



# **SAT-7**

# **ANNUAL**

# **REPORT**

**2023**



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## SAT-7'S 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 and digital media services.

Unless otherwise stated, all viewer names in this report have been changed to protect identities and all viewer images are for illustrative purposes only.

Cover: A camera operator from SAT-7 TÜRK films a church destroyed in the earthquake of February 2023.



# A LIGHT IN THE DARKNESS

In 2023 the Middle East and North Africa (MENA) was struck by a devastating sequence of disasters. Against the backdrop of ongoing conflicts in Syria and Yemen, huge earthquakes wrought widespread destruction in Türkiye, Syria, Morocco, and Afghanistan. A violent storm broke two dams in Libya, unleashing a torrent of mud and water through the city of Derna. Sudan descended inexorably into a brutal civil war. And the worst conflict to engulf the Holy Land in fifty years broke out in October, and it is still raging as I write. Thousands of people across the region have lost their lives.

SAT-7's Annual Report for 2023 demonstrates how our satellite channels and digital media broadcasts shone light into the darkness of these intense crises. We have encouraged prayer for all those affected and brought them biblical messages of comfort and strength. We have provided a platform for church leaders to offer a Christian perspective on unfolding events. And we have listened, sometimes with tears, to the stories and testimonies of viewers who exhibited extraordinary faith and courage in the face of calamity.

Yet we can also report many reasons for celebration in the past year. Our flagship educational program, *My School*, broadcast its final season and continues to be used on various platforms and among refugee children. *Toxic*, SAT-7's first feature film, won two awards at a Christian film festival, including a gold for Inspirational Feature.

Two of our bigger projects have engaged young people in Lebanon and Egypt in creative ways with their communities and wider societies.

We send out this Annual Report as a testimony of God's goodness to and through SAT-7 in 2023, and also to express our gratitude to you, our generous supporters and ministry partners, for helping to make this possible. We continue to value your commitment to us in 2024.

*Rita*

Yours in Christ,  
Rita El-Mounayer  
Chief Executive Officer



# VIEWER ENGAGEMENT IN 2023

SAT-7 engages with our audience through dedicated Viewer Support Teams and on a wide range of media platforms. In 2023 we continued to witness encouraging levels of interaction with our content, which testify to its impact on our viewers:



**11,920,178**  
Instagram video plays



**103,345**  
conversations



**2,562,735**  
Facebook fans  
by the end 2023



Counseling or teaching  
resources accepted  
**12,452 times**



**27,129,018**  
YouTube  
video views



**1,173,555**  
unique users of SAT-7 PLUS



# SAT-7'S PLANS FOR 2024

The coming year will be the second of SAT-7's current three-year strategy for communicating the Good News of Jesus Christ to our viewers across the MENA. Here are just a few of the many creative initiatives we have planned for 2024.



## SAT-7 PLUS

SAT-7's multi-lingual livestreaming and video-on-demand platform SAT-7 PLUS was the first Christian service of its kind in the

Middle East. In 2024 we will

improve the user interface and increase promotion of the platform, aiming to grow the viewership by 100 percent. We intend to also increase the amount of content available on SAT-7 PLUS, in particular by developing, preparing, producing, and premiering content specifically designed for it by all our channels. The general development of the service remains a priority.



## IMPACTFUL PROGRAMMING

SAT-7 wants to better understand the impact our programming and content are making on our audiences. In 2024 we will

create processes across our ministry to help us firstly to learn more from the audience data that we are already collecting, and secondly to enhance our broadcasting in the light of it. We will also develop new ways of understanding, assessing, and improving our impact and road-test these on specific programs.



## VIRTUAL PRODUCTION

Last year saw the installation of new cutting-edge technology at SAT-7 PARS' studio in Limassol.

This replaces physically-built sets with realistic

environments and effects on a virtual set. In 2024 SAT-7 will install this technology in our other studios and begin to use it creatively to better deliver our content strategy for all channels in the long term.



## YOUNG TALENT ON SCREEN

While SAT-7 gives thanks for the levels of our audience engagement in 2023

(see previous page), we want

to become ever more relevant and accessible to our viewers, and especially to the younger generation, who bear such responsibility for the future of the region. In 2024 we will continue to search out gifted young people who can relate effectively to their peers and to recruit them to present our youth programs. By giving them a platform on both satellite television and digital media, we hope to connect them with as wide an audience as possible.

We invite you to join with us in praying for all SAT-7's projects in 2024!



## 06 RESPONDING TO CONFLICT AND DISASTER

“We are in prayer every moment because we know our help will come from the Almighty God. That’s why we are begging everyone to pray to our God for us.” This heartfelt plea from Melih Ekener, SAT-7 TÜRK Executive Director, came after his home country of Türkiye was hit by two powerful earthquakes on February 6.

Prayer was central to SAT-7’s response and has been at the heart of our broadcasting and viewer support activities as crisis upon crisis rocked the MENA in 2023. The earthquakes in southeast Türkiye and northwest Syria were followed in April by conflict in Sudan, by two major disasters in one week in September – an earthquake in Morocco and Storm Daniel in Libya – by a series of earthquakes in Afghanistan in October, and by the horrendous outbreak of war in the Holy Land, also in October.

Throughout these tragedies, SAT-7’s response was to mobilize prayer for those affected, provide emotional and spiritual support for viewers, and raise the voice of the Church in the region as a message of hope and faith in the midst of crisis.

### TÜRKIYE AND SYRIA EARTHQUAKES

Over 55,000 people lost their lives in the earthquakes that struck Türkiye and Syria in February, a disaster that impacted close to 18 million people. Although SAT-7 TÜRK’s Istanbul studio was far from the disaster zone, many staff grew up in the region and have family

there. Despite their own shock and pain, the SAT-7 TÜRK team responded immediately to support a grieving nation through prayer, information, and advice. A film crew traveled to the disaster zone as soon as the authorities gave permission and highlighted the work of the local church in providing aid and supporting survivors. Presenter Senem Ekener interviewed Ali Öztürk, pastor of İzmir Lighthouse Church, whose team traveled over 620 miles to distribute food and cook for residents who had lost everything.

In the months that followed, SAT-7 TÜRK continued to prioritize support for quake survivors. Expert guests appeared on different shows to advise viewers: *Homemade* featured geologists to address fears about the threat of a further earthquake in Istanbul, and *Parents are Asking* interviewed a trauma specialist on how to help children heal from shock and anxiety.

From our Beirut studio in Lebanon, several live programs on SAT-7 ARABIC focused on the situation in neighboring Syria. *You Are Not Alone* spoke live to Ali Saifeldeen, part of a 72-member volunteer firefighter team from Lebanon, who after hours of searching were able to pull a woman and child alive from the rubble in Aleppo. Emotional and spiritual support was offered to viewers in the aftermath of the disaster. A viewer named Henriette from Syria contacted *Share Your Heart* to say she was having serious panic attacks following the earthquake.



A SAT-7 Viewer Support Team member discussed with her how to face fearful thoughts with facts and the promises of God, before praying for her. Afterwards, she said, “Thank you so much. You truly helped me just by saying this prayer.”

### CONFLICT IN SUDAN

Civil war reignited in Sudan in mid-April when fighting erupted between the Sudanese army and Rapid Support Forces (RSF) militias. SAT-7 ARABIC responded to the violence by sharing news and prayer on its live programs. *A Different Angle* reported how, amid the fighting, religious militants were targeting Christians. Pastor Hafiz Desta of the Bahri (Khartoum North) Evangelical Church shared how assailants burned down the church and damaged the theological college and school in the same compound.

SAT-7 ARABIC also made a series of short films for social media in which Sudanese refugees who had been forced to flee the violence shared their stories. The interviewees described the challenges and fears they experienced but also highlighted God’s provision and protection. They attracted numerous views and positive comments from viewers who expressed their support for the refugees. The conflict has displaced over 5 million people and claimed thousands of civilian lives.

### DISASTER IN NORTH AFRICA

On September 8, a 6.8 magnitude earthquake in Morocco’s High Atlas mountains claimed over 3,000 lives and affected more than six million people. Just three days later, Storm Daniel swept through northeastern Libya, breaking two dams near the Mediterranean coastal city of Derna. A torrent of mud and water flowed through the city, killing around 4,000 people.

