

Bhutanese-Nepali Christian Media Ministries – 2015/16 Global Impact

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Abstract

Because the global Nepali-speaking population consists of approximately 42,000,000 people distributed around the world¹, electronic media are an important set of tools for distributing Christian resources to Nepali-speaking people globally. Within the country of Nepal, only 375,699 of the 26,494,504 people living there in 2011 were Christians (1.42%)². Christians make up varying percentages of Nepali-speaking populations in other countries. However, statistics on Christianity within the Nepali-speaking populations of these countries is not generally available.

In addition to being tools for distributing Christian resources to Nepali-speaking people, the statistics from the use of these electronic media resources can be used to gain insights into the global distribution of Nepali-speaking Christians. The current study includes statistics from a YouTube channel (<https://www.youtube.com/user/DanielSBrogan>) and a song lyrics website (<http://nepalichristiansongs.com/>) used by this population. Several confounding factors contribute biases to the results shown here. These include 1) regional awareness of the resources, 2) regional availability of the resources and 3) regional availability of electronic media access.

Additionally, a song lyrics website in the Bhutanese (Dzongkha) language (<http://www.bhutanesechristiansongs.com/>) has been launched early in 2016 with 23 songs so far in Tibetan script. Dzongkha has 171,080 native speakers as of 2013³. Less than 1% of Bhutan's total population of about 700,000 people are Christians⁴. Statistical data for this website will be included in future publications.

Media Resource: YouTube

<https://www.youtube.com/user/DanielSBrogan>

From July 2012 through June 2016, more than 400 Nepali-language Christian videos from the list of events below were added to the above YouTube channel. These videos represent a range of protestant Christian teaching, worship and talent/cultural programs. During 2015, these videos were viewed more than 281,000 times (Figures 2 & 3) for a total of more than 2.62 million minutes, and average daily views for the first 5 month of 2016 exceeded 900 views/day.

