the Bible on steroids
Presented to RNA
September 23, 2010
agenda

1. Introduction
2. A brief history of the Bible
3. Bible technology stats
4. How technology enhances the user experience
5. How Bible publishers are using technology
6. Questions and answers
Jeannette Taylor

- Jeannette is the former General Manager of Bibles and Vice President of Marketing at Zondervan. Considered one of the world’s foremost Bible market authorities, she has done extensive research in this area since 1984.

- She is now the Research & Development Architect at Somersault, responsible for Bible development, marketing strategies, and the supervision of all research functions.

- Taylor is also the owner of the research firm JET Marketing and an adjunct Marketing Professor at Cornerstone University, Grand Rapids, MI.
**John Sawyer**

- John is the former Vice President of Bible Marketing at Zondervan.
- He is currently the Brand and Marketing Strategist for Somersault.
- Sawyer is also a partner in the marketing firm Grey Matter Group in Grand Rapids, MI where he works with Bible publishing and translation organizations including Tyndale, Zondervan, Biblica, and The Seed Company (a Wycliffe affiliate).
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history of the Bible
the Bible - very, very old

- The oldest form of the Bible ever discovered is a portion of the book of Numbers – over 2600 years old and written on silver leaves.

The oldest fragment of the New Testament yet discovered is a portion of the Gospel of John that dates to AD 125 – roughly 30 years after John drafted his gospel.

the Bible – old

- The oldest complete manuscript of the Old Testament was completed in AD 1010 in Cairo, Egypt and is called the Codex Leningradensis.

- Its long-lived reputation as a faithful rendering of the Hebrew Bible was greatly bolstered by its exceptional degree of agreement with the Dead Sea Scrolls discovered nearly a millennia later.

the Bible - amazing

• In 1947, a young Bedouin shepherd looking for a lost goat entered a cave and stumbled across the Dead Sea Scrolls.

• Included in this amazing discovery was the complete book of Isaiah, written on a scroll **24 feet in length**.

Source: How We Got the Bible, Zondervan, 2008, Page 16.
The Bible – biggest

- The biggest known manuscript of the Bible, called Codex Gigas, **weighs 165 pounds** and was completed in the 13th century in what is now the Czech republic.

- It is said to have required the skins of **160 donkeys** to supply enough parchment.

Source: How We Got the Bible, Zondervan, 2008, Page 34.
One of the most colorful Bible manuscripts ever created is the Book of Kells.

This 680-page manuscript of the 4 Gospels contains bright, full-color ornamentation on every page.

Source: How We Got the Bible, Zondervan, 2008, Page 40.
the Bible – labor-intensive

- Prior to the inventing of the printing press in 1454, all Bibles were copied by hand. Monks sat at desks in a scriptoria and copied the Scriptures all day.
- From the 11th century AD on, almost every abbey and monastery had its own scriptorium.

Source: How We Got the Bible, Zondervan, 2008, Page 46.
the Bible – anger-provoking

- In 1382, John Wycliffe completed the first translation of the entire Bible into English.

- Wycliffe died of natural causes, but his remains were later exhumed, burned, and thrown into a stream.

the Bible – cutting edge

- The first book printed on the Gutenberg press was the Bible in 1455.

the Bible – more anger

- 150 years after John Wycliffe, William Tyndale followed in his steps and created a new English translation of the Bible.

- Thousands of Tyndale's Bibles were printed on the Gutenberg press – while the Bishop of London burned every copy he could find.

- In 1536, ten years after the publication of his Bible, Tyndale was burned at the stake.

the Bible – popular, influential

- King James authorized a new English Bible translation in 1603.
- Published in 1611, the King James Version of the Bible has become the most popular book in history.
- The KJV Bible is considered the most influential book in the history of the English language.

Source: How We Got the Bible, Zondervan, 2008, Page 64.
The first Bible was printed in America in 1663.

It was not printed in English but in Algonquin, a Native American language.

Source: How We Got the Bible, Zondervan, 2008, Page 70.
On September 10, 1782, a printer named Robert Aitken received authorization from the United States Congress to commence his American printing of the Bible in English.

