



SAT-7 ANNUAL REPORT

2024



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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: Hagar and Kamil, two presenters of *Jesus is Our Strength*, a new program for pre-teens on SAT-7 KIDS



FAITH IN TURBULENT TIMES

I am delighted to introduce SAT-7's Annual Report for 2024! We give grateful thanks to God for His faithfulness to us through another year of ministry in the Middle East and North Africa (MENA), and also for you, our loyal supporters and partners, whose generosity makes our work possible.

The past year was a tumultuous one for our region. The conflict in the Holy Land that had erupted in October 2023 continued throughout, claiming the lives of thousands more people. In the autumn it spread for several weeks to neighboring Lebanon, where one of our studios is based, though we thank God for His protection over our staff. Other countries – Iran, Yemen, Iraq – were also caught up in the hostilities. Then in December the long-established regime in Syria was unexpectedly toppled.

In this report you can read about SAT-7's response to these intense crises. During 2024, our programs shared prayers for peace and messages of hope, provided platforms for church leaders to encourage their people, offered biblical perspectives on evil and suffering, and assured believers in distress that their Christian family stands with them in their trials. We heard moving testimonies from viewers caught up in the conflicts but holding fast to their faith in Christ. We wept with those who were weeping; we prayed for those who were suffering; and we worked

hard and with hope to find new ways to encourage our brothers and sisters in Christ.

Meanwhile, our four channels continued to develop exciting new content and take advantage of new technology to share the Gospel and support the Church. Our projects promoting women's rights and engaging young people to serve society and steward creation made a powerful impact. And SAT-7 TÜRK's feature film *Yakamoz* picked up various awards at film festivals, while SAT-7 ARABIC's movie *Toxic* was added to the playlists of several international airlines.

All this and more is covered in this report. Please join with us in praise to the Lord for all that He has done through SAT-7 in 2024!

Yours in Christ,



Rita El-Mounayer
Chief Executive
Officer



CLICK HERE

FOR A VIDEO OVERVIEW
OF THE YEAR

VIEWER ENGAGEMENT IN 2024

In 2024, SAT-7 continued to grow our media platforms, including social media pages and messaging apps, to connect with our audience of millions through our committed Viewer Support Teams. The impact of our content is demonstrated in the encouraging levels of audience engagement that it achieved:



87,000

conversations



3,300,000

Instagram engagements



1,300,000

unique users of SAT-7 PLUS



28,000,000

YouTube video views



7,000

counseling or teaching
resources accepted



1,200,000

Facebook followers



SAT-7'S PLANS FOR 2025

As 2025 is the last year of SAT-7's current strategy, we will continue to build on some of our cross-channel goals to help us further equip the Church for its witness to Christ. Here are just a few examples.



BRINGING PEOPLE TOGETHER

SAT-7 looks to equip our viewers to be agents of positive change in MENA society and promote its unity and stability. One way we do this is by engaging Christians with issues of contemporary concern. SAT-7 plans to introduce in 2025 one new current affairs program on each of our channels, supported by dedicated social media. As the region continues to grapple with multiple conflicts, these programs will include features and segments on the themes of peace and reconciliation, encouraging viewers to reach out across traditional national, ethnic, and social divides.



DESIGNING FOR IMPACT

SAT-7 aims to have clear goals for each of our programs, and we are constantly looking for ways to improve and better understand the impact that our content has on our viewers. In 2025, we will introduce new principles into all our program proposals and production planning, using focused audience research to identify the needs of those who engage with our content and understand how we can design what we produce most effectively. In this way, we will learn from our viewers and be better able to assist them at whatever stage they may be on their journey of faith.



GOING BEYOND

SAT-7 longs to be relevant and accessible to everyone in the MENA, but because the region is so diverse, we need to carefully tailor our output to different areas and groups. We are seeking to deepen and broaden our appeal to audiences beyond the centers where we already have an established presence on the ground; and to achieve this in 2025, we will continue to increase program and content production from and for the Levant, the Gulf, North Africa, Azerbaijan, and Tajikistan.



HARNESSING TECHNOLOGY

As part of our commitment to keep pace with technological change, SAT-7 intends to develop our use of Generative Artificial Intelligence. We believe that it has the potential to significantly benefit our ministry, but we must also harness it properly to avoid the risks it presents. In 2025, SAT-7 will integrate AI into our workflows as appropriate, and we will provide in-depth training in specific AI tools for our specialist staff. We will also explore using AI to produce a historical drama in Arabic, Farsi, and Turkish.

06 BRINGING HOPE IN A YEAR OF CONFLICT

“It is our role as Christians to bring hope to people without hope.” These words from SAT-7’s CEO Rita El-Mounayer, spoken as Lebanon experienced its worst violence in almost 20 years, sum up our ministry’s response to a year marked by conflict and distress.