SAT-7 ARABIC’s *You Are Not Alone* was on a scheduled summer break when the disasters struck, but the program returned with a special episode to, as host Sirene Semerdjian explained, “make the voices of survivors heard and support our viewers in the Arab World, including North Africa.”

1. Senem Ekener reporting from the earthquake zone in Türkiye
2. Omar, a survivor of the Moroccan earthquake, appears on *You Are Not Alone*
3. Pastor Hikmat Kashouh of Resurrection Church in Beirut prays for the Holy Land
4. The city of Derna in Libya devastated by flooding
5. Sudanese refugee children share their story
6. Survivors of the Syrian earthquake

**08** The episode featured a moving interview with Moroccan earthquake survivor Omar, who had lost seven members of his family in the disaster but was still able to thank God in the midst of all he was going through.

Prayers from Christians in neighboring Algeria were shown on SAT-7 ARABIC and social media. This was a powerful witness to the unity and love between Christ's people, given the historic tensions between Morocco and Algeria, two countries with no official diplomatic relations.

SAT-7's Viewer Support Team was proactive in contacting known viewers in the crisis-affected areas to check on their wellbeing. They were able to link up people in Morocco in need of practical help with Christian networks offering support, via a pastor who has worked with SAT-7.

### **AFGHAN EARTHQUAKES**

A series of earthquakes and aftershocks in the Herat province of Afghanistan in October destroyed entire villages and claimed over 1,000 lives. The quakes compounded the suffering of the Afghan people following more than two years of Taliban rule that have plunged the country into economic and humanitarian crisis.

Nava, whose daughter avidly watches SAT-7 PARS' children's programs, grew up in Afghanistan and now lives in Tajikistan with her family. She asked SAT-7 to pray for her compatriots in Herat: "Please pray for all those who have lost loved ones to know the comfort of Jesus Christ. Today there is so much grief in Herat. Everyone is afraid, and people are sleeping outside despite its being very cold. Please pray that the Lord will prevent another earthquake from coming."

### **HOLY LAND CONFLICT**

The devastating armed conflict in the Holy Land that began on October 7 sent shockwaves across the region. SAT-7 ARABIC launched a prayer campaign on its satellite TV channel and social media platforms involving church leaders from across the Middle East. "We are here to be a strong and clear voice for the Church in the Middle East and North Africa, to promote peace and justice. We believe in the power of

**"How comforting it is to see that everyone is standing together and asking and praying as if we are one person. Praying for God to stop this destruction happening against humanity, because every human is precious to the Lord... We pray for peace to reign over the Holy Land and all Arab countries."**

**Maha, a viewer from the Holy Land**

prayer, in the power of our Lord Jesus Christ, the Author of Peace, to intervene and send His mercy," said Rami Al-Halaseh, SAT-7 ARABIC Executive Director.

*You Are Not Alone* has covered the conflict regularly, interviewing church leaders from the Holy Land and people on the ground, including some in refugee camps. A dedicated live weekly program, *The Voice of the Church in the Midst of Hardship*, began airing on October 20 on SAT-7 ARABIC, Facebook Live, and YouTube. Jointly hosted by SAT-7's Beirut and Cairo studios, the program featured prayers and messages from church leaders and gave viewers the opportunity to express their fears and support for those who were suffering.

"The program is different from anything else we are seeing," said a viewer named Pierrette. "It is transmitting life amidst all this death. What we need more than talking and analyzing is to pray during this time."

Children from the region also had opportunities to share their prayers for the situation. Young Iranian viewers of *Church4Kids* joined together in prayer for the Holy Land. "God, help all of the people in the war," prayed regular caller Siamak. "I pray that there won't be any more deaths." Children from countries including Algeria, Sudan, and Egypt prayed live on air during a special episode of SAT-7 KIDS program *Behind the Door*. "The children's messages were simple, yet profoundly genuine, as they beseeched the Lord to extend His helping hand to those who are wounded and in need," said Andrea El-Mounayer, SAT-7 KIDS channel manager. "Their earnest pleas for peace provided a ray of hope, and their sincere prayers were a source of inspiration for us all."



Senem Ekener (left), SAT-7 TÜRK presenter, visiting the scene of the devastating earthquakes in Türkiye



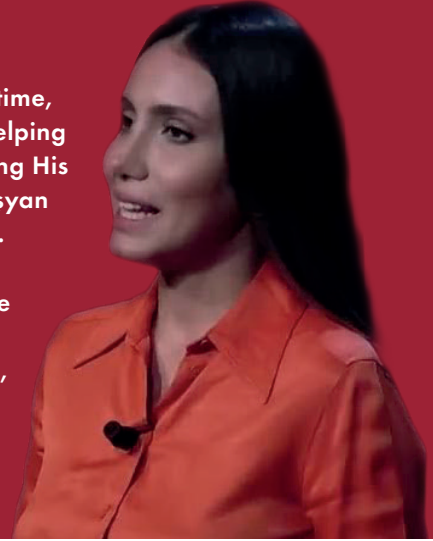
# <sup>10</sup> A REVIEW OF 2023

## JANUARY

### **Biblical wisdom in bitesize chunks**

SAT-7 TÜRK program *Beside Still Waters* airs for the first time, bringing biblical wisdom to viewers in bitesize chunks. Helping viewers to understand aspects of God's character including His holiness, love, and justice, presenter Güneş Aydın Çalıbaşyan bases her uplifting 3-minute messages firmly on the Bible.

"He is by our side when we need Him," Güneş said in one episode. "He rises above the storms in our lives to calm them. He produces in us qualities such as virtue, kindness, devotion: qualities that our parents exemplified for us from a young age. God is everywhere; He sees us and hears us."



## FEBRUARY

### **Responding to devastation in Türkiye and Syria**

When two catastrophic earthquakes hit Türkiye and Syria on February 6, SAT-7's teams in the region respond immediately with prayer, viewer support, and information about the disaster. SAT-7 TÜRK and SAT-7 ARABIC interview survivors and those helping with rescue and aid efforts, highlighting the response of the Church in Türkiye and Syria to the earthquakes. Read more on pages 6-7.



## Launch of *Lebanon, Our Story* book

Civic and religious leaders and government ministers gather at SAT-7's Lebanon studios on February 9 for an event to mark the publication of a very special book, part of SAT-7's *Lebanon, Our Story* (LOS) project.



The book features 36 moving contributions shared by youth from different backgrounds

and from various regions of Lebanon at Storytelling Clubs. They were encouraged to share their stories and build bridges of understanding among themselves.

Leaders attending the event express their admiration and encourage the young people.

Lebanon's Information Minister, Ziyad Makary, comments, "My hope and dream is for the youth to run the country. They have the right to dream for a better Lebanon and future."

LOS seeks to tap into the power of storytelling to write a new, shared narrative of hope for Lebanon based on openness, transparency, and accountability.

## Equipping Afghans with a *Living Faith*

Filming takes place for *Living Faith*, a 13-part theology series on SAT-7 PARS presented by Afghan Christian leader Miragha Sediqi. The series is centered on teaching from the book of James.



Miragha has a clear vision for the program. "Afghans are tired of hearing theology and want to know how to live for God," he says. [The biblical book of] James is very hands on and down to earth regarding the faith. That's why the series is called *Living Faith*."

Practical but sensitive, the show starts with Afghans' recognition of the existence of the three Abrahamic faiths – Judaism, Christianity, and Islam – and, says Miragha, "leads them step by step, to see how Christian teaching differs" from that of the other religions.

# MARCH

## A memorable Partnership Gathering

SAT-7 partners, supporters, and staff gather in Antalya, southern Türkiye in March for our annual Partnership Gathering. The event takes place only weeks after the devastating earthquake in the east of the country, and SAT-7's Turkish channel shares a moving report on the churches' compassionate and generous response to the disaster (see page 6).

Attendees hear about the many other challenges facing the MENA, especially the continuing restrictions on human rights in Iran and Afghanistan. SAT-7's channels explain various innovative ways in which they are shining God's light in the region, including programs that amplify the voices of women and young people, and new camera-tracking technology in the Limassol studio.

