

# Gateway Church Leverages Ikonik's Broadcast Cloud to Engage their Viewers

## About Gateway Church

*Gateway Church is a Bible-based, evangelistic, Spirit-empowered church founded in 2000 by Pastor Robert Morris. Today we meet as one church in many locations with more than 100,000 people attending each weekend.*

## Gateway's Objectives

Gateway Church has long been a leader in live video and post production, but in the wake of the COVID-19 pandemic it became clear their previous video strategy made discoverability of age- and ministry-specific content very difficult. Organizing and featuring content within their video applications was also difficult and costly. Moving to an online-only audience for a season also brought the importance and integrity of robust analytics to the forefront for the church's leadership.

The desire was not simply to grow a viewer base, but for each viewer interaction to draw people more deeply into meaningful relationships and community, with opportunities to **connect, grow, and serve**.

As a result, the multi-site church was seeking to overhaul its end viewer experience toward one more aligned with those found on leading streaming platforms. With an increasing global reach, efficiently scalable localization was also critical. Finally, access to in-depth analytics was critical for church leadership and digital teams to integrate into their dashboards for overall ministry KPIs.

## A Partnership with Ikonik

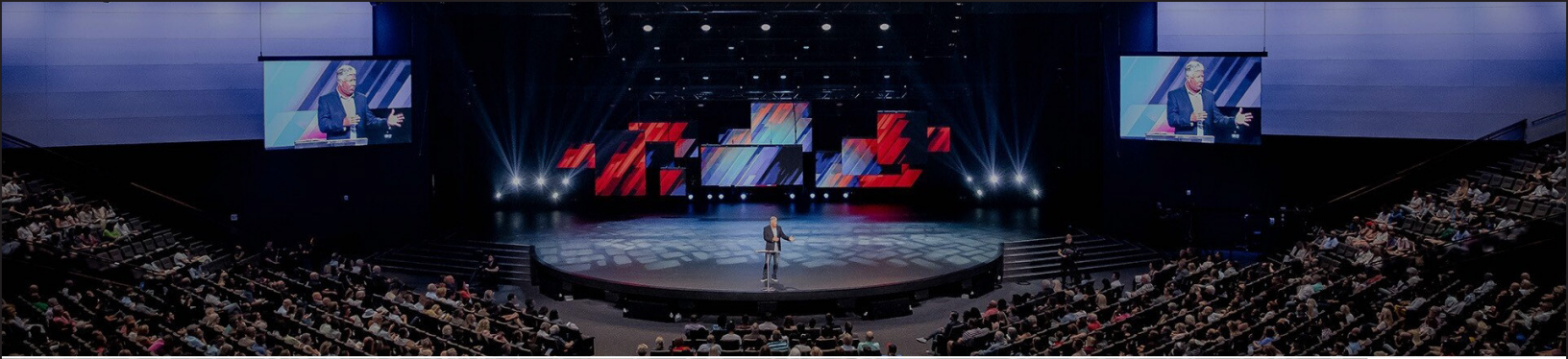
Gateway Church engaged Ikonik in 2020 to revitalize their video applications & understand how recent changes in the video streaming and OTT industry could contribute to their vision. Ikonik's flagship product, Broadcast Cloud, was selected to drive dynamic content across their web properties and custom applications, making content more discoverable, accessible, and user-aware.

***"It just feels so easy.  
It's just such an easy product to use."***

**Tia Bowen**

*Executive Director of Digital Strategy at Gateway Church*

Broadcast Cloud delivers a powerfully intuitive and efficient content management and distribution workflow, giving content owners unprecedented flexibility to make immediate changes to their content organization and application layouts. The look, feel, and well-crafted capabilities of Ikonik's Broadcast Cloud have transformed the experience for both church-goers and Gateway Church's digital and content teams.



## Results That Speak Volumes



### Reach

Gateway Church leverages Ikonik's Broadcast Cloud & Video Apps Engine to reach hundreds of thousands of viewers.



### Control

The Gateway Church team can easily make app changes on the back-end without requiring any new development work.



### Engagement

Ikonik & Gateway Church collaborate to find new ways to serve viewers personalized content experiences.



### Localization

Ikonik offers optimized caption and multilingual audio workflows, translating subtitles into over 40 languages.

## Get in Touch with the Ikonik Team

Discover how our video solutions can help you engage your viewers and contribute to your success.

LET'S TALK

***Working with Ikonik feels like a partnership instead of a vendor relationship. Matt is like an extension of our team, and he goes above and beyond our expectations, providing his strategic guidance at every step.***

**Tia Bowen**

*Executive Director of Digital Strategy at Gateway Church*