



SAT-7 **ANNUAL** **REPORT**

2018





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OUR VISION

To see a growing Church in the Middle East and North Africa, confident in Christian faith and witness, serving the community, and contributing to the good of society and culture.

OUR MISSION

To provide the churches and Christians of the Middle East and North Africa an opportunity to witness to Jesus Christ through inspirational, informative, and educational television services.

Cover: Presenter Şemsa Deniz Tolunay on the set of SAT-7 TÜRK's program *Homemade*.

This page: Inside the production mini van of SAT-7 ARABIC while recording the Church Praises concert, in Cairo, Egypt, November 2018.



LETTERS FROM SAT-7 LEADERSHIP

Dear Friends of SAT-7,

The year 2018 marks an eventful year in the Middle East and North Africa (MENA), a region of about 500 million people speaking Arabic, Farsi, or Turkish.

I just returned from two weeks in the region, where I met many MENA Christians. They desired our prayers while expressing appreciation for SAT-7's Christian broadcast ministry available on their television sets. The value of this access to Biblical teaching and hope is something difficult to describe.

I want to pass along their plea for prayer to you, as well as their gratitude for the Christian programming your support makes possible. In most MENA countries, Christian materials, fellowship with other believers, and churches are not available, or are limited and controlled at best. SAT-7's daily Christian encouragement, discipleship, and expressions of love from the Body of Christ are incredibly important to the MENA Church and offer the means to share the Gospel with all other MENA people.

Thank you for your ongoing prayers and financial support of SAT-7's timely ministry in the Middle East and North Africa. We are grateful to God for your engagement.

For Middle East Hope,



Dr. Rex M. Rogers
President, SAT-7 USA



This year marked our twenty-second year of broadcasting God's love to the MENA through satellite television. Remarkably, the use of satellite television continues to increase in the MENA. It remains the only source of uncensored information in the region. We are bringing God's message of hope and love directly into the homes and lives of millions of people every day and supporting the Church in its witness to Jesus Christ.


We have seen amazing responses to our ministry in 2018, with viewers continuing to be drawn to our high-quality programming and engaging with us in increasing numbers. Over 900 people contact our viewer support teams every day.

In recognition that MENA viewing habits are gradually changing, all SAT-7's live programming, on all four channels, is now streamed to social media so viewers can tune in anytime, anywhere.

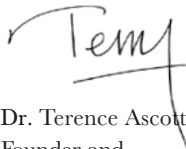
In 2018, it has also been a year of preparation for leadership change. As of April 2019, Rita became the new CEO and Terry began a new role as Founder and President. We very much value your prayers for us personally and for SAT-7 as we move into this new chapter of ministry to the peoples of the Middle East and North Africa.

Sincerely,




Rita El-Mounayer
CEO

Sincerely,



Dr. Terence Ascott
Founder and
President SAT-7
International



2018 OVERVIEW

In 2018, SAT-7 made some important decisions to ensure our 22-year old ministry continues to be relevant to our audience in the Middle East and North Africa (MENA).

A new five-year strategic plan (2018–2022) was launched highlighting our ongoing commitment to making high-quality, locally-produced programming, increasing content and picture quality

by moving to High Definition (HD), and preparing for a ‘television-on-demand’ future.

Despite the tumultuous state of the MENA, our vision and mission remain steadfast by the grace of God: To support the life, work and witness of the indigenous churches across the region; and ensure all in the region have the opportunity to hear the Gospel.

Olga Messios is welcomed as SAT-7's new Human Resources Director.



SAT-7 and associate ministry LFAN filmed the first on-the-ground footage in Raqqa, Syria since ISIS militants left. The documentary was broadcast on SAT-7.

10-year old Iranian viewer David, a regular viewer of SAT-7 PARS' children's programs, attends our NETWORK conference with his family and prays for SAT-7 from the stage.

Prayers are answered as Algerian churches reopen months after police closure.



March

May

January

April

June

SAT-7 TÜRK's documentary, *The Way Back Home*, wins numerous international awards at different film festivals.

IPSOS Audience Measurement Research shows an increase in audience engagement and 21 million viewers in total for SAT-7's Arabic-language channels, SAT-7 ARABIC and SAT-7 KIDS.

A year after the establishment of the Hong Kong committee, Rebekah Pine joins as a consultant to promote SAT-7's work in Asia.



Reinaldo Santos joins the SAT-7 family as the new Director of the Brazil support office.





Chief Operations Officer Andrew Hart leaves after eight years to become founding CEO of PAK7 – a new media ministry for people of Pakistan, modeled on SAT-7.



July



Turkey ends its state of emergency two years after the failed coup.

The SAT-7 Education and Development website (www.sat7education.org) launches to provide our supporters with information on SAT-7 social impact activities.

September



New social media project 'Tawla' is launched for Arabic speakers, creating an online community hub for education.

We say our farewells to Chief Financial Officer, Irén Frändä, after seven dedicated years of service.



October



SAT-7 ACADEMY moves from a 24/7 satellite TV channel and becomes a brand for SAT-7's educational and social development programming.

SAT-7 ARABIC broadcasts prayers for Egyptian pilgrimage bus victims.

November



Believers from all over the world unite for SAT-7's Week of Prayer: 'Faithful Witness in a Changing World'.



Chief Channels Officer, Rita El-Mounayer is confirmed as SAT-7's next CEO, taking over from SAT-7's founding CEO, Dr. Terence Ascott in April 2019. Dr. Ascott will continue to work with SAT-7 in a new role, as Founder and President.

December



Viewer phone calls from Turkish and Persian speakers increased by 200 percent in 2018!

2018

YEAR IN PICTURES



① SAT-7 PARS Executive Director Panayiotis Keenan stands with 10-year-old David, who journeyed across Turkey to the NETWORK 2018 conference to pray for the organization. David and his family watch SAT-7 daily. ② The SAT-7 TÜRK production crew were warmly welcomed by the Gagauzian community when filming in Moldova, October 2018. *The Cross and the Wolf* documentary is challenging the perception that Christianity is a foreign faith. "We want to show our Turkish audiences that Christianity isn't scary. There are roots in this part of the region that go way back," says Producer Bora Ta tan. ③ SAT-7 ARABIC's Christmas miracle – a production gifted by the crew through their hard work, extra time, and free services. ④ SAT-7 PARS introduces sign language on selected programming. ⑤ *Chato*, a program helping with children's emotional development in a healthy Christian way, is nominated for best children's program at the prestigious PRIX JEUNESSE INTERNATIONAL television awards in Germany, May 2018.



