

## **INTRODUCING BIBLE STUDIES *with* VIDEO ACCESS INCLUDED!**

As trends in media consumption change from DVDs to streaming video, Lifeway made the decision to invest in technology that would allow for Bible studies to be accessed through mobile devices and smart TVs in addition to our website.

The concept of a Bible study book with video access allows us to use the technology to give all participants easier access to teaching videos. This will alleviate a concern we have heard from many group leaders of members who stop coming to their group after they miss a week of study.

### **How will customers access the videos that come with their Bible study book with video access?**

There is a unique access code printed in each Bible study book. They will access their video content at [my.lifeway.com](http://my.lifeway.com) or through the Lifeway On Demand app.

### **How long will they have access to the videos that come with their Bible study book?**

There is no expiration date on the video access that comes with their Bible study book. They'll be able to access it as long as it is available through our Lifeway On Demand video apps.

### **What are the benefits of video access being included in each Bible study book?**


- This provides more flexibility for group meeting time. Groups now have the option to have group members watch video sessions outside of group meetings to allow more time for discussion.
- If a group member misses a weekly group meeting due to sickness or travel, they will be able to access the video content on their own and continue in their study.
- Group members can re-watch video sessions that were particularly impactful on their own time.
- This simplifies what a group leader needs to facilitate Bible study. You'll now get everything you need with just the Bible study book.
- Our goal is to provide an affordable option for both individuals and churches who are looking for Bible study options.

### **What do churches and individuals need to lead a group?**

Each group member will need a Bible study book, which will include video access. There is also a DVD option for groups who want a non-streaming viewing option. In addition, select studies provide a Video Streaming - Group option for groups who choose not to use the Bible study books. For the best experience, we recommend each group member have a Bible study book.

### **When do group leaders need a DVD Set?**

Because the Bible study book includes video streaming access, the purchase of the DVD set is optional (not essential) for group leaders. This option is for groups who may not have reliable streaming internet access.



---

