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Media Translator

Connecting your ministry to today's media platforms



Ambassador

The Top 10 Findings of 2023 from Edison Research

75% of listeners age 12+ have listened to online audio in the last month.

58% of listening occurs in the home.

In-car listeners spend the most time listening to audio through a radio.

Podcasts now account for 36% of Spoken Word Audio.

[\[Read all of the Findings Here\]](#)

Tune In: Radio

Even with the latest and greatest AI technology, sometimes the almighty algorithms just don't cut it. To combat the inadequacies and add some authenticity, the cable-streaming hybrid platform **PlutoTV employs an interesting tactic for picking their recommended programming— real humans.** Imagine what radio could do! [\[Jacobs Media\]](#)

2023 saw many interesting changes and shifts in the audio world, YouTube became the leading podcast platform, there was a fight to keep AM radio in new vehicles and AM radio proved its popularity with high listening rankings. In this article, Radio Ink breaks down **five of the most interesting discussions from 2023.** [\[Radio Ink\]](#)

The pandemic caused unusual spikes in the U.S. digital ad market, but now the numbers seem to be leveling out. However, the recent **"Advertising Trends to Watch in 2024"** report by eMarketer encourages those in radio to closely watch developments in television and AI, as these new technologies could disrupt the calm. [\[Inside Radio\]](#)

Time spent streaming AM/FM has doubled in less than a decade, and it is not just the younger generation who have added to this change. Every generation has steadily increased the time spent, those 55+ now spend 9% of their radio listening via streaming services. However, only 1% of in-car radio listening is done through streaming.

[\[Edison Research\]](#)

Marketing Matters

Litmus's **"Foundations of Email Marketing"** sessions will walk you through the **basics of email marketing.** From how to send mass emails, deliverability tips, avoiding spam labels, and more, these lessons will help even a marketing veteran.

Two Guides to Get Your Year Started Right!

The **"2024 Guide to YouTube Analytics: Metrics, Tools, and Tips,"** will help you understand this powerful platform and how to leverage the data to benefit your organization.

The **"2024 Guide to Social Media Strategy for Executives"** will answer the questions, does the head of your company really need to have a social media presence? And how much will it help us? Remember, in an age of AI, it pays to be authentic!

Get Social

LinkedIn is ever-increasing in popularity, and what better way to start the new year than by taking your profile to the next level! **This blog post walks you through how to find the best times to post on LinkedIn** for your organization. This isn't a one-size-fits-all approach, several factors go into deciphering the "sweet spot" for optimal posting.

[\[Learn More!\]](#)

Happy New Year! As you plan for your organization's social media strategy, take a look at these **34 predictions for 2024 for all things social media.**

No surprise, AI will be at the forefront of our minds, as will be mixed reality experiences.

[\[New Year, New Trends\]](#)

While you're planning your strategy, keep in mind these **16 best practices for social media.** Number #14 might surprise you!

[\[Looking Good!\]](#)

How many emails are sent each minute?

- *241 million* -