This is the only instance in history of the U.S. Congress authorizing the printing of a Bible. In subsequent years, that session was often referred to as “The Bible Congress.”

the Bible – available

- The Gideon Bible Society was founded in Boscobel, Wisconsin in 1899. Bibles were first placed in hotel rooms in 1908.

- Now over 1.6 billion Bibles have been distributed worldwide.

- More than 700 million Bibles and New Testaments were distributed in just the last 10 years.

- 79.8 million copies of God’s Word were distributed last year.

Source: www.gideons.org/AboutUs/WorldwideImpact.aspx
the Bible – on the moon

- Astronaut Buzz Aldrin wrote out and left Psalm 8 on the surface of the moon in 1969: “When I look at the sky, which you have made, the moon and the stars which you set in their places, what is man that you think of him?”

the Bible – ubiquitous

- 91% of U.S. households own one or more Bibles. On average, Bible-owning households have over 3 Bibles in the home.

**U.S. Households - Bible Ownership**

- 91% Own a Bible
- 9% Don't own

the Bible – bestselling

- The Bible, in all its editions, is the bestselling book in America year over year, with approximately 25 – 26 million units sold annually.

- In contrast, the bestselling novel of 2009, The Lost Symbol by Dan Brown, sold 5.5 million copies.

The annual retail value of Bibles sold in the U.S. is $500,000,000.


www.somersaultgroup.com
the Bible – global

- Last year, 71,425,000 complete Bibles were distributed around the world by the United Bible Societies.
- A further 400 million smaller Scriptures were also distributed by UBS, including Testaments, Gospels and selections from Scripture.
the Bible – multilingual

- As of 2010, at least one book of the Bible has been translated into 2,508 of the 6,900 languages in the world including:
  - 680 languages in Africa
  - 590 languages in Asia
  - 420 languages in Oceania
  - 420 languages in Latin America and the Caribbean
  - 210 languages in Europe
  - 75 languages in North America.

Source: [en.wikipedia.org/wiki/Bible_translations](http://en.wikipedia.org/wiki/Bible_translations)
the Bible – old and new

- While dozens and dozens of Bible translations are available in the U.S., just two – the King James Version (1611) and the New International Version (1978) – account for over half of all Bible units sold in the U.S.

the Bible – from Moses to Steve Jobs

- The Bible has become one of the most popular books on the iPad.
- In mid-2010, Olive Tree’s Bible Reader app broke into the top 100 iPad book apps and was listed in the top 10 highest-grossing book apps for the iPad.

Source: www.theatlantic.com/technology/archive/2010/07/
publishing tsunami

- In 2005 Michael Hyatt, CEO of Nelson, predicted “The Death of Traditional Book Publishing.” He said, “We’re one device away from a digital publishing tsunami.”

- In 2005, wholesale ebook sales from the top 15 trade publishers were $2,175,131. The first quarter of this year their ebook sales were over $31,900,000.¹

- E-book sales continue to grow, with a 118.9% increase over June 2009 ($29.8 million); year-to-date E-book sales are up 204.2%.²

¹ www.openbksib.org/doc_library/industrystats.htm
² http://www.publishers.org/main/PressCenter/Archives/2010_August/June2010Statistics.htm
past the tipping point

• The Magazine Publishers of America found that nearly 60% of U.S. consumers expect to purchase an e-reader or tablet within the next 3 years.¹

• Apple’s four-month-old iPad is turning in strong sales with 3.27 million units sold to date.²

• ABI Research revisited its forecasts, almost tripling their original estimate to 11 million tablets expected to ship by the end of 2010.³

¹ www.wired.com/gadgetlab/2010/08/tablet-mania/
² www.reuters.com 8/20/2010
³ http://www.abiresearch.com/press/3461-2010+Media+Tablets+Shipments+Forecast+Boosted+to+11+Million
### eReader mania

