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Media Translator

Connecting your ministry to today's media platforms



RADIO BUSINESS

The Numbers Don't Lie!

According to [The Smart Audio Report 2022](#) from NPR, **AM/FM radio is the second most used source** on smart speakers. AM/FM radio takes up 13% of all smart speaker audio, putting it ahead of YouTube at 11%, SiriusXM at 11% and owned audio at 8%.

The [top radio format](#) is currently country, with 2,184 outlets. News/Talk comes in second with 2,033 outlets, and Religion is third with 2,003. Classic Rock, Classic Hits and Spanish are quickly climbing up the ranks, **adding 101 new outlets** combined since 2021.

According to a [recent survey](#), radio advertisements have a **significant impact on listeners' vacation plans**. 50% went online after hearing an advertisement, 27% shared the information, and 19% bought a vacation product.

More Stats

- **73%** of radio is listened to in-car. → **237,310,000** listeners each week.
 - **11.3** hours of listening each week. → **88%** of people reached a week.
- [Check out more radio facts!](#)

The Future is Here!

- >> **Mercedes-Benz** is rolling out a new [4.5 ft long dash screen](#) in their upcoming electric sedan. In addition to the digital offerings, the vehicle will come with its own A.I. that will learn and predict the driver's preferences.
- >> Your **Google Assistant** (similar to Apple's Siri) could possibly learn to [recognize your voice](#). Assistant can use recorded and saved audio messages to learn your unique voice, making it easier for it to recognize a request.
- >> **Meta** launched their first [in-person store](#) in Burlingame, CA. In this sleek Apple-like store, you can stock up on smart glasses, VR headsets, video chat devices, and other gadgets.

Social News

At any rate . . . On social media sites, [influencers are boosting their rates](#). This is due to a combination of greater demand and increased rate transparency.

Pulling the plug . . . Facebook has [completely removed podcasts](#) from their platform after barely a year. The company decided to focus more on their small-form video feature, Reels.

For your eyes only . . . Twitter is testing a new feature that allows users to control who can see their tweets. The ["Twitter Circle"](#) will be a small group of up to 150 people that the user selects.

Let's put a pin in it . . . Instagram has launched a new feature that allows you to [pin a post to your profile](#). These pinned posts (max 3) will stay at the top of your feed regardless of when they were initially posted.

Let's Chat!

- [A helpful guide on Twitter's Direct Messaging \(DM\).](#)
- [Six "Golden Rules" of Direct Messaging.](#)
- [What to do and what to avoid when messaging.](#)
- [Direct Messaging for an instant boost.](#)