



Media Synergy

Optimizing our Message and Mediums





Make disciples of Jesus Christ who live as His loving witnesses and **proclaim to all people the everlasting gospel of the Three Angels' Messages** in preparation for His soon return (Matt 28:18-20, Acts 1:8, Rev 14:6-12).

Our Message is our Mission



ADVENTIST
REVIEW



Seventh-day
Adventist[®] Church



Our Mediums are Many



JAN
2024

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



8.08
BILLION

URBANISATION

57.7%

we
are
social

UNIQUE MOBILE
PHONE SUBSCRIBERS



5.61
BILLION

vs. POPULATION

69.4%

Meltwater

INDIVIDUALS USING
THE INTERNET



5.35
BILLION

vs. POPULATION

66.2%

KEPIOS

SOCIAL MEDIA
USER IDENTITIES



5.04
BILLION

vs. POPULATION

62.3%

JAN
2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING
THE INTERNET



GWI.

6H 40M

YEAR-ON-YEAR CHANGE
+0.8% (+3 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



Meltwater

3H 06M

YEAR-ON-YEAR CHANGE
-8.2% (-17 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWI.

2H 23M

YEAR-ON-YEAR CHANGE
-5.5% (-8 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 41M

YEAR-ON-YEAR CHANGE
-22.2% (-29 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



we
are
social

1H 25M

YEAR-ON-YEAR CHANGE
-12.8% (-13 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWI.

0H 50M

YEAR-ON-YEAR CHANGE
-15.5% (-9 MINS)

TIME SPENT LISTENING
TO PODCASTS



KIPHO

0H 49M

YEAR-ON-YEAR CHANGE
-20.3% (-13 MINS)

TIME SPENT USING
A GAMES CONSOLE



1H 02M

YEAR-ON-YEAR CHANGE
-16.7% (-12 MINS)