⑥ Praying in ruins – SAT-7 teamed up with Light for All Nations (LFAN) Ministries to record the first on-the-ground footage in Raqqa, Syria after ISIS militants left. The documentary *Al Raqqa: between Yesterday and Today* presents a message of peace and solidarity with Syrians. ⑦ The Cultural Heritage and Interactive Learning Development (CHILD) center in Lebanon closes after a successful year. One of the aims of the centre was to help measure the impact SAT-7's educational programing had on children who were watching. As the project came to a close, the results showed that the children had made significant progress in many areas. ⑧ Sally Kamil hosts one of Tawla's video series, providing advice for young mothers on parenting. Over 6,000 enrolled for the course! ⑨ IPSOS Audience Measurement Research showed that in countries such as Saudi Arabia and Algeria, hundreds of thousands identified themselves as regular SAT-7 viewers despite there being so few Christians in these countries. ⑩ Hundreds gather together to pray for the Egyptian pilgrimage bus victims, November 2018. SAT-7 was there to broadcast the event.

SAT-7 ARABIC

CHANNEL

UPDATE

INCREASED AWARENESS OF SAT-7 ARABIC

An IPSOS survey carried out between March and May 2018 showed an increase in audience awareness of SAT-7 ARABIC. The global market research firm undertook the research by telephone in nine Arab countries using a representative sample of over 22,400 adults.

Despite ceasing broadcasts on one satellite platform (Hotbird), overall channel awareness increased, with around 30 million having heard of the channel in the MENA region. Forty-two percent of viewers revealed they watch the channel at least once a week. The research showed that the ratio of men to women watching is relatively equal, and that almost 70 percent of viewers are under 30, reflecting the channel's popularity with young families.

REPRESENTING DIVERSE DENOMINATIONS

In 2018, SAT-7 ARABIC started broadcasting a Sunday Mass live from a Lebanese (Maronite) church in Brazil*. This joins the diverse collection of church services and programs covered by the channel from Lebanon, Egypt, Algeria, Syria, and Jordan.

As part of SAT-7's strategy to support Christians in the region, these church service broadcasts help to represent the diverse denominations of the MENA and promote unity between churches.

SOCIAL MEDIA PROJECT FOR PARENTS

SAT-7's new social media project 'Tawla' aims to impact a generation of young parents. The name – meaning 'table' in Arabic – is symbolic of the platform as a hub for community learning through sharing experiences.

Mamaland is a program series offered on both Tawla's Facebook page and website (www.tawla.me). *Mamaland* especially caters to mothers in the Arab World, featuring practical advice, quizzes, informative

newsletters, and a mobile app. Since its launch in September 2018, *Mamaland's* content has reached a staggering 19 million people with over 560,000 people commenting or sharing posts.

ENRICHING SOCIAL IMPACT PROGRAMING

As of November 2018, SAT-7's educational and social development programs for adult viewers switched from being scheduled on SAT-7 ACADEMY to SAT-7 ARABIC, since most of the educational channel's viewers were also watching SAT-7 ARABIC. This strategic decision strengthens the holistic nature of the SAT-7 ARABIC channel. With the switch, shows such as *The Coach*, *Keys to My Son*, and many acquired BBC programs, are now available to SAT-7 ARABIC's 16 million viewers.

RESPONDING TO THE NEEDS OF YOUTH

Produced in partnership with Lutheran Hour Ministries, *Power Bank* is a new program responding to the high numbers of Arabs in our youth audience, and the need for comedy programs. Airing since June 2018, the program presents a variety of sketches, music, and short interviews, exploring how faith can help us understand different life issues.

WOMEN FIND SELF-ACCEPTANCE

A new season of the live women's program Needle and New Thread continues to challenge social norms. In a self-acceptance campaign, presenters encouraged women not to be ashamed of their body or skin, not to be negatively affected by images they see in magazines, and not to change their appearance as in the picture to the right. They also urged women to believe that they can accomplish anything, regardless of their gender, appearance, or age.

*There are more Lebanese living in Brazil than in Lebanon.

Counselor and Presenter Dr. Ehab Maged on the set of *The Coach* preparing to film an episode.





- ① The young Presenters of new youth program *WiFi* pray together before filming. ② On the set of *I Build My Home Again*, a program for women and families that targets marriages at risk and advises how couples can revive their relationships according to the Word of God. ③ Presenters Reza Jafari and Niloufar Raisi on the set of *Signal*, a new weekly live show which discusses current events in Iran and shares inspiring testimonies from Persian believers around the world. ④ Presenters of weekly children's program *Golpand*, Mariam Rasouli and Amir Ahmadi, have fun with the popular animal characters on the new jungle-themed set. ⑤ Tajik musician and songwriter, Farangis Solieva Ölund, sings on the second season of Tajik music and testimony program *Our Salvation is in Him*.

SAT-7 PARS CHANNEL UPDATE

VIEWER ENGAGEMENT CONTINUES TO RISE

After viewer response doubled from 2016 to 2017, SAT-7 PARS continued to see an impressive rise in 2018, despite Iranian authorities banning the popular mobile messaging application Telegram. Viewers continued to engage with the channel by switching to other methods of contact, notably WhatsApp.

The Audience Relations team have developed strong connections with regular callers and are a valuable source of support for isolated believers. The channel recognizes the importance of this aspect of ministry – this year SAT-7 PARS invested in further training for all Audience Relations staff.

REACHING MORE AFGHANS

Following the launch of the channel on the Yahsat satellite in 2017, hundreds more viewers from Afghanistan started contacting SAT-7 PARS. The number of Afghan contacts continued to increase in 2018, with the channel receiving almost 400 calls and messages from Afghan viewers last year – compared to around 200 in 2017. To better serve these viewers, the channel's Audience Relations team recruited a Dari-speaking volunteer to engage with Afghans in their own dialect.

DEVELOPING TAJIK PROGRAMING

While SAT-7 PARS' main broadcasting language is Iranian Farsi, it also caters to speakers of the Dari and Tajik dialects of Persian. Following the first Tajik series in 2017, production of the music-filled testimony program *Our Salvation is in Him* was finished this year and a teaching series, *Foundations of Faith*, was recorded in 2018. The channel also developed a partnership with a studio in St. Petersburg for Tajik program production, as Tajiks can travel there relatively easily. Producing and broadcasting more Tajik programming remains

a priority for the channel, with at least two new productions planned for 2019.

USING SIGN LANGUAGE

To make Persian programming accessible to even more people, SAT-7 PARS supplemented sign language into several programs for the first time in 2018. *Crystal Death*, a documentary about people's struggles with addiction and the hope they found in Jesus, was the first to have sign language. The *Spiritual Mouthfuls* series, offering daily devotionals, also accommodates the needs of deaf people. Viewer feedback will be monitored in the following months to ensure audiences are benefitting from this new service.

SENDING A SIGNAL TO ISOLATED BELIEVERS

This year, a new weekly live show began broadcasting from the Limassol studio. *Signal* is a unique show for the channel, covering current events and news in Iran, history, psychology, and Bible teaching. The program also supports isolated believers in Iran by sharing inspiring viewer testimonies and encouraging viewers to engage by contacting the Audience Relations team.

NEW WEBSITE LAUNCHED

At the end of 2018, SAT-7 PARS launched its new, enhanced and improved website, www.sat7pars.org, which provides an extensive program library and free Christian resources. The site enables viewers to tune into live streams of programs and watch full series of popular programs on-demand.

