



## DIGITAL PUBLISHING IN SENSITIVE AREAS

**Project ID:** S491312  
**Region:** 10/40 Window  
**Total Need:** \$45,041

The barriers are breathtaking.

Some countries in the “10/40 Window” explicitly prohibit the sale and distribution of Scripture-based products. Some attempt to suppress any materials in lesser-known languages. In others, legislation is unnecessary: social and religious blockades are powerful enough.

And in regions without overt restrictions, God’s Word stays just out of reach for many people, thanks to high costs and limited distribution networks.

The number of cell phone subscriptions across the globe topped 5 billion in 2011, according to the International Telecommunication Union. The explosion in cell phone use has been driven not only by developed countries, but by developing nations hungry for services like mobile banking and health care.

To utilize this swiftly growing avenue, a newly formed media company explores digital publishing of Scripture and cultural materials in the 10/40 Window’s lesser-known languages. The company helps local teams create resource-packed Web sites that are uniquely tailored to each community’s language and culture. And every site is

accessible by computers, mobile phones, PDAs, and other devices.

By partnering with JAARS, you can help support this growing media company—by providing funds for equipment, software development, and communication needs.

During the next year, the company aims to:

- recruit and train more staff
- refine the software platform used for Internet publishing
- continue monitoring sample sites to measure benefits
- develop site templates and create dozens more sites
- build partnerships for technology and materials
- investigate financially sustainable business models, particularly a “business as mission” approach

As a result, the team will better understand the intricacies and impact of digital publishing in the 10/40 Window—and be poised to provide Scripture to millions who, otherwise, may never hear God’s Word in their own language.

*This project is sponsored in partnership with Wycliffe Associates.*

### 10/40 WINDOW

The term “10/40 Window” was coined in 1990 by Luis Bush; it refers to countries in the Eastern Hemisphere, between 10 and 40 degrees north of the equator. This region is home to roughly two-thirds of the world’s population and, in general, has many areas with deep poverty and little access to Christian resources.

### PARTNER

#### PRAY

- Ask God to guide the ongoing development of this media company.
- Pray digital publishing will introduce many to God’s Word in their own language.

#### GIVE

- Visit [www.jaars.org/S4913](http://www.jaars.org/S4913)
- Call 1.888.773.1178
- Mail a check to:  
JAARS Inc.  
P.O. Box 248  
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Please make your gift payable to “JAARS Inc.” and write “S491312” in the subject line.

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