



CONTACT:
APEX Media
480.596.6320
carrie@apexmedia.com
7337 E. Doubletree Ranch Rd, Suite C-165
Scottsdale, AZ 85258

**APEX MEDIA PARTNERS ANNOUNCES IN TOUCH+:
AN INNOVATIVE LINEAR STREAMING NETWORK TARGETING F.A.S.T.
PLATFORMS**

SCOTTSDALE, September 1, 2022—Building on a decades-long partnership with In Touch Ministries (ITM), APEX Media Partners is excited to announce In Touch+, a new linear streaming network targeting multiple free ad-supported streaming television (F.A.S.T.) platforms. The media landscape worldwide is changing, with the masses abandoning traditional broadcast platforms such as cable and satellite for cord-cutting, mobile, OTT services that viewers can access directly through the Internet. Indeed, in a survey by Whip Media, the week of August 1, 2022, 84% of respondents were aware of advertising-based video on demand (A.V.O.D.)/F.A.S.T. platforms, while more than 50% utilized them to consume programming.

This seismic shift in viewer habits presents both a challenge and opportunity for ministries like In Touch Ministries (ITM) that are committed to broadcasting the Good News of salvation outside the four walls of the traditional church. With the ability to reach people expanding exponentially through these platforms, the question arises about how organizations can best leverage these opportunities.

APEX Media's answer: In Touch+, an initiative leveraging the rise of F.A.S.T. platforms, emerging Internet technologies, and record sales in smart TVs to broadcast the gospel of Jesus Christ in a whole new way. In Touch+ was created out of Dr. Charles Stanley's commitment to employing innovative technologies to take the gospel of Jesus Christ into the homes of those who need encouragement and biblical teaching. So as consumer viewing habits change and the broadcast landscape expands from linear television channels to dynamic Internet-hosted services, a history-making opportunity has been born—with APEX Media helping ITM leap onto a new platform to lead people worldwide into a growing relationship with Jesus Christ.

Chief Communications Officer for ITM, Seth Grey, commented, "We could not be more excited about In Touch+ and the ability it provides us to move In Touch Ministries' mission forward. We all know that the way people consume media is changing, and we want to meet viewers where

they are. But we needed help with this new world of F.A.S.T. streaming platforms. After more than twenty years of a tremendously fruitful partnership, the obvious answer was APEX Media. APEX brought the media savvy, technical expertise, and strategic planning we needed to get In Touch+ off the ground. We had the content, and they had the know-how to help get us to where we need to be.”

An innovator in providing technical solutions in the ever-changing media landscape, APEX Media began helping ITM develop In Touch+ more than a year ago, with its initial launch on Local Now, channel position 1228 under the Family and Faith section, on August 1, 2022. Plans for rapid expansion are already being implemented, with five to seven major F.A.S.T. networks onboarding in the next two to six eight months. This move will extend ITM’s reach to an estimated 81% of U.S. households—a ground-breaking opportunity that ITM is calling like-minded ministries to partake in with them.

Vice President of Sales and New Business for APEX Media, Douglas Bogner, expressed the enthusiasm and expectancy surrounding the inauguration of In Touch+. “We’re excited to launch In Touch+ and lucky to continue working with In Touch Ministries to bring this network to life. ITM, long recognized as an innovative organization, once again takes the lead in bringing programming to an underrepresented category. Further, I’m proud of the team at Apex Media building this network from the ground up!”

In Touch+ promises to harness the power of global Internet content distribution, allowing ministries more flexibility in presenting their message. It will provide viewer response data not typically available from traditional broadcast platforms—all of which means an overall enhancement of production value. These live television streaming services allow viewers to enjoy content for free, without subscription fees.

Chief Executive Officer for Apex Media, Carrie Hartunian Smith, reported “We have been pioneering innovations in the broadcasting industry for decades. Our partnership with ITM demonstrates the collaboration needed in today’s changing environment to bring an idea into the marketplace quickly. People are yearning to receive uplifting messages that fits into their busy lives. Apex Media is proud to be part this ground-breaking launch of In Touch +.”

For inquiries and opportunities, please contact Carrie at carrie@apexmedia.com or call her at 480.596.6320.

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