The devastating war in the Holy Land reached its first anniversary in October, when the conflict spilled over into neighboring Lebanon and threatened the stability of the entire Middle East. Attacks and counter-attacks between long-standing enemies across the region left the populations of several countries on a knife-edge amid fears of an all-out war. Then, in an unexpected turn of events, the Syrian civil war reignited at the end of November and led to the dramatic fall of President Bashar al-Assad in less than two weeks.

While the world’s media has been focused on the escalating situation in the Middle East, little attention has been paid to the brutal conflict in Sudan, which started in

April 2023 and has been described by the former U.S. Ambassador to the United Nations, Linda Thomas-Greenfield, as “the worst humanitarian crisis in the world”. Yemen, too, continues to be ravaged by war; according to the UN, more than half of its population is in need of humanitarian aid.

“I feel especially for Lebanon because I am Lebanese, but the country is just one among many in the Middle East where people are suffering,” said Rita. “The entire region is truly traumatized and fears for the future, especially for their children.”

In this extremely volatile situation, SAT-7 has sought to be a voice of comfort and hope, promoting reconciliation and peace, and highlighting the power of faith in the face of fear.

BROADCASTING DURING BOMBINGS

This response was exemplified by SAT-7’s team in Lebanon, who continued producing and broadcasting programs



*Good Morning Beirut,
broadcast from the balcony
of SAT-7's Lebanon studio*

from the studio in Beirut as bombs were falling on the city just a few miles away.

At the height of the conflict in the country, SAT-7 ARABIC launched a new live program called *Good Morning Beirut* from the balcony of the Lebanon studio, overlooking the city behind. Just minutes before the first episode went live on October 22, a bomb exploded in the background, but the team was determined to go ahead.

“We felt compelled to do this program because we wanted to be there for the people, to show that God is close to the broken-hearted, and also to show them the hope that we have in Christ,” said host Marianne Awaraji.

Good Morning Beirut featured interviews with people helping those affected by the conflict, along with traditional Lebanese worship and prayers and messages of hope from Christian leaders.

[CLICK HERE](#)  TO HEAR MORE ABOUT THE PROGRAM

One of the studio’s flagship programs, *You Are Not Alone*, increased production initially from one to two episodes a week (three in some weeks), while a new magazine program for children called *Jesus is Our Strength* aired three weekly episodes live from Lebanon.

SHARING STORIES

Giving a platform to people in the region to share their stories – and how their faith in Christ is strengthening them through their trials – has been a key part of several

SAT-7 productions during the last year. A short social media series called *War Phobia* shared the experiences of people affected by conflict to promote empathy and humanity in a region marked by division and hostility.

The heartrending story of George Bitar is sadly all too familiar for many people in the MENA whose lives have been repeatedly turned upside down by numerous wars. Originally from Sudan, George moved to Syria where he met and married Alice. The couple started a family and built a life there, but this was shattered when the civil war broke out in Syria. They decided to flee, going to George’s native Sudan, where they started over again, until war also caught up with them there. This time, the family fled to Egypt.

“Everyone around us is surprised by our strength,” George told SAT-7. Looking to the future, he trusts that God, who has already helped him rebuild his life once, will do so again. “I have faith that God will compensate us,” he says. “I hope that love prevails rather than power.”

[CLICK HERE](#)  FOR AN EXTRACT FROM GEORGE’S INTERVIEW



George Bitar

08 Throughout the year, *You Are Not Alone* has given a voice to people affected by the conflicts in the region. Among them was Faeqa Ayyad, a 12-year-old Christian girl from Gaza. She described how she and her family had to evacuate their home when the neighborhood was attacked, and how, like other Christian families, they sought shelter at the Holy Family Church in Gaza City.

“Without faith I would not feel safe,” Faeqa told presenter Sirene Semerdjian. “I ask the Lord to stop the war and bring peace and let us return to play and live our childhood.”

[CLICK HERE](#) TO SEE PART OF THE INTERVIEW

CHURCHES IMPACTED

Concerns have been raised about the impact of the Holy Land conflict on Gaza’s tiny Christian community, which numbers only around 1,000 people. Churches have been hit and believers killed in the conflict, while others have fled and may never return to their homeland.

Magdy El Jeldeh, a Christian from Gaza, told *You Are Not Alone* how he and his family had initially taken refuge at St. Porphyrius Church before fleeing first to Rafah, then to Egypt, and eventually to Australia.

“We miss our nation,” he said. “We never thought of leaving Gaza, but after we saw this war, we realized there’s no safety for us. No housing, no hospitals, no universities, no jobs.”

