Energetic, Inspired and Uplifting
• Award-winning originals
• Contemporary network packaging
• Multi-denominational and multi-cultural
• Fresh faces and new talent
• Relevant television for the entire family
• Prominent ministries from the US and around the globe
• More live remote coverage of major Christian events than any other network
• Available via on-air, podcast, live web streaming, mobile, and video on demand

#1 in faith-based television networks among ages 25 to 54
• Catering to an audience that is young and media savvy
• A progressive and innovative approach to faith-based television
• Globally-minded
• Emphasis on technology
• On-air and online, the Daystar look, brand and message is energetic and uplifting

Still the Fastest growing faith-based television network in the world
• Fastest growing faith-based television network in the world
• Broadcast to over 104 million homes in the United States and over 600 million homes worldwide.
• 100+ TV stations with 21 stations in the top 30 TV markets
• Carriage nationally on most major and secondary cable systems, DirecTV, Dish Network, Verizon, and ATT U Verse.
• Available in over 200 countries around the world
• First Christian Television Network to broadcast 24/7 into virtually every home in the Nation of Israel
• Daystar is the first Christian TV network to own a building and property for a TV facility at Mount Zion in Jerusalem, Israel

Standard of Excellence and Passion for Ministry
• Lead by Marcus and Joni Lamb
• Known for authenticity and integrity
• State of the art facilities and resources
• Professional and ministry minded staff and support team

Strategic Approach
Today’s faith-based viewing audience is young, diverse and media savvy. Inclusive and unique, Daystar is committed to meeting the needs of a diverse audience.
• With an innovative approach, Daystar Television Network is ahead of the curve; replacing the methodologies of the past with a diverse and dynamic paradigm for faith-based television.
• Daystar pushes the boundaries of traditional Christian television to deliver a brand, look and entire experience to match our target audience – fresh and progressive.
• Globally-minded with an emphasis on technology, Daystar can effectively reach and retain our target audience (A 25-54).
• Today’s viewer is able to experience Daystar through every modern means of media outreach: on-air, podcast, live web stream, live mobile phone viewing, Internet streaming, and video on demand via daystar.com.
• Daystar’s reputation for consistency and excellence allows for growth and expansion without alienating traditional viewers.