

Moving from Myth to Ministry

NEW RESEARCH ON WHO TUNES IN & WHO TUNES OUT

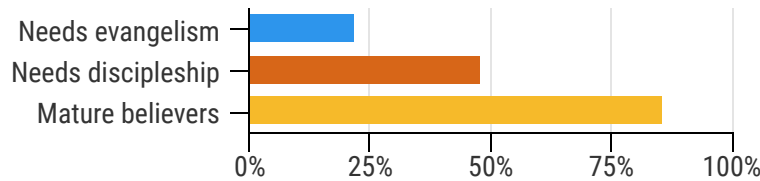
3 KEY TRENDS

Christian media misses most people who need evangelism. However, mature believers/potential disciplemakers are the biggest group of regular consumers.

Most U.S. adults who have not consumed Christian media content are those who need evangelism. Unfortunately, they show very little interest in doing so for any reason.

Ministries will increasingly be singing to “the choir”. That is, Christian media audiences will increasingly be composed of mature believers & shares of those in need of evangelism will shrink.

Percent who regularly use Christian media



HOW MINISTRIES MUST RESPOND

NET CHANGE EXPECTED CHANGE OVER THE NEXT 5 YEARS	Needs Evangelism	Needs Discipleship	Mature Believers
TV programming on a TV	-10.2%	+3.8%	+26.9%
TV programming - mobile device	-13.3%	+0.3%	+27.0%
Music on a radio	-10.4%	+6.7%	+24.5%
Music on a mobile device	-13.7%	+5.3%	+31.2%
Talk/teaching/podcast on radio	-13.0%	-1.9%	+15.4%
Talk/teaching/podcast - mobile device	-12.9%	-2.5%	+16.9%

Rethink marketing to attract a non-Christian audience, playing to their felt needs.

For those who need evangelism, who have engaged with Christian media content in the past, ministries should focus on producing content with excellent entertainment value that is inspiring and encouraging.

Ministries should consider “calls to action” that are specifically tailored to this group’s spiritual needs.