

Links to Additional Resources

- [Tabernacle Choir YouTube Channel](#)
- [Amazon E-Books](#)
- [iTunes E-Books](#)
- ["My New Life"](#)
- [Mormon.org Facebook](#)
- [LDS.org Responsive Design Retrofit](#)



Church Advances in Media and Technology

This year the Church reached several important media and technology milestones. Several new channels were opened, and existing channels saw new growth.

Launch of the Mormon Tabernacle Choir on YouTube

The Tabernacle Choir hosted a launch event on October 30, 2012. The choir invited several choir groups from around Utah to attend and hosted a live chat on Google+ with members of the choir. In just two months the channel has gained 14,000 subscribers and 740,000 video views.



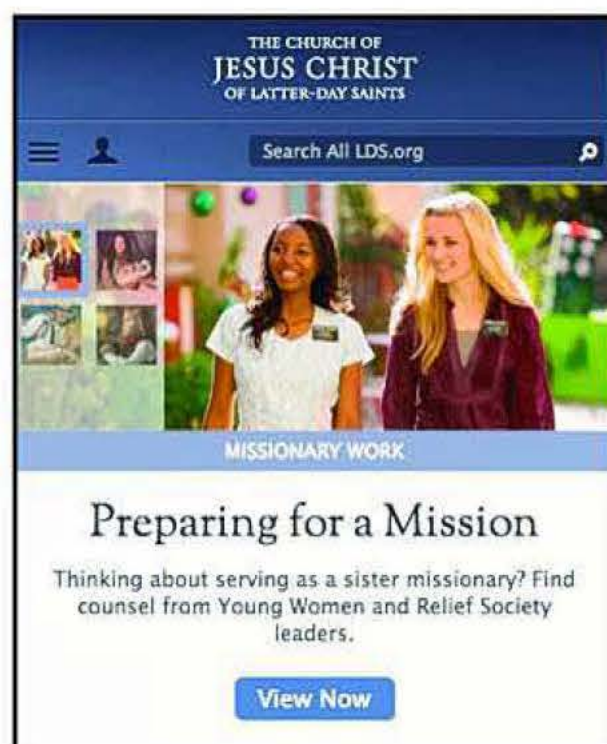
Mormon Tabernacle Choir YouTube Channel

E-Books Are Published to Amazon and iTunes

Church e-books (epub/mobi) can now be found in the Amazon Kindle Store and iTunes iBookstore. Many of the core manuals and conference issues of the *Ensign* and *Liahona* are now available. Since June 2012, 19,450 e-book files have been downloaded from Amazon and 9,540 from iTunes.

Interactive Books and Magazines

More interactive manuals and learning materials are being created using the Adobe Digital Publishing Suite. Projects like the manual *To Turn to the Hearts* are including a richer digital experience with video and interactivity.



Mobile-friendly version of LDS.org

Responsive Design for LDS.org

LDS.org got a significant upgrade this fall. The website is now mobile-friendly, meaning that smartphone and tablet users will have a better browsing experience.

Mormon.org Facebook Language Sites Launched

The Mormon.org Facebook page is now available in other languages. Facebook automatically detects users' default language and takes them to their appropriate language page.

Mormon Channel

The Mormon Message "My New Life" is quickly approaching 1 million views. This will be the first Church video on the YouTube Mormon Channel to pass this mark. The YouTube Mormon Channel now has a combined 47 million video views.

For more information about 2012 milestones, please contact [redacted] in the Publishing Services Department.

Links to Additional Resources

Log in to the intranet before clicking the links below.

- [User Research Consultation and Services](#)
- [Evaluation Tools](#)
- [Participant Recruiting](#)
- [Usability Lab Scheduling](#)
- [LDS.org True Intent Study](#)



What Is User Research?

“User research” is an umbrella term for a variety of activities aimed at helping product development teams better understand their audience, improve their designs, and measure their success in creating useful and usable products. Like marketing and other forms of attitudinal research, user research is concerned with people’s opinions. But of even greater importance in user research is performance:

- What do people actually need to accomplish with a website or software tool?
- Why do they come to a website?
- Where do they go to try to accomplish their goal? What problems do they encounter?
- Do proposed design changes fix those problems?
- Do users perform better with the new system than the old?

These kinds of questions are at the core of the most common user research activities, such as usability testing, contextual interviews, card sorting, and surveys.

Who Does User Research?

Anyone with a stake in creating a more useful and usable product can conduct basic user research. This might include product managers, interaction designers, functional analysts, business analysts, technical communicators, instructional designers, information architects, dedicated user researchers, or those in many other roles. Be aware that some research activities, especially those involving members and Church leaders who are not employees, may require approval from the Research and Information Division (RID) as well as from your own ecclesiastical councils.

Examples of User Research at the Church

Surveys

The Church owns a license to a powerful survey tool called Qualtrics. Any Church employee can register for a Qualtrics account and conduct surveys at no additional cost to the Church. Like SurveyMonkey and similar tools, it is easy to create, distribute, and analyze both simple and complex surveys with this tool. Unlike other tools, Qualtrics data is hosted on Church servers and thus better complies with Church security policies.



An example of conducting focus groups with users of a product.

Links to Additional Resources

- [Qualtrics](#)
- [Intro to Usability](#)
- [Smashing Magazine Usability Articles](#)
- [Mashable 7 Tips](#)
- [Six Revisions 10 Tips](#)
- [Lynda Usability Tips](#)



True Intent Study

A less-commonly used but very insightful type of survey is called a “true intent study.” In a true intent study, a website owner intercepts site visitors and asks them why they came to the site today. In its simplest form, this can be done using a standard survey tool, such as Qualtrics. But for greater value, a remote usability testing tool such as Loop11 can be employed to subsequently track where visitors go in order to try to achieve their stated goal, then report their degree of success, level of satisfaction, and so forth. The output of a true intent study ideally includes quantitative benchmarks for future comparison (time on task, success rate, satisfaction, etc.), qualitative analysis of visitor intents and problems (usually summarized in an [affinity diagram](#)), and a detailed analysis of the paths of those who felt they were not successful.

True intent studies have been conducted for many Church websites, including LDS.org, LDSTech, Joseph Smith Papers, Create.Lds.org, and the Newsroom. The feedback from these studies has proven to be an important source of information, direction, and motivation for site owners and developers.

Usability Tests

Usability testing involves putting your product or website in front of real users, seeing if they can accomplish key tasks, and listening to their feedback. Usability tests can be conducted in-person or remotely, via web conferencing or automated testing tools, such as Loop11 or UserZoom. The User Research team maintains a dedicated usability lab, complete with one-way mirrors, an observation room, and screen recording software, but usability tests can also be conducted in a conference room, at employees’ desks, or at a member’s home. Testing is a great way to diagnose usability problems and validate fixes, especially when they are conducted iteratively as the design progresses. You can test paper mockups, clickable prototypes, or live code. You can also test non-digital system elements, such as printed reports, hardware, or telephone interfaces. Here at the Church, usability testing has been done on the new HR Portal, the Online Store, the Online Missionary Recommendation System for seniors, the Study Notebook on LDS.org, and many other products.

For those who would like consulting services or help getting started with user research, please contact [REDACTED] in the Information and Communication Services Department or [REDACTED] in Publishing Services Department.



A member of the User Research team observes a participant navigating one of the Church’s websites.

Links to Additional Resources

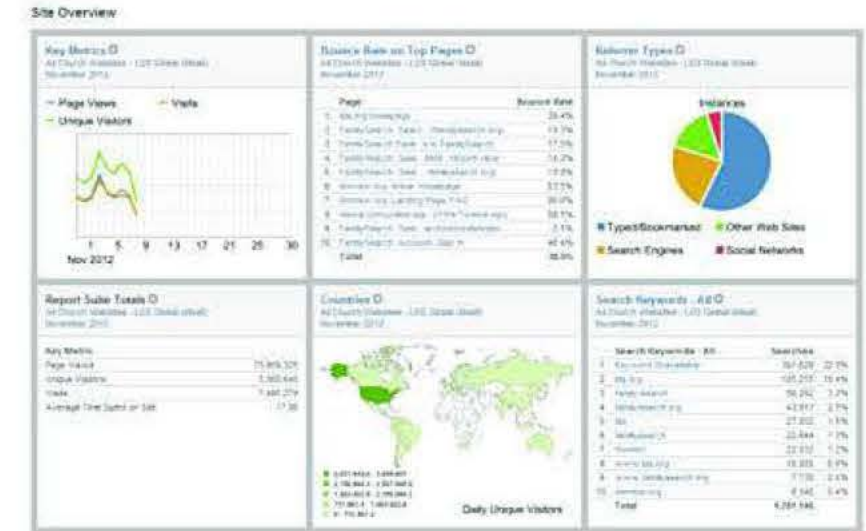
- [LDS Digital Analytics Team Site](#)
- [SiteCatalyst Log-In](#)
- [Occam's Razor Web Analytics Blog](#)
- [Web Analytics Demystified Book](#)



What Is Digital Analytics?

Digital analytics is the process of measuring and evaluating digital properties and assets such as websites, mobile applications, social presence, and video elements. Measuring the number of visitors and their engagement with the content can provide you with additional insights for future optimizations to the content to drive additional traffic. At its core, digital analytics can help answer questions such as:

- Are my goals for my website or other digital properties being met?
- Who and how large is my audience? Is it growing?
- What content are my visitors consuming? What are they looking for?
- Where are my visitors spending their time?
- Where are my visitors coming from?
- How can I optimize my outreach and content creation efforts?



Dashboard view of Church traffic in Omniture SiteCatalyst

Examples of Digital Analytics at the Church

LDS.org custom navigation tracking: How is the menu utilized? How often does a visitor open the menu without clicking on a link? What are the most/least popular menu items? Answers to those questions were used to design a new menu structure.

FamilySearch.org and LDS Account registration funnels: Are visitors able to successfully create accounts? Where do they drop out in the process? How do we improve the completion percentage?

Mormon.org custom event tracking: Measure requests for a copy of the Book of Mormon or Bible, a visit from the missionaries, or an online chat with missionaries at the MTC. What marketing efforts or profiles are leading to the most requests for these missionary opportunities?

Digital Analytics Product Management Team

The Digital Analytics Product Management Team is comprised of Colin Lewis and [REDACTED]. They provide a variety of services, such as key business objectives and strategy assistance; code implementation consultation; custom reports and dashboards; insights and recommendations for enhanced tracking or other tools; site audits; site redesign guidance; technical assistance with Omniture SiteCatalyst, Discover, Test & Target, and Optimizely; and more.

For more information about analytics, please contact [REDACTED] in the Publishing Services Department.



Links to Additional Resources

- [Apple Store](#)
- [Android Market](#)
- [Windows Phone](#)
- [BlackBerry App World](#)
- [LDS Tech](#)
- [Record-Keeping and Tech Support](#)



What Is LDS Tools?

Prior to the release of the LDS Tools mobile application, members primarily relied on printed copies of membership reports that had been exported from the Member and Leader Services (MLS) software. LDS Tools now helps members quickly find information about their ward and stake from their mobile device. Members are able to access records of ward and stake directories, callings, and calendar events. To date, the LDS Tools app has received a combined total of 750,000 downloads for Android and iOS mobile devices. The app is also available for BlackBerry and Windows Phone.

The app was created by developers in the Information and Communication Services Department as well as volunteers from the LDS Tech community under the direction of the Finance and Records Department's Member and Statistical Records division. If you would like to participate in this project, visit the LDS Tech website to get involved.

What Features Does LDS Tools Offer?

- Create contact lists. For example, an elders quorum president could create a list of contacts for his quorum.
- View upcoming events for wards or stakes. The calendar automatically updates with the most current information.
- View ward and stake member contact information such as phone numbers, emails, and addresses.
- Download member contact information to your contacts on your mobile device.
- Upload photos of members to the directory directly from your mobile device.
- Use the app in 10 languages.

Bishoprics, branch presidencies, and stake and district presidencies, as well as clerks and executive secretaries, can see additional information such as birth dates and membership numbers.

What Are the Future Plans for LDS Tools?

Future plans include adding more membership reports for leaders and clerks. The team is also planning to redesign the user interface to make the app even easier to use. Prior to making these changes, the team is evaluating feedback from users about what changes they would like to see.

For more information about LDS Tools, please contact [redacted] in the Finance and Records Department.



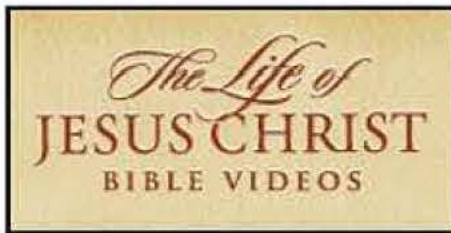
LDS Tools for Android



LDS Tools for iOS

Links to Additional Resources

- [Apps and Privacy](#)
- [Bible Videos](#)
- [LDS Maps](#)
- [Google Earth](#)
- [Apple Maps](#)
- [Foursquare](#)
- [Facebook Places](#)



What Is Geographic Location?

Geolocation, for short, is the near-exact longitude and latitude location of an object somewhere in the world. Using global positioning satellites, or GPS, we not only get the location of an object, but can also tell its elevation and velocity. Most of us depend on geolocation to see where we are on a digital street map or the distance between our current location and a secondary location. For example, if I were in downtown Ogden, Utah, and I wanted directions to the Draper Utah Temple, I would use the maps application on my smartphone, tap the button that tells the app to locate my position, and then enter the phrase “Draper Utah Temple” in the search box.



Use lds.org/maps to easily see Church facilities and boundaries.

What Is Digital Mapping Technology?

We used to carry small local maps to help us get around in unfamiliar places. Today most everyone has a smartphone or portable GPS systems that contains maps for just about every square mile of the planet. Some companies have spent years digitizing, indexing, tagging (using geolocation), and using satellite imagery to create a digital map of the earth. These digital maps can give you a view from as high up as a continent, all the way down to your own home—so close you can see your dog in the driveway.

How Is the Church Using Geographic Location and Digital Mapping?

You can find a great example of using digital mapping technology in the latest version of the Bible Videos app for iPad. Using graphic overlays and animations, users are able to see biblical locations on a three-dimensional map. Ancient cities come to life, and the surrounding landscapes give a real sense of what it would take to travel in the area.



See the location of the members of your ward on lds.org/maps.

The Church’s maps website, lds.org/maps, is a powerful tool to help users find the locations of Church properties such as ward buildings, temples, visitors’ centers, and employment and FamilySearch centers. When members log in, they can also see their ward and stake boundaries as well as the location of the homes of the members in their ward. Members can also update their home address on the maps website.

Please contact [REDACTED] for more information about geolocation.

Links to Additional Resources

- [NPR Article](#)
- [IBM Explanation](#)
- [IBM Video Description](#)
- [Infographic](#)



Supercomputers that are used to analyze Big Data.

What Is Big Data?

Imagine going out with a missionary companionship. Your goal is to write down the time, location, age, ethnicity, gender, and response of each person the missionaries contact. Now imagine recording that information for each missionary companionship across the world—for two years. Finally correlate the information with weather reports and census data. Now imagine your job is to analyze all of that information and extract something meaningful. This would be an example of a Big Data problem. The goal of Big Data is to correlate large collections of information and search for trends. Due to the amount of digital interactions taking place and the decreasing cost of storage and computer processing, meeting the goal of Big Data is turning into reality. According to IBM, 2.5 quintillion bytes of data are created every day—so much that 90% of the data in the world today has been created in the last two years alone.

How Is Information Being Gathered?

Most interactions on websites and on smartphone apps are recorded. Typically the information is gathered for marketing reasons, such as catering ads to a person's interests. However, this information is also very helpful in product design. For instance, every time a person uses one of the Church's mobile apps, about 30 different informational elements are recorded, such as the features used and the time of day. By correlating and analyzing the information, we are able to understand detailed usage patterns and habits.

Where Is the Church Using Big Data?

Beyond analyzing the usage of our mobile apps, we are also investigating the possibilities of Big Data by analyzing the publicly available information found on social networks, like Twitter. These experiments are allowing us to gain greater insights into the public's response to general conference.

Cautions of Big Data

Although Big Data is becoming affordable and providing benefits, it is also raising privacy concerns. Typically before using computer software, users are asked to accept an End User License Agreement (EULA). Users often don't realize how much information they are being asked to disclose. Fortunately, many of the mainstream products are closely monitored to ensure appropriate practices. Nevertheless, individuals need to be aware that information provided online or through digital resources is typically recorded and used for a variety of purposes.

Both the Information and Communication Services and Publishing Services Departments are committed to working with the Church Data Privacy Office to ensure that our data collection and analysis practices are appropriately articulated to users and aligned with overarching Church privacy policies and practices.

Please contact [REDACTED] in the Information and Communication Services Department for more information.

Links to Additional Resources

- [LDS Church Intranet](#)
- [SharePoint Search](#)
- [Enterprise Search](#)
- [Google for Enterprises](#)
- [LDS.org Search](#)
- [FamilySearch](#)
- [Mormon.org Search](#)



What Is Enterprise Search?

Enterprise search is similar to general Internet search, such as Google.com, except it searches only an organization's internal information. It is helpful to consider this type of search in relation to a library. What if you wanted to find a specific quote in a book, but you didn't know the name of the book? Enterprise search would allow you to find the book and the exact location of the quote in a matter of seconds. Using complex processes, enterprise search indexes an organization's internal information. Most notably, the system respects the sensitivity of information and who has permission to view it. When people search using the enterprise search, they immediately get results on information that may have previously taken days to find.

Where Is the Church Using Enterprise Search?

