

Christian Music Website Releases New App

The largest Christian music website continues to push forward in mobile app development with the announcement of a new application.

, known as NRT, recently released its third application, NRT Weekly, designed for Apple's iOS platform. The free app is available for download on the iPad, iPhone and iPod Touch.

"NRT Weekly is the culmination of the hard work our entire team has done over the past five years as we've sought to build the best Christian music site online," states NRT founder Kevin McNeese.

Through exclusive content, special features and rich media, Christian music fans will be able to explore new releases, watch the latest music videos, connect with their favorite artists and read interviews and other exclusive content.

The app was developed in partnership with Word Entertainment, an entertainment company that represents some of the top names and brands in Christian music.

"It's been my experience that God will bring together the right team in His timing," McNeese says about the partnership. "We feel that NRT Weekly aligns perfectly with Word Entertainment's mission to reach music fans in a dynamic and innovative way."

"As an entertainment company, we are always looking for ways to expand our reach through new and innovative technologies," says Adam Zinke, director of online marketing at Word Entertainment. " has once again delivered a well-designed mobile experience for the Christian music fan. We are honored to be a part of this vision and help drive it forward."

The new app was released almost exactly three years after the launch of NRT mobile, which has been downloaded more than 85,000 times.

McNeese says the NRT Mobile app “is more informative and static, connecting to our massive Christian artist and album databases, whereas NRT Weekly is a content rich app, updating every Tuesday with new content to explore.

“It is a natural progression of what we do and a great way for the casual, or even hardcore, Christian music fan to quickly digest the latest that NRT and the world of Christian music has to offer each week.”

The app will also give users access to NRT’s popular new release schedule and connect fans to NRT Radio, a 24/7 Christian music radio station that plays more than eight hours of new music with no repeats.

“We are truly approaching this as an evolution of the digital magazine,” McNeese comments. “NRT Weekly is designed for quick consumption and updated for free every single Tuesday with content you can’t get anywhere else. We can’t wait to connect with Christian Music fans in this way.”