Powerful storytelling, moving testimonies, and opportunities for many direct and personal conversations give attendees a renewed understanding of God's faithfulness in sustaining SAT-7's ministry at this very challenging time for our region.



# APRIL

## Sudanese refugees flee to Egypt

"I was certain that Jesus was with us and wouldn't leave us." These are the words of a young Christian girl who fled Khartoum with her family when fighting broke out in Sudan over the Easter weekend. Their story is recorded by SAT-7 for a series of short social media films featuring Sudanese refugee families in Egypt. Read more on page 7.

# MAY

## **YES attends creation care conference**

As part of its *Youth for an Enabling Society (YES)* project, SAT-7 sponsors and films a conference organized by The Center for Christian-Muslim Understanding and Partnership to discuss environmental protection. Believing in the powerful influence of religious leaders in Egypt on their communities, the Anglican Church invites a hundred Christian and Muslim leaders and NGO representatives to participate in the two-day workshop. The conference promotes local theological thinking and creation care.

“This conference speaks to the heart of the YES project,” says Rafik George, Development Projects Manager at SAT-7 Egypt. “One of our aims is to make youth aware of the importance of protecting the environment. When religious leaders recognize this, it will have an impact on the youth who come in contact with them. By our presence and sponsorship of the conference we were able to cooperate further with the Anglican Church, which runs a big environmental project that is directed to people at large and not just to Christians. We will be cooperating with them in the future in more project activities.”

# JUNE

## **SAT-7 focuses anniversary on Christian unity**

SAT-7 celebrates 27 years of ministry in the Middle East and North Africa by broadcasting a special Arabic production entitled *We Believe*, showcasing two large choirs, a range of well-known Lebanese media personalities, multiple creative segments, and plenty more.



The whole production orbits around one of the ministry’s key values: unity. In a region divided by disagreements and ravaged by conflict, SAT-7 has long sought to make God’s love visible and promote peace. In recent years, SAT-7’s programming and initiatives have always reminded viewers to focus on what unites them rather than what divides them.

During *We Believe*, SAT-7 ARABIC launches a stunning new music video based on the Nicene Creed that sends a clear message to the Arab World: there is a powerful Gospel uniting all Christians and denominations in the MENA.

As well as stressing the importance of unity in the Church, *We Believe* champions unity and peaceful co-existence among members of different socio-economic groups, religions, and nations across the MENA.

## Young Turks discover power of connection

A diverse group of young Turkish Christians encounter God in a new way and make new friends in Smyrna, Western Türkiye, as they experience the annual Youth Revival festival, sponsored by SAT-7 TÜRK.

The festival comes at the right time. Young people across the country, reeling from February's devastating earthquakes, are in need of something to shift their perspective towards a brighter future.

This is SAT-7 TÜRK's second year of involvement with the festival. The channel takes a film crew to Smyrna and later broadcasts the event, plus interviews with young attendees, to a much wider audience.

As the festival unfolds, a recurring theme emerges: connection. One young festival-goer connects with Christians who come from his own neighborhood. "I knew we had churches in our area, but I did not know any particular person belonging to them," he says. "[Now I know] who our brothers and sisters are (from those churches) and what they are doing there."

## JULY

### Drama on resolve and resilience in Lebanon

*Lebanon, Our Story*, begins filming *For Your Eyes Only*, an original drama series that fuses the reality of life in Lebanon with fictional fantasy elements. The series aspires to cast a new vision for Lebanon, a country that has suffered years of economic troubles and social hardship, as well as large-scale calamities like the Beirut blast in 2020.

Set on the lively streets of Lebanon, the drama centers on Dr Edwards, a healer and protector who remains loyal to his people in the face of unfolding crises. The narrative also features a human story that reveals the true power of love in a dark and difficult world. The series – which provides a close-up view of the resilience and resolve of the Lebanese people – promises to captivate viewers of all ages.



# AUGUST

## Award for *Toxic* at Christian film festival

SAT-7's first feature film, *Toxic*, wins two awards at the Christian Family Film Festival. The film follows four people, from different ethnic and social backgrounds

now in their 30s, who have survived violence and cruelty of various kinds. It aims to build bridges of understanding, empathy, and compassion among its viewers. Each of the actors depicts a true story of someone from a different part of the Middle East. The film highlights the different types of violence that each character experiences and that affect their lives negatively. It also witnesses to Christ by emphasizing the importance of forgiveness.



## Young viewers take on video challenges

During the summer SAT-7 KIDS encourages children to share on video their views about various topics. They speak about their summer activities, their favorite SAT-7 children's show, the meaning of friendship, and problems at school. Other challenges include singing a SAT-7 song and acting out a Bible character in a digital game of "Guess who?". Read more on page 25.

# SEPTEMBER

## Earthquake and flooding in North Africa

"Our homes were destroyed. We ask for you to pray for us. Thank God for everything." Omar's faith-filled response to losing his home and seven family members in the Moroccan earthquake features in a special episode of *You Are Not Alone* about this disaster and the devastating flooding in Libya, which happened during the same week in September. More on pages 7-8.

## One-year anniversary of Iranian protests

One year passes since the death of Mahsa Amini in Iranian police custody. Accused of wearing her hijab incorrectly, she was taken to a detention center and died in hospital three days later. Mahsa's death sent shockwaves through Iran as women-led protests erupted nationwide. The Iranian government responded with a violent crackdown on protestors. Over 500 people died, including some children, and over 19,000 were arrested.

*Insiders* marks the anniversary of Mahsa's death with a special episode. The show features the renowned Iranian cartoonist Mana Neyestani, who reflects on the important role that artists have played in the movement. Soon after, Mehrazar, an Iranian woman, contacts us with a powerful message. "We really must stand in spiritual battle against the work of the enemy in our nation, because our people are experiencing so much hardship and injustice. Please tell all churches everywhere to stand together in this endeavor."

# OCTOBER

## Conflict in the Holy Land

After horrific attacks on October 7 trigger intense violence in the Holy Land, SAT-7 ARABIC launches a prayer campaign featuring church leaders across the MENA, and it gives a platform for the region's Church to speak messages of peace and compassion in a new weekly live program. Special episodes of *A Different Angle*, *You Are Not Alone*, and *Behind the Door* also cover the crisis. Read more on page 8.



## International award for SAT-7 ACADEMY manager

Juliana Sfeir, SAT-7 ACADEMY manager, receives an international award for her faithful service to disadvantaged people in the MENA. The Pauline Jaricot Award, given annually by Christian charity Missio "to a woman in Africa, Asia, the Middle East or Oceania who is a beacon of hope for others," is presented for her work with SAT-7.

Juliana collects her award during a visit to Missio's headquarters in Germany, where she dedicates the award to SAT-7's CEO, Rita El-Mounayer. "Great appreciation is due to Juliana Sfeir for her tireless commitment to tolerance and respect between cultures," reads the award statement.

# NOVEMBER

## Campaign to help children find safety in God

To help children across the Arab world encounter more of the peace and safety of God, SAT-7 KIDS launches a new campaign, "With You, Lord, Safety Abides." It "emerged as a response to the pressing need for addressing the challenges faced by children during catastrophic events," according to SAT-7 KIDS Channel Manager Andrea El-Mounayer.

The campaign will use Bible verses, drama presentations, and other short segments to attain its goal of empowering children with the resilience needed to cope with the myriad of challenges they encounter.





# DECEMBER

## Muted celebration and mourning replace festivity

In response to the conflict in the Holy Land, many churches in the region cancel their usual Christmas celebrations. They hold services as normal but forgo the outdoor events and decorations that form part of a traditional Middle Eastern Christmas. Elsewhere the season is observed in the shadow of other disasters that struck the MENA in 2023.

SAT-7's Christmas programming mirrors this muted approach. The Arabic channels in particular focus on people suffering because of war and on how the person and work of Jesus Christ relates to their experience. SAT-7 ARABIC produces a special program (right) from Erbil in Iraq, where many families fled from war in 2014. SAT-7 KIDS broadcasts a series of short dramas to address the questions and concerns of children who are disturbed by the violence in the region, offering God's perspective on events.