Enterprise search is part of the Church's intranet, home.ldschurch.org. "Intranet" is a term used to describe online information accessible only to people inside an organization. In addition to information found on internal websites and within documents and presentations, we have included the ability to search for people and services. For example, perhaps you know only the last four numbers of an employee's telephone number; just type those four numbers into the search bar on home.ldschurch.org. Instantly you will receive a list of matching people. The same is also true for services. You may need to order business cards, but you aren't sure how or who to ask. Type the term "business card" into the search field, and instantly you see a result for the Printing Division IOS, the form used to order business cards.

What Are the Benefits of Enterprise Search?

- A single place to quickly find relevant internal information
- Personalized search results based on permission to view the information
- Ability to find helpful products and services within the organization that may have previously been unknown

How Is the Church Improving Its Enterprise Search Systems?

- Users can now hover over a search result to preview the destination page.
- Tools will be put in place to add metadata automatically to create a richer searching experience.
- Everyone is invited to have their content indexed, regardless of whether it exists on SharePoint or not.
- Site administrators will be asked to reclassify their sites as public or restricted, potentially opening up new content for indexing to create more relevant results.

Contact [redacted] in the Information and Communication Services Department to learn more about enterprise search.



LDS Church Intranet Home Page

Links to Additional Resources

- [Smart TV FAQ](#)
- [Smart TV Wikipedia](#)
- [Internet TV Comparison](#)
- [Internet TV Advertising](#)
- [Competition for Pay-TV](#)
- [Mashable Infographic](#)
- [Roku](#)
- [Apple TV](#)



What Is Internet TV?

Internet TV is also known as Smart TV, Hybrid TV, or Connected TV. All refer to a new generation of televisions that are connected to the Internet. While the market share of Smart TVs (televisions connected directly to the Internet) is increasing, most are still connected via another device, such as a gaming console, Blu-ray player, or set-top boxes (Roku, Boxee, Apple TV). All of these TVs facilitate a new kind of on-demand viewing experience of television programming and movies.

Who Is Watching?

The demand for Internet TV is growing rapidly. About 30% of households with an Internet connection now have some form of Connected TV. The mean age of Internet TV viewers is 34 and skews slightly male. Research shows that 90% of households with a Connected TV have two or more people, suggesting that families are a central component of Internet TV usage.

Why Connect Your TV to the Internet?

Connected TV is an alternative way to watch TV shows and movies. Viewers rely on Connected TV to catch up on missed episodes of their favorite shows or to watch a specific movie. Internet TV content is currently more popular than streaming movies, but professionally produced, full-length, and short-form videos that are not on TV and cable are becoming more popular.

How Is the Church Using Connected TV?

The first way the Church is using Internet TV is the Mormon Channel on YouTube. One of the benefits of having a YouTube channel is that most Internet TV devices are set up to easily deliver YouTube content to viewers.

The Church is also delivering Mormon Channel content to Roku devices. Roku is a set-top device that allows you to connect your TV to the Internet. This device serves as a convenient way to watch videos, listen to the live Mormon Channel radio stream, or watch live broadcasts such as general conference or CES devotionals on your television.

Apple TV is also an option for watching Church content on your television. You can search for Church media in the podcast section on your Apple TV. There you'll find both audio and video podcasts.

The Church is also exploring other channels such as Netflix, Boxee, Google Play, and Amazon.

For more information about Internet TV, please contact [REDACTED] in the Publishing Services Department.



Mormon Channel streamed from a Roku device

Links to Additional Resources

- [History of Animation](#)
- [After Effects Keyframes](#)
- [Motionographer.com](#)



What Is the History of Animation and Motion Graphics?

At its core, animation is the use of several static images displayed in close succession to create the appearance of movement. Sequential images have been around for centuries in forms such as wall paintings and clay pots. Stop-motion films started to crop up in the beginning of the 20th century. This is the process of placing an object, taking a photo, moving the object, taking another photo, and so on. Walt and Roy Disney founded the Disney Brothers Cartoon Studio in 1923 focused on combining stop-motion and illustrations. Over the years they produced many short and long-form films. In 1995, Pixar and Disney released the first fully computer-animated film, *Toy Story*. Over the past 17 years, computer animation has mostly replaced traditional animation in movie theaters.

How Are Motion Graphics Created?

Most motion graphics today are created using the After Effects (AE) software package by Adobe. AE is a layer-based animation software package that helps designers create smooth and fluid movements. This is done using keyframes. The first keyframe shows what an object looks like before animation. The second keyframe holds what it looks like at the end of the animation. The software creates the transition frames in the middle, systematically handling changes in scale, position, rotation, opacity, and so on. Competitors to After Effects include LightWave, Combustion, Maya, NUKE, and Motion.

How Are Motion Graphics Used?

Motion graphics are used in a variety of circumstances, such as instruction, entertainment branding, art, and supporting visuals. Motion graphics can create engaging content. Here are a variety of industry examples:

- [Network](#), Instruction
- [Stuxnet](#), Instruction
- [Nokia](#), Branding
- [NBC](#), Branding
- [Crazy Enough](#), Art
- [Alvaro Posadas](#), Art
- [Winter Is a Poem](#), Art
- [The Pacific](#), Supporting Visuals
- [Stranger than Fiction](#), Supporting Visuals
- [Last Best Hope](#), Supporting Visuals

How Is the Church Using Motion Graphics?

Several Church departments have used motion graphics in their products. Here are several examples:

- [My New Life](#)
- [A Book of Mormon Story](#)
- [RootsTech 2012](#)
- [The Coat: A Story of Charity](#)
- [1940 Census](#)
- [Humanitarian Aid Story](#)

If you would like to use motion graphics in a future product, please contact [Ben Thompson](#) in the Publishing Services department for a consultation.

Links to Additional Resources

- [Microsoft Surface](#)
- [Kindle Fire](#)
- [Google Nexus 7](#)
- [Samsung Galaxy Note](#)
- [Barnes and Noble Nook](#)
- [iPad Mini](#)
- [New iPad Cover](#)



What Is the State of the Tablet?

Tablet manufacturers are currently innovating and competing around the issue of size. The iPad and other large-display tablets are being positioned as potential laptop replacements. The Amazon Kindle Fire and other 7-inch-display tablets are seeking to become the in-between device, filling the gap between the smartphone and the laptop. Smartphones cover the smallest and most portable category of tablet. Smartphones have been increasing in size in a seeming trend to reduce the gap between the smartphone and the in-between device, in effect seeking to eliminate the need for an in-between device altogether.

Large-Display Tablets

When first released in 2010, the iPad was introduced as the in-between device, covering the gap between smartphones and laptops. As the technology has improved, these large-display tablets have now been positioned as viable laptop replacements for a growing portion of consumers. Microsoft recently revealed plans to release a tablet running Microsoft Windows and the Microsoft Office Suite, coupled with a case that doubles as a keyboard and mouse. This tablet, named the Microsoft Surface, is intended as a direct lightweight laptop replacement. Apple has also recently released patent details showing their interest in pursuing a similar direction.

Medium-Display Tablets

Fitting in a suit coat pocket, these typically 7-inch tablets have recently boomed in popularity and now represent the in-between device category. Mostly designed for media consumption, they are being used for watching movies, reading books and magazines, playing games, and browsing the Internet. Currently this range of tablets is being championed by the Amazon Kindle Fire, which sells for \$199, significantly differentiating it from large-display tablets. Google recently chose to release their flagship tablet, the Nexus 7, in this medium-display range. Many people expect Apple will release a tablet in this category, named the iPad Mini, expected to be announced mid-September 2012.

Small-Display Tablets: Smartphones

50% of the mobile phones in the US are smartphones. Smartphones are becoming the single-most important digital device. They are increasingly the target of



Links to Additional Resources

- Samsung Galaxy S3
- iPhone 5
- Windows Phone
- Droid Razr Maxx
- HTC One S
- Apple iOS 6
- Android Jelly Bean

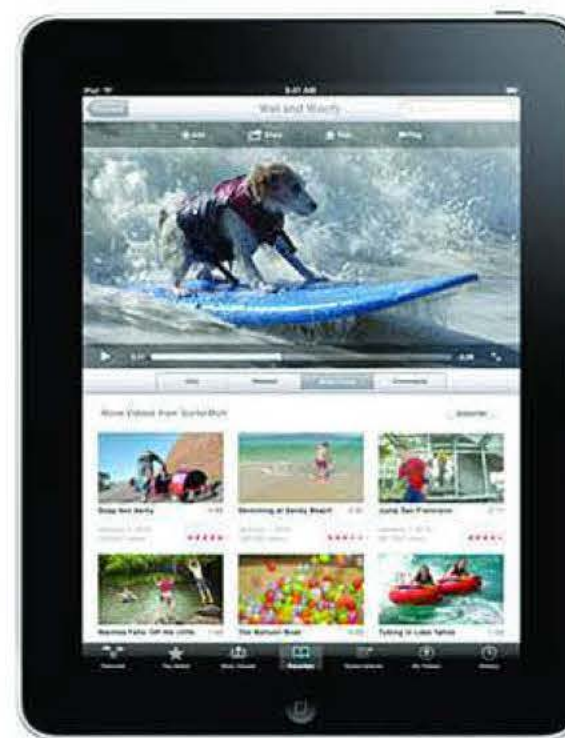


technological convergence as manufacturers continue to stuff more and more consumer technology into a small package. Traditionally smartphones have fit easily in the palm of one's hand, with an average 3 1/2-inch display and 4 1/2 inches in length. However, there is a recent trend to push the limits of the size, encroaching on medium-display tablets (the in-between device). Most notable has been the Samsung Galaxy Note, reaching almost 6 inches in length. Samsung is leaving it to the consumer to decide, "Is it a smartphone or a tablet?" Even the next iPhone is expected to reach nearly 5 inches in length.

What Is the Church's Plan for Tablet Devices?

As these devices continue to undergo innovation and refinement, it is currently unclear how each category will settle. Currently we are reaping the benefits of our long-standing delivery of premium resources like LDS.org and our vast collection of digital media. Although we have specifically targeted the tablet categories with mobile applications, members and consumers of our resources continue to benefit from the growing amount of material that will continue to work on all these digital devices, such as our manuals and other online resources.

For more information on tablets, contact [redacted] in the Information and Communication Services Department.



Additional Information

- [LinkedIn Website](#)
- [LDS Church Group](#)
- [LDS Media Professionals](#)
- [LDS Church-Service Missionaries](#)
- [YouTube Channel](#)
- [Mashable Article](#)
- [Forbes Article](#)
- [Fast Company Article](#)



What Is LinkedIn?

LinkedIn is a social network of more than 161 million professionals, half of whom live in the United States. Founded in 2003, LinkedIn has quickly become the first destination for professional networking. *Forbes* magazine has called it “far and away the most advantageous social networking tool available to job seekers and business professionals today.”

Primary Features of LinkedIn

- Build an online network of co-workers and potential future employers.
- Create a personal profile to showcase job history, achievements, skills, etc.
- Upload a resume and apply with participating employers.
- “Follow” companies to receive updates about new job openings.
- Track, recruit, research, and contact job applicants.
- Join professional groups to learn from, connect, and converse with other experts in your field.

LinkedIn Statistics

- LinkedIn.com was the sixth-most visited US website in 2011.
- Total revenue increased 101% to \$188.5 million in 2011 Q1.
- Revenues have doubled during the past year.
- LinkedIn was listed as “LNKD” on the NYSE in May 2011.
- Mobile apps exist for iOS, Android, BlackBerry, and Palm.
- Members of LinkedIn are talking in over one million groups.
- Two million companies have LinkedIn company pages.
- As of March 31, 2012, all 2011 Fortune 500 companies employed at least one executive who had created a profile on LinkedIn; corporate hiring solutions provided by LinkedIn were used by 82 of the Fortune 100 companies.



How Is the Church Using LinkedIn?

The Church currently uses LinkedIn to find and recruit potential employees, as well as post and highlight job listings available in a variety of locations. Nearly 10,000 people follow the Church’s LinkedIn updates. The Human Resource Department also maintains a separate group specifically for recruiting digital media professionals. The Church-service missionary program also has a LinkedIn group for those who are interested in or currently serving Church-service missions. Group members share experiences, tips, and mission opportunities and network globally.

For more information on LinkedIn, contact [REDACTED] in the Publishing Services Department.

Useful Links

- [Kindle Fire](#)
- [Barnes & Noble Nook Tablet](#)
- [Google Nexus 7](#)
- [Samsung Galaxy Tab 7](#)



What Is the History of Small Tablets?

In April 2010, Apple released the first-generation iPad. While other companies had tinkered in the tablet space for the previous decade, the 10" iPad was the first tablet to catch on in mainstream consumer electronics. The following January, over 80 different tablet devices were on display at the Consumer Electronics Show (CES), in various shapes and sizes. Notable competitors to the iPad were the Samsung Galaxy Tab and the BlackBerry Playbook. Since then, other smaller tablets have cropped up, including the Barnes and Noble Nook, Kindle Fire, and Google Nexus 7. Speculation continues to swirl around a potential release of a 7" iPad.



Apple's Small iPad Rumor

Steve Jobs made a rare appearance on an Apple earnings call in October 2010 to quash rumors about the future of a smaller iPad. He first criticized all of the new 7" tablets for having inferior operating systems and small mobile app markets. He then argued that a 7" tablet would be "dead on arrival" because consumers already had smartphones that were nearly the same size.

In the two years since Steve Jobs' earnings call, much has changed. New competitors have arrived on the market, touch technology has advanced, and Apple has a new CEO. Many people are speculating that, in order to avoid being undercut, the new Apple CEO, Tim Cook, will soon be announcing a 7" iPad, possibly as soon as fall 2012, to compete in the \$199-\$399 tablet space.

Pros and Cons of Small Tablets

Reducing the size of the device reduces the space available for processors, memory, and other components that affect performance. The 7" tablets have therefore always had trouble being as responsive as the 10" iPad, enticing many consumers to spend the extra \$200 for the Apple alternative. The 7" tablets may be more convenient because of their smaller size, making them solid eBook readers, but they often leave owners wishing for more of the bells and whistles of larger tablets. Another disadvantage of owning a 7" device today is that they all run on the Android operating system, meaning that the only mobile apps available for these tablets are those found in the much smaller Android App Market.

Best Small Tablets on the Market Today

- Google Nexus 7 – \$199: Quad-core processor makes this one of the most responsive 7" tablets on the market.
- Barnes and Noble Nook Tablet – \$249: Competitive eBook reader with access to Barnes and Noble library.
- Amazon Kindle Fire – \$199: Cheap tablet with access to Amazon books, movies, audio, and other Android apps.
- Samsung Galaxy Tab 7 – \$249: Slightly more expensive tablet equipped to handle rich media, eBooks, and Android apps.

For more information on small tablets, contact [REDACTED] in the Publishing Services Department.

Helpful Links

- [More about Google+](#)
- [More about Hangouts "On Air"](#)
- [Facebook Media brief](#)
- [Twitter Media brief](#)



What is Google+?

Google+ (pronounced "Google Plus") is a social networking platform that Google launched in July 2011. It is similar to Facebook in that it allows users to create a personal profile and see a newsfeed that shows updates from their friends and other contacts. Users can also "like" content by selecting a "+1" button.



What are the unique features of Google+?

Despite these similarities, Google+ is significantly different from Facebook in some of its functions and the opportunities it provides. Those differences are described below.

Circles

Rather than adding someone as a friend (as on Facebook) or following a person (as on Twitter), users of Google+ add people to groups that they define called "circles," such as "close friends," "work friends," "family," "wedding photographers," or "sports fans." Circles give Google+ users more control over who sees their content than users of Facebook or Twitter have. For example, when posting an update, Google+ users can choose to distribute it to people in all of their circles or just to people within a specified circle; this allows them to share personal things with family members only and work-related content with co-workers. Similarly, users can select how many posts they want to see from each circle or even from each person in a circle.

Hangouts and Hangouts "On Air"

Google+ also has a feature called Hangouts, which allows users to participate in a video chat with up to 10 other Google+ users at the same time. Google uses software to determine who is talking and highlight that person on the screen. Hangout participants can also send messages to one another in real time.

When the hangout "On Air" option is enabled, the video chat is broadcast to the general public, so anyone can watch and even comment on the conversation. Additionally, Google records your "On Air" hangouts and can upload the video file directly to your YouTube account so that others can see the archived conversation.



Church Google+ Pages

- Official LDS Church
- Mormon Channel
- Mormon Newsroom
- Mormon.org
- Church Employment

Search

Since Google+ is a Google product, search integration is a key part of its usefulness. When you perform a Google search while you are signed into Google+, items that your friends have shared or commented on are highlighted and ranked higher in your search results. Search results that are specific to your location are also ranked high. In fact, Google+ devotes a specific section of results to local items of interest, based both on reviews and on the number of "+1s" they have received.



How is the Church using Google+?

The Church currently has five Google+ pages: the Mormon Channel, Mormon Newsroom, Mormon.org, Church Employment, and an official LDS Church page. Additionally, "+1" buttons can be found on newsroom.lds.org and the Bible Videos website.



Google+ app



The Google+ app lets you join a hangout, post updates, chat with friends, and see what friends are sharing via mobile device. It also provides options for automatically updating photos and seeing events that are happening near your location. This app is available for Apple and Android devices.