This is a huge step forward for the channel – as audience viewing habits shift from scheduled to on-demand TV – and will enable many more Persian-speakers to access SAT-7 PARS' programming wherever and whenever they want.

SAT-7 TÜRK CHANNEL UPDATE

SHORT FILM RECEIVES NUMEROUS AWARDS

SAT-7 TÜRK's short film *The Way Back Home* received five awards at the Christian Film Festival held in Virginia, USA. Produced in Turkish, and a movie of elaborate metaphors, the short film has made an international impression. It was an official selection at eight other film festivals, from Poland to Greece!

NEW TECHNOLOGY IN THE STUDIOS

With only a small production team working at the Istanbul studios, the current level of live programming and scheduled recordings can be overwhelming. In 2018, four robotic cameras were installed to alleviate all cameramen from having to attend every production. This is a real answer to prayer.

MAKE A JOYFUL NOISE

For those leading worship in the growing number of Turkish speaking fellowships and churches, it is a challenge to find worship songs that have not been translated from other languages.

People can connect better with worship songs written in their mother tongue. In 2018, *Psalms* filled this vast gap for many Turkish viewers. First of its kind on SAT-7 TÜRK, each episode hosts several musicians led in song by Producer Can Yazırhoğlu. Between hymns, the presenters address different topics concerning worship such as: 'what is worship?', 'why do we worship?', and 'who do we worship?'

This unique program seeks to both educate viewers about true worship as well as give them praise songs in their own language and hopefully encourage new compositions.

MORE HANDS ON DECK

Many Turkish women still face discrimination and

oppression. In solidarity and support for all women living in Turkey, SAT-7 TÜRK has increased its number of women's programs available on the weekly schedule and online.

- *Homemade* airs every weekday morning, introducing its audience to successful Turkish professionals, whose stories encourage and empower women through activities in their daily lives.
- *Pleasant Chat* analyzes the challenges that women of the Bible have faced, compares their struggles with those confronting women today, and seeks to extract possible lessons from which viewers can learn.
- *One Kitchen, One Story* presents the diverse cultures and traditional recipes of Turkish and other ethnic women. As the presenter cooks alongside the guest, they share their testimonies and perspectives of what living as a Christian in Turkey is like today.

FIRST LIVE YOUTH PROGRAM

Broadcasts beginning in November 2018, *Turning Point* seeks to bring about change by providing a forum for young Christians to explore the role of their faith in their lives. Presented by young adults for young adults, *Turning Point* is the first Christian live youth program to be broadcast in Turkey. Reflecting Turkey's culture of talking and sharing over tea and coffee, the program aims to create a friendly and relaxed atmosphere. Viewers are encouraged to get involved in the different conversations by calling in or by text.

On air, the presenters discuss different topics facing young people from a Christian perspective. From day-to-day concerns such as gossiping and lying to more serious issues, the program shows young Christian viewers how to apply their faith in everyday life.

Producer Can Yazırloğlu (on guitar) leads the *Psalms* praise group, the only Turkish TV program that focuses on true Christian worship and gives viewers praise songs in their own language.





① Presenter Youssef Samy shakes hands with a young guest on the set of *Chato* just before a live broadcast. ② Presenter Essam Nagy and guest children at the Lebanon studios filming *A Christmas Unlike Any Other*. ③ SAT-7 KIDS' *A Verse and a Story* is the first children's program from Algeria. It offers something rare and precious to young viewers in North Africa – Bible teaching in their own dialect, tailored specifically for their age group. ④ Presenter Jessica Assad, filming *My School* Season 4, a lesson about safety. ⑤ Children singing and having fun with the *Family of Jesus* team at a church in Tartus, Syria.

SAT-7 KIDS

CHANNEL

UPDATE

REMARKABLE INCREASE IN VIEWERSHIP

A survey carried out by leading research firm IPSOS between March and May 2018, shows a noticeable increase in audience size for SAT-7 KIDS.

The research revealed that there was a 21 percent increase in the number of viewers from 4.6 million in 2016 to 5.6 million in 2018, and that 82 percent of viewers watch the channel regularly. The on-air educational program *My School* was watched by 1.5 million during the past year, 61 percent of whom watch the program at least once a week.

IPSOS' study also showed that more than 80 percent of parents of young viewers feel SAT-7 KIDS benefits their children. The enthusiastic response from parents is especially encouraging for a Christian channel broadcasting to a predominantly non-Christian audience.

'CHATO' INVITED TO TV AWARDS

Out of almost 400 children's programs submitted to the PRIX JEUNESSE INTERNATIONAL Festival, SAT-7 KIDS' program *Chato* was selected to participate in the children's television awards in May 2018. The festival has been promoting excellence in children's TV since 1964 and presented a nomination for SAT-7 KIDS' work with children in the region.

Following this accomplishment, *Chato* received a nomination for another children's television award – the Japan Prize, an annual international contest for educational media. *Chato* did not win the final prize, but these nominations have raised SAT-7's profile in the media industry. "We took this opportunity to network with key people in the industry for future collaboration, and to help increase awareness of SAT-7 and its work in the MENA," shared Albert Fawzi, SAT-7 Egypt's Executive Director. "These

festivals are an encouragement to us as we seek to serve our young viewers in new and creative ways."

FAMILY OF JESUS GOES TO SYRIA

Six members of the *Family of Jesus* program team travelled to Syria in August 2018, visiting three churches in the cities of Tartus, Bloudan, and As-Suwayda. The crew spent time with Syrian children who had experienced trauma from war and terrorism. It gave the children a chance to share their experiences, express their feelings, and feel loved.

The *Family of Jesus* team visited over 200 children from each church. They gave out presents that bore the program's logo, hoping to remind the children that they are always part of Jesus' family. The team prayed and sang with the children. Even children from non-Christian families took part, sharing their stories with the SAT-7 KIDS crew.

A CHRISTMAS UNLIKE ANY OTHER Presenter Essam Nagy hosted a special broadcast on SAT-7 KIDS during the 2018 Christmas period. *A Christmas Unlike Any Other* featured the stories of three courageous children. Living in Syria, these youngsters come from diverse backgrounds, but all had endured tremendously harsh experiences.

Sharing on the program was a young girl, whose parents originally came from Cote d'Ivoire, who was born in Lebanon and has never met her father; A Syrian boy who had been sold by his mother to a trafficker, who beat and abused him; and a boy who now lives in an orphanage with his brother after their mother died from cancer. As these children shared their heartaching stories on screen, they demonstrated to young viewers in a remarkable way that, despite their difficulties, they still found peace in Jesus.



SHARING THE CHRISTIAN FAITH

Featuring the inspiring testimonies of Christians in Algeria, *Free Souls* is a unique program that encourages the isolated minority of Christians living in North Africa. Presenting personal accounts of God's love and miracles, this SAT-7 ARABIC program is giving viewers the confidence to share and bring about positive change within their communities. The compelling stories have inspired many viewers to attend church, seeking to experience God's love for themselves.



