

MEDIA DISTRIBUTION CHANNELS

Distribution Channels	Types
Television	<ul style="list-style-type: none"> ▪ Terrestrial ▪ Satellite ▪ Cable ▪ Internet <p style="text-align: right;"><i>* A single television channel may employ several of these broadcast modes.</i></p>
Radio	<ul style="list-style-type: none"> ▪ FM ▪ AM ▪ Shortwave ▪ Satellite ▪ Internet
Websites	<ul style="list-style-type: none"> ▪ Proprietary websites available to the public ▪ Personal websites requiring an account & login ▪ Online stores & paid content distribution sites/apps (e.g., iTunes, Google Play) ▪ Free video content distribution sites/apps (e.g., YouTube, Vimeo) ▪ Podcast sites/apps (e.g., Spotify, Google Podcasts, iTunes Podcast)
Social Media	<ul style="list-style-type: none"> ▪ Facebook ▪ Twitter ▪ LinkedIn ▪ Instagram ▪ Snapchat ▪ TikTok
Communication apps	<ul style="list-style-type: none"> ▪ WhatsApp ▪ Instant Messenger ▪ Facebook Messenger ▪ Video conferencing (e.g., Zoom, GoToMeeting, Webex, Microsoft Teams, Skype) ▪ Wire ▪ Viber ▪ Telegram Messenger <p style="text-align: right;"><i>* Communication apps are usually available on a phone, tablet, or PC.</i></p>
Churches	<ul style="list-style-type: none"> ▪ Evangelical & protestant ▪ Roman Catholic ▪ Coptic & Orthodox ▪ House churches ▪ Indigenous networks/denominations ▪ Church planting networks & ministries ▪ Virtual churches
Ministries	<ul style="list-style-type: none"> ▪ Port ministries ▪ Sports ministries ▪ Children & youth programs ▪ Humanitarian services & aid ▪ Hospitals/clinics ▪ Other
Other	<ul style="list-style-type: none"> ▪ Bible societies/shops ▪ Book stores & fairs—general trade ▪ Shops (other, not bookstores) ▪ Single-purpose hardware (e.g., MP3/MP4 players, Kindle, SD cards)