Useful Links

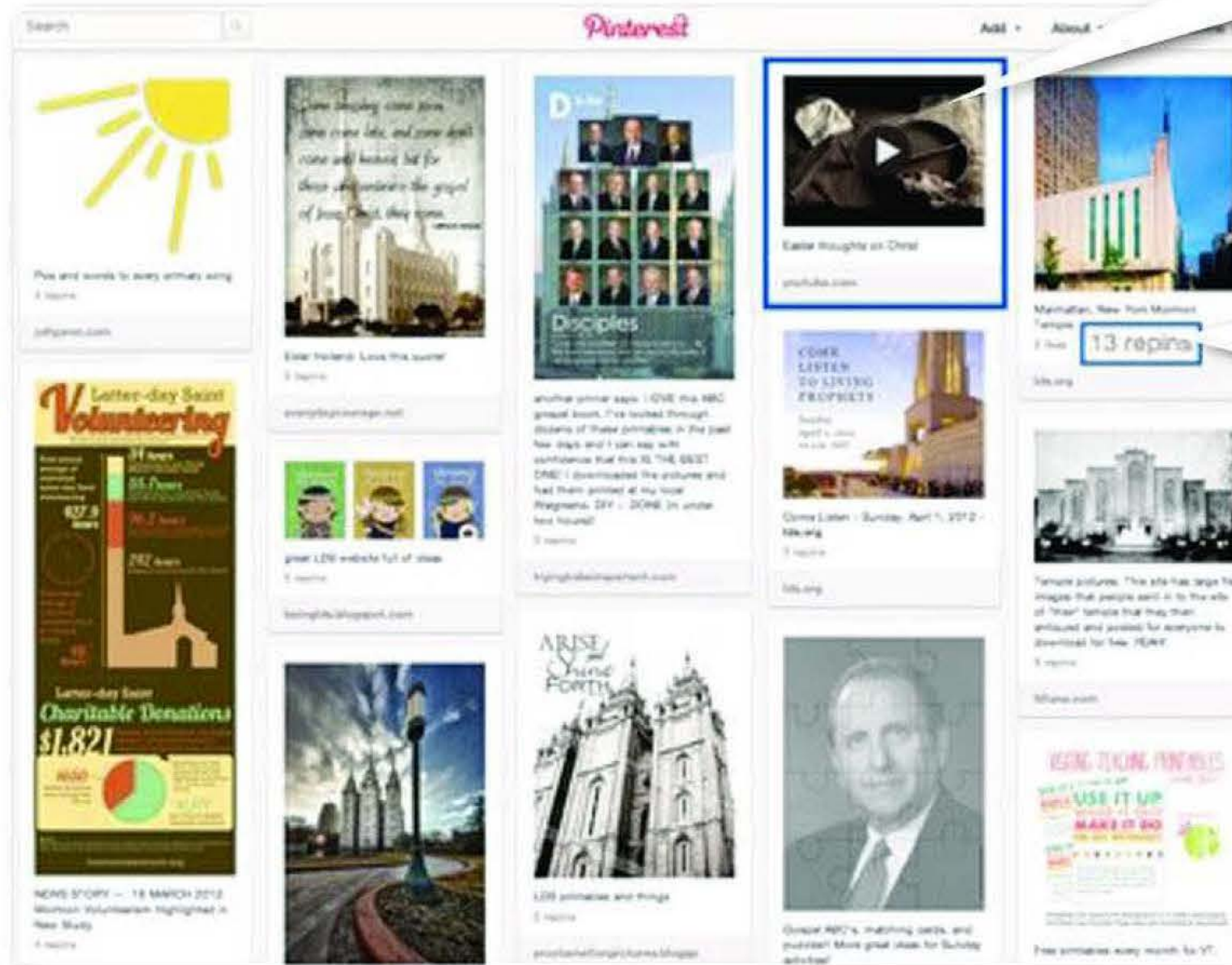
- [Pinterest Website](#)
- [Request Pinterest Invite](#)
- [About Pinterest](#)
- [Pinterest for iPhone](#)



What is Pinterest?

Pinterest is a relatively new social network that has become one of the most popular destinations on the Internet—one that could indeed reach Facebook-like levels of popularity if its current growth trends continue.

Pinterest describes itself as a virtual pinboard where users can collect images, videos, and other content relative to a variety of self-selected topics. People can view other users' pinboards to see what they are "pinning," comment on items on those pinboards, and even add or "repin" these items to their own pinboards (thus sharing them with people who view their pinboards). Pinboards can also be collaborative; for example, a design team could use Pinterest to share images they find that relate to a project they are working on.



Key Pinterest Terms

Pin:

- ★ Pins are images or videos added to Pinterest.
- ★ The image or video may be from a link, from a site, or uploaded.
- ★ Pins can include captions.

Repin:



Repin:

- ★ Once something is pinned, it can then be repinned by other Pinterest users.



Board:

- ★ Pins are located on boards.
- ★ Users can have separate boards for various subjects.

Examples

- Church Pinterest account
- MormonChannel Pinterest account
- Whole Foods Pinterest account
- Target Pinterest account
- U.S. Army Pinterest account



Who is using Pinterest?

Pinterest's earliest users were women who live in the United States, many of whom were focused on cooking, arts, crafts, and wedding planning. Though the audience has broadened, women still make up 68 percent of Pinterest's 10 million registered users. Potential users must be invited to join Pinterest by a friend who is already registered or by visiting Pinterest.com.

Consistent with the overall demographic of Pinterest users, most of the Church members using Pinterest are women who are posting ideas for Primary sharing time, favorite recipes, and Relief Society crafts. Scouting is a particularly popular topic with male Pinterest users who are also Church members.

How are organizations using Pinterest?

In addition to the general public, brands, businesses, and groups of all kinds have begun using Pinterest. In March, Pinterest became the third-most-popular social network in the United States (behind Facebook and Twitter), and in select months, it has generated more traffic to third-party websites than YouTube, Google+ and LinkedIn combined. It is rapidly evolving from a personal pinboard into one of the most active recommendation engines online.

How is the Church using Pinterest?

The Church is currently experimenting with Pinterest at Pinterest.com/LDSChurch. Official approval of the site is still pending.



For more information on Pinterest, contact [Jared Covington](#) in the Publishing Services Department.

Useful Links

- [E-books Media Brief](#)
- [Interactive October and November 2011 Ensign](#)
- ["The Coat" storybook](#)



What are interactive books and magazines?

In the past, books and magazines were only available as print publications. The advent of digital publishing has introduced e-books and electronic magazines and allowed publishers to supplement their print products with websites that contain rich media such as videos and social media features.

Recently, digital publishing has taken e-books and magazines to the next level, making them more dynamic and interactive. Interactive books and magazines have become, in essence, a hybrid of e-books and mobile apps. They include animation, hyperlinks, social media components, and streamed or embedded audio and video. These interactive books and magazines can be viewed on most standard tablets and can be purchased through a variety of online stores.

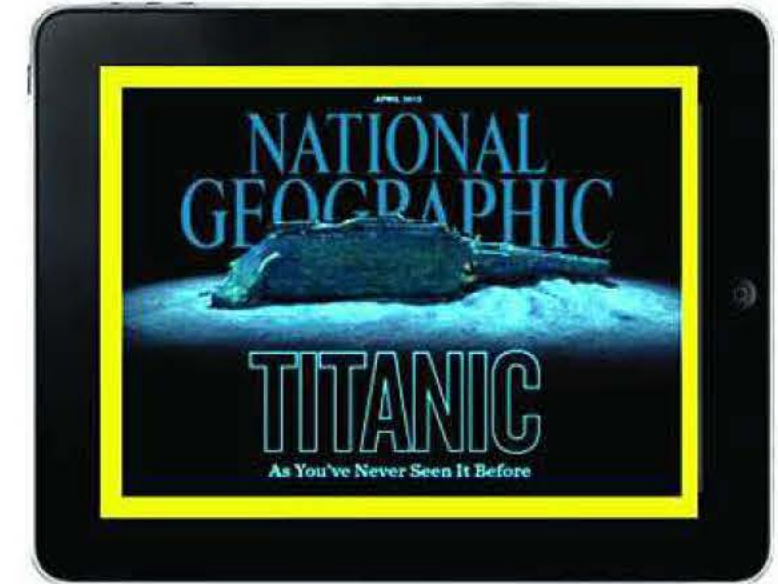
How are they being used?

A number of well-reputed magazines, such as *National Geographic* and *Martha Stewart Living*, are now published as interactive versions to enhance their traditional print content and make the reading experience more immersive, relevant, and shareable. For example, *National Geographic* enhances its articles in the interactive version with animation, videos, detailed maps, 360-degree views of 3D renderings, and time-lapse photography that all create an immersive experience. Similarly, where a recipe in the print version of *Martha Stewart Living* might include a list of ingredients and a picture of the finished dish, a recipe in the interactive version of the magazine could also include videos or animation that shows readers how to prepare the recipe.

Textbook publishers are also creating interactive publications that offer students a richer learning experience through dynamic content, such as 3D renderings of historic sites, animations that help illustrate complicated concepts, video clips that bring content to life, and quizzes that allow learners to check their understanding.

Is the Church creating interactive books and magazines?

Within the past six months, the Curriculum, Media Services, and Information and Communication Services Departments have worked together to develop interactive versions of the October 2011, November 2011, and May 2012 *Ensign* magazines. The interactive editions have a similar look and feel to the print versions. They also offer additional content, such as biographies of General Authorities, audio and video clips of both recent and historic general conference talks, interactive timelines, links to additional resources, and additional images. These interactive versions of the *Ensign* are available for iPads and Android tablets.



Additional Links

- [Newstand](#)
- [Zinio](#)
- [Flipboard](#)

Additionally, in December 2011 the Media Services Department developed the Church's first interactive storybook as a companion to "The Coat," an animated video published by the Mormon Channel about a childhood experience of President Heber J. Grant. A variety of activities make the storybook a fun, interactive experience including helping young Heber J. Grant make snow angels and defend himself in a snowball fight.

Several Church departments are planning to design and develop interactive books and magazines and other interactive publications in the near future. These interactive publications will be produced by the newly formed Publishing Services Department.

Mobile Apps for interactive books and magazines

Below are brief descriptions of some popular mobile apps for the iPad, iPhone, and Android that make finding, reading, and subscribing to books and magazines easy.



Newstand comes standard with the iPhone and iPad and gives readers access to digital newspapers and magazines.



Zinio provides a large selection of digital versions of popular magazines available on the iPhone, iPad, and Android.



Flipboard creates a personalized composite magazine out of content chosen by the reader: blogs, and news sites, Facebook newsfeeds, tweets from a Twitter timeline, and photos from Instagram. Flipboard is available on the iPhone and iPad.

Links to Additional Information

- Lds.org/disability
- Church Disability Resource Materials
- Church DAISY Files
- Talking Book Program
- DAISY.org



Lds.org/disability

The Disability Resource page on LDS.org is a Church site that provides resources and information to members with disabilities and to their family members, teachers, and leaders. Research shows that 1 in 5 people in the United States have some type of disability that limits their ability to perform major life activities. Some of those disabilities include autism, chronic illness, mental illness, hearing loss or deafness, vision loss or blindness, and other physical, intellectual, and learning disabilities.

Church products that support people with disabilities

The Church provides a variety of services and resources that assist members with disabilities to learn and better understand the gospel. These include audio versions of Church material, large-print and braille materials, captioning on videos, and ASL materials.

One way the Church makes content accessible to those with print disabilities (disabilities that prevent them from reading print materials) is through DAISY files. A DAISY file is an easy-to-navigate audio book or manual. The Church produces DAISY files of the scriptures, Church magazines, and manuals. DAISY files can be downloaded from lds.org/disability/materials/daisy and played using software on an iPod, computer, or other specialized device. Some of these files are also available on digital cartridges that can be ordered through Distribution Services.

To learn more about other Church materials available for persons with disabilities, please visit lds.org/disability/materials or email ldschurch.org.



Feedback from members

"We now know (the Bible) better, and our lives are much improved. In addition, other scriptures, manuals, etc are available. We can converse, teach, uplift, exhort, expound, and live better!"

- [Redacted]

Available Formats by Disability			
Blindness	Poor vision	Learning and physical disabilities	Deafness or hard of hearing
<ul style="list-style-type: none"> ✓ Audio files ✓ Websites (with a screen reader) ✓ Braille and web braille ✓ DAISY 	<ul style="list-style-type: none"> ✓ Audio files ✓ Large print ✓ DAISY ✓ Websites (with enlarged text) 	<ul style="list-style-type: none"> ✓ Audio files ✓ Websites ✓ Plain text ✓ Large print ✓ Video captions ✓ DAISY 	<ul style="list-style-type: none"> ✓ Websites ✓ Video captions

Mobile Apps that help with disabilities

- Gospel Library
- Read2Go
- InDaisy Reader
- DaisyWorm
- AmpliVision
- Over 40 Magnifier and Flashlight
- iSeeClearly

Feedback from members

"When the internet came along and we were able to finally load the *Ensign* as a web braille file on to my braille note I was almost in tears, as it was the first time I was able to read the *Ensign*... It was because of this medium I was able to teach the Gospel Doctrine class for over three years."

Mobile Apps that help with disabilities

Below are brief descriptions of some popular mobile apps for the iPad, iPhone, and iPod Touch that assist people with disabilities.



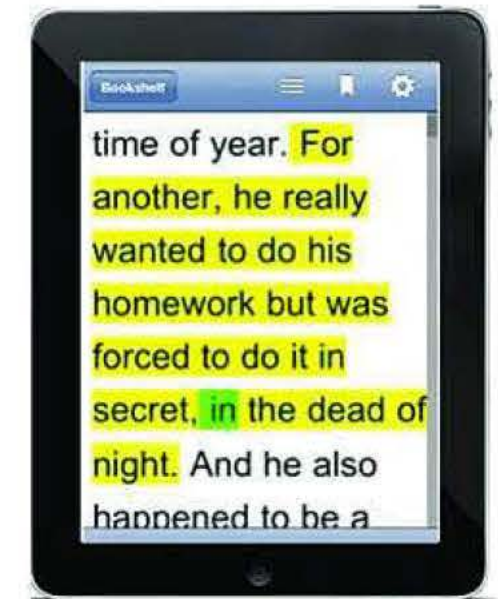
Gospel Library

The Gospel Library App helps bring the scriptures, conference addresses, and other gospel works into members' lives. With the built-in iPhone functionality to read text out loud and the app audio features, this has become popular among members who are blind.



Read2Go

Read2Go is a Talking DAISY Book Reader mobile app that features word-by-word highlighting for multimodal reading (for those who want to see and hear words at the same time). Other apps that provide a similar service are [InDaisy Reader](#) and [DaisyWorm](#).



AmpliVision

AmpliVision is an app that uses the camera and light on an iPhone, iPad, or iPod Touch to magnify and light up small print to increase readability. The app is capable of increasing text to 10 times its original size. Other magnifying apps include [Over 40 Magnifier and Flashlight](#) and [iSeeClearly](#).



Useful Links

- create.lds.org
- [Finding member-submitted photos](#)
- [Video Contest Winners](#)
- [Helping in the Vineyard](#)
- [LDS Media Library](#)



What is create.lds.org?

The Create website, part of the lds.org website, invites media-savvy professionals and dedicated hobbyists to share their talents by contributing a wide variety of high-quality media to the Church. The media that is submitted to the Create site and approved for use can be used by Church employees in websites, Church manuals, presentations, and other printed and digital publications. It will also be available to Church members in the [LDS Media Library](#) to use in their personal blogs, Facebook pages, websites, presentations, and Church programs.

Members who do not consider themselves to be professionals or dedicated hobbyists, but still would like to share their time and talents, are encouraged to visit [The Vineyard](#). The Vineyard offers members a chance to participate in less technical, service activities.

What types of media submissions is the Church requesting?

The Create site encourages users to contribute many different types of high-quality media, including photos, videos, music, audio-recorded stories and testimonies, graphic designs, and scripts.



Photos—Users are invited to submit photos of temples, Church history sites, people “living the gospel,” and objects that can be used to illustrate articles, projects, and websites. Employees can find approved photos in the “**Member-submitted” catalog of Telescope or the Church Media Library. (For detailed instructions, see “[Finding Member-submitted photos](#)” under “Additional Links.”)

Videos—Users are invited to submit video clips of people, events, temples, and other footage that can be used in Church-sponsored products.

Music—Users are invited to submit original music, standard and unique vocal and instrumental arrangements of public-domain hymns and children’s songs, and underscore music for videos.

Audio—Users are invited to submit real-life stories and uplifting experiences, such as conversion stories and testimonies, to play on the Mormon Channel.

Design—In the near future, users will be invited to submit Church-related blog templates, graphics, and illustrations.

Writing—In the near future, members will be invited to submit scripts, ideas for Mormon Messages, and real-life stories.



create.lds.org homepage



Click to watch a member-submitted video featured as a Mormon Message

Additional Links

- Desktop Wallpaper submitted by members
- Mormon Channel interview about create.lds.org

Contests—Users are invited to submit their best media to site-sponsored contests. The “Make Your Own Mormon Message” video contest is a recent example. The winning videos from this contest can be seen on the [contest page](#) of create.lds.org.

Casting—Users may link from the Create site to a “Casting” site, where they may express an interest in acting in one of the Church’s productions.

How does licensing work?

When a person submits media to the Create site, he or she signs an online agreement that gives the Church an unlimited license to use the work in any type of publication and share it with others. Submitters also retain the copyright of all media they submit, so they still own that media and can sell it, if desired.

Who is using member-submitted media?

Member-submitted photos and videos have been used on a variety of Church websites, including lds.org, country websites, mormonchannel.org, mormontemples.org, and the Church’s intranet site. One member-submitted video has been released as a Mormon Message.



Screenshots of member-submitted photos used on Church websites

Additional Links

- Create.lds.org
- LDSTech
- Family Search
- Helping in the Vineyard
- LDS Philanthropies



What is *Helping in the Vineyard*?

Helping in the Vineyard is a website that provides online service opportunities for volunteers around the world. Participants can spend as much or as little time as they like completing the activities. As a result of the thousands of such acts of service, the Church is able to complete more products and publish more resources worldwide.

How do volunteers help in *The Vineyard*?

Church departments identify project work that can be completed by volunteers. The work is divided into small online activities and posted online. Volunteers then log on to Helping in the Vineyard and choose service activities that match their skills, interests, and available time. When they complete an activity, their work is sent back to the Church departments, checked for accuracy, and combined with the work of other volunteers to complete the original project.