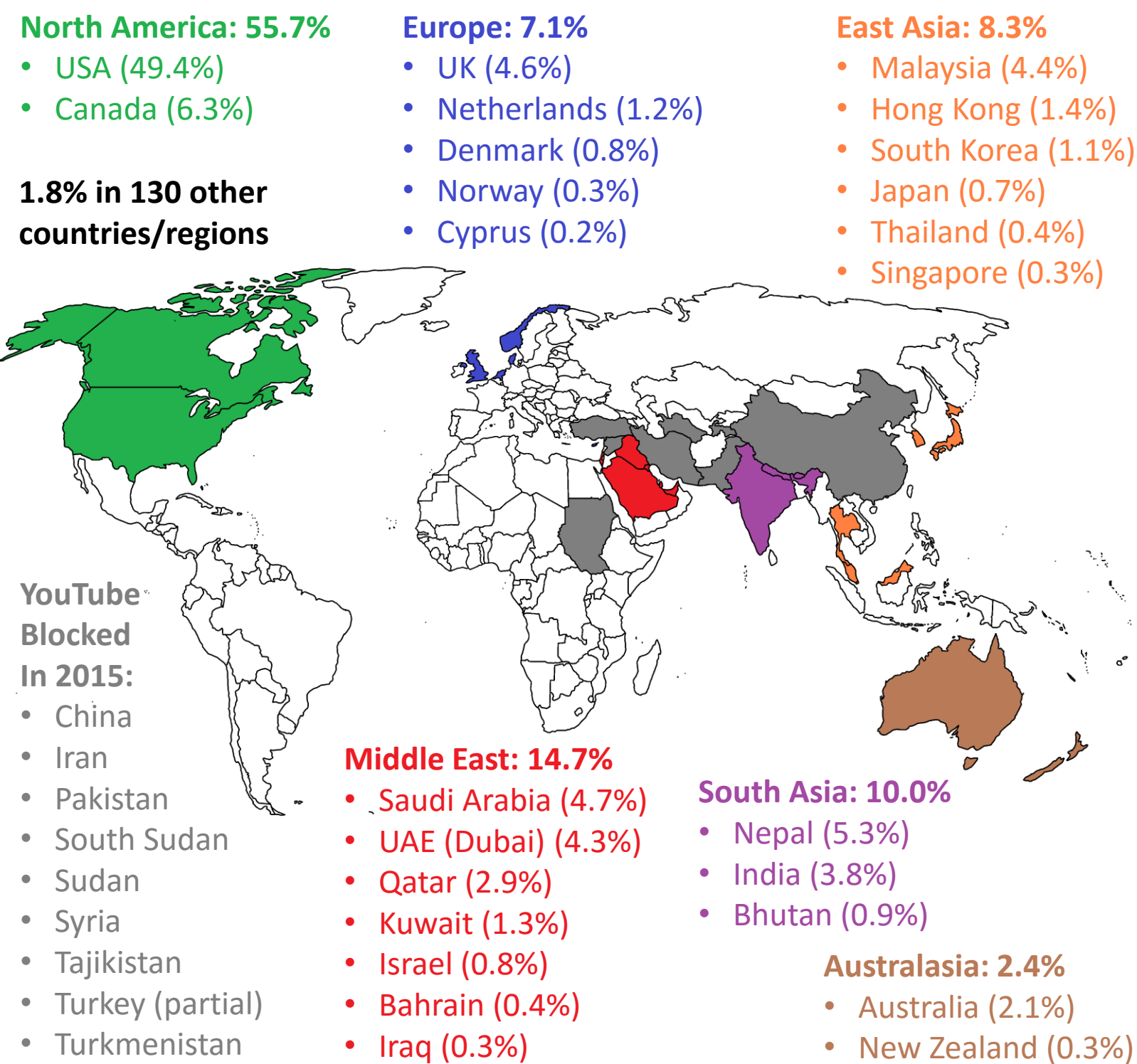
- 2nd Bhutanese/Nepali Christian Summit (BNCA): Phoenix, AZ, USA, 5-7 July 2012
- Nepali Christian Conference: Lancaster, PA, USA - 31 August, 2 September 2012
- 3rd Bhutanese/Nepali Christian Summit (BNCA): West Springfield, MA, USA, 4-6 July 2013
- Nepalese Christian Leadership Summit: Sterling, VA, USA, 4-5 October 2013
- BNCA Pastors/Leaders Meeting: Austin, TX, USA, 28-29 March 2014
- Regional Seminar with Rev. Dr. Mangal Man Maharjan: Lynchburg, VA, USA, 26 April 2014
- Global Nepali-speaking Christian Leadership Summit: Pembroke, NH, USA, 23-24 May 2014
- 4th Bhutanese/Nepali Christian Summit (BNCA): Sugar Land, TX, USA, 17-19 July 2014
- Harrisburg Evangelical Program with Jiwan "Joyti" Rai: Harrisburg, PA, USA, 19-20 August 2014
- 5th Nepali Speaking Christian Students & Professionals Conference: Oregonia, OH, USA, 29-31 Aug. 2014
- BNEC Harrisburg - 3rd Annual Anniversary Program: Harrisburg, PA, USA, 9-10 May 2015
- Deliverance Conference with Samuel Sengupta: Charlotte, NC, USA, 13 June 2015
- Nepali Church of Roanoke One Day Revival Conference: Roanoke, VA, USA, 27 June 2015
- 5th Bhutanese-Nepalese Christian Summit (BNCA): Bloomington, MN, USA, 9-11 July 2015*
- 5th National Revival Conference (BNNM): Pembroke, NH, USA, August 2015*
- Nepali Revival Youth Conference: Charlotte, NC, USA, 6-8 August 2015*
- Looking Unto Jesus Conference: Harrisburg, PA, USA, 3-5 September 2015*
- Blessing Generation Conference 2016: Concord, NH, USA, 30 April 2016
- 6th National General Revival Conference: Columbus (BNNM), OH, USA, 24-25 June 2016*
- Nepali Church of Roanoke Sermons: Roanoke, VA, USA, 2012-14
- Various other local programs

*Videos from these events are still in processing.



