A global movement at the intersection of faith and culture.

Will you join us?
HILLSONG CHANNEL

At a Glance

Hillsong Channel connects with millions of forward-thinking and spiritually minded viewers. Reaching an influential and motivated audience in every sphere of life, Hillsong Channel is a strong global voice.

Positioning

In a world of many media options competing for time and attention, Hillsong Channel is a leader in original programming and creative communication.

Hillsong Channel broadcasts the most popular Christian programs in the world including those hosted by Joyce Meyer, Joel Osteen, Beth Moore and Joseph Prince along with original Hillsong programming like Brian Houston TV, Colour Conference: Main Stage and Worship by Hillsong.

Pairing innovative programming with a global reach, Hillsong Channel’s broadcast and digital platform is positioned to make your brand the preferred choice with this passionate community of faith.

Whether you need to make meaningful connections, generate leads or build brand exposure, it’s time to align yourself with one of the most powerful and pioneering faith-based channels available today.
Target and Connect with Your Audience

Hillsong Channel brings original, compelling content to some of the most valuable television and web audiences.

With access to the most sought-after positioning in Christian programming both on broadcast and online, advertisers are equipped with the means to employ strategically positioned and demographically targeted buys that will enhance the results of their national media campaigns.

Maximize Return on Your Ad Spend

Engage 1.7 million of America’s most desirable households each week with Hillsong Channel’s exclusive advertising solutions.

ADVERTISE ON HILLSONG CHANNEL AND YOUR BRAND CAN:

- Generate qualified leads
- Optimize impressions
- Serve ads to your audience on multiple screens – at home or on the go
- Secure premium placement during exclusive live events, concerts, conferences and more
Collectively, Hillsong social properties reach:

- **15 Million+ Likes**
- **7 Million+ Followers**
- **2 Million+ Subscribers**

Each week, Hillsong worship songs are sung by **50 million people** in 60 languages.

With churches in 15 countries on **6 continents**, Hillsong has an average global attendance approaching **100,000 weekly**.

You can find Hillsong Church in **Australia**, **London / UK**, **Kiev**, **South Africa**, **New York City**, **France**, **Stockholm**, **Germany**, **Amsterdam**, **Copenhagen**, **Barcelona**, **Los Angeles**, **Moscow**, **Buenos Aires**, **São Paulo** and **Phoenix**.
BROADCAST DEMOGRAPHICS

Reach the Right Audience

Over 1.7 million unique households tune in to Hillsong Channel each week on US broadcasts alone.

**Why?** Because our viewers are diverse, passionate, engaged and mission-minded; they are seeking meaningful encounters, personal equipping and inspired experiences; they want to transform themselves and the world around them.

Available to 145+ Million Households Worldwide

![Demographics Chart]

**AGE GROUPS:**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>65+</td>
<td>23%</td>
</tr>
<tr>
<td>55-64</td>
<td>20%</td>
</tr>
<tr>
<td>45-54</td>
<td>19%</td>
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<tr>
<td>35-44</td>
<td>14%</td>
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<tr>
<td>25-34</td>
<td>14%</td>
</tr>
<tr>
<td>18-24</td>
<td>10%</td>
</tr>
</tbody>
</table>

55% female | 45% male

27% African-American | 11% Hispanic | 58% Caucasian | 4% Other
THE CHANNEL

From empowered leadership training, premium live events and inspired worship, Hillsong Channel drives influence across television, mobile, digital and social platforms.

What’s On:

Hillsong Channel features some of the most popular Christian programs in the world as well as original programming.

Some of Our Original Programs

Worship by Hillsong
Brian Houston TV
Colour Conference: Main Stage
Hillsong Church New York

Hillsong Church Sydney
Best of Hillsong Conference
What’s Cooking with Young & Free
Sex, Love & Relationships

Some Key Programmers

Brian & Bobbie Houston
Steven Furtick
Joseph Prince
Bishop T.D. Jakes

Joel Osteen
John Gray
Beth Moore
Joyce Meyer
Digital Demographics

HillsongChannel.com is a daily connection with thousands of forward-thinking and spiritually minded followers of Christ around the globe. It’s a platform positioned in the heart of culture that encourages men, women and children to be all that God has called them to be.

- Streamed online to over 191 countries each week
- 125,000+ total plays requested each month
- 57% female
- 43% male
- Desktop/Laptop: 49%
- Mobile: 35%
- Tablet: 14%
- Apple TV: 2%

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Your Message on Multiple Platforms

Watching TV is just one way millions of viewers interact with Hillsong Channel every month. We can reach your audience on any device – leveraging the power of HillsongChannel.com and our exclusive Hillsong Channel app.
The channel that I see is a global channel, outworked from the heart of a local church and operating from a unified vision. I see a prophetic and visionary channel committed to boldly impacting millions for Christ in every nation throughout the earth with the greatest of all causes – the cause of our Lord Jesus Christ. • I see a channel that champions local churches everywhere; that isn’t a substitute for Sunday services or the gathering of the saints, but resources pastors and parishioners alike every day of the week. A channel that brings the local church into the homes of those who have not yet “come Home.” • I see a channel that is constantly pioneering: one that leads the industry in revolutionary communication of an ancient message through media, film and technology. A channel with a message beamed to people around the globe through their television screens, bringing JESUS into homes, palaces and prisons alike. A channel that is constantly looking towards the future – filled with a vision that inspires and influences many. • I see a channel that encourages unity through diversity – showcasing the body of Christ in all her glory with different styles of worshiping and different ways of communicating, encouraging every viewer to be all that God has called them to be. • I see innovative content powerful enough to draw the masses, while personal enough for every ONE. A channel that unfolds inspiring stories that collectively proclaim the character of our big, gracious and ever-present God. I see a channel committed to authenticity and credibility, creating pathways for ministries to go where they have never gone and do what they have never done. • I see a selfless and growing partner base, dedicated to playing their part by praying and supporting the global mission and initiatives of the Hillsong Channel. • I see skilled and talented individuals committed to giving their time, craft, creativity and imagination to programming that captures the hearts of people from every walk of life. • The channel I see resources others with worship and songs – reflecting such passion for Christ that people are impacted by His magnificence and power. I see a distinct look and sound that carries that undeniable sense of God’s presence to villages and tribes – great cities and nations all around the globe. • I see a channel that is all about loving God, loving people and loving life; glorifying Jesus Christ and bringing His hope to humanity. • Youthful in spirit, generous at heart, faith-filled in confession, loving in nature and inclusive in expression – this channel is committed to bringing the love and hope of Christ to everyday and impossible situations through the preaching of the gospel. This mandate is what drives us to do all we can to bring help and healing to a needy world. • I see a channel whose head is Jesus, whose help is the Holy Spirit and whose focus is the Great Commission.
TO ADVERTISE, CONTACT:

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