



Christian Entertainment Service able to Reach over 100 million Households!

The Christian Library on Demand video on demand service is ready to serve Christians worldwide.

July 14, 2014 - [PRLog](#) -- The Christian Library on Demand (CLD) innovates to serve Christian audiences by serving business, institutions, non-profits, and churches. "We know that Christian families have trouble accessing Christian content. Christian business, institutions and non-profits have limited access to Christian families and the Church's influence is diminishing" says CEO Terrence Lovett. "We want to tear down these barriers and bring Christians together through our services." The Christian Library on Demand is a Christian entertainment resource for communities worldwide.

The CLD has a great start tearing down barriers for Christian families to access content, with distribution which stretches around the world for mobile, and for smart TV they have access to North America, Europe, South Africa, Vietnam, and Chile. Through its video distribution the CLD seeks to be the place to find Christian entertainment on every smart device and even on cable. "The CLD is a streaming video distributor, so we add our digital and physical distribution business as a support," says Gerald Wiggins of Wiggins Media Group Worldwide. "This creates another business vertical needed to provide the best opportunity to monetize Christian content." The CLD has two brands; The "Christian Library on Demand" brand targeting religious and conservative app users and "EnLive" a values-based brand targeting moderate religious to liberal family-friendly audiences. Publishing its content on streaming video apps, the CLD employs multiple platforms truly giving the faithful universal access.

Businesses and institutions have access to Christian audiences through Christian radio and online, however with the popularity of iTunes, online music streaming, and the independence of the web, the future of Christian radio is not certain. Seeking to build alliances for success Lovett has reached out to radio, distribution, and the music industry in order to connect yesterday's Christian organizations to tomorrow's digital landscape. "We believe Christian entertainment is for all ages and is an alternative to the entertainment choices of our day," says Darcey Hutchinson, CFO of the CLD. "We know that faith and hope are often diminished by daily dosages of the impactful images created by secular entertainment." The CLD seeks to connect with various Christian industries in order to spread the "gospel" of Christian entertainment and how new technology can help the faithful to access it and save money on their entertainment bills.

Non-profits are marginalized when it comes to capturing global audiences, due to the costs of advertising and marketing. Most Christian non-profits are successful at raising funds to do good works around the world, but fail to maintain their brand and build global audiences who will support them over the long term. "As a businessman in the mobile phone industry who has started and runs Believer's Today, there is little difference," according to Jett Edwards, head of CLD's Asia Pacific region and founder of Believer's Today, a Japanese Christian outreach for victims of the 2011 Tsunami. "You have to advertise and promote to build an audience and then keep their attention so that each fundraiser is a success." Avoidance of advertising, promotions and building audience means that many Christian organizations depend heavily on large donors such as corporations and government and most Christian families have not heard of 90% of Christian charities. "The Christian Library on Demand is here to help faith-based organizations to truly reach and be supported by millions of families by leveraging Dove Foundation Approved movies like

‘Southern Girls’ at a reasonable price,” says Carl Jackson, a Christian film producer, owner of Carl Jackson Entertainment. “We are producing our next film, “The Jesus Freak” (coming in Dec.), and two other TV series for the CLD, so institutions can sponsor our content and leverage our production value to reach their audiences through the versatile platforms of the Christian Library on Demand.”

Churches have the most unrealized potential according to Lovett. “T-shirts are the new breakout Christian product, but with the support of the Christian product industry, churches can produce many more themed product lines designed for a specific purpose, but re-purposed as a general product which can be sold on the wider market.” says Lovett. Often Christian ministers are part time workers with great skill in ministry and writing. These dedicated leaders could supplement their income with the proper advertising and sales effort. Although many Christian books are published each year, few find their way into the hands of the general public. The CLD has book and art retail connecting product presentation to purchase using entertainment within their EnLive Smart TV App. “Affordable advertising which is message-driven and human-interest are a great way to entertain and advertise at the same time,” says Lovett. “Short promotions, book trailers or themed products promos can be very effective sales messages and are perfect for mobile consumption.” The CLD is building partnerships and processes to help Christian business, institutions, non-profits and churches reach wider Christian audiences for reasonable prices.

Background: We are the Christian Library on Demand (CLD) a Christian entertainment company. We distribute our TV shows and movies through video streaming apps. Just search “Christian Library on Demand” in your App store. It is a FREE download! We target Christian and values-based audiences. We have 4 platforms; Cable (apps that work on your cable box), Mobile (smart phones, tablet computers), Smart TV (internet connected HDTVs) & Smart Devices (internet streaming boxes & Blu-ray players). Today we are available in the Amazon, Apple, Yahoo TV, Samsung Smart Hub and Google App stores. Both brands are in front of 25 million cable subscribers in Europe, the Caribbean and Chile. The CLD Mobile App is available to over 1.4 Billion Android and iOS mobile devices. The EnLive Smart TV App is available to 91 million households on Samsung, Vizio, Sony, LG, Toshiba & Hisense smart devices with more devices in development.

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