DISCUSSING MARRIAGE

In response to the increasing divorce rate in the Arab World, SAT-7 ARABIC introduced a new, live marriage counseling program in 2018. *From Heart to Heart* is presented by married couple Rawad and Marianne, who are well known to SAT-7 audiences. They offer a humble, Christian perspective on married life and discuss the unique ways that men and women think so that they can better understand and embrace each other's differences.



A REFRESHING PERSPECTIVE ON THE NEWS

The absence of a political agenda is what sets *Worldview* apart from all other news programs in Turkey. The program is dedicated to presenting Christian news from all church denominations and contexts across Turkey and from around the world. By encouraging viewer involvement through social media, the program creates an open forum in which news can be discussed.



EMPOWERING TURKISH WOMEN

One of SAT-7 TÜRK's flagship programs, *Homemade*, is inspiring women across Turkey by introducing them to successful female professionals. In a society where women still face limitations, the show aims to empower them with a vibrant, life-affirming perspective. Each show begins with a Scripture, and then guests are invited to talk about their work or to discuss a host of practical issues. These range from how to care for children when they are sick through to dealing with depression or addressing violence against women.

CONNECTING WITH ISOLATED BELIEVERS

A new weekly live show on SAT-7 PARS shares powerful viewer testimonies from Iran, Afghanistan, and Tajikistan. Through these real-life stories of transformation, *Signal* seeks to engage its audience on a deeper level and encourage isolated Persian believers that they are not alone. SAT-7 receives thousands of inspiring stories from Persian-speakers across the globe. By sharing these testimonies, *Signal* is a source of encouragement and hope, helping viewers feel connected to the larger Church community.



SING TO THE LORD A NEW SONG

Many Persian believers are isolated and do not have access to a local church. SAT-7 PARS introduced *Heavenly Worship* in 2018 to provide a way for Persian believers to feel connected to the global Church. The live show offers new songs in Persian, encouraging viewers to join in with the worship wherever they are. Viewers can also call in to the show so that the team can pray for them live on air. With its mixture of live worship and prayer ministry, the new show is becoming a valuable resource for Persian believers gathering together in their homes.



A SAFE PLACE FOR SHARING

In a region of unrest, children can struggle to have a healthy sense of the world. SAT-7 KIDS program *Chato* began broadcasting early in 2018, providing a safe place for children to freely share their thoughts and feelings. Young guests express themselves through interviews, drama, and games, and receive Christian guidance from a counselor.



A RIDDLE AND A STORY

In February 2018, SAT-7 KIDS launched a new program named *A Riddle and a Story*, which has quickly become a favourite with young viewers. The show has a unique way of encouraging children to interact – by beginning each live episode with a song and asking young viewers to call in and guess what the topic of the day is based on the song. Each episode brings Biblical messages to life, making them relevant for young viewers with original songs and short sketches.





AUDIENCE ENGAGEMENT

WHAT IS AUDIENCE ENGAGEMENT?

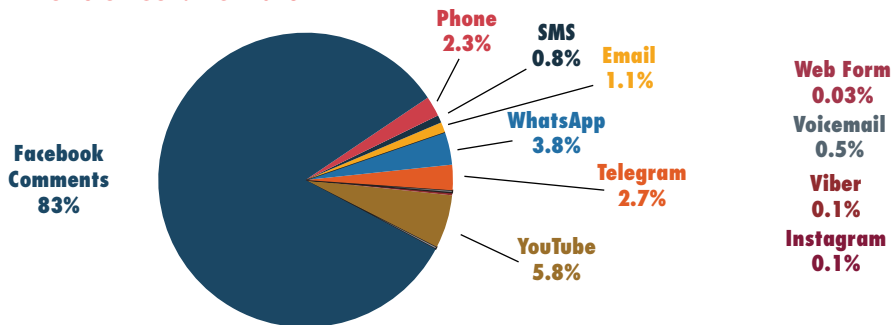
In SAT-7, we define Audience Engagement as one or more personal interactions between one of our viewers and our Audience Relations team. This can be through phone calls, emails or letters, text messages or social media, on any topic or question. There was a 40% increase in Audience Engagement in 2018 compared to 2017 when we had about 235,000 engagements (rounded).

329,000 TOTAL
ENGAGEMENTS IN 2018

+40%

COMPARED TO PREVIOUS YEAR

METHODS OF CONTACT 2018



PRESENT ON SOCIAL MEDIA

To ensure that our viewers can easily get in touch with us, all SAT-7 channels have a very active social media presence. Available on all the known social media platforms, viewers can ask questions, request prayer, and share whatever is on their hearts.

CASE BY CASE CONTACT

Reasons for audience engagement vary from region to region. North African viewers often ask for prayer as local churches are under threat of closure and many are isolated without Christian communities. Syrian and Iraqi viewers often call to ask for practical help, or to share traumatic experiences of war. Persian viewers often call for spiritual guidance and advice on how to deal with addiction and abuse. And Turkish audiences are very often curious about the Gospel or aspects of Christian theology shared on SAT-7 TÜRK's programs.

OFFERING COUNSELING

There are 13 SAT-7 partner-operated Telephone Counseling Centers (TCC) located in various parts

of Europe and the MENA. These are spread out over these areas so that they are, as much as possible, locally available to our viewers in different dialects and languages, whenever anyone may need help. Each counseling request is carefully handled – support is available from ten Arabic centers, two Persian, and one Turkish center. Our viewers have repeatedly expressed how supported and cared for they feel because of these dedicated Audience Relations teams.

NO SETBACKS

In 2017, SAT-7 PARS' most popular platform for audience engagement was the messaging app Telegram, where the channel had a strong presence and a thriving forum. Unfortunately, the app was shut down in Iran in early 2018. However, it did not seem to affect our viewer engagement. Instead, many found a work-around or opted to contact us on WhatsApp. In 2018, over 5,000 messages were sent via WhatsApp to SAT-7 PARS.

TESTIMONIES OF CHANGED LIVES

More than

21 M

are watching SAT-7's Arabic channels. Most of them every day or at least once a week.

“

From Heart to Heart is a beautiful and wonderful program. A blessing to anyone who is watching it, challenging families to be transparent and strong. The moments you are on the screen are the most enjoyable. Thank you for sharing the peace from within you.

Gihan, a SAT-7 ARABIC viewer

“

We always watch your channel together as a family. I really hope my kids will grow up to be good Christians. It is hugely important to give my children spiritual guidance; you are helping me achieve this!

Kuzey, a SAT-7 TÜRK viewer

More than

90%

of the MENA region has access to satellite television - even in the refugee camps!



Almost 1 in 4 viewers decided to follow Jesus after watching a SAT-7 PARS program*

*According to a 2017 SAT-7 PARS viewer survey, 66 out of 288 viewers said they had committed to following Jesus as a result of watching the channel.