What opportunities are available?

Church Media – Volunteers may contribute their photos, videos, music, and audio recordings for possible use in Church magazines, print publications, blogs, videos, and websites. They may also identify key words that people would use to search for images that have been uploaded.

Translation – Volunteers help provide translations for Church publications that are distributed around the world.

Family History – Volunteers assist in genealogical work that helps people identify their ancestors.

LDSTech – Volunteers may join teams and interact with other talented volunteers to work on technical projects for the Church. Volunteers with a variety of technical skills are needed, including programming, interaction design, database engineering, usability testing, and project management.

LDS Philanthropies – In addition to donating time and talents, volunteers may help Church-approved causes financially. LDS Philanthropies facilitates all philanthropic donations to the Church and its affiliated charities.

How can volunteers start serving?

In order to begin serving, volunteers need only a computer with Internet access, an LDS Account, and the desire to help. They do not need to be a member of the LDS Church to create an LDS Account or to help in The Vineyard.



Relevant Links

- [LDSTech](#)
- [LDSTech Wiki](#)
- [LDSTech Forum](#)
- [LDSTech Projects](#)
- [Video about LDSTech Community Development Events](#)

Introduction to LDSTech

The LDSTech community consists of hundreds of members, volunteers, and Church employees that come together to discuss, learn about, or work on Church technology. The LDSTech site has several components – a blog, forum, wiki, and projects section. Each is used for a different purpose:

- **Blog:** Informs members about the latest Church technology news and projects.
- **Forum:** Allows members to ask questions and exchange ideas about technology.
- **Wiki:** Hosts instructional articles and other technical information.
- **Projects:** Allows community members to work together in teams to build technical solutions.

How LDSTech Began

LDSTech began in February 2007. The goal was to leverage volunteer efforts for the technical needs of the Church; however, security concerns and other constraints, such as source code that resided only in internal networks, prevented ICS from making projects available to volunteers.

As a quick solution, ICS launched a [peer-to-peer forum](#) where clerks and other members could help each other. The forum quickly became a popular resource with hundreds of posts and dedicated community moderators. As of August 2011, the forum has 63,454 posts, with 16,633 total members and 868 active members (active members have participated in the forum in the last 30 days). The forum remains the most widely used part of the community site.

In late 2008, a [wiki](#) was added to LDSTech, which provides a knowledge base of content that the community can continually edit and shape. Much of the wiki content addresses clerk and meetinghouse technology needs. As of July, the wiki has 975 content pages, with 14,197 registered users and 30 active users (active users have edited a page on the wiki within the last 7 days).

LDSTech's Progression from Forums and Wikis to Projects

In 2009, a number of official projects became available to the LDSTech community. These projects were the initial vision of the LDSTech effort. A Java-Integrated Development Environment (IDE) was made available to community developers, as well as a Java Stack library, which includes code snippets that can be used to build applications. A bug-tracking tool (JIRA), a source code repository (SVN), and a project management framework were also added to LDSTech.

Today 53 projects are available for community volunteers to join. Most of the projects have an average of 35 volunteers; some volunteers contribute on multiple projects. Not accounting for members on multiple projects, approximately 2,000 volunteers are spread across the community projects (as of August 2011).



Click to watch a video about LDSTech community development events.

Some recently completed projects include Recreation Properties, Clean Water Application, Gospel Library for Windows, Child Protection Services Act application, and Bishops' Storehouse Inventory and Reporting.

Community Project Challenges

Despite the many volunteers working on projects, project managers (who are often ICS employees) face unique challenges in orchestrating community efforts. Project managers have to account for new variables, such as a variety of skill levels, different motivations, fluctuating schedules, smaller time commitments, and unfamiliarity with Church resources. Another challenge is working collaboratively in remote locations.

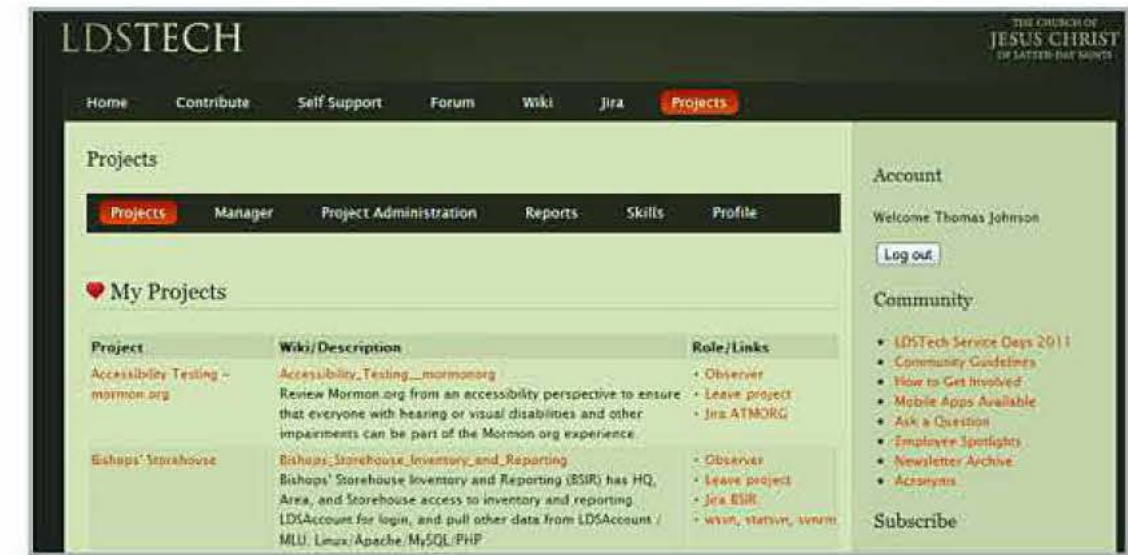


This map shows the diversity of volunteer locations. In June 2012 there were [1,375 volunteers in Utah](#) and [2,425 volunteers outside of Utah](#).

The most popular LDSTech projects have been mobile development projects, working on apps such as Mormon Channel, Gospel Library, and LDSTools. For example, the Gospel Library Android project has 140 volunteers. These mobile projects have the momentum of full-time developers moving the community forward.

The LDSTech community development effort is similar to other volunteer projects, such as [vineyard.lds.org](#) and [create.lds.org](#). These sites also leverage volunteer efforts. However, LDSTech is unique in that volunteers work in teams over extended periods of time and require more advanced technical skills.

Please contact [redacted] at [redacted]@ldschurch.org or x [redacted] if you have any questions about LDSTech.



The project management portion of LDSTech allows community members to browse and join projects.

LDSTech project managers engage their community members through regular communication and weekly meetings. They also focus community efforts on smaller tasks, such as testing, support, and bugs, which are more feasible for volunteers.

Additional Links

- [Detailed definition of crowd sourcing](#)
- [Wikipedia.org](#)
- [Web security words](#)

What is crowd sourcing?

Crowd sourcing occurs when a company or institution outsources a task once performed by employees to an undefined, large group of people—often to the general public in the form of an open call.

The principle of crowd sourcing is based on the idea that more heads are better than one. A large outside group can provide fresh ideas, additional skills, and new interest in a project and their collective talents and perspective can help find elusive answers to difficult problems. Crowd sourcing is especially useful to complete large projects that would otherwise require a lot of time and resources. Current tools and technologies that help people come together, communicate, and collaborate facilitate crowd sourcing in a way that has never been possible before.



How is crowd sourcing used?

Many online projects have successfully utilized crowd sourcing. Here are a few examples:

Wikipedia

Wikipedia, currently the largest and most popular general reference site on the Internet, is a free online encyclopedia that has been written collaboratively by volunteers around the world. Collectively, volunteers have written over 18 million articles in numerous languages about many topics. Since it was launched 10 years ago, Wikipedia is consistently one of the most visited websites. It is one of the most successful crowd-sourced Internet projects.

Web security words

Another example of crowd sourcing is the security feature that people encounter when registering for a new account on websites like Twitter or Facebook. This security feature (shown on the right), which asks people to type two words to confirm their registration, prevents non-human entities from accessing the site. It also serves another purpose: when users type these words, they are actually helping digitize scanned books and newspaper articles. The words users are asked to type come from these scanned sources that were not discernible by automated processes. Through this simple security feature, individuals help digitize about two years' worth of newspapers and thousands of books each month with more than 99 percent accuracy.



Official Church Crowd Sourcing Links

- [FamilySearch Indexing](#)
- [Helping in the Vineyard](#)
- [Create.lds.org](#)
- [LDSTech](#)

How is the Church using crowd sourcing?

Members around the world are eager to volunteer their time, talents, and skills to further the work of the Lord. Recently, the Church has created new opportunities for these individuals to contribute their skills and talents in a variety of ways.



The [indexing](#) of names through [familysearch.org](#) is a prime example of using crowd sourcing to help Church purposes. Members and nonmembers from all over the world are transcribing historical records and making their contents available online. This has allowed people to do family history work from the comfort of their own home.

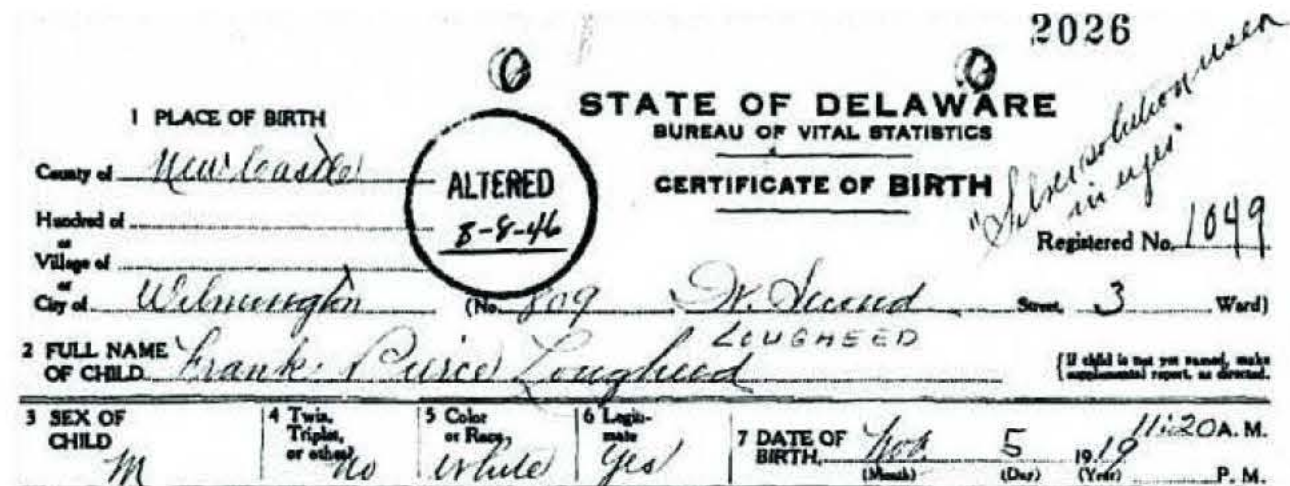


Image Type	Normal
State of Birth	Delaware
County of Birth	New Castle
City or Town of Birth	Wilmington
Child's Given Names	France Pierce
Child's Surname	Lougheed
Gender	Male
Color or Race	White
Month of Birth	November
Day of Birth	5
Year of Birth	1919

Church members can find other opportunities to share and serve on many new Church websites. Each site is unique in the opportunities it provides and will be explored in more detail in upcoming *Media and Technology Briefs*.



The [Helping in the Vineyard](#) site provides service activities such as translation, adding search words to images, and other simple tasks that can be completed in minutes.



[Create.lds.org](#) encourages creative members to help build an online library of photos, videos, and music that can be used to share the gospel worldwide.



[LDSTech](#) provides opportunities for tech-savvy members to help with Church technology projects, tools, and resources.

Additional Links

- Roku Website
- Roku Products
- Internet TV Media Brief



What Is a Roku Box?

A Roku box is an Internet TV device. Internet TV (also referred as web-enabled or web-connected TV) allows people to view Internet content on their televisions.

Many factors—such as the ever-growing interest in video and free online content viewable via Netflix, Hulu Plus, Pandora, and YouTube—have increased the demand for Internet TV devices. According to a survey reported by eMarketer, 30 percent of U.S. households have at least one Internet TV device (see chart on right). For additional information about Internet TV devices, see the [Internet TV Media Brief](#).

Roku boxes can connect to most televisions and are relatively inexpensive, currently ranging from \$59 to \$99. Like other Internet TV devices, Roku boxes come with a standard suite of channels. Users can also add Roku channels created by content providers, like the Church, that contain controlled and customized material.

Video Streaming Options on the Roku Box

One feature that makes the Roku box different from other Internet TV devices is its ability to stream video from different devices and origins.

- Most frequently, the Roku box streams video feeds from the Internet using adaptive streaming, which adjusts the video quality according to the user's Internet bandwidth so that they can view the best possible quality of video without interruption.
- Roku boxes can also stream video feeds from wireless hard drives known as network-attached storage (or NAS) drives. NAS drives can automatically download content from video servers as it becomes available and store it locally so that users enjoy high-quality video playback.
- Some models of Roku boxes include a USB port. These models allow video files to be streamed through the Roku box from a flash drive or USB hard drive, ensuring that users have a high-quality, consistent video stream when Internet bandwidth is low and Internet streaming is inconsistent.

The Mormon Channel on the Roku Box

The Mormon Channel launched on the Roku box in June 2011, featuring content such as Mormon Messages, CES firesides, radio programming, and past general conference broadcasts. Additional programs will be released in the near future. Within the next year, Church members will be able to view a live stream of general conference on Roku boxes.

Internet-Connected Devices US Adults Use to Watch Online Video, Feb 2011

% of respondents

23% of households have a video game console that is connected to the internet

10% of households have an internet-connected TV

7% of households have an internet-connected Blu-ray player

30% of households have at least one connected device

10% of adults watch online video via internet-connected devices at least once per week

Note: ages 18+

Source: Leichtman Research Group Inc. (LRG), "Emerging Video Services V" as cited in press release, March 29, 2011

126925

www.eMarketer.com



Introducing the LDS Media Library



Home Page



Sample Feature

The Church has always created excellent media, and now it is even easier to find and use. The new LDS Media Library, available at medialibrary.lds.org, allows Church members and friends to find and share videos, audio files, and images created by the Church and contributed by members worldwide—all in a single, easy-to-navigate location.

“Learn, Share, Create”

The theme of the LDS Media Library is “Learn, Share, Create.” The site is intended to help individuals, families, and organizations learn more about the Savior and His gospel, share Church media easily with their family and friends, and create gospel messages with existing Church media resources. Ultimately, the goal of the LDS Media Library is to provide wholesome media that help individuals come unto Christ.

Available Resources

The first release of the LDS Media Library in May 2011 includes approximately 700 video files, such as the New Testament Stories, videos based on the 2011 Mutual theme, and Mormon Messages. Additionally, the library will feature Joseph Smith: The Prophet of the Restoration, a newly revised version of the motion picture shown at the Legacy Theater in the Joseph Smith Memorial Building and visitors’ centers throughout the world.

Videos are all viewable via online streaming. Some can also be downloaded, as licensing and intellectual property restrictions allow. When downloading, users can choose one of three file sizes to fit the capability and quality of their media-viewing device.

The LDS Media Library also includes ideas for using media in the home and Church classes and as a means for sharing the gospel. It describes many of today’s media types and outlets, such as Internet TV, mobile devices, e-books, and social networking sites (like Facebook), and provides information about how the Church is using these media types. The site informs members about how they can create and submit meaningful, wholesome media to share with others.

Future Release

Future releases of the site will provide members with access to additional videos and thousands of audio files and images.



Google started in 1997 as a result of a research project by Stanford students Larry Page and Sergey Brin who came up with a new proposition. Instead of just using the words on a web page to determine how relevant it is, they decided to base a website's relevance by the number of times other websites point to that site (usually using [hyperlinks](#)). They reasoned that the more links a web page had pointing to it, the more relevant it must be to searchers.

They based Google's search algorithms on this proposition and it worked so well that by 2003 Google became the market share leader in Internet search. Most search engines today follow Google's model.

What is a search engine?

The growth of the Internet is extraordinary. In 1996 there were 75 million pages on the Internet; in 2000, there were 1 billion. During this time, a big problem emerged: With so many pages, how do you find the content you're looking for out on "the web?" Inventive academics and entrepreneurs created special websites like Yahoo!, AltaVista, and Google to help people find content. These websites are all referred to as "search engines," serving as a modern card catalog for the Internet. With over 100 billion searches each month, search engines are the front-door to the Internet and the starting place for most research.

How do search engines work?

Search engines visit every site they can find and save each page in their own database (called "crawling" or "spidering" the web). They have proprietary algorithms that sort through the database and score the pages based on hundreds of factors.

How do search engines decide which results to put on top?

A few of the most important factors for search engine algorithms include:

- **External links:** Sites linking to your website.
- **Internal links:** Pages on your site linking to other pages on your site.
- **Content:** The words a site uses in the page title and paragraphs, the freshness of content, and the quality of content.
- **Performance:** Search results need to be clicked in order to rank high.

Why is search engine optimization so important?

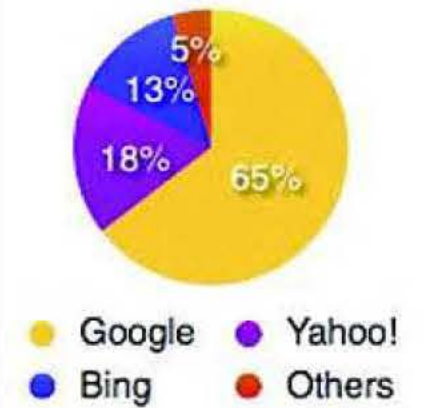
Search engine optimization, or SEO, is the art of making websites easy to find on the web by optimizing a website for search engines. The job of SEO is to tune a website so that search engines can easily figure out what the website is about, and make sure other websites point to it. Essentially, SEO equals website visibility.

