

April 2022

# Media Translator

Connecting your ministry to today's media platforms



**Do you own a radio?**



**NO:** I don't have one (39%)  
**YES:** 1-3 radios (54%)  
**YES:** 4+ radios (7%)

Source: Edison Research

## PODCASTING: *did you know?*

This year podcast listening *didn't* grow – for the first time. But the real story is that 2021 numbers enjoyed a temporary boost due to at-home listening during the **height of Covid**. [Listening is up from 2020 numbers – and the overall trend line continues to rise.](#)

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There's been a significant increase in the percentage of Americans 12+ who have at least **tried a podcast** at some point in their lives. [That's 177 million Americans 12+ — by comparison, that is roughly the number of Americans that used Facebook last year.](#)

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The top-10 **podcast advertisers** spent nearly \$300 million combined on podcasting platforms last year – more than double 2020's \$145 million. [The top advertisers were BetterHelp \(\\$76.9 million\), NBCUniversal \(\\$27.7 million\), ExpressVPN \(\\$27 million\).](#)

## RADIO BUSINESS

“ We know that people listen to radio for news and information, but what makes radio so unique is its emotional engagement and ability to connect personally. **Radio reaches millions of people weekly**, and when it comes to charitable organizations, radio reaches well over 80% of adults who contributed to social care/welfare, religious or education/academic organizations. **With this incredible reach, radio also drives traffic to nonprofit websites.**

Source: Radio Matters

“ **Nielsen has entered into a definitive agreement to be acquired by a private equity consortium** ... In whatever form the “new” Nielsen takes, the radio industry needs to continue to push toward better sample quality, **a fresh look at smaller market measurement besides the antiquated diary system, and better overall cross platform measurement.**

Source: Radiolnk

## What Tech Wants Next

**Apple wants more of your money.** In exchange, each year they'll give you the latest releases of iPhone, iPad, and Apple Watch. [Check out the subscription service >>](#)

**Snapchat wants to know what you're thinking.** And they will (sort-of), after you wear their new mind-controlled headband. [See what's coming up next in augmented reality >>](#)

**Technology wants to offer more by way of artificial intelligence and human enhancements.** But how do we really feel about labor robots, gene editing, and driverless cars? [Survey says >>](#)

## New in SOCIAL MEDIA

1. What will you do with **TikTok's** new 10-minute option? [\(What others are saying\)](#)
2. What “reading the room” really means when preparing **Facebook** ads. [\(Be prepared\)](#)
3. The 2022 report on the age breakdown of who's using **Instagram**. [\(It may surprise you\)](#)
4. **YouTube Live** is more fun with 5 new features ready for you to try. [\(Now's a great time\)](#)