## Life journeys in praise and worship

Popular SAT-7 presenter Marianne Awaraji returns to the screen with a new praise and worship program for adults on SAT-7 ARABIC, *My Life Journey*. Marianne invites well-known praise and worship leaders to share their stories of faith. The program aims to be a source of inspiration, showcasing the talents of various artists and offering a space for musical appreciation and engagement. *My Life Journey* allows viewers to join with their favorite Christian singers in praise and worship and also ask them questions or pray with them live on air.



**In 2023 the SAT-7 PARS team developed new initiatives and programs to strengthen their ministry to viewers in the Persian-speaking world. These will deepen and strengthen our wide-ranging support for Persian viewers, who are desperate for prayer, teaching, and fellowship as they live out their faith in restrictive cultures.**

## **STRUGGLE FOR FREEDOM**

Throughout 2023, SAT-7 upheld and amplified the voices of people from the Persian World who were protesting against injustice and lack of freedoms for women. September marked the one-year anniversary of Mahsa Amini's death and the beginning of widespread protests for women's rights in Iran. The desperate wait for change continues. "My Lord, we are weary of so much injustice," said one of our viewers. "Come and reign in this nation." (Read more on page 15.)

In Afghanistan the situation for women and girls is bleak and continues to worsen. Since the Taliban regained control of the country in the summer of 2021, women and girls have had their access to secondary education, public places, NGO offices, and positions of authority in government severely restricted.

But for some Afghans, the worst was yet to come. In October, major earthquakes killed over 2,000 people. "Please pray for all those who have lost loved ones to know the comfort of Jesus Christ," said Nava, whose daughter avidly watches SAT-7 PARS' children's programs. "Today there is so much grief. Everyone is afraid, and people are sleeping outside despite its being very cold."

## **NEW KNOWLEDGE, NEW TECHNOLOGY**

SAT-7 is using new knowledge and technology to shine the light of Christ in the Persian world. To gain a deeper knowledge of our viewer base, popular SAT-7 PARS program *Insiders* surveyed over 200 viewers. The results revealed a disillusioned population frustrated at the impossibility of change, but there was near-universal agreement that greater Freedom of

Religion or Belief (FoRB) would have many positive outcomes in the region, including the "progress of society" and the "flourishing of opinions."

Despite a major lack of FoRB in the region, people are still coming to faith in Jesus, and SAT-7 PARS is eager to strengthen these new believers. In January 2023, a secure Bible teaching group, hosted on the Zoom video platform, was started for Isolated Believers in Iran and Afghanistan. Run by Farshid and Marjan, a married couple who were arrested for their Christian faith while living in Iran and have since moved to Türkiye and who are part of the channel's Viewer Support Team, the sessions have garnered plenty of encouraging feedback.

"The teaching sessions have refreshed me and given me new strength," claimed one attendee, named Rebecca. Another Iranian woman, named Farimah, has seen real changes in her life since she started attending the Zoom meetings. "I am better able to pray, I have more enthusiasm for the Lord, and my relationship with my husband has improved," she said.

At SAT-7's Limassol studio in Cyprus, virtual technology is revolutionizing how shows are produced. Panayiotis Keenan, Executive Director of SAT-7 PARS, explains. "Now with the help of STYPE technology, we can maximize the possibility for using visually appealing virtual sets in 3D environments with synchronized camera movement. We have already begun using this technology on *Church4Kids* and *Sanctuary of the Heart*."



The death of Mahsa Amini in custody in Iran sparked worldwide protests



Mariam, presenter of *Church4Kids*, on the new virtual set



*Inner Revolution* offers teaching and counsel in the face of emotional challenges

SAT-7 PARS is releasing new discipleship programs to suit different age groups, encouraging our viewers towards a mature and saving faith.

In persecution-ridden cultures, with leaders forced into exile, false teaching spreads easily. *Gospel of John* unpacks the Fourth Gospel to remove misconceptions about Jesus and present a coherent view of Christianity. Presented by Rev. Keyvan Cyrus, the series will consist of 21 episodes, one for each chapter of the Gospel.

*Days of Youth* is aimed at younger Persian believers, many of whom are feeling disillusioned about their future and their faith. Featuring Iranian pastors from churches in the UK and Türkiye, the program seeks to help young adults turn to God and find hope in Him. The program tackles a wide range of topics, from

parents and helping the local church to thrive.

*Inner Revolution* is for Iranians from both older and younger generations. Produced in partnership with Christian media group IRRTV, the program aims to bring the generations together in an atmosphere of dialogue, understanding, and healing. Discussions center on the differing psychological and emotional challenges – from war and revolution to poverty and unemployment – that the different generations have experienced, and how all this has impacted their walk with God.

Through Christian counseling and biblical teaching, viewers will grow in their understanding of the relationship between young people and the Gospel. But whether young or old, they will learn that God is primarily concerned with a true *Inner Revolution*.

self-confidence and materialism to respecting



Filming the docudrama *Yakamoz*, about the Turkish-Greek population exchange



Semsa Deniz Bakır on the set of *Homemade*



The presenters of *The Song in My Heart* with their band

## MINISTRY TO THE TURKISH WORLD

In Türkiye, 2023 will forever be remembered as the year in which major earthquakes devastated parts of the south. In the aftermath, SAT-7 TÜRK sought to be a voice of comfort and strength for those affected, mobilizing prayer across the region and shining a light on examples of Christ-like love. To read more about our earthquake response, please turn to pages 6.

### CHRISTIAN HERITAGE FILMS

SAT-7 TÜRK is committed to promoting Türkiye's strong Christian heritage, and also to strengthening the country's marginalized Christian population. Producing high-quality drama films like *Yakamoz*, an ambitious retelling of the historic population exchange between Türkiye and Greece, is a major part of their strategy.

The film depicts a Turkish and a Greek family caught up in the two-way migration across the countries' borders in the early 1920s. As well as giving visibility to Turkish Christians – many of whom were caught up in the population exchange – the film spreads the message of peaceful co-existence among Turks and Greeks.

### GREAT NEWS FOR TURKISH CHILDREN

In the spring, SAT-7 TÜRK began broadcasting *Great News*, a daily live program for children. This bright and entertaining news-style program is presented by well-known SAT-7 TÜRK presenter Nora Yazırhoğlu and her loveable assistant Mr. Straw, a dog puppet with a liking for clever jokes. But the program does a lot more than just entertain.

"We are all beautiful in God's eyes," Nora said during one episode, "because God made us with all His love in His image." Mr. Straw replied, "Yes, my friends, we are all precious in the eyes of God, and each one of you is unique and special to Him."

## HOMEMADE

Flagship SAT-7 TÜRK program *Homemade* entered its eighth season in 2023. “I talk to [the audience] honestly about my troubles and things I have received healing from,” says presenter Şemsa Deniz Bakır. “I share my love for the Lord, my mistakes, and my joys.” She believes it is this sincerity and warmth that has kept the show thriving for more than seven years. The program receives around 20 questions per episode, and testimonies suggest that it is engaging with viewers, both men and women, in a consistent and healthy way.

For example, Murat found *Homemade* and other SAT-7 TÜRK programs while recovering from a work-related injury. His sense of God’s love grew stronger over time, and he recently committed his life to following Jesus. Murat wants to travel to Istanbul to meet the *Homemade* team, and they have continued to support him on his faith journey.

## THE SONG IN MY HEART

A new weekly program, *The Song in My Heart*, aims to glorify the Lord with beautiful melodies and godly discussion. Presented by Gamze Özdemir and Nisan Özlem Özyapıcı, who double up as worship leaders, *The Song In My Heart* is all about letting biblical revelation have its due effect. In a recent episode, they discussed what it means to fully surrender to God, asking questions such as, “Do we allow the Lord to work in our lives and change us?”

Zeki, a male viewer of the show, recently got in touch. “Your programs have contributed greatly to the strengthening of my faith, to my understanding of the moral values of the Christian life, and to my knowledge of the Lord and myself. Please pray for me and my spiritual life. God bless you.”