**“Which of the following devices do you own, and which do you intend to buy in the next 12 months?”**

<table>
<thead>
<tr>
<th>Device Description</th>
<th>Own</th>
<th>Intend to buy in the next 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop computer</td>
<td>4%</td>
<td>81%</td>
</tr>
<tr>
<td>Laptop/notebook computer</td>
<td>13%</td>
<td>60%</td>
</tr>
<tr>
<td>Netbook (small laptop, e.g., ASUS Eee PC, Dell Inspiron Mini, HP Mini Note)</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>eBook reader/eReader (dedicated reading device, e.g., Amazon Kindle, Sony Reader)</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Tablet computer (touchscreen multimedia device, e.g., Apple iPad)</td>
<td>1.9%</td>
<td>14%</td>
</tr>
</tbody>
</table>

iPad competition is coming

• HP: webOS tablet and a Windows 7 tablet.
• Dell: Android OS 5-inch Streak tablet phone.
• Toshiba: “Smart Pad” in October 2010.
• Acer/Samsung: rumors of 7-inch Android tablets.
• Lenovo: “LePad” before the end of 2010.
• Cisco: 7-inch Android tablet, the Cisco Cius.

2 As of writing this report, Dell hasn’t specified a launch date for the Dell Streak in the US. Source: Dell Website (http://www.dell.com/content/products/np/fcretailsrta/mobile-streak?c=us&l=en&s=corp).
tweeting the Bible

- Stephen Smith from Zondervan used the Twitter APIs to grab every Bible reference between 4/7/09 and 2/28/10.

- 2,292,836 tweets
  340,564 authors
  16,580,449 Bible verses referenced

Source: www.openbible.info/twitime
tweets per day citing the Bible

Bible tweets increased 5 times from 2,000 per day in April 2009 to 11,000 per day in February 2010.
Bible tweeters by nation
top re-tweeted authors

RevRunWisdom
69 tweets
31,571 retweets
850,000 followers

Rick Warren
202 tweets
15,539 retweets
83,000 followers

John Piper
444 tweets
13,493 retweets
64,000 followers
top 30 verses

Ps 34. I sought the LORD and he answered me and
Ps 37:4. Delight yourself in the LORD and he will give
Ps 46:10. Be still and know that I am God. I
Ps 118:24. This is the day that the LORD has made;
Prov 3:5. Trust in the LORD with all your heart and
Prov 3:6. In all your ways acknowledge him and he will
Prov 4:23. Keep your heart with all vigilance for from it
Prov 12:20. Whoever walks with the wise becomes wise but the
Prov 16:3. Commit your work to the LORD and your plans
Prov 23:7. for he is like one who is inwardly calculating.
Jer 29:11. For I know the plans I have for you
Matt 6:33. But seek first the kingdom of God and his
Matt 11:28. Come to me all who labor and are heavy.
John 3:16. For God so loved the world that he gave
John 14:6. Jesus said to him I am the way and
Rom 5:8. but God shows his love for us in that
Rom 5:28. And we know that for those who love God
Rom 12:2. Do not be conformed to this world but be
1Cor 13:13. So now faith hope and love abide these three;
Gal 5:22. But the fruit of the Spirit is love joy
Gal 6:9. And let us not grow weary of doing good
Eph 2:8. For by grace you have been saved through faith.
Eph 3:20. Now to him who is able to do far
Phil 4:6. do not be anxious about anything but in everything
Phil 4:13. I can do all things through him who strengthens
2Tim 1:7. for God gave us a spirit not of fear
Heb 11:1. Now faith is the assurance of things hoped for
Heb 5:7. casting all your anxieties on him because he cares
1John 4:18. There is no fear in love but perfect love
Bible sites linked to by day

YouVersion is dominant. They added Tweet functionality to their app in October.
Bible tweets and celebrities

- Miley Cyrus was the most frequent recipient of Bible tweets (1200 times), mostly encouraging her to keep her life in order.
Bible tweets and current events

- About Haiti earthquake: “The Lord is close to the brokenhearted and saves those who are crushed in spirit.”
  Psalm 34:18 NIV
Bible tweets and politics

- About President Obama: “Let his days be few; let another take his office.” Psalm 109:8 NASB
Bible tweets and pop culture

• About the Twilight Saga movie *New Moon*: “Your New Moon festivals and your appointed feasts my soul hates. They have become a burden to me; I am weary of bearing them.”
  Isaiah 1:14 NIV
user experience
technology changes everything

• How we read the Bible
• How we study the Bible
• How we experience the Bible in community
• How we share the Bible with others
changing how we read the Bible

- Multi-media edutainment with video, 3D animation, and artwork.
- Mobile inspiration with devotional content and topical verse selection.
- An eBook with translation options, typeface and font size selection.

www.somersault.com
changing how we study the Bible

- It started with inserting study notes into printed Bibles. The NET Bible has over 60,932 study notes.