What impact will a top search result have on my website?

Ranking at the top of the search results is critical for reaching a large audience because 95 percent of searchers only access links from the first page of search results. (See graphic on right.)

Having effective SEO makes such a big difference that most businesses use search engine marketing to increase revenue (\$16.6 billion was spent in 2010). 85 percent of companies that do marketing use SEO as part of their strategy.

Search Engine Market Share



Source: ComScore, Dec. 2010

Click-through Percentages

95% of searchers only look at the first page of search results.



How is the Church using search engine optimization?

Engaging Volunteers to Share the Gospel Online

The Church is creating a website that encourages members to share the gospel online by creating blogs that refer to LDS sites, by sharing via social media, and by writing reviews on opinion sites. We have done several proofs of concept that show how links from members' blogs can increase the rankings of Church sites.

Working with Site Owners

The SEO team is working with web site owners to tune their sites for search engines. This effort is only in its infancy, and there are huge opportunities to increase Church web sites' findability.

Capitalizing on Google "Local" Search Orientation

Google looks at each query to decide if there is some local intent, which they can show on a map. Words like "restaurants" and "clothes" and even "Church" fall into this category. Since the Church has 21,000 physical locations, it has the potential to be very successful in local searches. The SEO team is giving Google a data feed of Church locations, starting with select U.S. locations.

Sample Google "Local" Search

The screenshot shows a Google search for "church" in Cairo, GA. The search results are filtered to show local businesses. The top results include:

- Church** - Wikipedia, the free encyclopedia
- Church of Christ** - Wikipedia, the free encyclopedia
- The Church of Jesus Christ of Latter-day Saints** - Official site. Online scriptures and gospel library, media contact information, online distribution center, programs and doctrinal information, ...

Under "Places for church near Cairo, GA 39828", the following churches are listed:

- Family Worship Center Church of God** - 1400 South Broad Street, Cairo - (229) 377-8746
- Eastside Baptist Church** - 404 5th Street Northeast, Cairo - (229) 377-4154
- First Baptist Church** - 505 North Broad Street, Cairo - (229) 377-2233
- First United Methodist Church** - 318 South Broad Street, Cairo - (229) 377-3051
- The Church of Jesus Christ of Latter-day Saints - LDS Church** - 435 Maxwell Drive, Cairo - (229) 377-7044
- Christ Gospel Church** - 1211 North Broad Street, Cairo - (229) 377-1219
- Cairo Presbyterian Church** - 100 4th Avenue Southeast, Cairo - (229) 233-4094

The map on the right shows the locations of these churches in the Cairo, GA area.

Targeting General Religious Keywords

The Church has done a great job of targeting search keywords or phrases specific to our religion. However, for keywords that are broadly used by many religions, the Church has great opportunity for growth. (See graphic on right.)

Keywords	Total Worldwide Searches	Church Website Views from Keyword
God	24.9 Million	175
Jesus	16.6 Million	533
Soul	16.1 Million	4
heaven	9.1 Million	113
Gospel	6.1 Million	98

Using "White Hat" Tactics to Tune Church Websites

There are two types of tactics that will optimize websites for search engines. "White hat" tactics use legitimate methods that assist search engines in providing a good user experience. "Black hat" methods are deceptive and attempt to trick search engines, which frustrates searchers who are shown irrelevant search results. The Church uses only white hat tactics to tune our web sites.

Focusing on Reputation Management

The SEO team is working to crowd out negative web content about the Church that is out on the web, and push it off of the first page of search results for search phrases like "LDS" and "Mormon" in Google.

What is on the horizon for search engine optimization?

- Internationally, the SEO landscape is much less competitive. This gives the Church websites in those areas significant opportunity to rank high on search results.
- Other search engines (such as Bing and Blekko) and even social media sites are entering the search engine arena and attempting to knock Google out of its first-place position. They have succeeded in some countries. For example, Baidu holds the number one search engine position in China with a 74 percent market share.
- Mobile search, using smart phones and tablets to find information, is expected to outpace the use of search on computers within the next five years.

Where can I get help with search engine optimization?

For more information about SEO and assistance with optimizing Church websites, contact [redacted] at [redacted] or [redacted]@ldschurch.org.

Links to Additional Resources

(Hyperlinks available in electronic version)

- [General Conference Archive](#)
- [CES Firesides Archive](#)
- [First Presidency Christmas Devotional Archive](#)



What is live event streaming?

Live event streaming allows users to view live broadcasts or events in real-time over the Internet using computers and other Internet-connected devices as the event is happening.

What types of live events are streamed?

Many events are streamed live each year both nationally and internationally. Some of these events include:

- Government broadcasts (e.g., the State of the Union Address)
- Sporting events (e.g., the World Cup, the Olympics)
- National news

What Church events are streamed?

The Church has a wide range of broadcasts that have traditionally been available over the Church satellite system. In recent years, some of these broadcasts have also been made available as live video streams in up to five languages—English, Spanish, Portuguese, French, and ASL—and as live audio streams in up to 64 languages. These broadcasts are also made available after the event as archived video, or video-on-demand (VOD), on LDS.org.

Currently, the following broadcasts are streamed live to the public on LDS.org:

- General Conference
- General Relief Society Meeting
- General Young Women Meeting
- CES Firesides for Young Adults
- First Presidency Christmas Devotional
- Pioneer Day Memorial Concert

Internal department meetings are also often streamed live on the Church's employee [intranet](#).

As access to the Internet continues to increase around the world, the Church is working diligently to increase the number of live broadcasts and other Church media content that are available online, on multiple devices, in as many languages and countries as possible.

How does the Church stream live events?

Currently, the Church uses the Brightcove Online Video Platform (OVP) to stream live events on the Internet. Through the Brightcove OVP, the Church allows members access to its live broadcasts around the globe via a worldwide content delivery network (CDN). As a live Church broadcast occurs, such as General Conference or a CES Fireside for young adults, the Brightcove OVP streams that broadcast in real-time on the Internet using its customizable player.

Brightcove also has the ability to adjust the resolution and quality of video playback based on the individual user's Internet connection speed. This means that users with a slower Internet connection need not wait long for live events to load or buffer. Brightcove enables both users with low-bandwidth connection and users with high-bandwidth connection to watch the same live event.



General Conference Live

Links to Additional Resources

(Hyperlinks available in electronic version)

- History of Mobile Broadband
- Telecommunications Comparison Chart
- Android OS
- iOS



What is a Mobile Device?

A mobile device is a small computing device designed for many applications, including phone and text communication, mobile Internet, calculator, wristwatch, game console, camera, data transfer, personal navigation, pager, and media player. Such broad functionality has long been the exclusive domain of desktop and laptop computers, but that is no longer the case. With the latest generation of mobile devices, consumers have a personal computer or PC in their pocket.

History

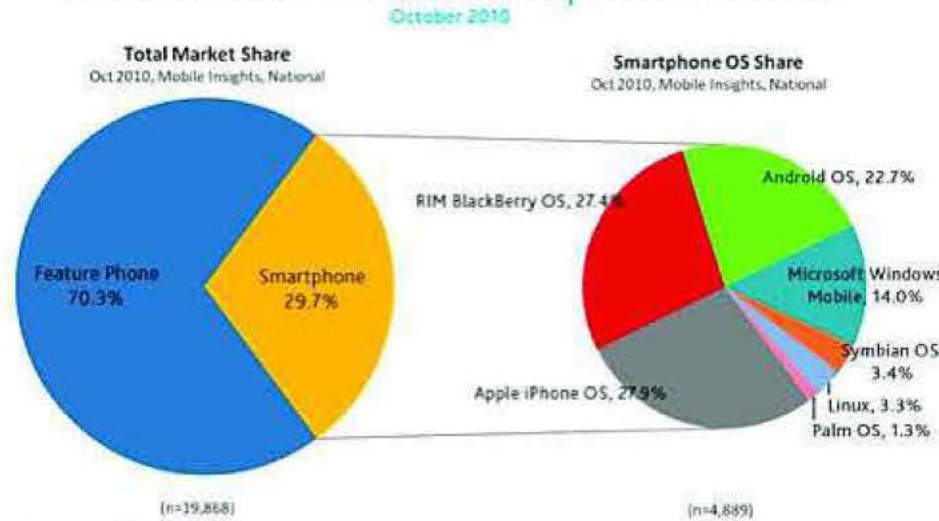
In 1983, Motorola released the first commercially available mobile phone called the DynaTac 8000x. By 1990, 12.4 million people worldwide had cellular phone subscriptions. Today, approximately 4.6 billion mobile phone subscriptions exist worldwide. A brief history of advances follows:

- 1970's-1980's—Wireless phones are introduced with analog voice only capability.
- 1991—Second generation mobile broadband (2G) brings digital voice capability and allows phones to be able to exchange text messages (SMS).
- 2004-2005—Third generation mobile broadband (3G) is introduced, which allows smartphones (iPhone, Android, Blackberry, or Windows Phone 7 phones) to access the Internet and use applications (apps), allowing video streaming and Internet browsing to become mobile.
- 2011—Four major mobile carriers (AT&T, Sprint, T-Mobile, and Verizon) announce fourth generation networks (4G), which will make download speeds 4-10 times faster.



The evolution of mobile devices can be summarized with three words: smaller, better, cheaper.

Total U.S. Market & Smartphone Market



Source: The Nielsen Company

Demographics

Although demographics vary by country, there is a substantial increase in the amount of mobile phone subscribers worldwide. Chris Schreck, a noted industry analyst, attributes this to two main factors: expanding Chinese and Indian markets and increasing affordability. The International Telecommunication Union says mobile subscriptions will continue to climb worldwide: "Even during an economic crisis, we have seen no drop in the demand for communications services," said the agency's Secretary-General Hamadoun Toure.

Within the United States, mobile phones are becoming ubiquitous. Pew Internet and American Life reports that 85% of Americans now own mobile phones; as of June 2010, 25% of households have replaced their landline for mobile phones. By most estimates, 30% of mobile phone users

Links to LDS Mobile Apps

- Android
- iOS
- BlackBerry
- Windows Mobile
- Palm OS



“Mobile phone usage has become the dominant form of communication in emerging markets, in some cases even overtaking TV.”

—eMarketer.com

within the United States own a smartphone instead of a “feature phone” (phones that do not have much functionality beyond making calls). This trend towards smartphones continues at an ever-accelerating clip, due in their part to the great breadth of features and content that smartphones offer, like Internet access, email, games, music, movies, and more.

Current Church Mobile Applications

Up to this point, the Church’s primary focus with mobile devices has been on application or “app” development. As of February 2011, there are four official Church-released apps:

- **Gospel Library:** Provides ready access to the standard works, recent General Conference addresses and videos, hymns, manuals, and many other Church curriculum materials. A new version due in March 2011 will include synchronization with the online, browser-based Gospel Library.
- **Mormon Channel:** Features audio and video content from the Mormon Channel. Audio content includes live and on-demand radio programs, scriptures, and magazines. Video series on the app include Mormon Messages, General Conference, and more.
- **LDS Tools:** This app provides a simple, but valuable, feature—access to a member’s own personal ward and stake directory on mobile devices. To use this app, you’ll need to input your LDS Account information.
- **Scripture Mastery:** This app helps members memorize key verses from the standard works through a variety of activities—quizzes, flashcards, and more.



Future Church Mobile Applications

Beyond the vital, foundational applications highlighted above, possible future applications worthy of exploration may include the following (further details on each will be provided in future Media Briefs):

- **Instructional games:** Create engaging teaching and learning experiences for a wide demographic of users.
- **Mobile kiosks:** Replace kiosks (interactive, touch-based computer displays) with iPod Touch devices loaned to patrons visiting Church historical sites and other visitor centers.
- **Interactive missionary discussions:** Engage and teach prospective members with a modern-day upgrade to the flip chart.
- **Non-linear narrative/video experiences:** Allow users to shape what they experience by choices they make in the interface.
- **Virtual Church visitor centers and historical tours:** Extend the visitor center experience to people around the world.

Texting and “Feature Phones”

As has been shown in this document, smartphones, and the accompanying apps created for them, are indeed high-growth and important areas for Church attention. Nevertheless, a fitting last word in this Media Brief would be to emphasize the importance of texting (sending text-based messages on mobile devices). Unlike the apps described above, texting works on every mobile device. Technologically speaking, it is the *lingua franca* that any saint, anywhere, can use. On the grassroots level, church members have used texting to great effect to remind people of Perpetual Education Fund (PEF) obligations, share prophetic quotes, communicate with youth, and provide other short messages. Look for further exploration of official Church use of texting in 2011.

Links to Additional Resources

(Hyperlinks available in electronic version)

- [Internet TV Media Brief](#)
- [eBooks Media Brief](#)
- [Media Brief Archive](#)
- [Engadget's favorite gadgets](#)
- [Next Big Thing video with expert panel from CNET](#)
- [Tablets at CES](#)



What is CES?

The Consumer Electronic Show (the other CES) is the largest technology show in the world. CES is primarily known for its cavernous show floors that make it the premier venue for showcasing new consumer products and services. This year over 140,000 people from around the world visited the three main show floors during the week-long conference. What is, perhaps, less visible is CES' excellent panel discussions; CES' panels gather some of the top content and technology executives in the world to discuss content and technology strategy and emerging trends.

Convergence and Three-Screen Syndication

Much of the focus this year was on "three-screen syndication" or "convergence"—simultaneously publishing content via television, computers, and mobile devices (phones and tablets). In the past, media devices worked autonomously when accessing content. New features allow for different devices to work in tandem with one another: Smartphones can control televisions; PCs synch with smartphones; and, Televisions can pull content from PCs. These and other examples signal that more and more devices will work together in a cohesive media ecosystem.

Over the next several years, the Church has a great opportunity to broadly syndicate our premium content to many devices. Not only will this extend the reach of our content to more users of our media, but it will also enable the Church to reinforce our media messages and content in new and creative ways, some of which have been highlighted in previous' media briefs. (See links on the left-side of this page.)

Smartphones

In 2011, it is expected that more and more consumers will upgrade their cellphones to smartphones, like the iPhone. Apple is clearly off to an early lead with the iPhone; as eMarketer puts it, "the iPhone remains the standard-bearer for the category—the outright leader in mindshare if not necessarily market share." This year Apple will find increasing competition from two sources:

- **Google:** Many of the smartphones featured at CES use Google's Android OS. These high-powered smartphones act very similar to computers, having the capacity to handle day-to-day tasks such as email, word documents, presentations, and Internet browsing. Some of these phones can even play HD video on a television via an integrated 1080p HDMI-out port.
- **Microsoft:** Microsoft is a bit behind in market share at this stage of the smartphone market, but is quickly making up ground. Like Google, perhaps Microsoft's greatest strength is its hardware partners; Windows Phone 7 is now available on phones from Samsung, HTC, Dell, and many other manufacturers. Windows Phone 7 devices are also by the major cellular networks. Beyond these strengths, Windows is also working to innovate and differentiate itself from competing mobile operating systems. One of Windows Phone 7's exclusive features is "live tiles"—a feature which allows users to customize their devices' default home screen with personalized information and alerts from email, Facebook, and other mobile apps and services.

Tablets

With the Apple iPad making a huge impact on the mobile market over the past six months, many computer manufacturers want to duplicate the same success. This year 80 new tablets debuted at the Consumer Electronics Show. With such diversity of prototypes and devices, it's clear that tablets are still evolving and finding their place among the mobile and PC market with which they share some features. Tablets have larger screens, greater storage, and faster processors than most smartphones, but are not quite as powerful as full-fledged PCs. Most tablets

“Television is finally picking up the traits of its more interesting brethren [tablets and gaming systems]...”

—Brian Cooley, CNET Editor



3D Television

feature a touchscreen, and use an app-based operating system such as Android OS, or in the singular case of the iPad, Apple’s “iOS” operating system. The Motorola Xoom and the BlackBerry PlayBook were two of the most popular tablets showcased at this year’s CES.

Tablets have many of the basic functions of a PC or smartphone—email, word processing, and Internet browsing apps. Other apps transform tablets into veritable multimedia tools with their ability to stream movies (the Netflix or Hulu apps) and edit video and images (iMovie and Photoshop Express). With an ever-growing apps catalog, and its convenient form-factor, tablets have developed a new and ever-increasing niche in the mobile market.



Motorola Xoom

Television

This year’s CES highlighted the continued evolution of the traditional television experience. As has been covered in greater depth in the “Internet TV” Media Brief, common television content providers—cable and satellite—are increasingly being replaced by Internet-powered software and hardware. Devices like the Roku, Apple TV, and Boxee—and even gaming platforms like the Xbox—which are connected to televisions, are making it easier to watch content whenever a viewers wants. At CES, numerous television manufacturers showcased upcoming televisions which take this a step further by integrating Internet connectivity within their TV sets. As consumers continue to embrace HD digital television broadcasts and hardware, such Internet-enabled televisions should be nearly ubiquitous in the next 1-3 years.

In addition to Internet connectivity, television manufacturers are also furthering their hardware with 3D. Sony, Panasonic, Samsung, and other companies each showcased their respective approaches with 3D. At this point, 3D televisions have several challenge to overcome: high cost (\$2,000 or more), the need to wear 3D glasses, and scant availability of content. Some of the leading manufacturers have tried to tackle the 3D glasses challenge, and unveiled prototypes for glasses-free 3D television sets at CES. It remains to be seen if the other challenges, along with a solid market for these devices, will develop in the next few years.

eBooks

eBook content, services, and devices were also present at CES, capping off a successful year for eBooks in 2010. The main service and device providers are increasing their competition; Amazon dropped the price of their “Kindle” reading device to \$139, thus driving similar price cuts from their competitors—Barnes & Noble, Sony, and Borders.