## PRACTICING DISCIPLESHIP

A new live program, *Practicing Discipleship*, hosted by Pastor Cem Ercin and Serli Balık, wants to show Turks that following Jesus is not a theory; it is a way of life that requires full participation. Viewers not only learn about the Bible but also understand how to put it into practice in daily life. The program covers various topics that help Christians in Türkiye understand how God is calling them to live and how they can apply the Bible’s wisdom.

“

You have really been a light and a guide for me... I watch your channel with great joy; you are addressing all audiences, and you have very informative and instructive programs. You shine the light of our Lord Jesus Christ. – Nusret

“

May the almighty Lord bless you abundantly. Your programs are wonderful and full of love and peace. – Derya

“

Until 3-4 years ago, we were not believers, but now we have Jesus in our lives. SAT-7 TÜRK has played a great role in our getting to know Christianity. Thank you very much to your whole team. – Meltem

“

I wish I had come to faith earlier because we have always been given a very wrong understanding of Christianity and a lot of misinformation. Your programs helped me in my research, and later in my life of faith. I love your programs and the films you broadcast, and may the Lord bless you and your ministry. – Alican

“

You have helped me to grow in faith, and for that I thank you. – Cansu

# MINISTRY TO ADULTS IN THE ARAB WORLD

In 2023 the Arab World was struck by multiple disasters, from earthquakes in Syria and Morocco, to floods in Libya, to violent conflicts in Sudan and the Holy Land. Throughout these trying times, SAT-7 ARABIC has been on hand to support our viewers. To read about the channel's various responses, turn to pages 6-9.

## RELIEVING PERPLEXITY AND DESPAIR

Tragically, these crises are only the latest of a long series that have seriously damaged young people's hopes for the future. In response to an increased sense of desperation among the next generation, SAT-7 ARABIC is making programs that encourage and equip youth to make positive changes in their lives and in the world around them. Several new shows were added to the schedule in 2023.

One of these is *Catalyst*, a fast-paced program that discusses different topics relating to youth, including prayer, addictions, and personal goals, from a Christian and ethical perspective. Its aim is to connect with young people and give them hope and guidance by offering a clear, moderate voice that explains how they can make the right choices and make Jesus their model.

(The *Youth for an Enabling Society* project, implemented by SAT-7 Egypt, is also providing young people with a renewed vision for their communities. Read more on page 31.)

Widespread uncertainty and confusion in the face of ongoing crisis are found among older viewers too. So SAT-7 ARABIC has also produced a new program called *Outside the Podium*, in which Pastor Sameh Maurice answers questions from viewers about loss, pain, suffering, and insecurity.

## CURRENT AFFAIRS AND TEACHING

However, the cornerstones of SAT-7 ARABIC's output remain its popular

current affairs and teaching programs.

In 2023 the channel has continued to broadcast its established shows *Different Angle*, *You are Not Alone*, *It Is Important To Be Christian*, and *The Heritage*, which have a strong viewership base.

A new teaching program was also created, called *Gospel of Matthew Challenges*, which gives viewers a better understanding of this fascinating biblical book.

A new program called *Parables of Jesus* in the Moroccan variant of Arabic uses drama to engage viewers through the parables Jesus told. The actors, crew, and locations are all Moroccan. A pastor from a house church in Marrakesh told SAT-7 how important it is to have access to a television ministry, and he asked us not to stop what we are doing but to keep sharing the Gospel. SAT-7 is helping to grow the Church in the country; "it makes such an impact on people here," he said.

## BROADCASTING LIVE EVENTS

SAT-7 ARABIC has also worked with our partners to broadcast many live events and conferences in 2023. One major highlight was the *Count It Right* festival in Egypt, which is organized annually by Kasr El Dobara Evangelical Church and attracts thousands of young people. SAT-7 covered the event live on satellite and social media for three consecutive days, while the Viewer Support Team responded to many prayer requests. Some viewers who got in touch even became believers.

Supporting the Church in the Middle East and

North Africa is another integral part of SAT-7 ARABIC's ministry, and the channel covered a number of church conferences in 2023. These broadcasts are especially helpful for believers who long to grow in Christ but are unable to attend church, or for those who have unanswered questions about the Christian faith. Speakers at these conferences explain Christian principles and give viewers a fuller understanding of their faith and a stronger grounding in it.

Christian concerts also featured prominently in SAT-7 ARABIC's programming this year. These are popular because they include well-known Christian songs; viewers can sing along and spend time praising and worshipping the Lord in their homes.

## ENGAGING WOMEN AND YOUTH

The women's program *Today Not Tomorrow* continued in 2023 as part of SAT-7's Gender Equality and FoRB project. SAT-7 ARABIC also launched a women's program on social media, *SAT-7 Podcast*, which featured stories of women who overcame obstacles and became examples to others.

While satellite programming is still a vital broadcast medium in the region, SAT-7 ARABIC is expanding online with a variety of programs on social media, especially directed to young people, for whom this is often their platform of choice. These include series addressing both spiritual and social needs, and also personal testimonies.



*Catalyst* discusses the concerns of young people in a relaxed atmosphere



Interviewing a participant on *Today Not Tomorrow*



Pastor Sameh answers questions on *Outside the Podium*



Filming *Gospel of Matthew Challenges*



*Parables of Jesus* retells the story of the unjust judge



SAT-7 KIDS presenters setting video challenges for young viewers



Tia and Uncle Medhat offer inspiration and encouragement while having fun!



Popular children's gameshow *Behind the Door*

## MINISTRY TO CHILDREN IN THE ARAB WORLD

**SAT-7 is continuing to create life-giving content for Arab children in the Holy Land, Libya, Morocco, Sudan, and Syria as part of our response to the major crises that affected the region this year.**

Throughout a turbulent 2023, our dedicated Arabic children's channel, SAT-7 KIDS, has been helping children both deal with the difficulties in their lives and take a much-needed break from them.

### **BEHIND THE DOOR**

*Behind The Door* is a vibrant live show that helps young children learn about Jesus through games and challenges that are revealed from behind two mysterious doors. Now in its second season, the show is hosted by a long-time SAT-7 KIDS presenter as well as new talents who use their music and acting skills to unpack the Bible. There is also plenty of time during each episode

to talk about the issues young people are facing. This year the program covered topics such as social media and jealousy, fear and anxiety, and Jesus the Good Shepherd, and invited viewers to share their thoughts on air.

“Thank you so much for always being here for us and for leading us to the right path,” said Suzy, a young girl from Egypt, in a message to the team at *Behind The Door*. “Your presence in our lives makes a big difference.” A mother of two also contacted the show to express how much her whole family enjoys the program. “*Behind The Door* is so popular. The kids wait for it every week, and even my husband and I watch it!”



## MY JESUS

As Jesus exemplified, the best teaching is simple, memorable, and engaging. It is no wonder, then, that new program *My Jesus* uses one of the simplest and most effective teaching tools available – music – to share His message.

Filmed on a beautiful boat-shaped set, this new praise and worship program is helping children relate to Jesus and sense his closeness. Each episode explores a different aspect of Jesus' character with a particular focus on His human nature. As the presenters uncover examples of Jesus walking, working, celebrating, and even suffering like we do, young viewers learn that our Lord is real and trustworthy, and that He sympathizes with all our struggles.

## CUPCAKE

Filming is already underway for the second season of *Cupcake*, a drama produced by SAT-7 KIDS that offers children inspiration and encouragement in a humorous atmosphere. Presenters known as Uncle Medhat and young Tia oversee fun competitions that deliver a moral message, while Fakiha Al Nabiha, a puppet reporter, provides comical commentary. There is also time for children to present their special talents, ask questions about the episode's theme, hear a story illuminating its message, and learn a relevant Bible verse.

Kareema, a mother from Egypt, shared this encouragement: "My daughter loves all your programs and worship songs, and her favorite show is *Cupcake*. I pray that God uses you to reveal Himself to all the children around the world."

## ENGAGING YOUNG VIEWERS

As part of SAT-7 KIDS' wider strategy to engage viewers in new ways, 2023 brought an increase in dialogue between viewers and presenters.

Over the summer, SAT-7 KIDS set video challenges to keep young viewers entertained during the school break. Heartwarming

responses showed how children were keeping active in their communities, playing sports, attending church activities, and experimenting with arts and crafts.

