

‘.Bible’ to Join ‘.Com’ and ‘.Org’?

American Bible Society is working to make a new top-level domain available: “.bible.” The “.bible” domain will make millions of additional URLs available and the messages of the Bible even more accessible to people in a way that best fits their digital lives.

Working with the International Corporation for Assigned Names and Numbers (ICANN), American Bible Society is aiming to secure the “.bible” top-level domain (TLD). The addition of the “.bible” TLD will accelerate global online Bible access and facilitate engagement in ways not previously possible.

“With staggering growth online, and fewer and fewer domain names available, American Bible Society is thrilled to explore offering web addresses in the ‘.bible’ domain,” said Geof Morin, chief communications officer for American Bible Society. “We want to make it easier for more people to explore the messages of hope and encouragement found in the Bible.”

For nearly two centuries, American Bible Society has led Bible distribution and innovation. Securing “.bible” would be a continuation of that tradition. American Bible Society was the first to:

- Translate the Bible into “today’s English”—producing the Good News Translation (1966), which sold more than 7.7 million copies in its first year of release.
- Produce audio recordings of the Bible—by vinyl record (1957)—in 44 languages.
- Release a Bible for the blind (1835).
- Provide military pocket Bibles to combat soldiers during

the Civil War.

- Distribute Bibles by placing them in hotels, serving the needs of weary travelers.

American Bible Society has a global outreach to more than 200 countries and territories around the world including its membership within the United Bible Societies. YouVersion and have joined with American Bible Society and United Bible Societies as early supporting partners.

“The United Bible Societies is excited about the global opportunities which the ‘.bible’ domain name offers,” said Michael Perreau, general secretary of United Bible Societies. “We are delighted that churches around the world will be able to make use of this new way to communicate their ministry.”