



Christian Video Streamer puts Commercial Advertising within Reach

The Christian Library on Demand connects Small Advertising Budgets to Large Audiences

July 25, 2014 - [PRLog](#) -- The effective presentation of a brand which provokes a viewer to seek out that brand and purchase their products is the focus of the Christian Library on Demand. "Christian products are excellent but they often don't get the advertising or distribution that most other products achieve," says Terrence Lovett, CEO of the Christian Library on Demand (CLD). The CLD is on a mission to re-establish Christian products in the minds of all consumers, not because they are Christian but because they are great products and services that do sell and do improve the lives of their customers.

The Christian audience is a large niche market, within which many products can access and earn significant revenues such as jewelry, art, music, publishing, finance, fashion, greeting cards, travel, grocery, entertainment, legal, conferences, conventions, non-profit, and institutions. These market segments can reach this audience through the Christian Library on Demand mobile app and the EnLive Smart TV App.

"We offer an opportunity to leverage our free apps to tell your brand story in entertaining ways," says Lovett, "while leveraging many Christian entertainment programs the CLD has a unique system of accessing our users who directly engage our client brands." The CLD focuses on getting your perfect customer to engage your brand using entertainment choices which directly target your customers.

"Getting access to your target audience is not easy for Christian authors like me," says Alisa Massey, author of "Anonymous No More" a CLD client. "Using video to promote my book has helped me to truly access my target audience and the CLD mobile app is a great way show people on the spot what my book is all about," says Massey. Book trailers sitting on a website is a recommended tactic, but the Christian Library on Demand mobile app takes them to the customer on their mobile and smart devices. "Our promotions are watched by our users just as much as our programming," says Lovett "and the EnLive Smart TV App takes it the next level and connects product sales directly to promotions with in-app purchase capabilities."

"Business and institutions which spend more than \$10,000 a year in advertising don't realize that they can leverage small ad budgets to do Hollywood style promotions," says Carl Jackson, Producer at the CLD, CEO of Carl Jackson Entertainment. "For those who spend more than \$100,000 a year we can produce films and TV series which feature their business as the background and their products and services as central to the theme of the program," says Jackson, "and historically this is the most successful brand building advertising model." The sky is the limit for business on streaming video and Christian entertainment is ideal for reaching a large niche and a wide demographic. Often niche programming narrows the age target demographic, Christian entertainment is a viable alternative to various genres and offers the whole family as a target audience.

"When you are a pioneer in new forms of music, you need new ways to reach your audience because the industry does not always accept you and will not always support you, if you don't sound like everyone else," says ShaKara Monique, Urban Contemporary Gospel Artist and CLD client. "You need new technology to show people your talent and a streaming video app is a great way to immediately show people where they can view my music video and it makes my brand stronger to be connected to Christian

entertainment on CLD Apps,” says ShaKara. Christian Rock-n-Roll, Rap, R-n-B, and Smooth Jazz and ethnic music such as Hispanic and Russian folk music are on the rise in every Christian community worldwide, but they are not being played on Christian radio. The Christian Library on Demand is the place for serving all forms of Christian cultural expression.

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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