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STREAMING MEDIA IS THE FUTURE FOR ALL CHURCHES:

Battling iniquities on the internet has never been so easy and effective

By Angela Cody-Rouget, Owner See Me Talk, LLC



The internet is undeniably a place where the enemy lies awake each day attempting to corrupt the lives of our children, mothers and fathers. However, the Good Lord teaches us that where there is iniquity grace doth abound. It is imperative that churches battle the enemy on the internet. Today, the most powerful way to spread

the word of God without walls and barriers is to Live Webcast or Stream your messages via your websites. Each day more and more pastors, prophets, and teachers join this new communications revolution called Streaming Media.

What is Streaming Media? Here are a few different ways to define Streaming Media:

- It is the Technical term for digital, audio or video transmissions via the Internet. The sound and image data are sent as a data stream to the subscriber and/or individual viewing your web pages.
- Sending video or audio over a network as needed/on demand instead of forcing the user to download the entire file before viewing it. There are no file attachments or downloads, therefore, you do not have to be concerned using up all your hard drive space.
- Rather than download a large multimedia file all at once, “streaming” allows you to see and hear that file as it is being transmitted. RealNetworks and QuickTime are currently the most popular streaming media platforms. With streaming media, a user sees and hears a continuous, animated image without having to download a large file. This is achieved by sending the sequence of moving images in small packets that are displayed as they arrive.

In light of the fact that the Information Age is coming to a close and the Digital Age has dawned, Streaming Media has become the preferred communication method

of The Baby Boomers, Generation X, Generation Y and so on.

Go to www.Google.com and type in “Streaming Video Church” and you will find that over 739,000 organizations are using or promoting the use of the internet to reach out to the lost and the saved.

In the past, only the big churches could afford to broadcast their worship services to a wide audience. These big churches pay hundreds of thousands of dollars to big TV Networks in order to share their message across the globe. Now, you can broadcast your weekly worship services or other live events on the internet to your own congregation that may be traveling on business trips, on vacation, overseas in the military or people who’ve moved away.



Today, many people do not have the courage to visit new churches and opt to stay home on Sundays. However, there are millions of people longing to belong to a church, but don’t have the courage to church hop until they find their home church. If you decide to Webcast your church services, visitors can “visit” your church online. They will listen to your worship services live and determine if your church is a good fit for their family. Research

indicates they will be far more likely to attend in person once they get a feel for the church online. \$\$ Also, there is more good news. You can exponentially increase your tithes from people all over the world by providing them the opportunity to hear God’s word via the internet.

There are many services out there to help pastors, teachers and prophets spread their message on the internet using Streaming Products, such as, Live Webcasting, Video Blogging, Video Podcasting, Video Email and Social Network pages for churches. The cost to Live Webcast your church services can run between \$39.95/month to \$199.95/month. The setup fees range from \$39.95 to \$1999.95 depending on how many hours you want to broadcast your messages.