



FAITH BROADCASTING NETWORK EXPANDS INTO 200 MILLION HOMES



At the recent National Religious Broadcasters Convention in Nashville TN, Ps André Roebert signed a deal with Lightcast that will see Faith Broadcasting Network digitally broadcast into 200 million homes.

Lightcast specializes in digital media distribution and are currently developing a new mobile app for Faith Broadcasting. In addition to the mobile app, live streaming as well as Video-on-Demand (VOD) options have become available via ROKU, AppleTV, Android TV and AmazonFire effective May 2016.

Faith Broadcasting Network is already broadcasting to approximately 50 million homes via satellite distribution. This means that from May the Gospel will now reach 250 million homes; as per broadcast viewership calculations, this number of

homes can easily be converted into roughly 750 million potential viewers! The harvest field is ripe and there are millions of people in need of the good news of the gospel to set them free.

Faith Broadcasting Network is humbled to be a part of the Divine vision to reconnect the whole earth with God, and are hard at work to fulfill the mission and purpose that drives the vision.

The reason Ps André decided to go the digital distribution method can partly be attributed to the fact that worldwide an increasing number of people are favouring these methods as opposed to traditional TV. By broadcasting on both traditional TV as well as newer digital distribution channels, the content on Faith Broadcasting Network can now maximize its viewership potential.