on the air.

—Chris Williams, iHeartMedia's Chief Product Officer, in sharing about their [new Talk Back feature](#) that allows listeners to upload audio via the iHeartRadio app

> **Check out the feature:**

Get the iHeartRadio app

Asked & Answered

- 1. Do we think people will like this?** Be confident before launch with [a market research analysis](#).
- 2. How do we respond?** Become [a master moderator](#) of the good, bad, and ugly YouTube comments.
- 3. How do we plan our budget?** Be informed about [consumer spending](#) in the coming months.

A Super, Super Bowl

112 million
The number of [viewers](#) who tuned into the Super Bowl (the most since 2015).

8.6 million
The number of [social media mentions](#) for all things Super Bowl.

3
The number of clear, favorite Super Bowl commercials ([these ones](#)).

Chasing the Money

VIDEO PLATFORMS:

Just after its second birthday, YouTube was bought by Google for \$1.65 billion. Fifteen years later, YouTube generated almost \$29 billion. It's no wonder others are trying to get a piece of the video revenue pie.

To that end, [TikTok is increasing](#) the maximum video length upload to 10 minutes. Need inspiration for your own video strategy? [These five brands](#) are doing well on the short-form video platform.

PODCASTING:

Industry experts estimate podcast advertising revenue will [grow to \\$2 billion](#) by next year.

The increase in spending is necessitating podcast networks to [enhance their ad tech](#) for advertisers keen on options other than host-read ads.

STREAMING:

Netflix remains the streaming king with 222 million global subscribers, but Disney Plus is fast on its heels with [129.8 million](#) (with 11.8 million added in Disney's Q1 2022).

We'll let you do the math with a quick reminder of the cost of the basic plans:

Netflix \$10/month
Disney Plus \$8/month