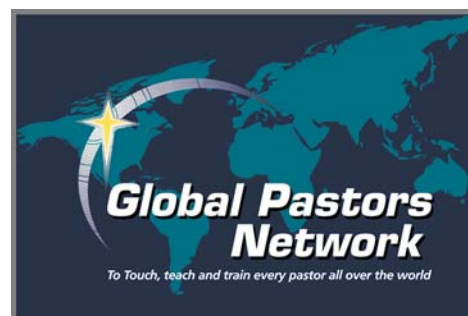




Global Pastors Network

A RealNetworks Success Story

Global Pastors Network (GPN) is a global network of pastors and ministers, founded by Dr. Bill Bright, founder and Chairman of Campus Crusade for Christ, and Dr. James Davis, founder of Cutting Edge International. The GPN has partnered with the leading Christian speakers and ministries to deliver audio and video content, Webcasts, chat sessions, newsfeeds, sermons and other relevant content for the equipping and training of pastors worldwide. The goal of the GPN is to touch, teach, and train more than 1 million pastors over the next five years using Internet media.



"In my more than 50 years of ministry, this is by far the greatest endeavor I have ever undertaken. I am excited that RealNetworks®, the leader in worldwide digital media delivery solutions, is our technology partner enabling us to reach the world's pastors in helping fulfill the Great Commission."

—**Dr. Bill Bright, Founder, Campus Crusade for Christ International**

The Opportunity

In 2001, Dr. Bright and Dr. Davis came together with the same vision—to reach the world for Christ using the Internet. Thus, the GPN was born. The GPN business model is based on a scholarship-based subscription service to sponsor pastors of different affiliations and providing them access to the GPN portal site and content. The GPN directs traffic back to its world-class partners who are contributing the best of their video and audio assets to GPN, providing the opportunity for GPN partners to offer e-commerce services of books, tapes, videos and other materials. Soon, other resources will be made available, including pay-per-view events and in-stream advertising.

The RealNetworks Solution

The goal of the GPN is to offer the best content available for access at any time, 24 hours a day, 7 days a week, to any country in the world, in any language. For this model to succeed, the GPN selected RealNetworks as their solutions provider partner to deliver the best experience possible to its global audience.

In December of 2001, Dr. Davis and Dr. Bright engaged RealNetworks to launch the GPN with a worldwide conference called "Beyond All Limits". The conference, held in January 2002, drew over 5,000 pastors from across the United States and around the world. At the conference, the Global Pastors Network was announced and launched with the following support of RealNetworks:

- Webcast of The Beyond All Limits conference through Real Broadcast Network™ (RBN)
- GPN subscription service launch, providing access to an initial 100 hours of video content, through the RBN Managed Subscription Service and RealNetworks Professional Services
- The turn-key effort of RealNetworks Professional Services to build the GPN Web site, GPN-branded RealOne™ Player, and back-end systems to support the content management, billing and subscription/sponsorship management services
- Build out of the GPN player for watching video, contextual information (like study guides and lecture notes) and a media browser to navigate the GPN site.

Through this relationship, GPN was able to leverage the expertise RealNetworks has gained through running RealOne SuperPass, the largest and most successful online content offering with over 500,000 subscribers. This expertise, coupled with the tremendous audience reach RealNetworks provides with over 250 million unique registered users of RealPlayer in the world, was a driving force in the GPN's decision to partner with RealNetworks.

"The Global Pastors Network represents the most gifted, Christ-centered minds coming together to touch, teach, and train every pastor in the world. We are thankful to partner with RealNetworks, the only company with the solutions necessary to equip us in this awesome global endeavor."

—**Dr. James O. Davis, President, Global Pastors Network**

The Results

RealNetworks was able to deliver the following results for the Global Pastors Network:

- Successful Webcast of Beyond All Limits conference to almost 10,000 online consumers
- Encoded over 200 hours of content, launched the GPN subscription service, and branded RealOne Player in less than 7 weeks
- Assisted GPN in re-publishing their Web site and re-launching their Web presence to attract more consumers
- Global Pastors Network has grown their audience to hundreds of subscribers in 2 months of operation with almost no marketing effort
- Promotion of the subscription service and scholarship program through the delivery of over 250,000 CDs to pastors worldwide to increase the sponsorship subscription base to thousands over the next months.

Work with the Experts in Digital Media Solutions

Let a RealNetworks sales representative show you how our solutions can enhance your business. For more information, call us at **1-800-444-8011** or visit <http://www.realnetworks.com>.