The war in Sudan has also affected the Church there; a local NGO, Justice Africa Sudan, reports that over 150 church buildings have been damaged.



Faeqa Ayyad speaks on *You Are Not Alone*



Voice of the Church



On the set of *Different Angle*

Several churches have been deliberately targeted and turned into military bases, and believers have been forced to flee. But speaking at the time of the conflict’s first anniversary in April, Pastor Sami Rahhal of the Evangelical Church in Sudan said that ministry was continuing.

“The Church is not a building; the Church is the believers,” he told *You Are Not Alone*. “The early Church didn’t have buildings... It is very sad for churches to be destroyed and attacked. But the Church is continuing, and our evangelism service continues. Our prayers are ongoing, and congregations hosted other denominations in their churches to hold their prayers.”

The Church in Lebanon has similarly risen to the challenge brought about by the conflict there, with congregations of all denominations in different parts of the country working tirelessly and sacrificially to help the displaced and needy, providing practical help, and also emotional and spiritual support through counseling and pastoral visits.

Father Nehme Saliba, a priest of the Orthodox Church, told SAT-7's *Different Angle* program, "Jesus taught us to be the good Samaritan. Our abilities are limited, but with the help of the Lord we are doing all we can to make a difference and show solidarity with each other as one people who are seeking peace."

[CLICK HERE](#) 

TO WATCH THE LEBANESE CHURCH IN ACTION

The change of regime in Syria caused anxiety for Christians amid the uncertainty of what the rule of new leaders Hayat Tahrir al-Sham will mean for minorities in the country. Speaking on *You Are Not Alone*, Pastor Yacoub Sabbagh from Homs stressed the importance of forgiveness in this new phase for Syria and emphasized the role of the Church in serving society.

"We as Syrians have learned a lesson that killing brings killing," he said. "We want to live as witnesses to the works of God in our lives and give a hand to the other in love and peace. Revenge has never been

rewarding. Forgiving is the answer. This is our Christian faith."

POWER OF PRAYER

Prayer has been at the heart of SAT-7's response to the conflicts in the region over the last year. SAT-7 ARABIC's *Voice of the Church* program, which started shortly after the Holy Land war broke out in October 2023, returned for a new season in May 2024. Church leaders from different denominations take part in the weekly episodes to help strengthen viewers' faith during difficult times and, along with the presenters, pray for them live on air.

"Lord, we pray that You extend Your protection over the countries of the region such as Syria and Lebanon, the Holy Land, and North Africa. Come and stop the destruction and declare Your Kingdom. Give us peace, and give Your Church peace to carry the message of the Gospel in the whole region."

Pastor Kabi Al-Awad of the Evangelical Church in Lebanon, on *Voice of the Church*

A special broadcast marking the first anniversary of the conflict in the Holy Land also focused on the power of prayer.

It was filmed by Bethlehem Bible College at the Evangelical Lutheran Christmas Church in the city.

Rev. Dr. Munther Isaac brought a strong message to the congregation present at the service and also to viewers watching *The Bethlehem Prayer for Peace* across the region on SAT-7:

"Let's face our fears of the unknown and all our troubles with our best weapon: our prayers and faith... We, the people of the resurrection, believe in life, not fear. We are the people of hope, not despair... Let's pray today to the God of peace to shower us with His peace."

10 A REVIEW OF 2024

JANUARY

Children engage across divides

The second season of *Puzzle*, an innovative activity program for young people, begins airing on SAT-7 KIDS. Filmed in Lebanon, the show brings together children ages 10-15 years from different ethnic and religious backgrounds. Through taking part in a range of engaging challenges, the participants are encouraged to connect with others across traditional divides, promoting Freedom of Religion or Belief and the acceptance of differences.



FEBRUARY

Remembering the earthquakes

As Türkiye and Syria mark the first anniversary of devastating earthquakes, special episodes on SAT-7 highlight the role played by the Church in supporting those affected.

SAT-7 TÜRK's current affairs program *Worldview* speaks to local Christians and church leaders who were involved in the humanitarian effort. One woman who lost her home explains how she felt called by the Lord to stay in the area for seven months and to serve people in need, while local pastors testify to how the body of Christ worked in unison, tirelessly, to help. Survivors comment on how Christians opened their doors and offered food, clothing, and shelter.



Meanwhile, SAT-7 ARABIC program *You Are Not Alone* talks to Syrians affected by the quakes and hears about the work of the church there. Pastor Ibrahim Noseir from Aleppo says that he never felt abandoned. "During such challenges there was a hero accompanying us in our journey of pain. The Lord Jesus Christ was with the hurt, the injured, and those who lost their loved ones and their possessions."

