

Daystar On Demand Drives Viewers Online

When you want to watch your favorite Christian television broadcast, you want to watch it right now—or maybe in the middle of the night, or maybe on a lazy Saturday afternoon.

The point is, you want to watch it when you want to watch it. You want it “on demand.” And why not? Apple’s iTunes, Netflix, Hulu and other on demand video services have taught us that we can consume the content we want when we want it—and from wherever we want.

Enter Daystar on Demand.

Daystar Television’s new initiative lets you watch your favorite Daystar original programs any time you want, either on your computer or on your mobile device. You can stream content—such as *Celebration*, *Joni*, *Check The Sound*, *Marcus Lamb*, *Gospel Music Showcase*—to your Mac, PC, iPhone, iPad, iPod Touch and most Android phones.

“Like the apostle Paul says in 1 Cor. 9:19-23: ‘I’ve become all things to all men so that men might be saved,’” Daystar Marketing Director Daniel Woodward says. “Any time you have a different interface, it is a mission field.”

According to Magna Global video, on demand will outperform DVR in the U.S. by 2015, reaching nearly 66 million households compared to 53 million households for DVR.

But until now, the Christian market has been somewhat behind. Beyond some major ministries—and a few services like Streaming Faith—the ability to watch specific and original Christian broadcasts on demand has been lacking. Daystar, TBN, God TV and the Inspirational Network are changing that reality.

“At the end of the day, what we care about is spreading the message of Christ,” Woodward says. “Whatever that takes, whatever form that’s in, that is really the emphasis. We can’t be attached to one particular medium. ... If telegraphs became really popular again, we’d be looking into telegraphs. Where people are is where we need to be.”

Felicia Abraham contributed to this article.