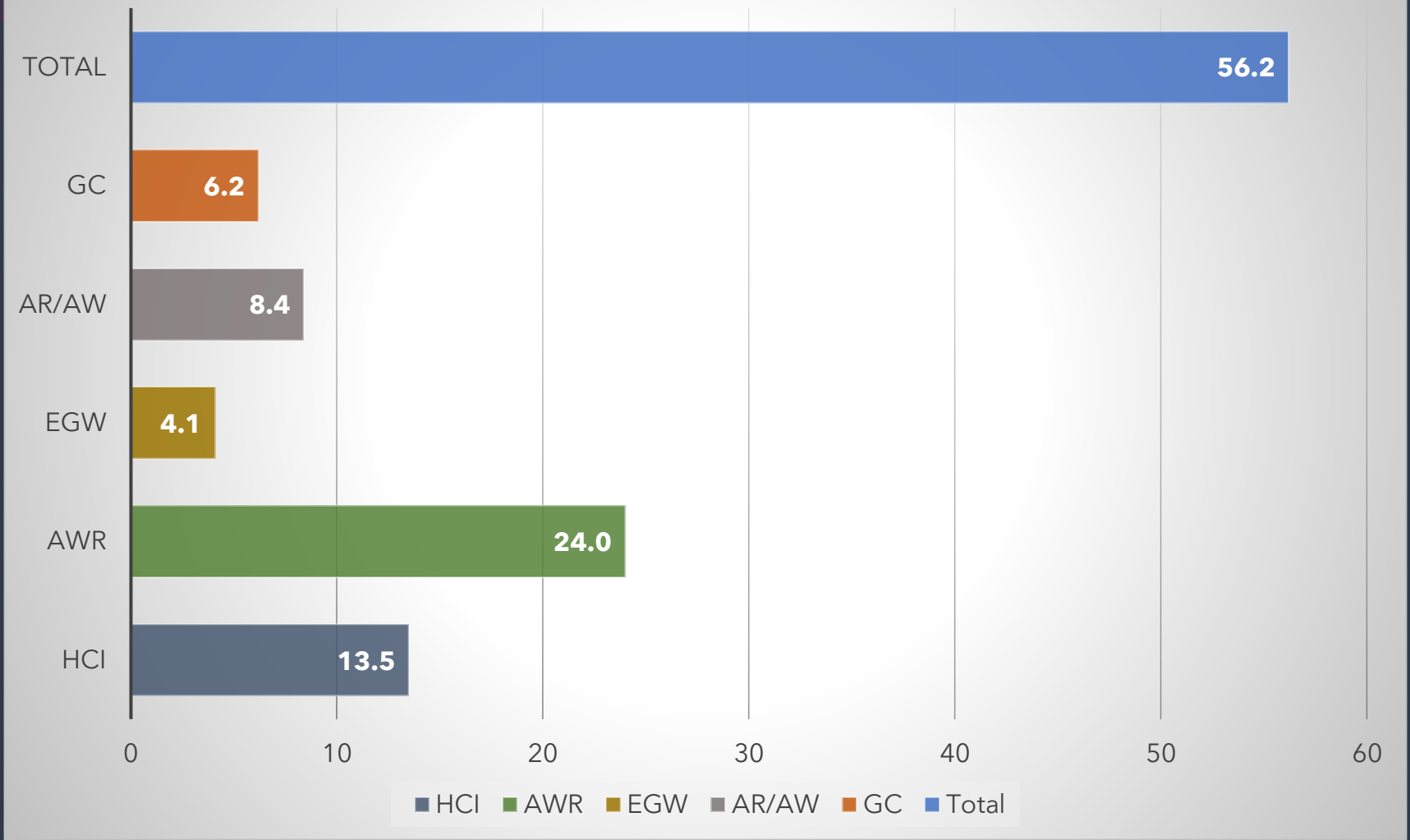
ADVENTIST
REVIEW


Seventh-day
Adventist® Church



Our Mediums are Many



Media and Publications: 2023 Spend





Practical Realities in a Post Internet World

- Media brands not targeting a well-defined audience
- Media brands duplicating efforts and increasing costs
- Media brands not making any measurable impact
- Media brands developing proprietary resources



The Seventh-day Adventist Church must employ synergy as a strategic tool to reduce cost, eliminate redundant processes, and avoid duplication of effort. This will result in a greater utilization of resources for mission and the impact that can be realized by doing more together.