MARCH

Special programs celebrate Easter

SAT-7's Easter coverage includes a live service from a church in Istanbul that was attacked by gunmen in January. SAT-7 TÜRK's broadcast shows solidarity with the congregation after this traumatic event, in which one man was killed. The channel also airs a special series of six Bible reflections, each from a different pastor. These emphasize how the Christian faith is built on the solid foundation of Jesus' death and resurrection.

SAT-7 KIDS airs a musical, *Salvation, Not Just Death*, performed by a church in Upper Egypt and focusing on how people's lives were changed by the life, death, and resurrection of Jesus. And SAT-7 PARS broadcasts a one-hour special Easter documentary called *Journey of the Cross*, featuring a pastor and his son-in-law discussing the significance of Holy Week during a road trip.

Strengthening a new generation

Staff and supporters of SAT-7 come together in Limassol, Cyprus for The Partnership Gathering, SAT-7's ministry-wide meeting, entitled this year "Refuge and Resilience: Strengthening the Next Generation". It provides an opportunity to thank God for His faithfulness to the ministry and to renew our vision, specifically for our work among children and young people.

Highlights of the conference include a film of young Christians in Bethlehem and Jerusalem sharing how their hopes and dreams are impacted by the war in the Holy Land. Each channel shares the impact of its programs on the lives of children and youth across the region, through video testimonies and on-stage presentations.

Attendees participate in breakout sessions hosted by staff from SAT-7's studios. They also spend a morning at the SAT-7 PARS Limassol studio, where presenters of various programs show them the sets and answer questions, and the whole group takes part in a pre-recorded segment of a program.

A team of talented singers and musicians from across the ministry lead beautiful and moving worship and prayer times to focus attendees' attention on God.



APRIL

Hit series *The Chosen* coming to SAT-7

SAT-7 announces that the international hit series *The Chosen* will soon be broadcast on its platforms, enabling viewers across the MENA to watch its powerful portrayal of the life of Jesus and the journey of His disciples.

SAT-7 has secured the rights to broadcast *The Chosen's* first three seasons on all three of our satellite channels, as well as streaming platform SAT-7 PLUS, until 2027.

"*The Chosen* presents the Gospel within a rich context: the old Middle Eastern culture that framed the biblical events," comments SAT-7's Ministry Content Advisor George Makeen.

"As SAT-7 presents this series in the MENA languages, we believe many viewers will be introduced and re-introduced to the Good News in a way that touches their hearts and minds."

The Chosen first took the U.S. by storm and has since spread around the globe, amassing 200 million unique viewers. Although the majority are from English-speaking countries, the show is now available in 26 languages and counting, and SAT-7 is part of a push to help it – and thus the Gospel – reach one billion viewers all over the world.

SAT-7 PARS launches new ocean-inspired show

SAT-7 PARS launched a new youth program *Coastal Café*, an ocean-inspired studio show helping young viewers to navigate the storms and the droughts of life and faith.

The program tells the story of a group of students who stumble upon a café and its enigmatic owner: a well-traveled man who is keen to share some profound insights. Their gripping conversations, many of which are wrapped up in marine metaphors, explore challenging topics such as overcoming hopelessness and fear, dealing with mental health struggles, and navigating relationships.



The program's seaside setting reflects the significance of water in the Bible and other famous writings. "The Bible contains beautiful stories and examples of how people encounter water, waves, and the shore and learn about themselves, God, and faith's trials," says Nader Taghizadeh, producer of the program.

MAY

Children encounter Jesus through powerful short film

Adonai, a powerful short film about Jesus, is released on SAT-7 KIDS.

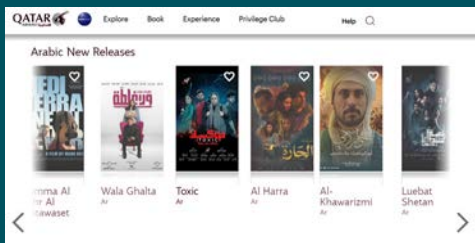
When a group of young friends cannot stop running into conflicts, they decide that an adventure in the forest might help them reconcile. But their journey leads to so much more: the discovery of a mysterious ancient book and an encounter with the living Jesus.

"I was so touched..." said one *Adonai* viewer, "I felt that I wanted to meet Jesus."



Feature film taken by international airlines

SAT-7's first feature-length film *Toxic* is taken up by five international airlines for their in-flight playlists, making the movie – and its powerful message of forgiveness – available to millions of travelers.



Toxic is a thrilling drama that represents the true stories of people from different cultures who go through traumatic experiences but refuse to give in to bitterness and revenge. It can now be watched by passengers flying with Emirates, Qatar Airways, Saudia, Kuwait Airways, and Turkish Airlines.

