

Dot-Bible Takes Scripture From Gutenberg to Google

With fewer and fewer domain names available, American Bible Society will facilitate the addition of countless Web addresses by releasing the .BIBLE top-level domain (TLD), making the message of the Bible even more accessible to people in a way that best fits their digital lives.

Upon finalizing a contract with the International Corporation for Assigned Names and Numbers (ICANN), American Bible Society will have the rights to operate the .BIBLE TLD. The addition of the .BIBLE TLD will accelerate global online Bible access and facilitate engagement in ways not previously possible.

“The goal of making the Bible more accessible has inspired innovation since the 1400s when the printing press was created, so it is not surprising that the Bible would continue to be pushing progress,” said Scott Wennermark, director of strategic advancement for American Bible Society. “The .BIBLE top-level domain will allow American Bible Society to increase the availability of Bible resources and expand the reach of Scripture in new and relevant ways.”

The .BIBLE domain names are anticipated to become available in 2015. ICANN is currently finalizing the steps of the expansion program, and as soon as the process is completed, American Bible Society and its supporting partners will finalize preparations for launching .BIBLE.

American Bible Society intends to make .BIBLE domain names available to individuals and groups who have a healthy respect for the Bible.

“This is the Bible’s moment to move from Gutenberg to Google,” adds Doug Birdsall, American Bible Society president. “I can think of no better way to signal to today’s generations that

the Bible is wide open for a bold and promising future.”