In addition to selling books on their respective devices, Amazon, Barnes & Noble and Borders each released mobile apps. Such apps essentially transform tablets or smartphones into eReader devices, enabling consumers to download their favorite books without the need to purchase a separate device. In many respects tablets and smartphones are becoming indispensable, all-purpose devices.

Links to Additional Resources

(Hyperlinks available in electronic version)

- [Social Casual Games \(Wikipedia\)](#)
- [Play-by-Mail Games \(Wikipedia\)](#)
- [Angry Birds Success](#)
- [Average Social Gamer](#)
- [Social Gaming Market](#)



What is Social Gaming?

Social gaming traces its roots back to “play-by-mail” games in the 1960s. These games enabled people to play competitive games like chess asynchronously via postal mail, and were replaced by email-based games in the late 1980s. Compared to its predecessors, today’s social gaming is markedly faster—thanks to the connectedness and portable nature of social networks and mobile devices.

Words With Friends, a popular social game played on Facebook and smartphones (iPhone, Android phones, etc.), exemplifies the unique qualities of the platform. Its gameplay is similar to Scrabble—players compete to form words with the letter tiles they are given—but, unlike a traditional board game, can be played asynchronously with participants in different locations. Once a player finishes their turn, their opponent will be sent a notification alerting them that it’s now their turn. A game can last minutes or days, depending on how regularly the players submit their words.

Another popular game, *FarmVille*, is a real-time farm simulation game available on Facebook or via Apple’s App Store. *FarmVille* utilizes one’s Facebook account, thus allowing friends to exchange virtual in-game items, post their farm’s progress, and engage in other social activities directly via Facebook.

Key Demographics and Monetization

Nearly 27% of online users in the U.S. will play at least one game on a social network this year. Social gaming seems to be appealing to much older demographics than traditional video games. Surprisingly, the average social game player is a 43-year-old female. The majority of social games are played more on Facebook than any other site with 83% of gamers at the social site.

One out of every five Americans over the age of six has played an online social game at least once according to NPD Research Firm. Overall, 60 million Americans have played one or more social games. Most games are available as free downloads. Many social games use in-game purchasing to allow users to buy virtual items. These in-game purchases are virtual goods that help accelerate the game’s progress. In *FarmVille*, users can purchase virtual money which can then be used to buy buildings, seed, animals, and other commodities to help build the player’s farm. In addition to all of these monetization approaches, some game companies use in-game advertising to generate revenue.

Facebook and Game Center

With its significant market share and effective social features, *Facebook* is an ideal platform for social gaming. Some of the most popular social games first began on *Facebook*. Nearly 50% of *Facebook* users log-in specifically to play games, and 53% of *Facebook* users play games.

Apple has focused social gaming on their iOS devices into a specific gaming app called *Game Center*. The *Game Center* app serves as a virtual scoreboard, complete with high scores and progress in one’s social games—all located in one app. It also has a built in address book containing one’s friends, making it easier to play anytime and anywhere. In addition to Apple’s *Game Center*, *Open Feint* and other competing services provide similar functionality. Like other default Apple apps, *Game Center* can not be removed from iOS devices.



Postcard for international correspondence chess

Links to Games

- FarmVille
- Words With Friends
- Angry Birds
- Sketch Online
- Game Center

Possible LDS Church Applications

Social gaming allows ideas and stories to be explored and shared with others. A few potential LDS Church applications include:

- Quorum or group goal-based achievement games
- Scripture chase or scripture memory games
- Historical simulations
- Non-linear narrative-driven games featuring Church historical locations and events
- Interactive book apps
- Augmented reality games—tying-in the electronic game with real-world content (scriptures, manuals, etc.) and activities (Mutual events or Sunday services).

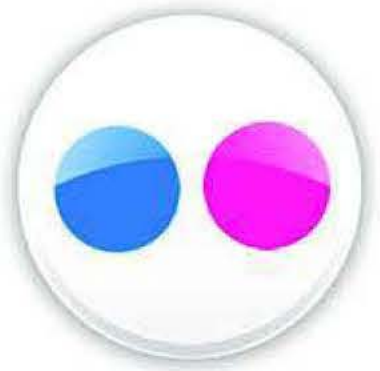
Popular Social Games

	FarmVille	Words With Friends	Angry Birds	Sketch Online
Game Genre	Simulation	Board Game	Arcade	Board Game
Platforms	Facebook, iPhone, iPad, MSN Games, online	iPhone, iPad	iPhone, iPad, Android	iPhone, Android
Users	57 million per month	1.6 million	50 million downloads	
				

Links to Additional Resources

(Hyperlinks available in electronic version)

- [LDS Call for Photos](#)
- [Flickr Creative Commons](#)
- [Flickr World Map](#)
- [Tour of Flickr](#)
- [Flickr App Garden](#)
- [Flickr Tools](#)
- [Flickr Blog](#)
- [Yahoo Acquisition](#)



flickr™

Origins of Flickr

Online photo-sharing services such as Photobucket, Picasa, and Flickr began appearing in 2003 and 2004. Flickr was originally created as a component of a larger platform called Game Neverending, launched in 2002. Users could interact with objects in the game, communicate with friends, and share photos. In 2004, creators Stewart Butterfield and Caterina Fake launched Flickr as an independent service. It's rapid growth attracted the attention of Yahoo, and in March 2005, Flickr accepted a buyout offer from Yahoo for \$35 million.

Competitors

There are many other online photo sharing platforms. Among Flickr's primary competitors are Photobucket and Facebook. While Facebook has many more photos than the other two services, the majority of its 30-50 billion photos are only viewable by the friends of the photographer. Facebook also doesn't allow users to search photos by keyword or location. Photobucket and Flickr offer many of the same services (uploading, viewing, tagging, commenting, searching, and adding friends). Photobucket has around 7 billion images in its archive and Flickr recently passed the 5 billion mark.

Copyright Issues

In many countries, a photograph is automatically copyrighted by the photographer as soon as it is taken. Any use of the photo by anyone except the photographer is a copyright infringement. Flickr allows photographers to donate their photos to Creative Commons so that others can use those works without asking for permission each time. Creative Commons offers several types of licenses that require users to provide attribution and use the photo only in products that are governed by the same licenses. Restrictions can also be placed on the photo that prevent commercial uses or derivative works of the photo. As of November 2010, approximately 150 million photos were donated to Creative Commons. For more information about Creative Commons see the second link on the left sidebar of this report.



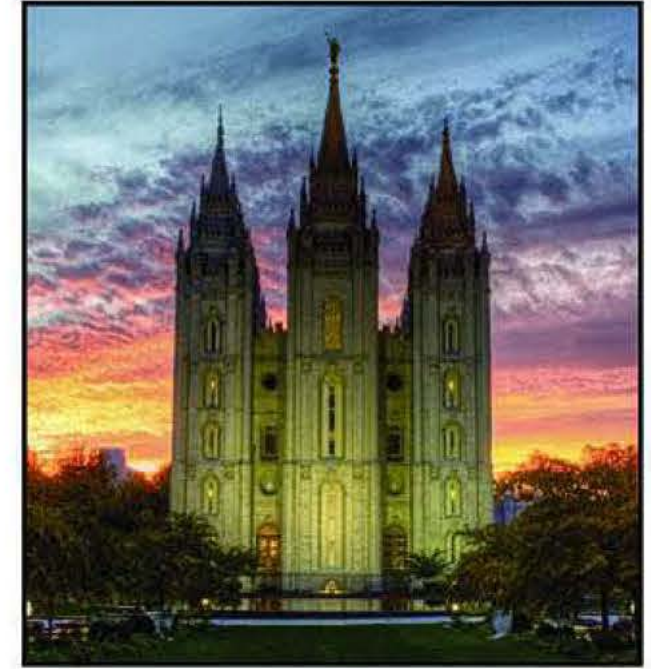
Contributed to the Flickr LDS Photos group.

Privacy

Similar to Facebook, each Flickr user has his or her own profile page. Some users choose to make their profile public so that anyone can view their photos and videos. Other users only allow their photos to be seen by their Flickr friends. Users can also adjust their privacy settings for tagging, commenting, notes, and content ratings. Like many other social networks, Flickr allows users to connect their Flickr profiles to their profiles on other networks such as Facebook, thus enabling their photos to be seen outside of the Flickr website.

“App Garden”

Developers can create third-party applications for Flickr that connect to a user's account allowing him or her to edit, arrange, view, and share photos beyond the basic services



Salt Lake City, Utah temple. Contributed to the Flickr LDS Photos group.

Links to Additional Resources

(Hyperlinks available in electronic version)

- Flickr Crunchbase
- Facebook Crunchbase
- Photobucket Crunchbase
- Facebook Upgrades Photos
- Flickr Facebook Integration
- NASA Flickr
- Library of Congress Flickr
- White House Flickr
- Flickr Getty Images Integration



provided by Yahoo. These third-party applications have been designed for both desktops and mobile devices. Flickr's "App Garden" is an online storage location for these third party apps. Users and developers can browse and download these applications for their devices. Some default software programs such as iPhoto for Mac computers have built-in integration with Flickr.

Noteworthy Collections

Flickr employees regularly gather their favorite photos from Flickr members around a particular theme or event such as yo-yos, first haircuts, the Gulf oil spill, the rescue of the Chilean miners, and other recent events. A new collection is posted every couple of days on Flickr's company blog. Several noteworthy organizations such as NASA, the Library of Congress, and the White House regularly add their photos to Flickr. Links to these photos can be found on the left sidebar of this report.

Geolocation

In early 2010, Flickr launched a new version of its website, giving users the ability to tag their photos with the locations where the photos were taken. Users of Flickr are now able to do global searches for photos. As of November 2010, over 120 million photos has been geotagged.

Flickr Statistics

In September 2010, Flickr received its 5 billionth photo. Flickr has been growing by about 1 billion photos *per year* for the past three years. Facebook, by comparison, processes approximately 2.5 billion photo uploads *per month*. Facebook currently has between 30 and 50 billion photos in its archive.

Official LDS Church Call for Photos on Flickr

During the summer of 2010, the Official LDS Church Call for Photos group was created on Flickr by Church employees from the Audiovisual Department to gather photos from members around the world. This Flickr group is part of a process that allows the Audiovisual Department to gather, moderate, and use these images in its products. Once photos have been approved by the Intellectual Property Office, Church employees and members are able to use these photos in their blogs, websites, and Sunday lessons. Photos have been submitted from members in countries such as England, Brazil, the Dominican Republic, and Hungary. Many photos of temples around the world are now being used on the new version of LDS.org. To date, around 4,100 images have been uploaded to the group, and about 3,000 have been cleared by the Intellectual Property Office for use in Church products. The Flickr group now has over 600 members. The most common keyword tags for the group's photos are temple, LDS, Mormon, and Utah church.



Madrid, Spain temple. Contributed to the Flickr LDS Photos group.

Photos contributed to the LDSPhotos group on Flickr.



Links to Additional Resources

(Hyperlinks available in electronic version)

- Apple TV
- Boxee
- Roku
- Google TV
- Logitech Revue
- Western Digital TV
- Playstation 3
- Netflix
- Hulu Plus



Internet TV/Over the Top Devices

Internet TV combines media streaming and web browsing. YouTube is the most popular video streaming site on the Internet, but is not the best source for premium video content. Major television networks like NBC and ABC have made their shows available online from their websites, but the media cannot be watched on a television. “Over-the-top” (OTT) or web-enabled television devices like Apple TV, Google TV, Roku, Boxee, and Playstation 3 bridge the gap between Internet browsing and the television viewing experience.

Content Types

There are many different methods for watching Internet content on a television, but there is no single device that meets every use case. Internet TV devices are designed with features for certain groups of users. Before making a purchase, buyers should first evaluate what type of content they would like to watch, how much they are willing to pay for it, and what other devices they already have. See table below.

Netflix is the most popular place for accessing feature-length videos without commercials. This service is available on most web-enabled devices. Subscribers to Netflix can also order an unlimited number of DVDs by mail. Hulu Plus is the best service for watching new television shows. It is supported by NBC, ABC, Fox, and other networks. Short 30-60 second commercials are inserted into each video on Hulu Plus. Podcasts downloaded through iTunes are also an important source of Internet content. Many online media news groups use podcasts as an inexpensive way to reach their audience without the added cost of broadcast airtime. Podcasts filmed in HD look crisp and clear on a television screen and do not compromise sound or video quality. Podcasts are available on most web-enabled devices.

The Church and Internet TV

The Mormon Channel is preparing to enter the Internet TV market. Currently, there is an unofficial Mormon Channel that members have set up for Boxee and Roku devices. This member community of programmers were recently asked to help the Church create official Mormon channels for Boxee, Roku, Google TV, and BluRay player devices. General Conference, Mormon Messages, Mormon Channel Radio, and CES Broadcasts will be among the first media series to be launched. Live streaming of General Conference and Mormon Channel Radio will also be available through these devices. If you would like to test these devices or want more information about them, please contact [redacted] [redacted]@ldschurch.org.

	Apple TV	Boxee Box	Logitech Revue + Google TV	Roku XDS	Western Digital TV Live Hub
Video Resolution	720p	1080p	1080p	1080p	1080p
Connections	Ethernet, HDMI, Optical,	AV Audio Out, Ethernet, HDMI, Optical	Ethernet, HDMI, Optical	Component, Composite, Ethernet, HDMI, Optical	Component, Composite, Ethernet, HDMI, Optical
USB Connections	None	2 USB	2 USB	1 USB	2 USB
Storage	None	1 SD/MMC	None	None	1 Terabyte Internal Hard Drive
Applications	No	Yes	Yes	No	No
Streaming Services	iTunes Store, Personal iTunes Library, Netflix, YouTube	Hulu Plus, Netflix, Pandora, Personal Computer Media	Amazon Video, CNBC, Netflix, Pandora, YouTube	Amazon Video, Netflix, Pandora, NHL, MLB, Podcasts	Blockbuster, Facebook, Netflix, Pandora, YouTube, Hard Drive
Base Model Cost	\$99	\$199	\$299	\$99	\$199

Links to Additional Resources

(Hyperlinks available in electronic version)

- Amazon Kindle
- Apple iPad
- Barnes & Noble Nook
- Borders Kobo
- Sony Reader Touch
- eReader Demographics
- Future of eBooks
- Business of eBooks
- Digital Public Library
- LDS Tech eBooks



eBooks

eBooks are digitized books that can be read on personal computers, PDA's, Apple mobile devices, and eReaders such as the Amazon Kindle. Because of the small size of eBook files, an eReader can hold thousands of books on one device. The Kindle can hold approximately 3,500 eBooks at one time on its 2 GB flash memory drive.

Growth of eBook Sales

Owners of eReaders are able to purchase and read books on their device without ever visiting a bookstore. The ease of purchasing novels directly from eReaders has led to a 193% increase in sales since 2009. Amazon recently announced that they are selling more electronic copies of their top bestsellers than their hardcover counterparts. This news is staggering because Amazon has been selling hardcover books for 15 years, and has only been selling eBooks for 35 months. In addition to purchasing eBooks through eReaders, owners of Apple or Android mobile devices can purchase and read eBooks with mobile applications. Amazon reports that one in five people who download eBooks from the Amazon eBook store do not own a Kindle device.

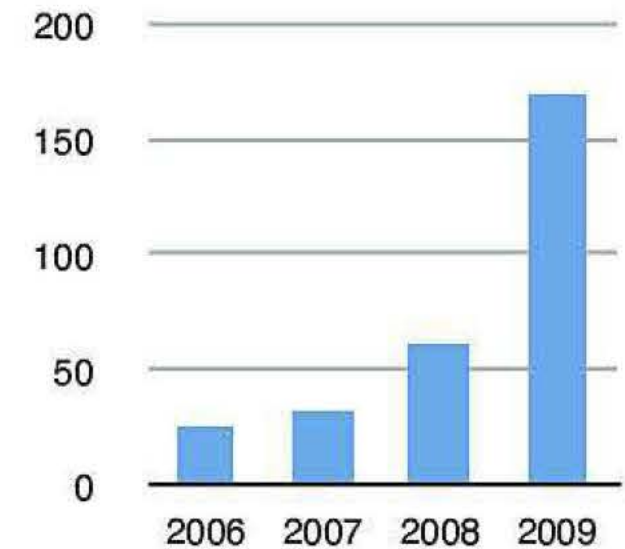
Apple iOS vs. eReaders

The primary difference between eReaders and Apple devices is their display technology. eReaders use electronic ink that does not need to be refreshed constantly like LCD touch screens. The use of electronic ink makes the battery life of an eReader significantly longer than an Apple device, but it prevents eReaders from showing rapidly changing images. Color electronic ink technology is still in the prototype stages.

LDS Church eBooks

The Church is currently investigating opportunities to make its content available through eBook publishing platforms. The Bible, The Book of Mormon, October 2010 general conference, and Gospel Principles are currently available for download from the LDS Tech website. Church content will be available in eBook stores like Amazon, iBookstore, and Barnes & Noble in 2011. If you would like to test any of these eReaders, please contact [redacted] in AVD Digital Media to schedule an appointment.

eBook Sales (\$ in millions)



Source: emarketer.com

	Amazon Kindle 3	Apple iPad	Barnes & Noble Color Nook	Borders Kobo	Sony Reader Touch
Screen Size	6"	11"	6"	6"	6"
Battery Life	3 weeks	10 hours	1.5 weeks	2 weeks	2 weeks
Internet	WiFi or 3G	WiFi or 3G	WiFi or 3G	WiFi	None
Electronic Ink	Yes	No	No	Yes	Yes
Unique Features	Largest eBook library	Color LCD touch screen	Color LCD touch screen	Preloaded classic eBooks	E-ink touch screen
File Formats	AZW, PDF, mp3, Doc	ePub, PDF, mp3, MS Office	ePub, PDF, mp3	ePub, PDF, Adobe DRM	ePub, PDF, mp3, Doc
Base Model Cost	\$139	\$499	\$249	\$139	\$179

foursquare

Gowalla

myTOWN

whrrl

Google

flickr

twitter

facebook

From GPS to Mobile to Foursquare

Global Positioning System (GPS)

The US military launched the first GPS satellite in 1978. The system was completed by 1995. Devices on the ground can determine their location by bouncing a radio signal off of the satellite system. There are currently 30 GPS satellites hovering around the globe. Mainstream GPS consumer devices became available in the early 2000s. Geocaching became popular with the spread of these devices. Geocaching is a game of hiding items in different locations to be found by others using GPS devices. To date, over 1,000,000 geocaches have been planted across the world.