The film has been broadcast a number of times on SAT-7 ARABIC and also showcased at four film festivals. *Toxic* was funded in partnership with the Norwegian Mission Society (NMS) as part of SAT-7's Current Affairs Project.

JUNE

Training in new technology

The SAT-7 TÜRK studio in Istanbul hosts 20 staff from Egypt, Lebanon, and Cyprus for a multi-session training event in the use of Virtual Production, provided by experts in Augmented and Virtual Reality productions. A greenscreen environment is built in the Istanbul studio and the necessary equipment installed.

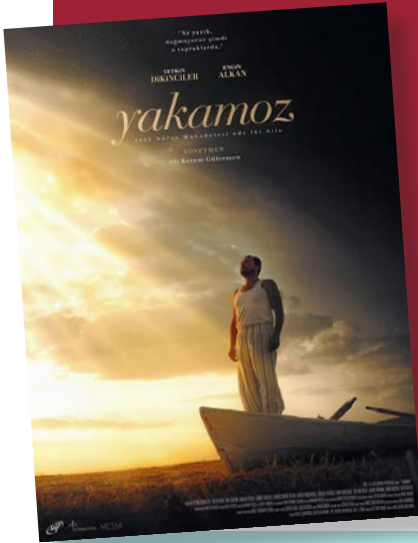
This event represents the latest stage in the progressive rollout of Virtual Production technology across the ministry. It was first introduced in the SAT-7 PARS studio in Limassol in 2023, and 2024 also sees the purchase of some equipment for the Arabic-language studios in Beirut and Cairo. The technology allows the building, modifying, and replacement of virtual sets where presenters can interact and move around.

Release of highly anticipated SAT-7 TÜRK film

SAT-7 TÜRK releases historical feature film *Yakamoz* amid national media attention.

This beautiful film, which marks the centenary of the momentous population exchange between Türkiye and Greece, emphasizes peaceful co-existence while shining a light on an important part of Türkiye's Christian past.

***Yakamoz* scooped up five awards at three different film festivals in 2024!**



JULY

Popular youth program finishes final series

After five seasons and 200 episodes, SAT-7 PARS youth program *Hashtag* comes to an end. This popular show, which was packed full of entertaining segments such as Bible stories, DIY tips and tricks, science experiments, world facts, and quizzes, leaves behind a legacy in the hearts of viewers who, in the words of young Iranian viewer Deena, now "know the Bible in a deeper and better way."



AUGUST

Responding to Lebanon tensions

As tensions increase in Lebanon, with the Holy Land war increasingly spilling over the border, SAT-7 steps up its support for children and families. Weekly parenting workshops start on Facebook to help mothers and fathers navigate the everyday challenges of raising children, compounded by the stress and anxiety of the escalating violence. Led by psychologist Amal Ghaly, the sessions cover topics including understanding teenagers, managing stress, and mental health. Most attract between 50 and 100 live participants, with tens of thousands of viewers watching each session after it is reposted online. Live prayer sessions with a Lebanese pastor also start on Facebook in August, taking place every Saturday evening. One session attracts over 150,000 views, over 800 likes, and nearly 300 comments.

In early October the conflict spreads to Lebanon in earnest. Read more on SAT-7's response on pages 6–9.

SEPTEMBER

First SAT-7 program for Tajik women

SAT-7 finishes production of its first-ever program aimed at Tajik women, many of whom are unable to gather legally and face persecution if they confess their faith.

World of Women's Thoughts, produced in partnership with Media Mission the Messengers (aka SANSa), is part of a wider strategy to increase support for Tajik Christians in their life of faith. "Our viewers from Tajikistan are in dire need of Christian teaching and lifestyle examples," says producer Mikael Tunér.



World of Women's Thoughts will build up Tajik women in their faith while addressing challenges such as loneliness, hopelessness, and broken family relationships. In each of the 20 half-hour episodes, broadcast between December 2024 and March 2025, the hosts draw on God's Word and their own testimonies to help women overcome destructive ways of thinking.

OCTOBER

Award for **YES** project movie

SAT-7 film *Perhaps God Sees Me* wins the Best Humanitarian Short Film Award at the prestigious Alexandria International Film Festival for Mediterranean Countries. The film was created as part of SAT-7's *Youth for an Enabling Society (YES)* project and tells a powerful and moving story of overcoming mental health issues and finding self-worth. Mainstream Egyptian television broadcasters have asked to screen it.

Creative media festival highlights young talent

Budding young filmmakers and photojournalists from the Arab world have the opportunity to showcase their talents and share their stories at a festival in Egypt. The *YES* project's Our Generation Festival attracts nearly 170 entries, with prizes awarded to the top three entrants in each category. The competition aims to inspire young people to participate in society through creative media. Read more about the *YES* project on page 31.