Mathematical Formula for Synergy

$$1 + 1 > 2$$



Mission Formula for Synergy

$$(1 + 1)^{HS} = \infty$$

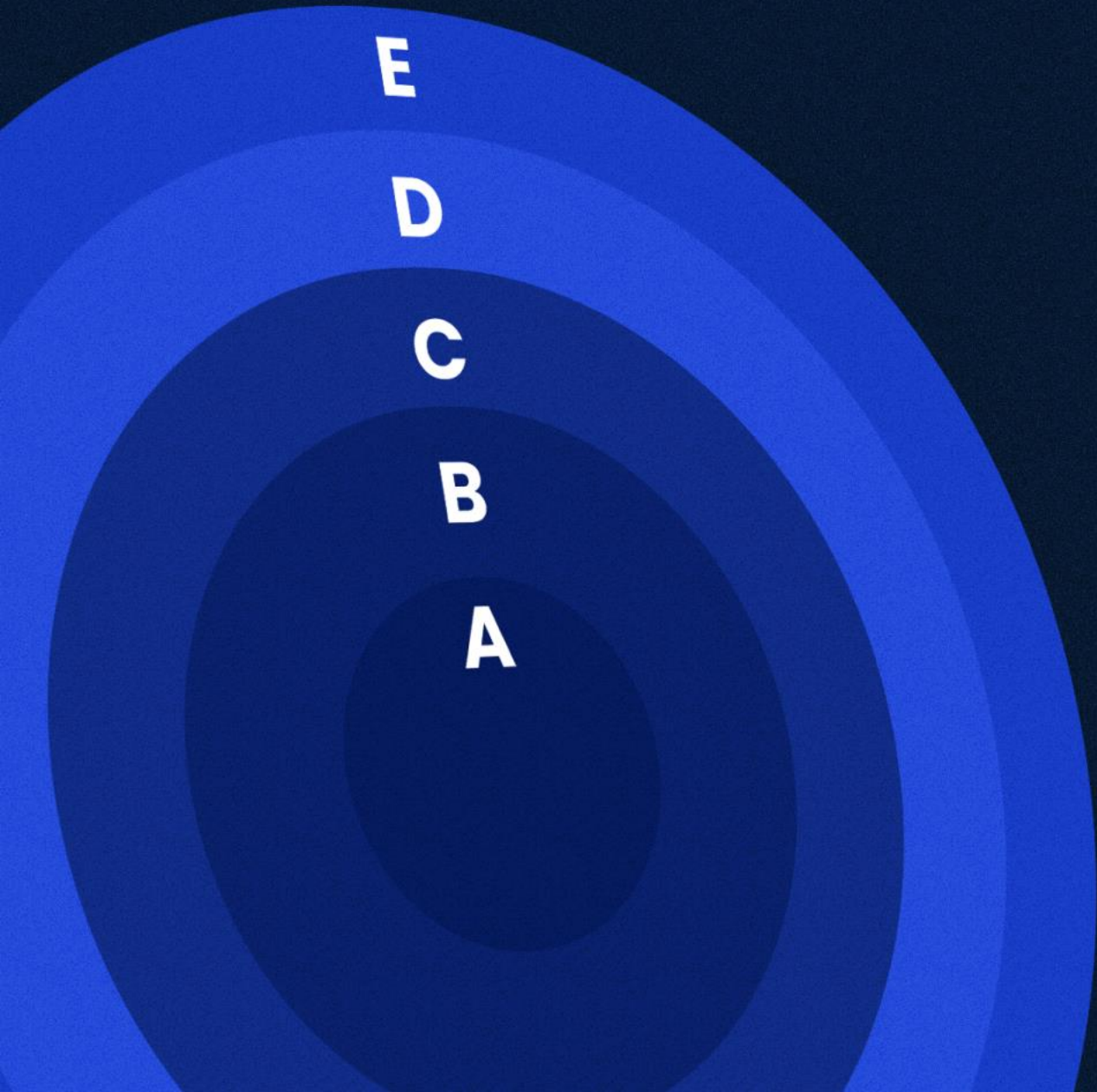
The prudent practice of
everyone paying a little
and getting a lot, rather
than everyone paying a
lot and getting a little

“Synergnomics”



Thought Questions

- How can we reduce/eliminate duplication of effort arising from all our media brands now operating in this new media space?
- How can we build strategic partnerships between our media brands to synergize our common message?
- How can we create an ecosystem for our media brands that supports the journey from contact to conversion; and from decision to disciple?
- How can traditional and new media be effectively and efficiently blended to achieve positive and measurable outcomes?



E

Secular or from other religions like Islam, Hinduism, etc.



HopeChannel



D

Consider themselves Christian



Sharing Hope



Adventist Mission
GLOBAL MISSION

C

Interested in the Seventh-day Adventist Church



Seventh-day Adventist Church

B

Baptized Seventh-day Adventists



Adventist Mission
MISSION AWARENESS

A

Adventists totally involved in the mission

ADVENTISTREVIEW

The work of God's people may and will be varied, but one Spirit is the mover in it all. All the work done for the Master is to be connected with the great whole. The workers are **to labor together in concert**, each one controlled by divine power, putting forth **undivided effort** to draw those around them to Christ.

(continued)



All must move like parts of a well-adjusted machinery, **each part dependent on the other part**, yet standing distinct in action. And each one is to take the place assigned him and do the work appointed him. God calls upon the members of His church to receive the Holy Spirit, to come together in unity and brotherly sympathy, to **bind their interests together** in love.

[Signs of the Times, February 7, 1900]



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