

K-LOVE Branches Out Into Television

K-LOVE, one of the country's largest and most successful Christian radio networks, today blazed a trail into television, launching an over-the-top, subscription video channel. In partnership with John Sanders, LLC, and TAPP, the leading online television platform founded by former NBCU and CNN executives Jeff Gaspin and Jon Klein, K-LOVE custom built the new channel for its devoted listeners and the millions of people of faith around the country.

The interactive channel, available at [klovetv.com](#), connects subscribers to the biggest names in Christian music with exclusive daily videos in which the artists discuss their faith, family, inspiration and more. Listener's favorite artists and personalities will answer viewers' questions and discuss individual scripture passages that have helped to shape their own lives.

The channel expands on K-LOVE's commitment as a media outlet that is sharing positive and encouraging content with segments from the K-LOVE DJs and other Christian contributors that offer ideas and insights for building stronger families, being better parents, overcoming struggles, and drawing closer to God. The channel will offer exclusive behind-the-scenes footage and live-streams from K-LOVE's very popular events, including the Fan Awards, which take place later this month in Nashville.

"K-LOVE Radio impacts millions of listeners' lives every week. K-LOVE TV will take a new next step in deepening these relationships with viewers in the United States and around the world," explained David Pierce, chief creative officer for K-LOVE.

The channel, which is priced at \$ or \$, is available for free for the next three weeks. Among the major artists offering heartfelt and candid reflections on their faith, lives, and careers, are: Chris Tomlin, Hillsong United, Jeremy Camp, Citizen Way, Rend Collective, Tenth Avenue North and Third Day.

The launch of K-LOVE TV marks the expansion of TAPP's faith vertical. Having launched New Life TV, a successful streaming channel devoted to counseling and relationship transformation, TAPP saw the incredible demand for channels offering authentic content that allowed subscribers to journey deeper into their own spiritual journey.

"We've seen how eager active Christians are for a safe place to connect and explore their faith," said Jon Klein, TAPP's co-founder and CEO. "K-LOVE's mission is to create compelling content that inspires and encourages you to have a meaningful relationship with Christ. K-LOVE TV is an awesome next step in that mission."

"After the remarkable success of New Life TV, we're pleased to expand our faith-based offering with the biggest name in Christian radio, K-LOVE," said Jeff Gaspin, TAPP's co-founder and chairman. "TAPP is all about delivering unique content to under-served audiences, and we believe that K-LOVE listeners will be delighted by the opportunity to become K-LOVE TV viewers, as well."

In addition to K-LOVE TV and New Life TV, TAPP's roster includes the Sarah Palin Channel. In the coming months, TAPP will expand its lineup with channels in the luxury lifestyle and health verticals. Fashion, fitness, action sports and entertainment channels are planned for later in the year.