NOVEMBER

Large audience views Christian festival on SAT-7

Thousands of young people and families gather for Count it Right, a vibrant Christian festival in Egypt, while over a million viewers watch the event live across SAT-7's platforms.

The annual event is hosted by Kasr El Dobara Evangelical Church (KDEC) at a retreat center in Wadi Natroun. Attendees experience an uplifting mix of teaching and worship alongside sports and entertainment, with the theme "Hand in Hand We Succeed Together."

Count it Right returned in 2023 after a break due to the COVID-19 pandemic. As in previous years, SAT-7 is the official media partner, broadcasting the event live over three days. The coverage attracts 400,000 Facebook video views and 33,000 views on YouTube, with many more watching on the SAT-7 ARABIC channel.



New magazine programs for Arabic viewers

SAT-7 launches a new, dynamic, magazine-style program for families on SAT-7 ARABIC. *Naseej*, meaning “Fabric”, offers a variety of different segments for all ages to help families address their challenges and grow in faith while having fun.

The live program has been developed in response to rising rates of separation and divorce among Arab families and growing disconnection between young people and their older relatives.

It follows the launch of a new live magazine program for children on SAT-7 KIDS called *Jesus is our Strength*, which starts broadcasting in September. As war breaks out in Lebanon, this program brings hope and encouragement to children affected by conflicts across the region. One episode features a powerful song called “Peace” recorded by children in Lebanon during the bombings.

DECEMBER

Hope and blessing at Christmas

SAT-7 ARABIC releases a beautiful and poignant rendition of the Christmas carol “O Come, O Come Emmanuel” to inspire hope and peace among viewers affected by conflict in the Middle East. Filmed in the ruins at the historic Kfarfalous site, the powerful production features local people and musicians. Each participant carries a flower, representing gratitude and hope, which they place before Jesus in thanksgiving for the ceasefire in Lebanon. The event captures the theme of the channel’s Christmas content: “Emmanuel – God with us”.



The SAT-7 KIDS team broadcasts two special episodes of their new program *Jesus is Our Strength* in which they connect with displaced Lebanese families. As they begin documenting their encounters, people come forward to help. A former SAT-7 presenter generously provides a heating system to keep one of the families warm, and a local school offers to take in two children at a much-reduced fee. The team also organizes a Christmas celebration with the displaced families and gives them food packages and warm clothes.

MINISTRY IN THE PERSIAN WORLD

In 2024, in response to the ongoing isolation faced by Persian Christians, SAT-7 PARS has been connecting its viewers to high-quality biblical content, to Christian perspectives on current events, and to the wider body of Christ.

NEW DISCIPLESHIP SHOWS



New program *Gospel of Love*, which began airing in late October 2024, provides Persian-speaking adults with profound Bible teaching, to which isolated Christians might otherwise lack ready access. By unpacking the Gospel of John, presenter Keyvan Cyrus attempts to correct misunderstandings about Jesus and Christianity. The program has been helping to teach the most important doctrines of the faith while highlighting some heresies that endanger the Iranian Church.

“We call this program *Gospel of Love* because [love] is one of the key themes that runs throughout John’s Gospel,” says Keyvan. “It speaks of love over and over again. Jesus speaks of His love, the Father’s love, the Holy Spirit’s love, love for each other, and love for enemies. This highlights that Christianity is nothing without love.”



Generation of Hope is a brand new live show for teens and young adults that introduces viewers to the love of Jesus and the Christian life. The program has featured Bible-based discussions about careers, education, relationships, and more, as well as powerful testimonies from Christian role models.

“Young Christians in the region face several challenges as they navigate school, university, work, and relationships,” says Nazanin Ashari, SAT-7 PARS Programming Manager. “Our goal through this program is to build young people up and empower them to pursue a life full of faith, hope, and love in Christ.”

ADDRESSING CURRENT ISSUES



Gender equality and Freedom of Religion or Belief are key issues for believers and others in the Persian World. Through SAT-7 PARS’ program *Insiders* – which entered its ninth series in September 2024 – they are given valuable resources to understand and navigate these issues.