- The Logos Platinum Software put an entire library of 1,250 theological and biblical books with the Bible -- worth $19,000 in print.

- Coinciding with the October 2010 release of the HCSB Study Bible, LifeWay is launching a premiere online Bible study service.

- MyStudyBible.com contains the complete HCSB Study Bible, commentary notes, and content from books like the Holman New Testament Commentary and references from Strong's Greek and Hebrew Dictionary.
community Bible experience

- We've read the Bible in fragments. Scripture has been packaged for a sound bite culture. We've lost the narrative arc.

- We've read without historical context. Most of us have no idea how to bridge the gap between the ancient world and our own.

- We've read the Bible in isolation. We've lost the benefit of reading the Bible and discussing it as a community.
changing how we share the Bible

- Blogging/Microblogging
- Websites/Social Sites
- Online video
- Slide Productions
- Tagging/Sharing/Bookmarking
- Email
- Webinars/Webcasts
- Mobile
- Chat
- Wiki
- Widgets
- Syndication/Podcasts
how publishers use technology
Logos Bible Software

- Logos Bible Software was founded in 1992 by two Microsoft employees.

- Logos is the largest developer of Bible software for Windows, Mac, iPhone and the Web, and a worldwide leader in multilingual electronic publishing.

- They partner with more than 130 publishers to make more than 10,000 electronic Bible study resources available to customers around the world. Their technology is used in more than 160 countries in a dozen languages.
Logos Bible Software

- Logos, an 18-year-old technology company, recently launched a print tool, Bible Study Magazine.

- Logos has also created a Bible timeline that highlights key translation milestones from 2000 BC to the publication of the King James Version.
Zondervan Bibles

- Zondervan is the world's leading Bible publisher with exclusive North American publishing rights to the best-selling NIV translation.

- Since the beginning of 2010, Zondervan's NIV Bible and NIV Study Bible have been among the top five eBooks in the Religion & Spirituality category of Apple's iBookstores and Amazon's Kindle store. The NIV Study Bible is currently #57 in iBooks.
Zondervan Bibles

- Zondervan's eBibles represent more than 40% of their eBook revenues, and in some cases outsell their traditional Bible counterparts.

- Zondervan's BibleGateway.com is a Bible reading and research website that now serves over 8 million users a month.
Glo

- Glo is new Bible software distributed by Zondervan.
- Glo is designed to bring the Bible to life with HD video and documentaries, high-resolution images, historical animations, zoomable maps, 360-degree virtual tours and much more.
• Thomas Nelson Bibles is one of the oldest Bible publishers in the world, and is the largest publisher of the King James Version.

• Nelson is planning a celebration of the 400th anniversary of the KJV in partnership with the History Channel and Salem Communications.
Broadman & Holman

- LifeWay, an entity of the Southern Baptist Convention, is one of the world’s largest providers of Christian products and services.

- Holman is releasing a new Bible, the HSCB Study Bible, in October. Coinciding with this release is the launch of MyStudyBible.com, a premier online service to read and study the Bible.

- “This is the first product in the history of our company that will be releasing with a full scale launch on all print and digital fronts,” states Paul Mikos, Digital Executive Editor.
the Net Bible

- The NET Bible project was commissioned to create a faithful Bible translation that could be placed on the Internet, downloaded for free, and used around the world for ministry.

- Now serving individuals in 170 different countries on an average day, bible.org is the largest Bible study resource on the Internet with over 40,000 pages of Bible study materials currently available online for free.
Crossway

- ESV Online enables users to customize their own interface, highlight and mark verse numbers, add bookmark ribbons, search the ESV text, and manage notes.

- The free version also includes a variety of daily reading plans and devotional calendars.
Tyndale

- Setting a new standard for the introduction of Bible products, the NLT Study Bible is the first study Bible to release simultaneously not only in a print version, but in a fully-searchable online version.
- It is also available on the three major electronic Bible formats including WordSearch, PocketBible, and Logos.
if King James were alive today...

...he would use an iPad Bible.
Reaching Somersault

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