



Church Productivity can be harnessed to Support Ministry

Church Leadership products can reach a Wider Audience through the CLD

Aug. 13, 2014 - [PRLog](#) -- A mega-church is a culmination of work and team coordination. There are no generic mega-churches. They are all unique constructions built to serve the needs of their communities and fulfill certain Kingdom mandates for their region and the world. "From a business perspective mega-churches are like Christian companies, generally lead by a charismatic leader, governed by some sort of board or counsel, and they even have attempted to set up a regulatory body," says Terrence A. Lovett, CEO of the Christian Library on Demand. Mega-churches are not new phenomenon; they have been around since the early 1900's. "These churches are product factories, they pump out original and innovative music, books from various Christian perspectives and audio products for self-improvement and religious study," says Lovett.

The Christian Library on Demand (CLD) was created to provide a place where advertising and sales meet. The CLD is here to serve ministries by providing a place where their product has access to a wider global Christian audience. "And since each of these mega-churches already appeal to global audiences and are even church planting ministries with smaller affiliated churches in other countries," says Darcey Hutchinson, CFO at the CLD. "They are definitely in need of the product advertising and promotions found here at the CLD," says Hutchinson. The CLD is the place to promote your newest book release or your music ministry's new album. "We are the place where product sales and advertising comes together to serve Christian ministries" says Lovett.

However, pastors are overwhelmed with the job of leading so many congregants. Most Christians at this time are young Christians generally not well educated in the faith and in need of discipleship. "Which means that Christian leadership produces lots of product, but does not have the mind-space or bandwidth to monetize it", says Gerald Wiggins, CLD SVP of Distribution and International Development. "That is where we come in, using our expertise to provide access to larger Christian audiences, physical and digital retail distribution," says Wiggins. The CLD can take a Christian product from creation to global distribution with manufacturing and retail access included.

Christian leadership is highly productive, but they are not marketing and promotions experts. Christian leadership is creating high quality content but they do not own the global assets needed to reach wider audiences. This means that just like a local business needs a local TV station, Christian ministries need a Christian network which has the ability to provide an international audience for a reasonable price. "The Christian Library on Demand is a global resource for communities, says Lovett, "we have tomorrow's technology ready to serve Christian ministries, today!"

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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