“

I have cleared up all the ambiguity and problems I had with Christianity through your channel. My perception has changed positively.

Shahla, a SAT-7 PARS viewer

“

I've been following your programs since I was eight years old. From the first time I watched SAT-7 KIDS, I loved you. I am now eighteen – ten years of watching and I still haven't gotten bored! You are my second family. When my family were too busy to teach me about Jesus, you did.

You were my teachers, sisters, and brothers. No words can describe the love I have for you and the effect you have had on my life. God bless you.

Lina, a SAT-7 KIDS viewer



SOCIAL MEDIA

SAT-7 ARABIC's YouTube platform bloomed this year, with an incredible 33 million views of its content. As a result of the engaging programming and clips available, the channel garnered 89,000 new subscribers – a 71% increase from last year's new subscribers.



New subscribers: 89,000
Views: 33,300,000



Likes: 2,300,000
Comments: 230,000
Shares: 414,000

44%

increase in Facebook comments in 2018



Phone sessions: 873
Text messages: 798

29%

decrease in phone sessions from 2017 to 2018

3 MILLION

hours of programming watched on YouTube in 2018

TOP REASONS

SAT-7 ARABIC

Greetings 33%
Encouraging comments 30%
Questions about Christianity 7%



Likes: 45,000
Comments: 4,200
Shares: 3,500

15%

increase in Facebook comments in 2018



Total subscribers: 6,000
Views: 340,000
YouTube is blocked in Iran

2,000

more YouTube subscribers in 2018 meaning a 27% increase from the previous year

SAT-7 PARS

Participation in live show requests 29%
Prayer requests 18%
Greetings 16%

As the social media app Telegram was blocked in early 2018, more and more SAT-7 PARS viewers got in touch via WhatsApp. There were about 2.7x as many WhatsApp engagements – 5,200 in 2018 compared with 1,900 in 2017 for the Persian audience. Additionally, more viewers made phone calls to the channel. There was a 44% increase in 2018 from 2017, reaching a total of 3,500 calls.



Phone sessions: 3,500
SMS interactions: 1,900

+44%

increase of phone sessions in 2018, compared to 2017



Likes: 56,000
Comments: 5,100
Shares: 5,600

1,560,000

video views
on Facebook
meaning a 2.7x
increase from the
previous year

73%

increase on
YouTube
hours watched



New subscribers: 1,100
Views: 223,000
Hours watched: 13,000

SAT-7 TÜRK's target audience is much smaller than the other SAT-7 channels, therefore, accounting for smaller social media numbers. However, SAT-7 TÜRK has seen a dramatic increase in engagement on all social media platforms in 2018, but especially in the number of video views. This is due to the channel streaming their live programs on Facebook, where audiences can interact with the presenters live on air.

OF CONTACT

SAT-7 TÜRK

Prayer requests 27%
Questions about Christianity 27%
Bible requests 16%



x3
increase in
phone sessions

Phone sessions: 2,700
Email interactions: 420

SAT-7 KIDS

Birthday announcement requests 39%
Participation in live show requests 23%
Sharing a favorite program 14%

13,000

new YouTube
followers in 2018,
meaning an 18%
increase from 2017



New subscribers: 13,000
Views: 2,960,000

51%

increase of Facebook
comments in 2018



Likes: 205,000
Comments: 33,000
Shares: 22,000

18%

decrease in emails from
viewers as more people
get in contact via social
media



2,700 email interactions in 2018
compared to 3,300 in 2017

Social media comment engagement has increased on all four channels. This reflects the focus SAT-7 is putting into its online platforms as audiences are engaging more with the exciting content, particularly on Facebook.

SAT-7 INTERNATIONAL COUNCIL

Office Bearers:

Chair

Rev. Dr. Habib Badr
Senior Pastor, National
Evangelical Church of Beirut

Deputy Chair

Åslaug Ihle Thingnæs
Chair, SAT-7 Partnership Council

Treasurer

Roy Kemp
Chair, SAT-7 UK Board

Secretary

Tamar Karasu
Chair, SAT-7 TÜRK Board

Voting Members:

Archdeacon Bill Schwartz
Anglican Diocese of Cyprus
and the Gulf

Metropolitan Marcos
Coptic Orthodox Diocese
of Shoubra El Kheima, Cairo

**Archbishop Sebouh
Sarkissian**
Armenian Orthodox Church,
Tehran

"Dr. Ziya"

Turkish Academic and Writer

Dr. Mike Bassous

Representing the United Bible
Societies

Rev. Hany Boghossian

Chair, SAT-7 Canada Board

Fouad Youssef

Chair, SAT-7 Egypt Board

Rev. Timo Reukala

Representing the SAT-7 Europe
Board

Archbishop Paul Sayah

Maronite Patriarchate, Lebanon

Francis Husson

Representing the SAT-7 Partners

Peter B. Schulze

Chair, SAT-7 USA Board

Dimitri Khodr

Television professional, Lebanon

Souraya Bechealany

MECC General Secretary

Rev. Fayez Ishak Youssef

Minister in the Arab world

Mansour Borji

Chair, SAT-7 PARS Board

Rev. Dr. Rudi Zimmer

Chair, SAT-7 Brazil Board

Archbishop Youssef Soueif

Maronite Church, Cyprus

Ex-Officio Members:

Dr. Terence Ascott

SAT-7 Founder and CEO

Rita El-Mounayer

SAT-7 Chief Channels Officer
and CEO Designate

David Middleton

Chief Development Officer

Olga Messios

Human Resources Director

Panayiotis Keenan

Executive Director, SAT-7 PARS

Melih Ekener

Executive Director, SAT-7 TÜRK

Michael Helmy

Executive Director, SAT-7 Arabic
Channels

INTERNATIONAL MANAGEMENT TEAM



These members hold these positions up to 1 March, 2019.

MELT (MIDDLE EAST LEADERSHIP TEAM)

Dr. Terence Ascott
SAT-7 Founder and President

Rita El-Mounayer
CEO
(Joined SAT-7 in 1996)

David Middleton
Chief Development Officer
(Joined SAT-7 in 2010)

Olga Messios
Human Resources Director
(Joined SAT-7 in 2018)

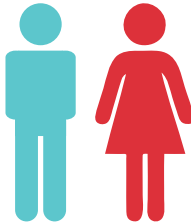
- ① **Dr. Terence Ascott**
SAT-7 Founder and President
- ② **Rita El-Mounayer**
SAT-7 CEO
- ③ **David Middleton**
SAT-7 Chief Development Officer (CDO)
- ④ **Olga Messios**
SAT-7 Human Resources Director
- ⑤ **Michael Helmy**
Executive Director,
SAT-7 Arabic Channels
- ⑥ **Panayiotis Keenan**
Executive Director, SAT-7 PARS
- ⑦ **Kurt Johansen**
Executive Director, SAT-7 Europe,
Asia and Pacific
- ⑧ **Rachel Fadipe**
Executive Director, SAT-7 UK
- ⑨ **Melih Ekener**
Executive Director, SAT-7 TÜRK
- ⑩ **Andreas Demetriades**
SAT-7 IT & Broadcast Director
- ⑪ **Reinaldo Santos**
Executive Director, SAT-7 Brazil
- ⑫ **Fadi Sharaiha**
Executive Director, SAT-7 Canada
- ⑬ **Dr. Rex M. Rogers**
Executive Director, SAT-7 USA
- ⑭ **Mette Swartz**
SAT-7 Communications Director
- ⑮ **Maroun Bou Rached**
Executive Director, SAT-7 Lebanon
- ⑯ **George Makeen**
Programing Director, SAT-7
Arabic Channels



