

Updated NIV Bible Ebook Hits Bestseller Lists

It's official. Zondervan's new NIV Bible e-book has made its way onto the USA Today bestsellers list. Released on Dec. 15, the digital release marks the first time that a new Bible translation has launched in a digital format prior to publication in a print format.

Here are some additional breakthroughs: The NIV Bible made its debut as the number one e-book in the Religion & Spirituality Category of Apple's iBookstore and rose to number 7 for all books on Apple. It is also among the Top 100 in Amazon's Kindle Store and a Top 25 e-book in Barnes & Noble's Nookbook Store.

"The publishing industry broke numerous records this year with e-book sales, and we are proud that the NIV Bible was among the bestsellers during the Christmas season," says Moe Girkins, president and CEO of Zondervan. "We are encouraged by this early enthusiasm for the updated NIV text and anticipate continued momentum as we introduce additional digital NIV products leading up to the print launch in March 2011."

The Bible is the bestselling book in history and the NIV Bible is the bestselling version year after year, selling more than 400 million copies since its first full publication in 1978. Following the launch of the newly designed NIV e-book, Zondervan plans to continue to release several new NIV e-books, apps and digital products by the end of 2011. Print products featuring the updated NIV are scheduled for release in March 2011.

"People are telling us they would love to see the Word of God be number one on the best-seller lists, and it is exciting and humbling to see their love for the updated NIV achieve that,"

says Chip Brown, senior vice president and publisher of Bibles at Zondervan. "Millions of people unwrapped an iPad, Kindle, Nook or other e-reader during the holiday season, leading to an industry-wide spike in e-book sales, and we are delighted that the NIV Bible was among consumers' most desired e-books to download."