

Going Digital With God's Word

The digital publishing revolution isn't just about newly written books. The Bible has been presented as an award-winning audio project in recent times and is proving increasingly popular among e-reader users.

In a *Christian Retailing* roundtable forum, the magazine discussed the growth of the non-print Bible market, and the opportunities and implications, with leading suppliers in the category.

The digital trend is not being driven by technology alone, according to Aaron Linne, executive producer of digital marketing/manager, B&H Publishing Group. "It's a lifestyle thing," he said. "For me, looking at things digitally, there's not a divide there. It's just digital is the way I consume media. Typically if it's not an open thing where I can consume that media however I want, I'm not as likely to buy it."

Shawn Carroll, COO of Immersion Digital (*Glo Bible*), added: "One of the things that we discovered is the nonlinear nature of digital media ... being able to dive in, explore and get context. Being able to share your experiences is also hugely important in this era of Facebook, Twitter and MySpace. The idea of an interface that speaks to people in the way they want to interact with media and on the devices that they cart around with them is important."

Read more in the June issue of *Christian Retailing*.