Marianne Awaraji, Audience Relations Manager at SAT-7's Arabic channels, hopes that initiatives like this will encourage a new generation of storytellers as well as build rapport between SAT-7 and its viewers.

"By leveraging the power of social media, creating interactive challenges for the audience, and incorporating feedback into program development and production processes, we can create a more dynamic and interactive relationship with our young audience," she said.

SAT-7's Viewer Support Teams keep communication lines open 24/7, so no matter what is happening or where the children are, they feel welcome to share what matters to them, such as prayer requests, dreams for the future, and what they have learned from SAT-7.

"I learned that the Lord Jesus is always with me," one young boy shared with us recently. "I learned from SAT-7 KIDS not to fear anything as long as the Lord Jesus is with me and I follow Him." Messages like this one spur on the SAT-7 KIDS team to support Arabic-speaking children across the region in any way they can.

## HAGAR'S REDEMPTION

In December the channel released a short film, *Hagar*, telling the true story of a young Kurdish refugee's journey towards peace and redemption. Acted out by Hagar herself, the video shows her recalling the Syrian civil war, her friends and family left behind, and her lost childhood and journey of faith with Jesus. Filming took place in an apartment that was ruined in the Lebanese civil war but that has now been renovated into a beautiful studio space.

The year 2023 was an exciting year for digital media across SAT-7's channels. Among many initiatives, SAT-7 ARABIC created an absorbing drama series and short films; SAT-7 PARS launched social media pages that generated a huge increase in engagement; and a new communication system enabled SAT-7 TÜRK to connect more widely with its viewers.

## EMPHASIS ON DIGITAL STRATEGY

Throughout 2023, all the channels recognized the importance of a strong digital presence, aiming to serve viewers as content providers beyond traditional satellite broadcasting. An increased drive to streamline workflows to achieve greater unity between production centers, and the integration of digital media and satellite production, made clear that specialist teams were needed to provide engaging, effective, and high-quality content in this transitional phase.

In 2023, the Digital Team and Production Team hosted two workshops to identify gaps and solidify collaboration. The social media team now consists of campaigns specialists for Facebook, Instagram, and Google, Content Creators, Graphic Designers, a Social Media Production Coordinator, and Social Media Coordinators for Lebanon and Egypt, as well as a dedicated working group to serve SAT-7 PLUS.

Through trailing different approaches, it has become clear that traditional satellite television programming cannot simply be re-uploaded to social media platforms. Users expect a different experience in online spaces, particularly with shorter-form content with which they can interact.

Digital media production has focused on creating unique programs that align with the digital media strategy and cater to various needs. For example, the SAT-7 ARABIC team launched a

compelling drama series focusing on women's challenges in Egypt.

Additionally, they created short films conveying uplifting messages tailored for the youth audience. One noteworthy example is *Not Yet*, a short film delving into some difficult life issues, including death, war, and relationship breakdowns. However, it underscores the enduring hope found through belief in Jesus, providing the resilience needed to confront such adversities. The narrative emphasizes the omnipresence of God, actively shaping lives for the better and possessing the transformative power to navigate and improve challenging situations.

On SAT-7 PARS, new social media brand pages were introduced in the early months of 2023, achieving considerable success in reach and engagement. In particular, the social media live shows aimed at 6-8-year-olds saw a very significant increase in connections with new viewers.

Melih Ekener, Executive Director of SAT-7 TÜRK, shared that the main reason for the increase in the number of outcomes in audience relations in 2023 is the implementation of a new correspondence system called Echo. "With the introduction of this system, we started to communicate one-on-one via Echo with everyone who commented and sent messages, and we responded to messages from the 'contact us' campaigns we created for viewers.

“With the change in user habits, our numbers of Facebook views and interactions have decreased, but our statistics continue to rise on Instagram and YouTube platforms.” The channel saw an overall increase of 51 percent in conversations in 2023.

### **SAT-7 PLUS**

SAT-7 PLUS, the MENA's first multilingual Christian video-on-demand and live-streaming platform, continues to adapt to serve its viewers across the region. The platform aims to increase the awareness and engagement of its audience, as well as their watch time and app downloads.

In 2023, the platform was marketed offline for the first time at the *Count it Right* festival in Egypt, which generated lots of interest and inquiries on social media. SAT-7 PLUS's marketing success grew hugely in 2023 compared to 2022. SAT-7 plans to continue promoting the platform at

in-person events, such as church services and Christian festivals and conferences, as well as online.

Many new programs, series, and movies were uploaded to SAT-7 PLUS from all channels, and work continued to revamp the platform in order to provide a more enjoyable experience for viewers. New features added in 2023 included automatic preview of promos when hovering over the programs, designs for programs when changing languages, a top-10 recommendation feature based on geo-location, and an interactive viewer content rating in the form of a like/dislike button.

**Going into 2024, SAT-7 will continue developing SAT-7 PLUS content and user experience, market it more effectively through online and offline channels, and create fresh video content for social media from various regions.**



# AMBITIOUS EDUCATION PROJECT COMPLETES FILMING

*My School*, SAT-7's pioneering program providing high-quality complementary education in the Arab world, wrapped up its fifth and final season in 2023. Since the program launched in 2015, SAT-7 has made over 400 episodes covering the region's curriculum in the core subjects of mathematics, Arabic, English, science, and French.



While the program was originally created to support the learning of children displaced by the Syrian civil war, *My School* has helped to fill the educational gap created by further crises and conflicts in the MENA.

When the COVID-19 pandemic closed schools across the region in 2020, *My School* received a huge increase in phone calls, messages, and comments from viewers. Throughout the pandemic, teacher-presenters offered extra instruction on social media platforms, and special live episodes helped viewers to study successfully at home.

*My School* has also attracted enormous interest from children attending poor-quality state schools across the region, as well as from adults who did not receive a decent education in their younger years. By 2018, an estimated 1.5 million people were watching, with the largest audience based in Egypt.

Katie, a teenage viewer from Egypt, sent in her thanks for the *My School* program: "We thank you for the wonderful effort and the excellent explanation. May God bless everyone behind the *My School* program and all those who work hard to make it a success. The teaching method makes it easy, simple, and comprehensive in all aspects. Many, many thanks to Miss Grace, Miss Shams, and all the teachers."

## PARTNERS ON THE GROUND

During the eight-year development of *My School*, SAT-7 has worked with educational specialists from the Middle East and partner organizations on the ground to adapt and expand the program. We monitored its impact through pupil tests, online surveys with parents, and viewer feedback.

The programs have been used in two formal classroom settings through partnerships with on-the-ground organizations, BILADI and Heart for Lebanon. Results from both centers, in Lebanon, showed that children made significant progress in many areas, both academic and behavioral. These assessments also helped to shape the content of the programs, ensuring their suitability for young viewers.

Joanna Abou Rjeily, Education Coordinator at Heart for Lebanon, shared a story from a mother whose son was often getting into trouble for fighting with other children. But when he started taking part in the *My School* sessions at their Hope center, his behaviour changed. The very grateful mother told Joanna, "Now I really know the power of education. Yesterday his cousin came to him and asked him to come and fight with other groups of boys. But my son said, 'No, I have homework to do.'"

Joanna added, "We are so happy that we had the chance to be part of this. I feel very honored witnessing on the ground the change and the success the children made in this program."

SAT-7 was also able to expand access to *My School* through a partnership in 2022 with Lebanese Alternative Learning. Over 250 episodes were made available on its leading e-learning platform, Tabshoura. Online challenges supported each episode and enabled participants' progress to be measured.

The ongoing need for *My School* is clear. One in every five children in the Middle East and North Africa (MENA) are not in school – nearly 15 million in total.<sup>1</sup> All episodes of the program will continue being aired on SAT-7 KIDS and multiple social media platforms, and they will

also be shown on SAT-7's video-on-demand service SAT-7 PLUS for years to come.

“I am so proud and grateful for the *My School* project,” said SAT-7 Chief Executive Officer Rita El-Mounayer. “It brought education into homes and refugee camps across the Middle East and North Africa, enabling children and adults to learn key subjects that will equip them for the future. We pray that many lives will be changed as a result of having free access to high-quality informal education, even as the episodes are replayed and repurposed over the coming years.”