Figure 1. 5th Bhutanese-Nepalese Christian Summit in Bloomington, MN, USA

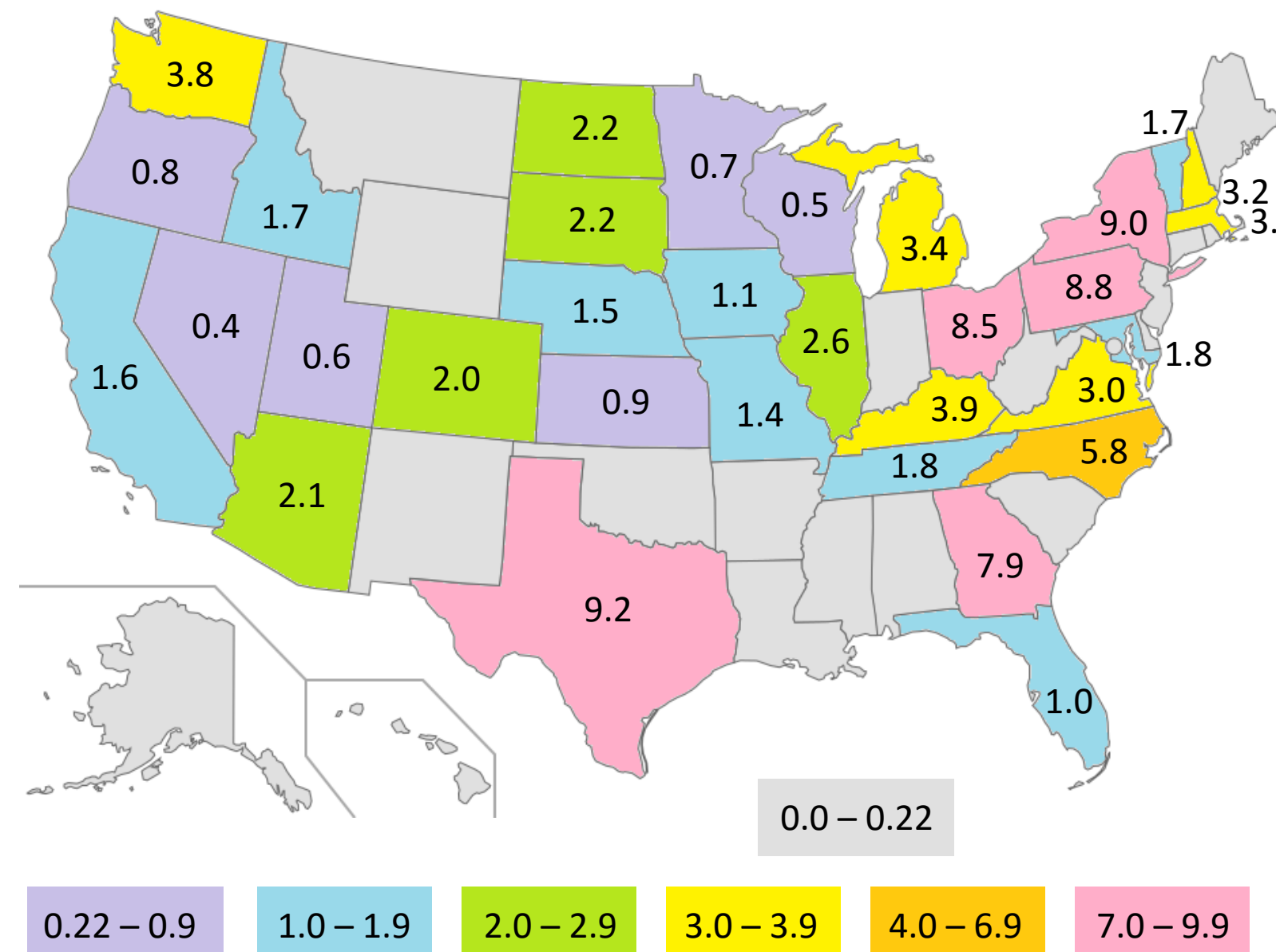
Figure 2. 2015 Global YouTube Views



Above map is a derivative work of https://upload.wikimedia.org/wikipedia/commons/7/76/The_World_map.png (Public Domain)

Figure 3. 2015 US YouTube Views

The map below indicates the percentage of 2015 US views in each US state. Each of the 18 unmarked states represents less than 0.22% of US views for a total of only 0.7% of views in these 18 states and Washington D.C., with the remaining 1.1% in an unknown US region.



Above map is a derivative work of https://upload.wikimedia.org/wikipedia/commons/archive/1/1a/20160327002230%21Blank_US_Map_%28states_only%29.svg (Public Domain)

Media Resource: Nepali Song Lyrics

<http://nepalichristiansongs.com/> (NCS)

This website provides an online alphabetized song book of more than 2000 Nepali and (a few) Hindi Christian Songs in Devanagari script. It includes the songs from the following published song books as well as other sources:

- ख्रीष्टीय भजन
- महिमाका गीतहरू (Songs of Glory)
- सियोन के गीत (Song of Zion)
- The Songs of Upasana (reprinted as स्तुति प्रशंसाका गीतहरू)
- स्वर्गीय धुन (Heavenly Melody)

This website can be used as a reference or as a portable song book for mobile devices. At this time, offline use is not yet available. According to Google Analytics, during the six month period from December 1, 2015 to May 31, 2016, this website received 12,479 user sessions consisting of 36,893 page views. Figure 4 shows that these sessions are focused on weekends (US Eastern Daylight/Savings Time).