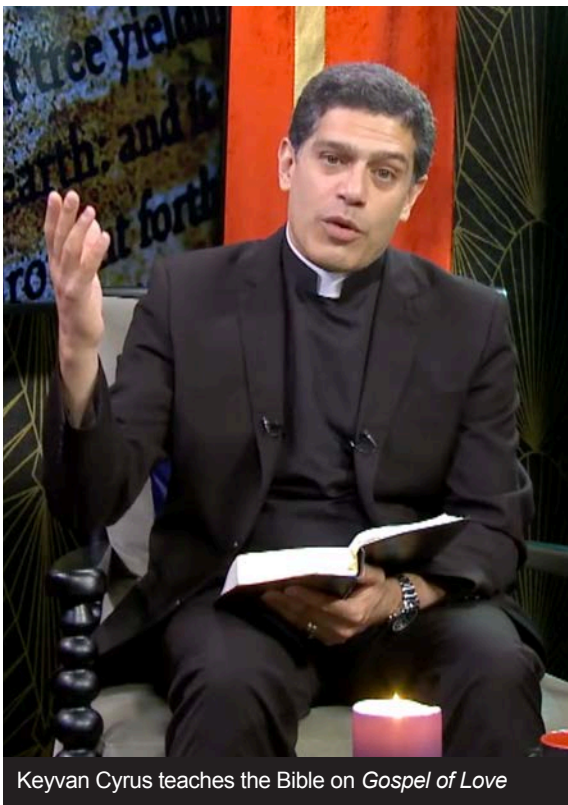
One episode, titled “Men’s Silent Pain”, coincided with International Men’s Day, and discussed trends among men that can lead to their suffering in silence as well as the unique pressures they face.

“I encourage both men and women, especially those in marriages, to be attentive to each other’s health,” said expert guest Dr. Sharukh Makvand. “Men need to be open about their concerns and not ignore the issues they face.”



SAT-7 PARS’ long-running program *Signal* was relaunched as *Mirror* in September 2024. The program is continuing to offer a Christian perspective on current events and discuss the topics that matter most to its Persian-speaking viewers.

Through live interaction with viewers, *Mirror* has been ensuring that Iranians feel well connected to SAT-7 and to the body of Christ. Each episode is made up of expert interviews, inspiring stories, and practical tips for building life skills, while offering a Christian outlook on the latest trends in technology, health, and culture.



Keyvan Cyrus teaches the Bible on *Gospel of Love*




Mirror offers a Christian perspective on current events



Generation of Hope engages young adults in Bible-based discussions

SOCIAL MEDIA SUPPORT FOR AFGHANS

 Social media has become an increasingly important tool for connecting and empowering Persian women as they seek to retain their public voice in an oppressive region.

In a year when the Taliban outlawed women in Afghanistan from making their voices heard in public, many women took to social media. When Nazyla, a regular SAT-7 PARS viewer who now lives in Tajikistan, recorded a song of protest and hope for other Afghan women, the channel shared it as part of a wider [social media campaign](#).

“I am a woman; let me be truly free,” began Nazyla’s song, “so that today I may be more loving than yesterday, and tomorrow more joyful. I am a woman, taboo-breaker; full of freedom, for which I will work and battle and give my life.”

[CLICK HERE](#)  TO HEAR THE SONG



As well as sharing regular encouraging posts, social media programs, like *Church 4 Afghanistan*, bring together isolated Afghans. In each episode, presenter Noorullah Noor was joined by different Afghan guests who discussed the current situation in Afghanistan, explored Bible truths, and shared encouraging resources like worship music videos to encourage believers in their daily walk of faith.

“Christ is the King of all things, including your joy,” Noorullah said in one episode. “Unfortunately, most of the world believes that money brings with it the greatest joy we can experience, but that doesn’t compare with the true and deep joy of being in communion with the living Lord Jesus.”

[CLICK HERE](#)  FOR AN OVERVIEW OF SAT-7 PARS’ DISCIPLESHIP PROGRAMS



Women across MENA



Realizing Freedom



Discipleship



Everyone Everywhere



Investing in the Next Generation



Yakamoz marks the centenary of a forced population exchange



Defne and Behram, presenters of social media show *Did You Know?*




Telling the Gospel is a Bible teaching program encouraging viewers to look to God’s Word

MINISTRY TO THE TURKISH WORLD

In a country where Christianity is widely regarded as an imported religion and often sidelined and misunderstood, SAT-7 TÜRK’s high-quality content appeals to new and varied audiences. In 2024, the channel’s fascinating short videos, Bible teaching programs, live shows, and dramas all had unique features that helped them present the Gospel to different types of viewers.

SOCIAL MEDIA-READY

 Two of SAT-7 TÜRK’s new programs used short, pointed episodes to engage the social media generation with the Gospel.


Each episode of *Did You Know?* was 15 minutes long and featured famous artistic works, presented in a way that took viewers deeper into the Christian message. Young presenters Behram and Defne discussed Christian movies – including *The Shack* and *The Passion of the Christ* – Christian buildings in Türkiye, Christian songs made by rappers, fairy tales containing Christian teaching, and more.

Frequently Asked Questions utilized even shorter episodes – no longer than 10 minutes – to ask common questions relating to Christianity, such as “Has the Bible been changed?”, “Why are there different Gospels?”, and “Do Christians fast?”