Mobile Geolocation

In addition to traditional GPS technology, cell phone towers help geolocation platforms detect the user's location. Mobile carriers have cell phone towers scattered across the globe. When the mobile device owner makes a call or connects to the Internet, metadata is attached to the request indicating which tower was used. This data provides an approximate location of the user within a given distance depending on the strength of that tower.



Incentives for Using Geolocation

- Small business owners can offer promotions to nearby users of geolocation based services.
- Users of apps gain badges, titles, and access to societies within the gaming interface.
- Users are offered promotions from small business owners.
- Third parties can integrate other advertisements into apps.

New Players

Foursquare

- Launched in March 2009
- Integration with Twitter and Facebook status updates
- Users acquire virtual "mayorships" and badges
- The search engine Bing added Foursquare results to its maps
- In November 2010, Foursquare reached 4 million users
- Growing 10 times faster than Gowalla

Gowalla

- Founded in 2007, launched in 2009
- Upload images of locations to the platform
- Create "trips" that link multiple locations together
- Users drop virtual items at locations for other users (modified version of geocaching)
- In November 2010, Gowalla had about 600,000 users

MyTown

- Primarily a game-based geolocation application
- Players receive virtual currency for check-ins. Earnings are used to buy and upgrade virtual properties that correspond with locations in the real world. Properties earn rent from visiting players (a mobile adaptation of Monopoly).
- In November 2010, MyTown passed 3.5 million users

Whrrl

- Users are rewarded for check-ins with points that allow them to join and rise in societies
- Users receive additional points for entering tips about their location
- Currently has over 400 societies
- Integrates with Facebook and Twitter status updates

Links to Additional Resources

- Retailers Reach Out on Cellphones
- How to Survive Geolocation's Looming Apocalypse
- Social Media ROI: Socialnomics
- Foursquare Is Five Times Larger Than Gowalla And Growing 75 Percent Faster Every Day
- McDonald's Will Use Facebook's Geolocation App
- Facebook Places Introduction Video



Familiar Faces

Google Latitude

- Full integration with Google Maps
- My Location automatically displays the mobile device user's location during searches

Flickr

- Platform originally launched in 2004, redesign featuring geolocation launched in 2010
- Over 125,000,000 geotagged images
- Search for images by location with an interactive map

Twitter

- Launched geolocation integration in March 2010
- Users can tag tweets with geolocation information

Facebook Places

- Facebook "Places" launched in August 2010
- User base is nearly 600 million as of November 2010
- Available on GPS-enabled mobile devices
- Users can check-in other friends that don't have mobile devices

Possible Church Applications of Geolocation Software

- Member-generated tours of Church history or scripture-related sites
- Real-time tracking of missionaries in the field
- Real-time monitoring of tweets for conversion related topics with geolocation tags
- Members can share testimonies tagged to specific locations/events (Sacred Grove, General Conference, etc.)
- Members can tag certain businesses that have promotions related to food storage

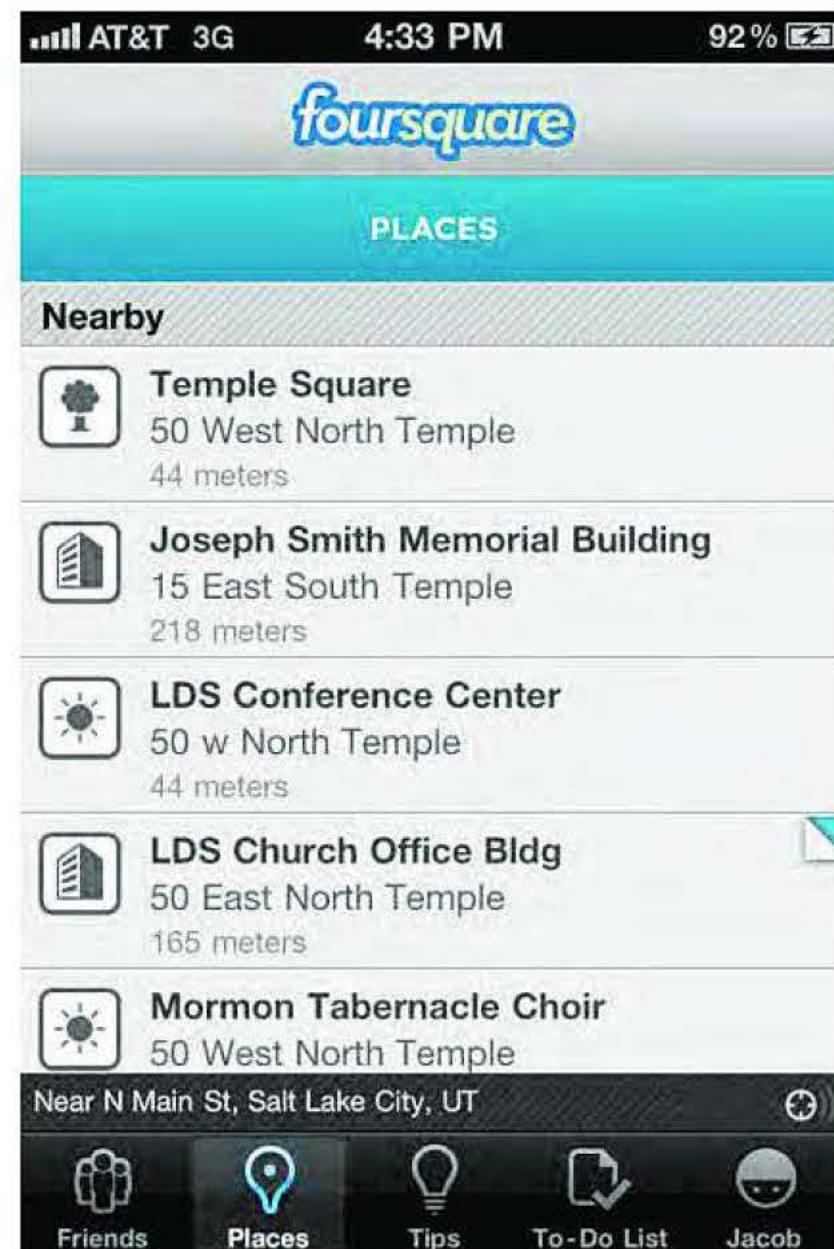
Concerns

- PleaseRobMe.com (no longer active), tried to raise awareness about privacy issue related to geolocation by aggregating tweets that indicated when users were not at home. The geolocation services have tried to prevent such occurrences by restricting access to only the user's friends.
- Facebook is facing a firestorm regarding its sharing of user data with third parties.
- Despite privacy concerns, society is becoming more comfortable with sharing personal information on the Internet.
- Twitter users use the platform to broadcast information. They are more willing to share.
- Privacy laws are different for each country. Global organizations like the Church will need to invest resources in meeting the standards of each nation.



"You can't just say it. You have to get the people to say it to each other."

– James Farley, CMO Ford



Official Church Twitter Accounts

- LDSNewsroom
- FamilySearch News
- Friend Magazine
- LDS General Conference
- Mormon Channel
- Mormon Messages
- LDS Tech



From Blogging to Microblogging to Twitter

Blogging

The first blogs were launched in the mid 1990s. The term “weblog” was coined in 1997, and was shortened to “blog” in 1999. Blogging became mainstream by the early 2000s. The most popular blogging services today are WordPress, TypePad, Squarespace, Blogger and MySpace. The most popular blogs are the HuffingtonPost (liberal politics), TMZ.com (entertainment gossip), Engadget (consumer electronics), Perez Hilton.com (entertainment gossip), and Gizmodo (consumer electronics). Many users access these blogs primarily via RSS feeds, in which the content is delivered to their RSS reader or email inbox.

Microblogging

The first microblogs appeared on the Internet in 2005. Microblogging is a shortened form of blogging in which users generally broadcast information rather than engage in conversations with readers. Many businesses use microblog teasers to point Internet traffic to their blog or website. Most microblogging services cap the number of characters that can be shared in any given post. The most popular microblogging services are Twitter, Pownce, Tumblr, Jaiku, and MySay. Many social networks integrate microblogging into their platform, most notably Facebook with its status updates.

Twitter

This microblogging platform was created in 2006. Users “tweet” messages of up to 140 characters at a time. Twitter currently has approximately 190 million members who tweet about 65 million times per day. During 2010, an average of 300,000 users joined Twitter each day. To compensate for this huge growth, Twitter recently began construction of a new data center in the Salt Lake City area. Most Twitter users interact with the Twitter platform with clients such as TweetDeck or HootSuite rather than directly through Twitter.com. According to a recent survey by the Church’s Research Information Division, 7% of Church members use Twitter.

Trending Topics

Twitter regularly monitors tweets to identify popular or “trending” topics. Trending topics are a good indication of what is currently popular, and often drives additional attention to the topic that is “trending.” Using a pound symbol or “hashtag” in a tweet is another way of adding metadata to Twitter content. Hashtag feeds can be searched and viewed in real-time on Twubs.com. The community-created topic “#ldsconf” is a top trending topic during the Sunday morning session of general conference.

Twitter Archive

On April 14, 2010, the Library of Congress announced that Twitter had given it a copy of its entire archive as a gift. The Library is interested in Twitter as an historical record of communication, news reporting, and social trends. Twitter has been an important source for minute-by-minute news updates from around the globe such as President Obama’s tweet about winning the 2008 election, and Iranian citizens’ tweets about violence during the 2009 election when their government jammed cell phone transmissions.



Links to Additional Resources

- <http://twitter.com/about>
- <http://en.wikipedia.org/wiki/Twitter>
- <http://mashable.com/2010/01/11/twitter-growth-stats/>
- <http://techcrunch.com/2010/06/23/twitter-international-growth/>



Twitter has been plagued by server crashes due to high volume. The "Fail Whale" (above) displays when the server is down.

Third-party Twitter Applications

- TweetDeck – client used for managing accounts on multiple social networks
- HootSuite – Twitter client for monitoring keywords, and scheduling tweets
- TweetStats – measures a users Twitter statistics including tweets per hour and replies
- Colourlovers – builds custom Twitter background images and patterns
- Hashtags.org – tracks Twitter hashtags in real-time

Reasons for Using Twitter

- Simplicity – Twitter is one of the easiest social networks to join and use.
- Mobility – About 4.7 million users access Twitter from a mobile device (30% of total).
- Networking – At about 30 million daily users, finding users with similar interests is easy.
- Length – Communication is succinct. All tweets are capped at 140 characters.
- News – Most major news outlets tweet daily about global events.
- Analysis – There are many free Twitter tools to help identify follower demographics.

Ideas for Church Use of Twitter

- Announce live and online events
- Promote Church websites and other products
- Share scripture passages and general conference talks
- Share succinct ideas about how to share the gospel, improve one's scripture study, etc.
- Use hashtags such as #family or #religion to share content with nonmembers
- Monitor hashtags such as #lds or #mormon to gather data on community interests
- Conduct quick surveys of followers' opinions
- Find social media influencers in specific areas of the world

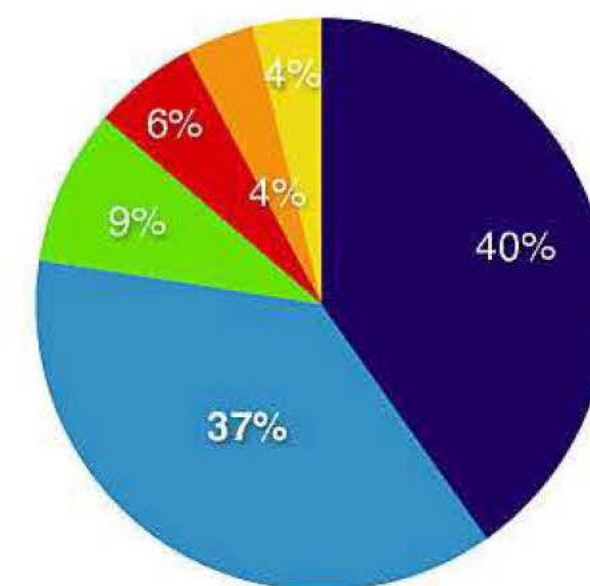
Top Ten Twitterers (Source: Twitaholic, 7/20/2010)

Name	Followers	Following	Tweets	Joined
Brittney Spears	5,362,363	416,296	422	07/2008
Ashton Kutcher	5,280,954	579	5,864	11/2008
Lady Gaga	5,006,756	149,299	437	12/2007
Ellen DeGeneres	4,862,472	35,477	2,433	05/2008
Barack Obama	4,591,564	720,231	816	10/2006
Kim Kardashian	4,115,925	111	4,659	01/2009
Oprah Winfrey	3,817,661	19	118	11/2008
Justin Bieber	3,797,728	74,341	4,244	01/2009
Taylor Swift	3,633,962	45	734	09/2008
John Mayer	3,419,456	86	3,228	11/2008

Religious Twitter Feeds (Source: Twitter, 7/20/2010)

Name	Followers	Following	Tweets	Joined
Friend Magazine	24	5	24	03/2010
LDSTech	466	28	320	03/2010
Mormon Channel	2,085	2	200	03/2009
FamilySearch	377	0	4	02/2009
MormonMessages	1,998	9	42	12/2008
LDSTech	1,404	356	270	02/2009
LDSNewsroom	4,589	224	503	08/2007
Vatican News	3,787	0	420	02/2010
MethodistMedia	548	424	1,084	05/2009
NationalCathedral	534	88	473	05/2009

Content of Twitter Tweets



- Pointless babble
- Conversational
- Pass-along value
- Self-promotion
- Spam
- News

Source: Kelly, Ryan, ed. (2009-08-12), "Twitter Study - August 2009" (PDF), Twitter Study Reveals Interesting Results About Usage, San Antonio, Texas: Pear Analytics.

Official Church Facebook Pages

- LDS Church
- LDS Newsroom
- Mormon Messages
- Mormon Channel
- Ensign Magazine
- Liahona Magazine
- New Era Magazine
- Friend Magazine
- Church History Museum
- Church History Library
- Family History Library
- FamilySearch Indexing
- LDS Seminary
- LDS Institute



Brief History of Social Networks

Only four years after the launch of the World Wide Web in 1990, the first generation of social networking sites came online. Sites such as Theglobe.com, Geocities, and Tripod.com allowed users to establish their own web presence for free or at a small cost. Simple web publishing tools made creating pages on these websites more accessible to the mainstream Internet users. The stream of second generation social networking sites was led by Friendster in 2002. MySpace and LinkedIn were launched in 2003. Facebook was launched the following year in 2004. Countless other social networking sites have been created since then, but none have been able to match Facebook's success.

Facebook Origins

The original idea for Facebook stems from founder Mark Zuckerberg's experience in high school. At the beginning of each school year, the Exeter Face Book was distributed to the students as a way for them to get to know each other better. In February 2004, Zuckerberg created a similar online experience for his fellow classmates from his Harvard dorm room. Within two weeks, several other universities in the Boston area had requested their own version of Facebook. In September 2005, Facebook opened its doors to all high school students. The service became available to anyone with an email address in September 2006.

Growth

By the fall of 2007, Facebook was seeing an average of one million new users each week. Since then Facebook's growth has continued to increase, recently passing 500 million users on 7/21/2010. Approximately 400 million of these users have visited the site in the past 30 days. Half of active users access Facebook each day. Users spent a cumulative 700 billion minutes per month on Facebook. The impressive growth of Facebook has attracted the attention of several large internet entities. Zuckerberg has turned down several acquisition offers ranging from \$10 million from Friendster in 2004 to \$1 billion from Yahoo in 2006. The Wall Street Journal reported in March that Facebook's revenue for 2010 from advertising could be between \$1.2 to \$2 billion. It has doubled its revenue every year since 2007.



Mobile Usage

The number of smartphones in the United States is expected to pass the number of feature phones during Q3 of 2010 and the number of mobile Internet users is expected to pass desktop Internet users in 2013. Aware of this trend toward mobile devices, Facebook has developed a lightweight application for several mobile devices to allow Facebook users to access their accounts on the go. Facebook mobile is one of the most downloaded applications for mobile devices. Facebook recently announced on August 2010 that over 150 million people are actively using their accounts on their mobile devices.



Links to Additional Resources

- Facebook Statistics
- Facebook Timeline
- Facebook "Stories"
- Facebook Privacy Control
- LDS Media Talk - Summary of Social Media
- Privacy Issues
- Facebook Places
- Facebook Movie Trailer
- Facebook Like Button

The Facebook "Like" button can be embedded on any webpage. Clicking the like button shares a link to the page in the news feeds of each of your friends.



Mark Zuckerberg - Founder of Facebook

Geolocation

Geolocation is a growing trend in the evolution of the mobile Internet devices. Most new smartphones come equipped with GPS technology, allowing a users to announce their location to their friends through a variety of social networking sites such as Foursquare, Gowalla, Google Latitude, Flickr, Twitter. Facebook rolled out its own geolocation functionality, called *Places*, on 8/18/2010 to its mobile application users in the United States. Users can "check-in" at a location and post comments for others to see. Users can receive a notification when one of their friends checks in at a nearby location or review locations that their friends have checked into in the past. Facebook members can decide who can see their check-ins by adjusting their account privacy settings.

