

Family Christian Ministries Launches 'iTunes of Christian Content'

Family Christian Ministries (FCM) announced a new digital platform, **iDisciple**, at Catalyst Atlanta. Billed as a one-stop shop for sermons, devotionals and other digital content, iDisciple aims to be "the **iTunes** of Christian content" according to FCM—the nonprofit parent of **Family Christian Stores**.

The subscription-based app will be available on mobile devices, tablets and PCs and will offer a variety of content in text, audio and video formats. E-books, sermons and podcasts from Christian leaders and pastors, daily devotionals and several translations of the Bible will be available through the app.

A free trial version will be available, which will include a **Bible**, select **sermons** and other content, but the full subscription—which will include personalized recommendations and access to more than 40,000 pieces of content—will cost \$ monthly. Premium channels will also be available at an additional monthly fee, while a la carte content will be offered as well.

The app is a large part of FCM's long-term plans for high-scale charitable giving, as company projections expect iDisciple to account for roughly 80 percent of the company's estimated \$100 million annual profit in five years' time. FCM will be offering iDisciple subscriptions in its Family Christian Stores as well as in mobile app stores and on its website.

In keeping with Family's new nonprofit model, iDisciple will offer a "My Giving Account" feature, from which subscribers

can contribute funds to Christian charities of their choice. If users recommend the app, they will receive 20 percent of their friend's subscription fee in their giving account.

For more information, visit .