1 Figures from UNICEF <https://www.unicef.org/mena/out-school-children>



English teacher Grace Najjar on the first set



A science lesson from Season 5



*My School* presenters and crew together on the last day of filming

# PARTNER SPOTLIGHT

SAT-7 is blessed by its partnerships with many organizations that share our vision and values. Their dedicated people, generous support, and thoughtful collaboration enrich our ministry and enhance its impact. Here are some examples from the past year.

## SECONDED STAFF

SAT-7 gives thanks for the invaluable contribution of 11 staff and three volunteers seconded to us from our partners: Mission Afrika, Finnish Lutheran Mission, Media Mission the Messengers, Norea Denmark, Swedish Lutheran Evangelical Association in Finland, and Interserve Korea. They work for various teams in our International Office, SAT-7 ARABIC, SAT-7 PARS, and SAT-7 TÜRK, and at the SAT-7 PARS studio in Limassol.



Joel Zakarias Dam, who is seconded to SAT-7 by our partner Mission Afrika, spent five years in the Limassol studio and now works for the international communications team. He says:

“I started working with SAT-7 in 2018 knowing nothing about video editing or camerawork. Through the past years of working with the ministry, I have learned a completely new skill while being a small part of the big SAT-7 family. For me SAT-7 has been an opportunity to grow professionally while making an impact on the ministry. And what seconded staff learn at SAT-7 also helps them make an impact when they go home!”

## FAITHFUL PARTNERS

Representatives of SAT-7 were inspired by their attendance at the General Assembly Meeting of

the Norwegian Mission Society (NMS) in June. Kurt Johansen, Executive Director of SAT-7 Europe, Asia, and Pacific, George Makeen, then Executive Director of SAT-7’s Arabic channels, and Marianne Awaraji, SAT-7 Audience Relations Manager, gave presentations and led workshops. They also had the opportunity to build connections with the leaders of NMS and many of its other partner organizations, including church leaders from around the world. NMS has been a faithful partner of SAT-7 since our ministry was founded.

## BUILDING VISION

SAT-7’s annual European Vision Meeting provides an invaluable opportunity to bring together SAT-7 partners with leaders from other faith-based organizations and experts on the MENA. Hosted this year in Copenhagen by the Danish Bible Society, the gathering heard SAT-7’s CEO Rita El-Mounayer share our commitment to investing in the lives of young people. Other speakers shared their expertise on key topics such as creation care, Freedom of Religion or Belief, and persecution, while some of the partners described how their connection with SAT-7 is grounded in a shared vision and passion for the MENA.



SAT-7’s annual European Vision Meeting in Copenhagen

# SAT-7 PARTNERS

- Crossings Community Church, USA
- Danish Bible Society
- Equmeniakyrkan, Sweden
- Finnish Evangelical Lutheran Mission (FELM)
- Finnish Lutheran Mission (FLM)
- Hilfsaktion Märtyrerkirche (HMK), Germany
- Icelandic Lutheran Mission
- INTERACT, Sweden
- International Ministries of American Baptist Churches
- Kasr El Dobara Evangelical Church
- Kirkjuliga Heimamissiónin, Faroe Islands
- Lutheran Hour Ministries, USA
- Media Mission the Messengers (aka Sansa), Finland
- Mission Afrika, Denmark
- National Evangelical Church in Kuwait, Common Council
- Norea Media Mission, Denmark
- Norea Media Mission, Norway
- Normisjon, Norway
- Norwegian Mission Society (NMS)
- Paul Mission International, Korea
- Stefanus Alliance International, Norway
- Swedish Evangelical Mission (SEM/EFS)
- Trail Christian Fellowship, USA
- United Bible Societies/Bible Society of Egypt

# SAT-7 INCOME AND EXPENSES FOR 2023

SAT-7's actual income for 2023 is 10 percent higher than budget, enabling us to end the year with a positive balance. Thank you for helping us to achieve our vision and mission.

## 2023 FINANCIAL OVERVIEW

- The audited consolidated income for the year was USD 21.0 million, USD 2.0 million higher than budget.
- SAT-7 ended the year with a positive balance of USD 0.8 million.
- Our total global income for 2023 was approximately USD 21.9 million, inclusive of gifts-in-kind.
- SAT-7's expenditure totalled USD 20.5 million, including 0.4 million that was invested in fixed assets and inclusive of gifts-in-kind. This total expenditure was 3 percent higher than budget (USD 19.9 million).

## LIQUIDITY

We managed to maintain the same liquidity in 2023 in the MENA offices of USD 4.1 million (including restricted funds).

## RESTRICTED FUNDS

Restricted funds decreased by 6% in 2023. The balance mainly comprises donations received in December for 2024 projects and ongoing governmental projects.

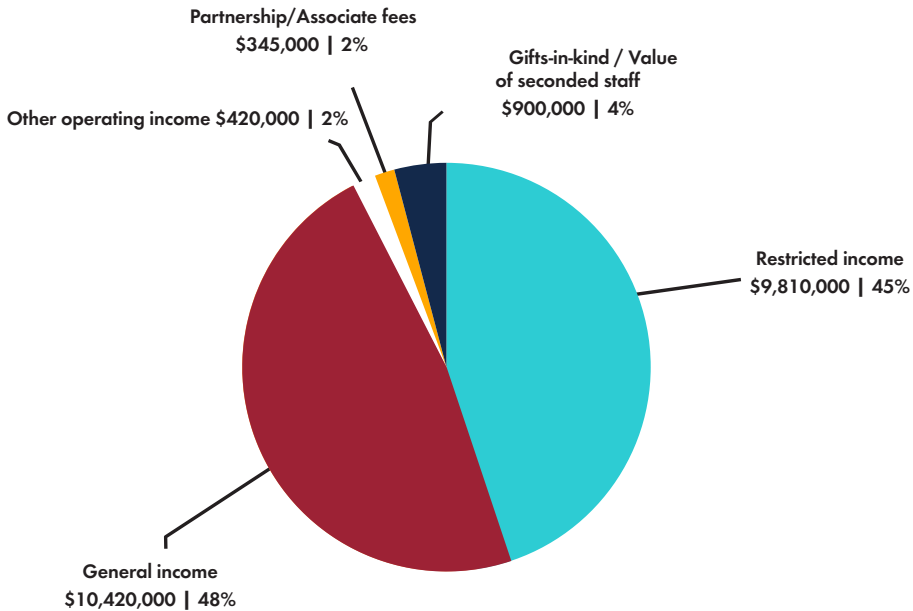
VR technology in SAT-7 KIDS program *Zoom In*





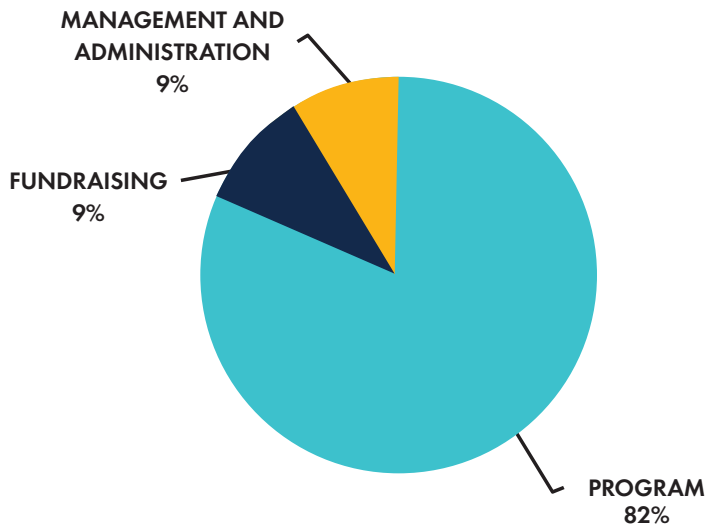
# 2023 ACTUAL INCOME BY TYPE

TOTAL INCOME: \$21,895,000 (including gifts-in-kind)



# 2023 FUNCTIONAL EXPENSES

ALL ENTITIES



All figures in this 2023 report are in USD and have been rounded to simplify reading. The combined financial information presented is derived from the 2023 financial statements for each of the 14 independent SAT-7 legal entities.