Privacy Issues

Facebook users upload and/or share on average of 90 pieces of content each month. As the number of users and user interactions increases so does the value of the information stored on the Facebook servers. Not only has Facebook proved to be vulnerable to security breaches, but the company itself has a policy of pushing its members to make their information public. The default setting on new products such as the new "Places" is often public. Users must manually make their interactions private in their account settings. Facebook has also changed its terms of service a few times without alerting users, or adequately explaining the repercussions of the change.

LDS Church Efforts

Facebook allows users to create "Pages" for businesses, organizations, and interest groups. While members have been creating pages for the LDS Church and associated topics (Mormons, Book of Mormon, Thomas S. Monson, etc.) for a few years now, the LDS Church did not have an official presence on Facebook until May 2008. Since then Facebook.com/LDS has grown to nearly 350,000 members. Other official pages have since been created for specific organizations, products and buildings. (See the sidebar on the first page of this report for the complete list.)

The LDS Church has found many ways to use the resources of Facebook to spread the message of the restoration, including:

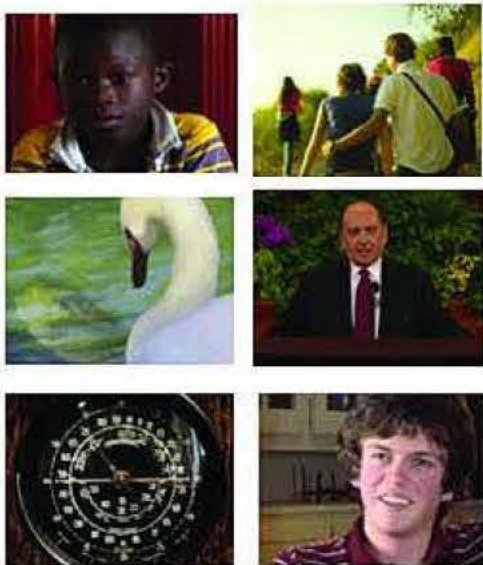
- Posting embedded videos from the YouTube Mormon Channel (Mormon Messages, Mormon.org videos, general conference)
- Sharing scripture passages and quotes from General Authorities
- Announcing news updates
- Broadcasting meeting reminders
- Pointing users to particular resources on Church websites
- Gathering user-generated ideas for upcoming Church products
- Providing building hours and exhibit details for Church libraries and museums

	Facebook	Facebook/LDS
Female	57%	61%
Male	43%	39%
13-17	17%	19.9%
18-24	8%	28%
25-34	14%	23.3%
35-44	20%	13.3%
45-54	26%	8.3%
55+	17%	5.9%
US Users	30%	80%
International	70%	20%

Statistics from Facebook.com and Pingdom.com

Official Church YouTube Channels

- Mormon Channel
- Mensajes Mormones
- LDS Public Affairs
- Mormon.org
- Mormon Messages for Youth



YouTube Origins

Prior to the launch of YouTube in February 2005, there were few ways for mainstream users to share video on the Internet. Former members of e-commerce giant PayPal, Steven Chen, Chad Hurley, and Jawed Karim set out to change this. The designer and two programmers launched the YouTube website to the public in November 2005. By July 2006, over 65,000 videos were being uploaded to YouTube per day and its videos were receiving 100 million views per day. The success of the Internet startup quickly caught the attention of Google. Only one year after going public, YouTube was purchased by Google for \$1.65 billion in November 2006.

Current Statistics

While anyone can watch videos on YouTube, uploading a video requires a YouTube account. Setting up an account requires the user to provide YouTube with a username, birthdate, zip code, and email address. YouTube users upload the equivalent of 24 hours of video to the YouTube servers each minute. Over 2 billion videos per day are being watched worldwide. The viewer male to female ratio is 50:50. Fifty percent of YouTube users visit the site at least once a week, and fifty percent of users share videos seen there with friends and family on a regular basis.

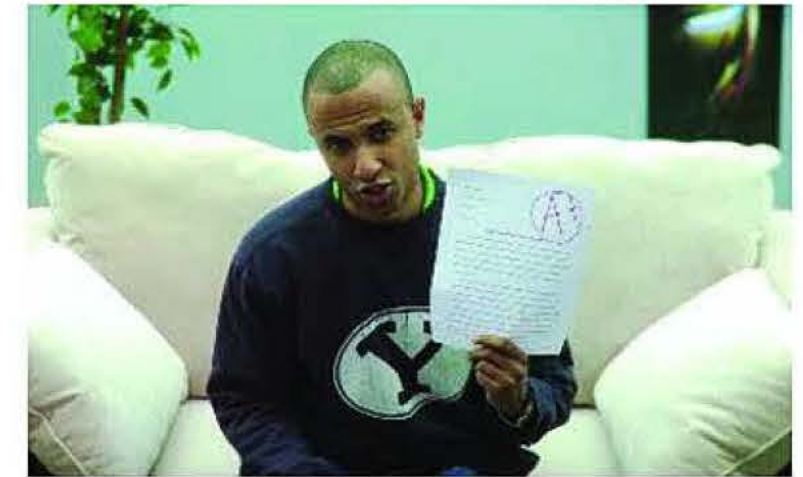
Recent Changes

YouTube has added many features since its launch in 2005. Here are a few:

- July 2010 - YouTube mobile launched with HTML5 support.
- July 2010 - YouTube Leanback launched. YouTube pushes videos to the user one after another based on past viewed videos.
- July 2010 - Maximum video length increased to 15 minutes. Longer length is available for select content providers.
- February 2010 - "Safety Mode" locks web browser so that some search terms are filtered and video comments are hidden.
- November 2009 - 1080p HD video support is added.



President Obama speaks in his weekly YouTube address to the nation.



BYU's Old Spice parody recently passed 2 million views.

Government Responses

There have been a mixed responses to YouTube from governments around the world. The United States government has embraced the use of YouTube. In 2007 CNN used YouTube to let average US citizens pose questions to the presidential candidates from both the Republican and Democratic parties. The "whitehouse" YouTube channel was launched on 1/20/2009. President Barack Obama posted the first of his weekly addresses to the channel on 1/24/2009. Other governments such as those of the People's Republic of China, Thailand, Turkey, Iran, and Pakistan have blocked YouTube to prevent their citizens from seeing videos with content that they deem offensive or sensitive. This includes footage of political riots or cartoon images of the prophet Muhammad. Users can circumvent these measures by setting up a virtual private network.

Links to Additional Resources

- YouTube Fact Sheet
- YouTube Five Years
- YouTube Wikipedia
- Viacom Lawsuit
- An Anthropological Introduction to YouTube

By 2007 YouTube was consuming as much bandwidth as the entire Internet in 2000.



Legal Battles

Since the launch of YouTube, users have been uploading videos that contain copyrighted content. The YouTube Terms of Service clearly asks users to avoid posting content with copyrighted material, but the company cannot prevent them from doing so. Because of the high volume of videos being uploaded, YouTube staff cannot check each file as it comes in. Viacom sued Google in 2007 for \$1 billion for damages related to copyright infringement. On 6/23/2010, YouTube announced on its official blog that the court has ruled against Viacom, dismissing the case. The court stated that YouTube had shown due diligence in removing copyrighted materials as determined by Digital Millennium Copyright Act (DMCA). Since the Viacom suit was filed, YouTube added Video ID software to its service to help prevent copyrighted material from being added to its database.

Competitors

While YouTube still maintains 43% of the market share for Internet videos, it does have several competitors, including Hulu, Netflix, and Vimeo. Emarketer research notes despite YouTube's commanding lead in users, Hulu delivers five times more ads to users than YouTube due to Hulu's emphasis on long-form content (30+ minutes) Hollywood content. Subsequently, YouTube has approached premium content providers to diversify their video catalog with long-form content.

Video	Type	Views
Justin Bieber - Baby	Music Video	253,013,695
Lady Gaga - Bad Romance	Music Video	248,408,518
Charlie Bit My Finger - Again!	Human Interest	211,569,698
Evolution of Dance	Comedy	147,756,029
Miley Cyrus - Party in the USA	Music Video	139,850,232
Pitbull - I know You Want Me	Music Video	132,599,959
Hahaha - Small Daring Boy	Human Interest	129,397,138
Miley Cyrus - 7 Things	Music Video	125,693,801
Lady Gaga - Just Dance	Music Video	117,336,205
Jeff Dunham - Achmed	Comedy	115,828,413

Top Ten YouTube Videos by View. Statistics from ReadWriteWeb.com.



Jawed Karim - Co-Founder of YouTube, Jawed talks about elephants in the first video posted to YouTube on 4/3/2005.

YouTube Five Year Channel

In May 2010, YouTube launched its FiveYear Channel. The channel features a custom timeline interface which spotlights many of the noteworthy videos that have been posted on YouTube over the past five years. The channel also has several video interviews with celebrities such as Katie Couric and Conan O'Brien in which they share their favorite videos from YouTube.

Mormon Channel YouTube

The Mormon Channel is the Church's official channel for media content on YouTube. Since its launch on August 7, 2008, videos on the channel have received a combined 13,800,000 views. In the Nonprofits and Activism category, The Mormon Channel is the 4th highest channel on YouTube in views, and third highest in subscribers. The Mormon Message, "My New Life," about the airplane crash survivor Stephanie Nielsen, has received over 530,000 views in only four months. Over 75% of the views of this video came from social media sites or embedded video players on members' blogs. On average, over 60% of Mormon Messages' views come directly from the YouTube channel.

Official Church Social Media Sites

(Hyperlinks available in electronic version)

- I'm a Mormon Profiles
- Facebook - LDS
- Facebook - Mormon.org
- YouTube - Mormon Channel
- Twitter - LDS Church
- Twitter - LDS Newsroom
- Twitter - Mormon Channel
- Flickr - Official Call for Church Photos
- Complete List of Official Church Websites



What is Social Media?

Social Media is media that can be easily shared through online platforms such as blogs, social networking sites (Facebook), and video sites (YouTube). The growth of these free services have made the creation and publishing process for social media much easier for mainstream users. Commenting and rating tools allow viewers to easily express their feedback to the creator of the media, and share this content with their friends.

Origins of Social Media

While it seems that Social Media has only been around for about the last five years, its roots stretch back to the early 1700s. Early newspaper printing presses deliberately used large margins so that readers could write their comments there. Because of scarcity and cost, readers would pass these used newspapers to their friends and family, who would in turn read them and add their own comments. During the 1950s, small groups of technophiles began hacking into corporate phone systems and leaving messages for each other to avoid the high costs of long distance calls. These discussions were carried over to the digital world in 1979 with the creation of online Bulletin Board Systems (BBS). These BBSs were hosted on personal computers and could only be accessed by one user at a time. CompuServe and Prodigy provided a corporate alternative to the BBSs during the 1980s and early 1990s that catered to the mainstream user. During the mid-1990s as the Internet became available to anyone with an account with an Internet Service Provider (ISP), instant messaging became a popular way of communicating with friends and family. Peer to peer (P2P) file sharing exploded with the launch of Napster in 1999 and Limewire shortly thereafter.

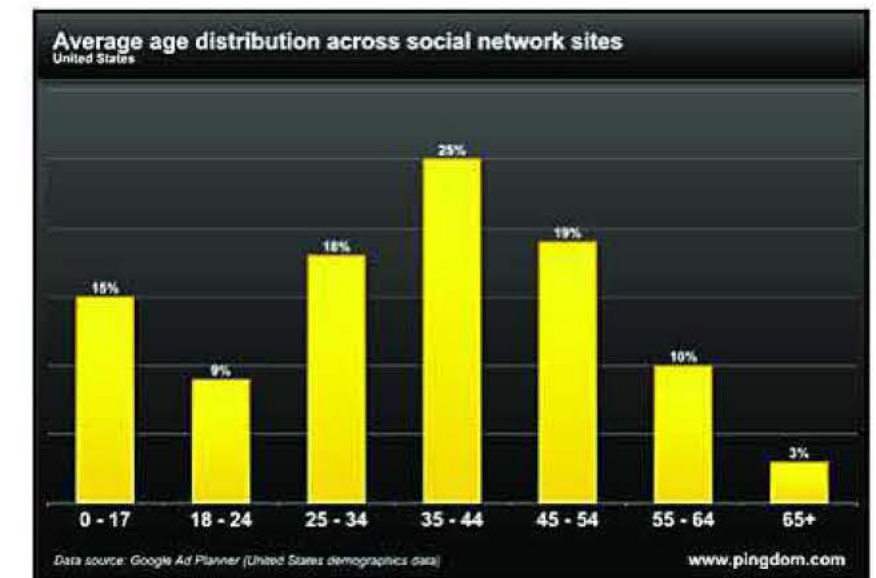
Social Media Becomes Mainstream

The current era of social networking websites, such as Twitter, YouTube, and Facebook began to materialize in the early 2000s. Blogging networks such as Live Journal and Blogger, which were both launched in 1999, helped to build an online community of mainstream users regularly contributing personal content. Short form blogs, called microblogs, began emerging around 2005. The most popular of these microblogs is Twitter, which was launched in 2006. YouTube was the first online platform that allowed users to upload easily shareable video content. Over 2 billion videos per day are now being watched on YouTube. The first network similar to Facebook was Friendster. It gained several million followers during 2002 and 2003. MySpace replaced Friendster as the dominant social platform between 2003 and 2006. Since its creation in 2004, Facebook has grown to be the largest social media network with around 550 million users. Over half of these users access their account each day.

Social Media Demographics

A recent report by Pingdom.com revealed some interesting data regarding social media demographics:

- Of all social media users, 3% are 65+. The next lowest group is 18-24 with 9%. The dominant age group for social media users is the 35-44 age group with 25%.
- The social network with the youngest average age was Bebo at 28.4. The average age for a social network user was 37.
- The average age of a Facebook user is 38 years old.
- The average age of a Twitter user is 39 years old.
- The average age of a LinkedIn user is 44 years old.



Links to Additional Resources

(Hyperlinks available in electronic version)

- What is Social Media?
- The Proto-Internet of 1704
- The History and Evolution of Social Media
- Growth in Social Media
- Social Media Demographics
- Crunch Base - Facebook
- Crunch Base - YouTube
- Crunch Base - Twitter
- Crunch Base - Flickr



Mormon Channel YouTube

The Mormon Channel is the Church's official channel for media content on YouTube. Since its launch on August 7, 2008, videos on the channel have received a combined 14,600,000 views. In YouTube's Nonprofits and Activism category, The Mormon Channel is the top ten for both views and subscribers. The Mormon Message, "My New Life," about an airplane crash survivor and blogger named Stephanie Nielsen, has received over 530,000 views in only four months. Over 75% of the views of this video came from social media sites or embedded video players on members' blogs. On average, over 60% of Mormon Messages' views come directly from the YouTube channel.

LDS Church on Facebook

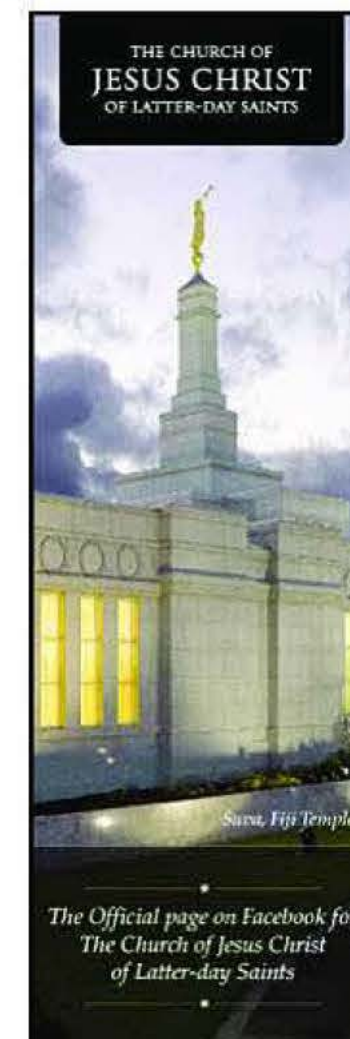
Facebook allows users to create "Pages" for businesses, organizations, and interest groups. While members have been creating pages for the LDS Church and associated topics (Mormons, Book of Mormon, Thomas S. Monson, etc.) for a few years now, the LDS Church did not have an official presence on Facebook until May 2008. Since then Facebook.com/LDS has grown to nearly 350,000 members. Other official pages have since been created for specific organizations, products and buildings.

LDS Church on Twitter

Over the past few years, a handful of Official Church Twitter accounts have been launched. A general account "LDSChurch" was launched during the summer of 2010. Other accounts include LDS Newsroom, Mormon Messages, Mormon Channel, and LDS General Conference. These accounts have been used to announce new products and events, conduct surveys, and share videos, quotes, scripture passages and links to other websites. LDS Newsroom has the largest reader base of the official accounts. As of September 2010, LDS Newsroom had 5,300 followers.

Official Call for Photos on Flickr

During the summer of 2010, the LDS Photos group was created on Flickr by Church employees from the Audiovisual Department to gather photos from members around the world. This library of images now serves as a supplement to the Church Media Library (Telescope) to be used in magazines, brochures, posters, videos, etc. Members of the Flickr group can also use these photos in their blogs, websites, Sunday lessons, etc. Photos have been submitted from members in countries such as England, Brazil, the Dominican Republic and Hungary. Many photos of temples in these remote parts of the world are now being used on the new version of LDS.org. To date, around 3000 images have been uploaded to the group, and approved, and about 1750 cleared by the Intellectual Property Office for use in Church products.



Photos contributed to the LDSPhotos group on Flickr.

