BOOKMARKING THE MOBILE BIBLE

WHAT IS A BOOKMARK?

Registered YouVersion users bookmark verses in their mobile Bible so they can refer to them later. They might be favorite verses, Scripture references, or something that stood out during their daily Bible reading.

HOW MANY?

Registered users of YouVersion have created 20 million bookmarks with the Bible App on their mobile device.

20 MILLION
TOTAL BOOKMARKS

AVERAGE BOOKMARKS

643
PER ***VERSE*** IN THE BIBLE

16,821
PER ***CHAPTER*** IN THE BIBLE

BOOKMARKING GROWTH

A ONE YEAR LOOK

SUNDAY MOST POPULAR DAY TO BOOKMARK

S M T W TH F S

JUNE — DECEMBER

JUNE 24, 2010 - DECEMBER 23, 2010

2010 | 2011

DECEMBER — JUNE

DECEMBER 24, 2010 - JUNE 23, 2011

*403% GROWTH PERCENTAGE

*3,223,060
TOTAL BOOKMARKS

*16,212,755
TOTAL BOOKMARKS

DECEMBER 23
17,612
BOOKMARKS PER DAY

12.23
BOOKMARKS PER MINUTE

JUNE 23
89,081
BOOKMARKS PER DAY

61.86
BOOKMARKS PER MINUTE

REGISTERED USERS

1,000,585
REGISTERED USERS WHO HAVE CREATED BOOKMARKS

20
AVERAGE NUMBER OF BOOKMARKS PER REGISTERED USER WHO HAS CREATED A BOOKMARK

BOOKMARK ADDICTION!

40,161
MOST BOOKMARKS FOR ONE REGISTERED USER

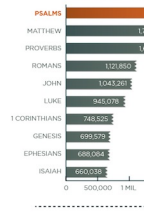
GREATER THAN >

31,000+
NUMBER OF VERSES IN THE BIBLE

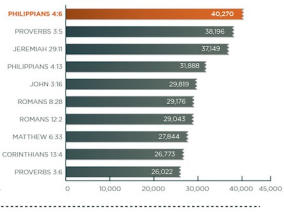
WHAT PEOPLE ARE BOOKMARKING

MOST BOOKMARKED

BOOKS



VERSES



TOP 100 VERSES: WHICH WORDS ARE MOST POPULAR?