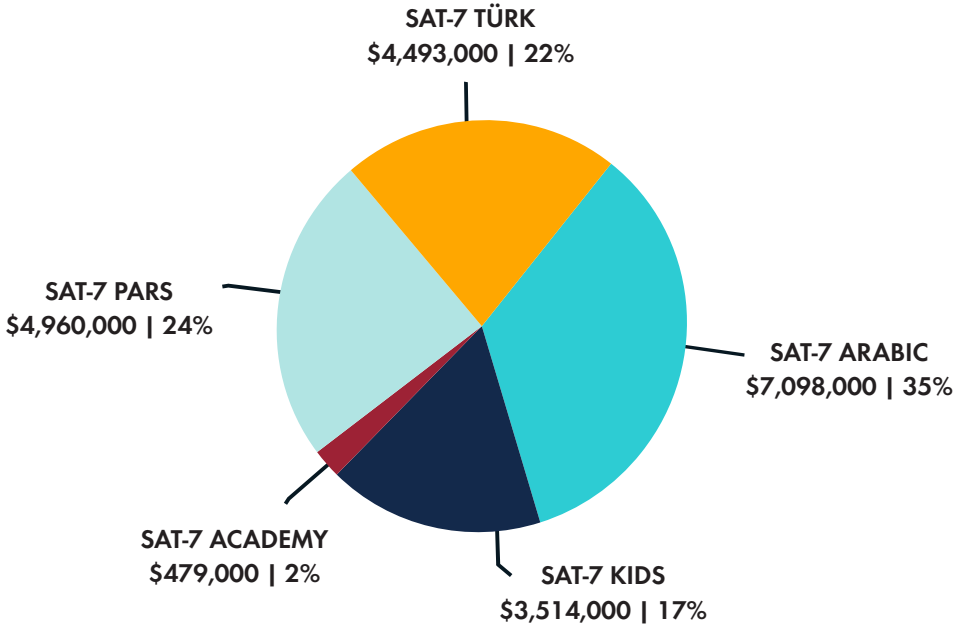
The difference between the audited consolidated income and the global income inclusive gifts-in-kind is the amount of USD 0.9 million. This amount does not meet the criteria under IFRS to be classified as income.

The financial statements for SAT-7 International legal entities in Cyprus are audited by KPMG Ltd, Certified Public Accountants and Registered Auditors. KPMG has also reviewed the principles used in the preparation of this summary of consolidated financial information. Detailed combined 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 2023 actual expenses.

**SAT-7 USA END-OF-YEAR NET ASSETS: \$7,145,059**

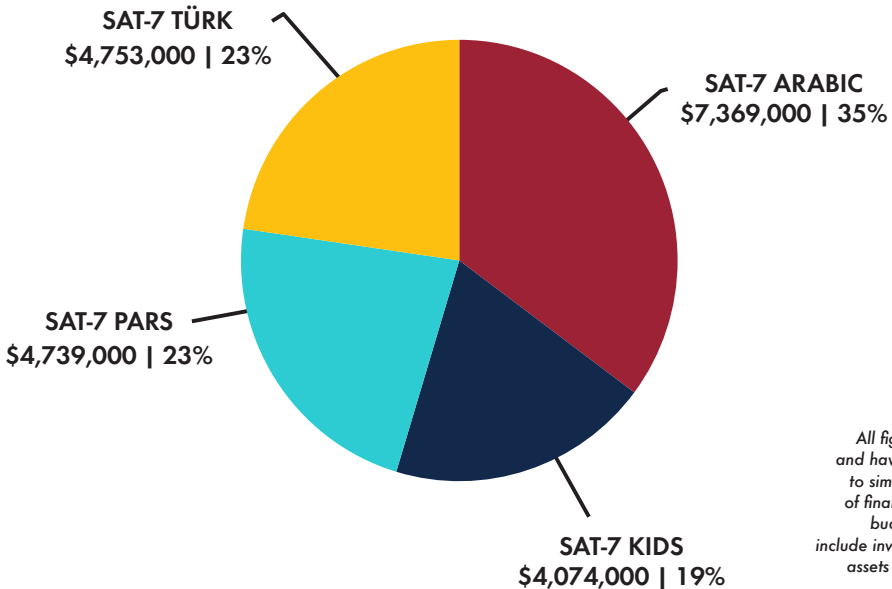
## 2023 ACTUAL EXPENSES

TOTAL EXPENDITURE: \$20,544,000 (including gifts-in-kind)



## 2024 BUDGETED EXPENSES

TOTAL BUDGET: \$20,935,000 (including gifts-in-kind)



All figures are in USD and have been rounded to simplify the reading of financial data. 2025 budgeted expenses include investments in fixed assets and gifts-in-kind.

# 2024 BUDGET

The SAT-7 Executive Board has approved a balanced budget of USD 20.0 million, 11 percent higher than the 2023 budget, for SAT-7's work worldwide in 2024. In addition to this, the SAT-7 USA development office approved an extra contribution of USD 0.2 million for additional MENA activities, increasing the total SAT-7 budget to USD 20.2 million for 2024.

SAT-7 ARABIC has the same budget as in 2023.

SAT-7 KIDS' budget is higher by 13 percent, enabling the channel to increase the number and quality of its programs.

SAT-7 PARS' budget is higher by 5 percent, in US dollar terms.

SAT-7 TÜRK's budget is higher by 28 percent, in US dollar terms and accounting for inflation, allowing the channel to produce more programs and activities.

*My Land*, a 2023 Easter drama from SAT-7 ARABIC

## GIFTS-IN-KIND

Projected gifts-in-kind for 2024 are budgeted separately and are expected to total approximately USD 0.7 million. Gifts-in-kind include the value of seconded staff, the donation of studio hours or programming, and staff training, all of which make an important contribution to SAT-7's ministry.



# SAT-7 USA'S

## BOARD OF DIRECTORS

SAT-7 USA's Board of Directors guides and oversees SAT-7 USA's work.  
Its current members are:

### Board Chair

Mr. Peter Schulze  
Chairman, SGI Global  
Investments, Texas

Archbishop Angaelos, OBE  
Coptic Orthodox Archbishop  
of London

### Vice Chairman, Board Treasurer

Mr. Mark Schifferdecker  
President, CEO, GNBANK,  
N.A., Kansas

### Board Secretary

Mr. David L. Jones  
Senior Advisor/Coach Global  
Network of Evangelists, Luis  
Palau Association, Oregon

Mr. Judson Riggs  
President, CEO, Teichert,  
Inc., California

Mrs. Vicki Gillis  
Manager, Stewardship  
Homes LLC, Oregon

Mrs. Jerry Canada  
Bible Study Leader,  
Intercessor, Artist, Maryland

Mr. Troy Carl  
Chief Growth Officer, Luscinia  
Health, Managing Partner,  
Fowler Medical, President,  
Intl. Scripture Ministries,  
Texas

Mr. Steve Foskin, CPA  
Regional President, CrossFirst  
Bank, Oklahoma

### Director Emeritus\*

Mr. James C. Blankemeyer  
TBF, Tennessee

### Ex-Officio Members:

Rita El-Mounayer  
Chief Executive Officer,  
Cyprus

Dr. Rex Rogers  
President, SAT-7 North  
America, Michigan

\*Deceased



“

At a time when the world is becoming more polarized, the Church must stand and work together as one body to put our faith into action. SAT-7 brings together the diverse churches of the Middle East and stands with them in the many challenges that they face, supporting them in their work of serving the people. SAT-7's commitment to unity and dialogue is a sign of hope in a troubled region.

**Bishop Henrik Stubkjær, Bishop of Viborg,  
President of the Lutheran World Federation**

“

We really feel that we are part of a family, that people here care about each other, and that the organization is really led by God. You see it from the fruit of their work. The organization of SAT-7 is very professional.

**Nils Endre Eikeland, Director of West Africa,  
Middle East,  
and North Africa, Norwegian Mission Society**



[www.sat7usa.org](http://www.sat7usa.org)

## **SAT-7 USA**

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