



71258 - China
Project Fact Sheet 2022

Digital Scripture for China's Millions

Overview

This project seeks to provide Bible and Christian resources in a digital format to over 996 million internet users in China.* The goal is to create a digital community

to support and encourage the reading, engaging with and sharing the Bible on mobile devices and via their social networks.

The Need

China is the most populous nation on earth, with over 1.41 billion people, comprising close to 20% of the world's population. Although millions have come to faith in the Lord, there are still about 1.3 billion Chinese who still do not know Christ. About 24% of the world's non-Christians live in China.

Out of the 996 million internet users in China, about 34% are below the age of 29, while an estimated 26% of elderly above 50 years old are keen internet users now. Internet speeds and improved data connectivity have also increased overall usage year by year. The average user spends 30.8 hours online weekly, an increase of 10% since 2018.

There has been a significant increase in hours spent online during the COVID-19 pandemic, which makes engagement and spiritual development through mobile and digital resources increasingly relevant for Christians in China. Digital engagement is also a way to support outreach efforts of the Church in China, with evangelism tools and discipleship content made accessible and available to all.

Project Goals

The goal of this project is to create a digital community to support and encourage the reading, engagement with and sharing of God's word via social networks on mobile devices. This project aims to see the millions of Chinese believers grow in faith with the availability of the Scriptures in a portable/mobile format.

The project includes the development of a Bible app that provides a great user experience, creating online communities to encourage Christians to read and engage with God's word and to assist Christians to share the gospel and God's word with others digitally.

In 2022, the project will seek to selectively include new content (devotionals and videos) to the Bible Moments App, and continue to improve the user experience, design, stability and speed of the App.

Due to the new regulations governing Internet religious content in China, UBS China Partnership is supporting the National Christian Church Council to continue to make available the Bible Moments App to Christians in China.

Impact

The impact of this project will be seen in the lives of those who subscribe to the Apps; as they read the Bible, they will be nurtured, transformed and strengthened.

The Bible Moments App was downloaded 110,491 times as of December 2021 (a 17% increase on Dec 2020), and is endorsed by the National Christian Church Council. The App impacts users by providing access to Scripture and resources including reading plans and devotionals.

Testimonies

"This is the best Bible app I've ever used. Thank God. Thanks to the developer. "
- Kekehaowan 123

"Praise God! We are very thankful for your platform which allows brothers and sisters in Christ to listen to the word of God seriously. It really helps me to draw closer to God and I thank you from the bottom of my heart."
- Mary

Prayer Needs

- Pray that it will remain possible to share sermons, videos and devotionals online.
- Pray for each Christian who uses the Bible App, that they may read and understand God's word more deeply, and be nurtured and transformed.
- Pray for the many Christians in China who do not have regular hours to read Bible at home, that they could use these online Bible resources in their daily travel times.
- Pray for each non-believer or seeker who will read the online devotions and testimonies, that their hearts will be opened to God.
- Pray for a smooth handover of the App to the National Christian Church Council, and for them to actively maintain and promote the Bible App among the Chinese believers.

*World Bank statistics, 2020