SAT-7 STAFF

DURING 2018:

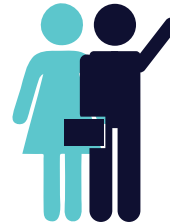
55% 45%



22 NEW STAFF



23 LEFT



The SAT-7 family consists of 237 staff members and seconded staff from partner organizations working in 12 different locations across the globe. In addition to staff, the international ministry utilizes the skills of 295 freelancers and volunteers, who lend their time and talents to furthering the mission of SAT-7.

As an international ministry, SAT-7 employs staff from 27 different countries: Albania, Brazil, Bulgaria, Canada, Cyprus, Denmark, Egypt, Finland, France, Germany, Greece, Iran, Jordan, Lebanon, the Netherlands, Norway, Palestine, Romania, Russia, South Africa, Sweden, Syria, Tunisia, Turkey, Ukraine, UK, and USA.

An efficiency and effectiveness study was carried out by the Human Resources (HR) department across all offices and production centers in 2018. The results of the survey revealed that though there were a couple of areas that could be improved, SAT-7 works very efficiently within its resource and budget constraints. Though spread across several time zones, this reflects the commitment of all personnel in advocating a spirit of oneness throughout 2018.

Events were also organized by the HR teams of respective offices to encourage team-building and closer cooperation among staff.



Staff from all over the world join via Skype to pray together during SAT-7's Week of Prayer, November 2018.

SAT-7

PARTNERS

OFFICIAL PARTNER LIST

- The Bible Society of Egypt
(representing the United Bible Societies)
- Crossings Community Church, USA
- Danish European Mission
- The Danish Bible Society
- Finnish Evangelical Lutheran Mission (FELM)
- Finnish Lutheran Mission (FLM)
- Hilfsaktion Maertyrerkirche, Germany
- IBRA Media, Sweden
- Icelandic Lutheran Mission
- InterAct, Sweden
- International Ministries of the American Baptist Churches
- Kasr El Dohara Evangelical Church, Egypt
- Life Agape International, France
- Lutheran Hour Ministries, USA
- Media Mission the Messengers, Finland
- Mission Afrika, Denmark
- National Evangelical Church in Kuwait, Common Council
- Norea Mediemisjon, Norway

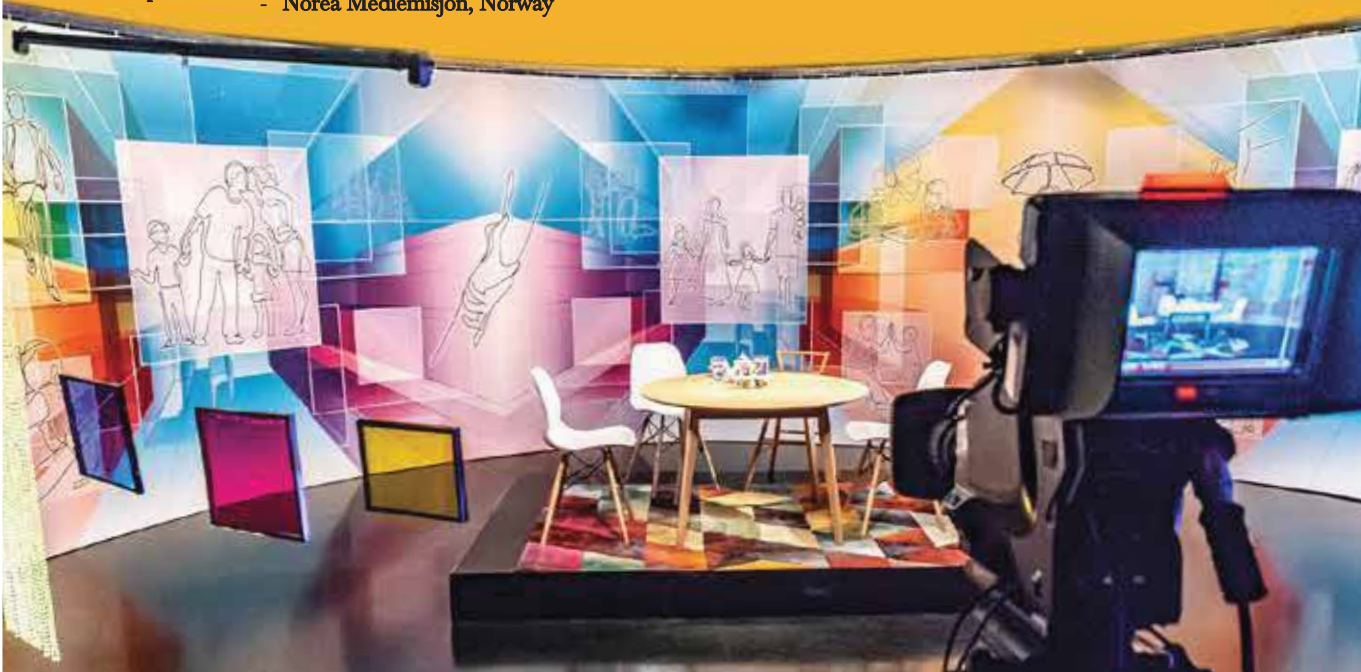
- Norea Radio, Denmark
- Normisjon, Norway
- Norwegian Mission Society (NMS)
- Paul Mission International, Korea
- SAAWE, South Africa
- Saron Church, Sweden
- Swedish Evangelical Mission (SEM/EFS)
- Trail Christian Fellowship, USA

OFFICIAL PARTNER ORGANIZATIONS

SAT-7's official partners include churches, organizations, and individuals who agree with the ministry's mission, vision, and principles. The partners meet annually at SAT-7's NETWORK conference to review SAT-7's reports and future plans, review budgets, and elect voting representatives to the International Council.

If you would like to receive more information about becoming a SAT-7 Partner, please contact us at: usa@saf7.org

On the set of
SAT-7 PARS'
Christian Family.
Without our loyal
partners, beautiful
sets like this would
not be possible.



From set design and lights to camera equipment, the price of a single production can be costly. However, our channels are dedicated to making the best quality programs for our viewers so that they keep hearing the life-changing message of the Gospel.





FIVE-YEAR STRATEGIC PLAN (2018–2022)

1) Improve broadcasts in the Middle East and North Africa (MENA)

Delivering more engaging and creative ways to communicate the Gospel, and increasing the availability of broadcasts on satellite and through online platforms.

