

The Church Online

Video Transforming Faith-Based Outreach



Organization

The Church Online

Industry

Religious Organizations

VBrick Products

VBoss (VBrick Online Streaming Service)

Applications

Church services, ministries and activities live and on-demand

Strategic communications, professional web development and graphic design are generally not required classes for a degree in Divinity; and yet these skills are highly effective tools for the outreach and evangelical efforts practiced by many Christian-based churches.

That's where The Church Online comes in.

The Challenge

Offer a cost-effective, user-friendly streaming video technology able to enhance and expand faith-based ministries

The Church Online is a Christian-based organization that offers professional marketing and technology services to pastors and ministers to help them optimize their outreach and evangelical activities. Like any world-class strategic marketing firm, The Church Online became increasingly aware of the power of the Internet – and specifically streaming video – to reach audiences in and beyond the local community.

Hence The Church Online's ambitious goal was to offer its clients a package deal that would encompass all the necessary equipment to implement live and on-demand video, pay-per-view functionality, a customized hosted website and more, for one low monthly fee. In order to achieve that goal, the firm realized it would need to find a solution that was relatively inexpensive, easily shipped and supremely user-friendly.

The Solution

A low-cost, user-friendly streaming video service designed to enable churches to extend their services and ministries into and beyond the local community

"Going with VBrick was a no-brainer," said Melissa Wharton, President and CEO of The Church Online. "We looked at other providers, but either the technology wasn't what we needed it to be, or the cost wasn't what we needed it to be, or the partnership wasn't what we needed it to be."

Through VBrick's affordable, versatile streaming video technology and hands-on service, The Church Online developed a package designed to enable even small, 250-member churches to create an online video presence through live streaming or on-demand content. Once participating churches receive their compact VBrick appliance and plug it into a broadband jack at the church, technicians at The Church Online can configure the church's account remotely.

"It's really that simple," said Wharton. "Through VBoss, we can set up their location, determine bandwidth usage, and bring their streaming services account online – all from here. If a minister knows how to set up a VCR and has access to fiber, cable or a T1 line, they can configure this device and be streaming within an hour."

The VBoss platform automatically digitizes video content for Internet delivery, and offers the added value of a simple, template-based, landing page that churches can link to or embed into an existing page.

The Solution, continued

The reliability of VBoss broadcasts is ensured through VBrick's partnership with premiere content distribution networks. As a managed service, VBoss operates at the highest level of reliability in support of customers' distribution needs.

The Church Online launched its streaming video service in early 2009. A short time later, its first client Mt. Ararat Baptist Church in Pittsburgh, PA, began live and on-demand video broadcasts of its regular worship services, as well as ministries ranging from Bible studies to youth groups to GED and job training.

The Benefits

Church services, ministries and outreach are no longer limited by geography or schedules, while new revenue streams are possible through pay-per-view and syndication

"Streaming video raises the level of excellence in ministry," said Mt. Ararat's Senior Pastor, Dr. William H. Curtis. "It has allowed us to expand whom we minister to, and to be creative about how we minister to them."

That applies beyond the 8,000 members attending Mt. Ararat's services in Pittsburgh. Shortly after the church began broadcasting, Reverend Curtis discovered new members were signing in for Sunday worship all over the U.S. In fact, his church's services have even attracted a small following of viewers in India.

While Mt. Ararat's live video has bridged geographical distances, its on-demand video services are bridging time. Recorded video of services and ministries are enabling members working the swing shift to participate on their own time in worship or learning.

On-demand content has also introduced the potential for new revenue streams via pay-per-view content, as well as syndication. VBrick's user interface makes it easy to insert video onto other websites, and allows the church where the video originated to maintain control of the player remotely, and the content it plays.

Lastly, VBrick's interface allows thematic content to be aggregated on a specific webpage, or by applying meta tags for search engine optimization, allowing The Church Online to position itself as a sort of "YouTube" of worship.

"People may have knowledge of a specific pastor or ministry," said Wharton, "but if they're searching online for help with family issues, or a job search or financial uncertainty, they can connect with ministries beyond their purview."

About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.

For more information, visit www.vbrick.com



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