Figure 4. Average User Sessions per Day of the Week (Dec. 1, 2015 - May 31, 2016)

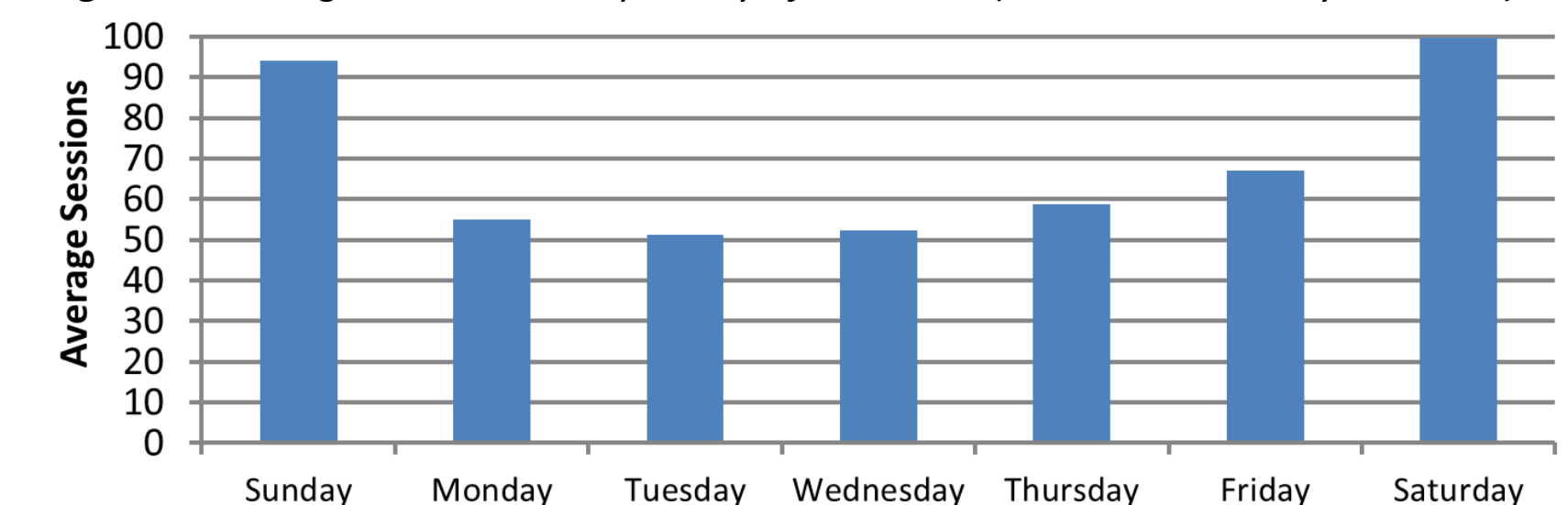


Table 1 shows the percentage of sessions by country. With the exceptions of Russia, Sudan and Kyrgyzstan, all of these countries appear in Figure 2. Sudan is on the YouTube block list. The large percent in Russia may be related to bots that repeatedly view sites. This was seen in another Google Analytics project.

Table 1. Percent of NCS User Sessions (Dec. 1, 2015 - May 31, 2016)

Country	%	Country	%	Country	%
United States	51.0	United Arab Emirates	1.9	Israel	0.7
Canada	14.6	United Kingdom	1.4	Bhutan	0.5
India	7.8	Malaysia	1.3	Thailand	0.4
Russia	4.9	Denmark	1.0	Kyrgyzstan	0.3
Nepal	3.5	Netherlands	0.9	Qatar	0.3
South Korea	2.4	Saudi Arabia	0.8	Bahrain	0.3
Australia	2.3	Sudan	0.8	Other	1.9

A partner site, <http://nepalichristiansongs.net/>, provides the lyrics for many of these songs in both Devanagari and Romanized scripts as well and audio recordings of some songs.

References

- 1) *Languages of Nepal: An Ethnologue Country Report*. 18th ed., 2015.
- 2) National Population and Housing Census 2011, Volume 1. Government of Nepal, National Planning Commission Secretariat, Central Bureau of Statistics, Kathmandu, Nepal, Nov. 2012, 278 pp.
- 3) *Languages of Bhutan: An Ethnologue Country Report*. 18th ed., 2015.
- 4) Bhutan. U. S. Department of State. <http://www.state.gov/documents/organization/171753.pdf>.