SAT-7 will also invest in the SAT-7 ACADEMY brand and deliver more social impact programming on all channels; children who watch SAT-7 ACADEMY programs demonstrate an improvement in learning outcomes by 20 percent compared to a control group of children who do not watch SAT-7 ACADEMY.

TARGETS FOR GROWTH IN AUDIENCE SIZE

Channel	Annual viewers in MENA
SAT-7 ARABIC	20 million
SAT-7 KIDS	7 million

* SAT-7 TÜRK and SAT-7 PARS are not included due to the inaccuracy of surveys

2) SAT-7 will produce and buy the best programs

To foster new talent, SAT-7 will invest in training for producers and presenters. A training plan will be implemented concerning religious terminology that will ensure all viewers can understand our message.

The focus of programs will shift towards more attractive formats such as music, drama, and films, and rely less on talk shows. A search for new on-screen talent is also in process.

3) Invest in our People

An emerging talent program (Leadership Development) will be run each year and annual

job-shadowing/special projects will be arranged to stretch emerging leaders. A new HR Director was appointed in 2018. The transition to our new CEO took place in April 2019.

3) Launch High-Definition (HD) Broadcasts

All programs will be recorded, edited, and stored in HD. An HD channel for each SAT-7 channel will be launched.

Existing SD broadcasts for each language group will be maintained as long as necessary.

5) Increase on-demand and online services

We are developing a strategy for providing more videos on-demand by the end of 2019.

6) Better engage with viewers through social media

To better help viewers with life issues and questions of faith, SAT-7 will acquire purpose built “life-courses” in the three language groups by 2020. In addition, SAT-7 will increase options to engage with SAT-7 online during and after relevant programs.

7) Be data driven

We are conducting quantitative research into audience size every two years and an Annual Viewer Survey to identify how viewers watch the channel and how their lives have been impacted as a result of watching.

8) Develop new income streams

The international fundraising strategy aims to increase SAT-7's total income, from USD 14.5 million in 2017 to USD 27.5 million in nominal terms by the end of 2022.



SAT-7

INCOME AND EXPENSES FOR 2018

SAT-7's income growth was modestly positive in 2018, even if the overall desired level of funding was not achieved. For most of the year, SAT-7's cash-flow was difficult to manage – with a large part of our income arriving very late in the year. We were, however, immensely encouraged by some very generous and unexpected gifts from different parts of the world, some of which were nothing less than miraculous in terms of their timing and critical provision for the ministry.

2018 FINANCES OVERVIEW

Our total global income for 2018 was about USD 17.3 million, exclusive of gifts-in-kind of about USD 1.1 million. This was 3% below the budgeted income for 2018 (USD 17.8 million) but was up on 2017 actual income (USD 14.5 million) by some 19%.

SAT-7's 2018 expenditures totaled USD 15.2 million, plus another 1 million which was invested in fixed assets. This total expenditure was 9% below budget (USD 17.8 million).

SAT-7 also continued to benefit from earlier devaluations of the Turkish Lira and Egyptian Pound, helping keep costs (in US Dollar terms) lower than budget in those two countries. Another important factor that helped SAT-7 reduce expenditures in 2018 was the decision to turn off the SAT-7 ACADEMY channel in October and make it a "brand" of educational and social impact programming on the SAT-7 ARABIC and SAT-7 KIDS channels.

AN INCREASE IN LIQUIDITY

We started 2018 with a liquidity (including restricted funds) of USD 1.5 million. This relatively low opening fund balance was the main factor in our cashflow difficulties during the year. However, the cost-saving measures agreed by our Executive Board, together with other factors already mentioned, meant that we closed the year with an increased liquidity totaling USD 2.3 million.

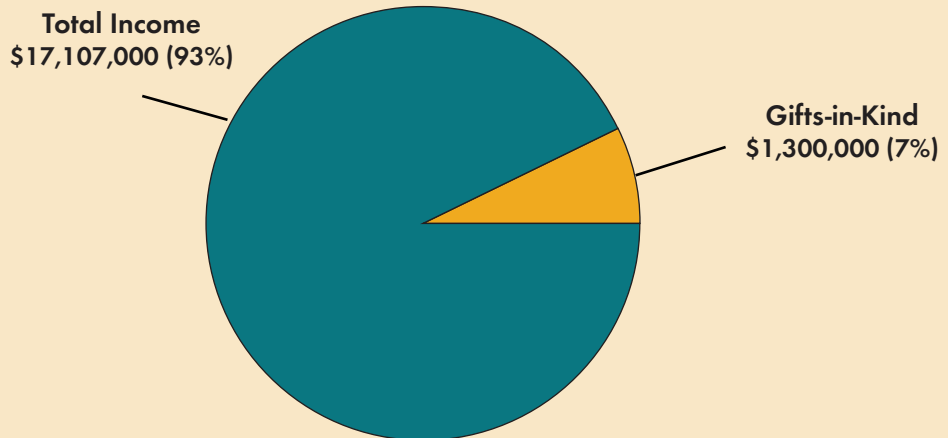
INCREASE IN RESTRICTED FUNDS

Most of our European donors are supporting specific SAT-7 programs or projects or items of capital expenditure. In 2018, SAT-7 received several restricted funds for its 2019 activities, increasing our end-of-year restricted fund balances. Since most of these restricted funds are for core budget activities in 2019, this change has had no negative impact on SAT-7 operations.

Finally, we thank God, our partners and supporters for faithfully standing with us through another year of ministry. Without your prayers and sometimes unexpected and generous support, we would not have been able to have the impact we are able to share with you in this annual report. THANK YOU!

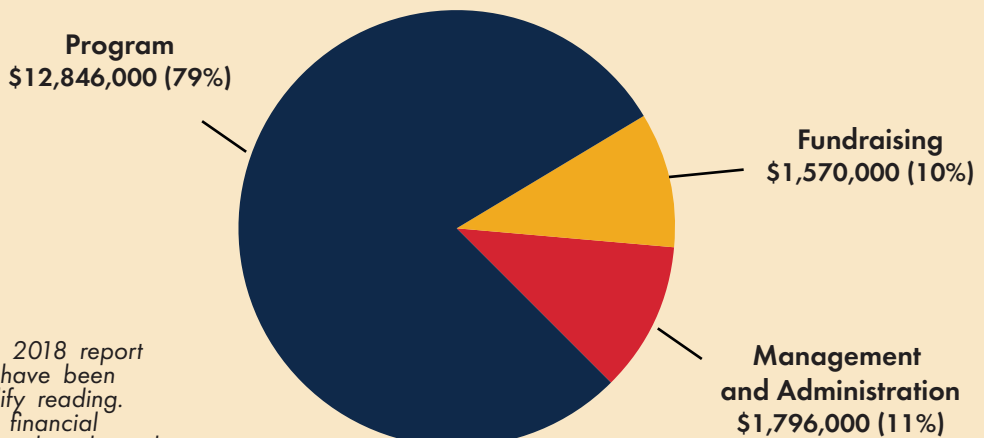
2018 ACTUAL INCOME BY TYPE

TOTAL INCOME: \$18,407,000



2018 FUNCTIONAL EXPENSES BY TYPE

TOTAL EXPENDITURE: \$16,212,000



All figures in this 2018 report are in USD and have been rounded to simplify reading. The consolidated financial information presented is derived from the 2018 financial statements for each of the 14 independent SAT-7 legal entities.

Detailed consolidated financial statements and/or detailed audited accounts for each of the different legal entities of SAT-7 are available on request. Investments in fixed assets are included in the 2018 actual expenses.



SAT-7 BUDGETS 2019

The SAT-7 Executive Board has approved an expense budget of USD 16.4 million for the worldwide work of SAT-7, with an anticipated income projection of USD 16.0 million. The intention was to approve a balanced budget, but this was not possible, and we are looking to the Lord to provide unexpected gifts in 2019, as He did in 2018.

In 2018, it was decided to end the separate SAT-7 ACADEMY Channel broadcasts and, instead, integrate its important educational and social impact programming into the SAT-7 ARABIC and SAT-7 KIDS channels. While this decision was taken for strategic and not financial reasons, the resulting savings are most certainly going to help us in 2019.

In US Dollars, the 2019 SAT-7 TÜRK budget remains similar to 2018, but the ministry will benefit greatly from the devaluation of Turkish Lira that has taken place over the past year.

SAT-7 PARS is aiming to create even more programs in 2019, without increasing their budget.

In US Dollar terms, the SAT-7 Arabic channels have

faced some significant cuts in 2019. Some of this will be compensated for by the continued low value of the Egyptian Pound, and the above-mentioned termination of SAT-7 ACADEMY as a separate satellite channel.

Overall, a lower budget was approved for 2019 compared to 2018. SAT-7 is adjusting for this by seeking to minimize expenses without impacting key operations such as programming and broadcast operations, the development of new social media strategies, etc. However, there is no doubt that SAT-7 needs to grow its global income to achieve some of the ambitious goals it has set for reaching the region at this unprecedented time of need and opportunities!

GIFTS-IN-KIND

The 'gifts-in-kind' for 2019 are budgeted separately and are expected to be about USD 1.0 million, down by 10 percent on last year's figure.

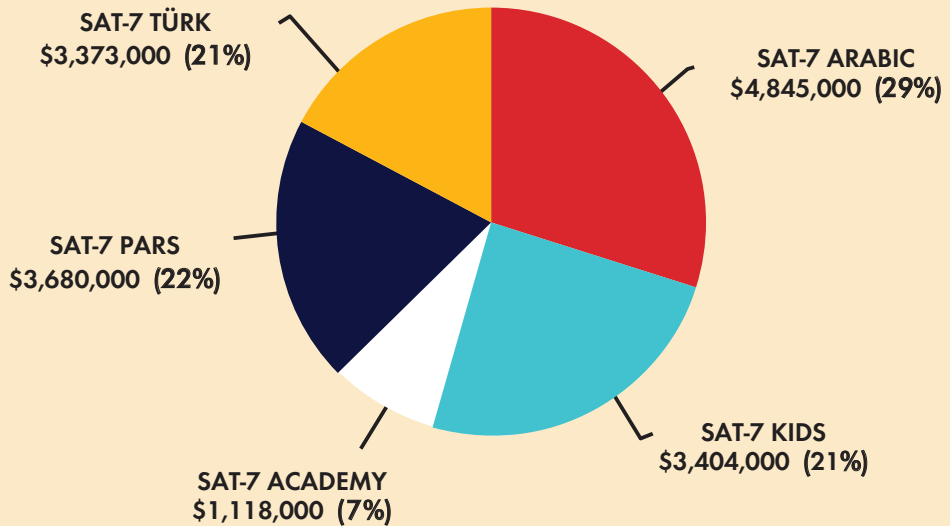
The 'gifts-in-kind' include the value of seconded staff, the donation of studio hours or programming and staff training – all which make an important contribution to SAT-7's ministry.



SAT-7 now has more viewers than ever! With new support, we can continue making God's love visible with transformative satellite TV!

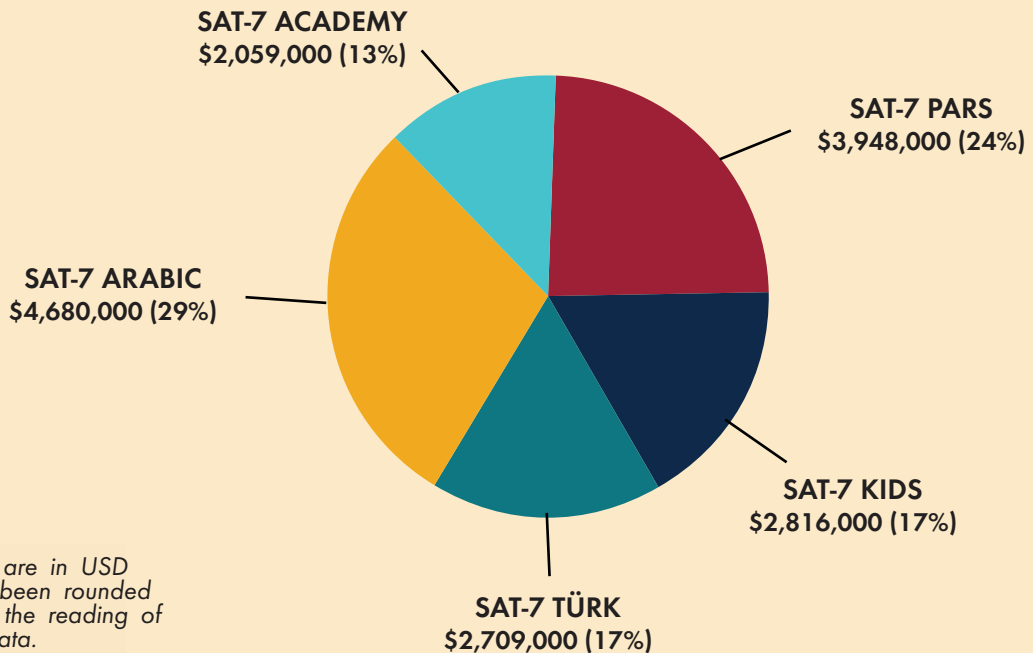
2019 BUDGETED EXPENSES BY CHANNEL

TOTAL BUDGET: \$16,420,000 (EXCLUDING GIFTS IN KIND)



2018 ACTUAL EXPENSES BY CHANNEL

TOTAL INCOME: \$16,212,000



All figures are in USD and have been rounded to simplify the reading of financial data.

2019 budgeted expenses include investments in fixed assets and exclude gifts-in-kind.

SAT-7 North America

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YOUTUBE **SAT7NA**



LINKEDIN **SAT-7 USA**