The episodes were packed with wisdom. “The Bible is a vital message about Jesus Christ, the world’s only Savior,” the presenter said in one episode. “It is the best news that has been heard and will ever be heard in the world, and it can be said that Jesus Himself is the Good News.”

STRAIGHT FROM THE BIBLE

SAT-7 TÜRK has also added to its roster of Bible teaching programs that teach the Word of God directly and speak to the hearts of those seeking a deeper understanding of their faith.

 Presented by Turkish pastor Ismail Serinken, the new program *Treasures from Heaven* helps viewers live in the light of eternity. Throughout its first series, Ismail reminds viewers of the foundations of the Christian faith, with a special focus on the importance of the Holy Spirit, who empowers us to live according to God's will.

“The Christian faith stands on foundations that are unshakable, providing strength, hope, and direction to millions of believers around the world,” Ismail said in one episode. “These foundations are deeply rooted in the teachings of Jesus Christ, the Word of God, and the enduring work of the Holy Spirit.”

Established Bible teaching program *Telling the Gospel* featured teaching from another church leader, Sahak Maşalyan, a Patriarch in the Armenian Apostolic Church. During the show's 30-minute episodes, he spoke directly from the Word of God into viewers' lives.

“What we call prayer is turning to the unseen Creator and asking for something,” Sahak explained in one episode. “So, what is the guarantee that [something] will happen? Of course, it is our faith. You will receive from God as much as you believe.”


FAMILY-FOCUSED


Turkish families need support in their lives of faith, which is why SAT-7 TÜRK reminds them of their nation's extensive Christian heritage and

helps them to live out the teachings of Jesus in their communities day by day.

Yakamoz, SAT-7 TÜRK's moving film about two families, one Turkish and one Greek, who learn to live alongside each other, was produced to mark the centenary of a forced mass relocation of Greeks and Turks back to their respective ancestral lands. The film has been incredibly well received, winning five awards for its high-quality production and profound messaging on the topics of peaceful coexistence, Türkiye's Christian history, and the resilience of families in the face of great trials.

[CLICK HERE](#)  FOR A VIDEO ABOUT YAKAMOZ

 *The Story of Life in Gökçeada*, produced in 2024, is a documentary-style mini-series that explores the Christian roots of Gökçeada, an island city off the west coast of Türkiye. As the presenter visited different parts of the island, a story of faith and peace was uncovered. Greeks and Turks – as well as many Christians and non-Christians in the region – may have a complicated history, but on Gökçeada, many families live side-by-side in peace.

 In its second series, *Great News* continued to engage children with uplifting and informative content every weekday. With a back catalog of nearly 400 episodes already – all available on SAT-7 TÜRK's Facebook page – this live show shared the love of God with children in a highly accessible manner while stimulating their minds with fun facts, animated video clips, and news stories from around the world.

[CLICK HERE](#)  FOR MORE ON SAT-7 TÜRK'S CHILDREN'S PROGRAMS



Women across MENA



Realizing Freedom



Discipleship



Everyone Everywhere





Investing in the Next Generation

MINISTRY TO ADULTS IN THE ARAB WORLD

Through all the upheavals in the Arab World in 2024, SAT-7 ARABIC responded with new programs that supported viewers in the MENA spiritually, emotionally, and with practical guidance for Christian living.


SPEAKING INTO CONFLICT

 SAT-7 ARABIC responded to the war in Lebanon with a new live program called *Good Morning Beirut*. The show was filmed on the roof of the Beirut studio against the backdrop of air strikes, fumes, and flames.

 The channel's regular live current affairs programs *You Are Not Alone* and *Different Angle* featured the conflicts in the Holy Land and Sudan as well.

For more on these programs and SAT-7 ARABIC's coverage of the wars in the region, please see pages 6–9.

YOUTH AND WOMEN


 Speaking the language of youth in the MENA, SAT-7 ARABIC's new magazine program *Naseej (Fabric)* addresses pressing issues for families and young people. It provides a range of segments that address their needs and questions in a fun, fast-paced, and engaging way. The program has quickly become very popular; one viewer said, "This is a great program and has a variety of things for all family members. It shows real-life experiences and the effect of the Word of God on our lives."


Another youth program that is also interactive, fast-paced, and funny is *What's Up*, a reworked version of the earlier show *Catalyst*. *What's Up* films outdoors and features youth in a casual setting sharing personal experiences and dilemmas and trying to find ways to help each other. They support their young viewers through candid conversations and expert advice. Challenging

topics covered include recovering from a failed relationship, feelings of worthlessness, and inability to cope with pressure.


"These heart-to-heart conversations not only touch young viewers but also give them space to think and reach their own decisions instead of being told what to do," said *What's Up* Producer Rafik George.

[CLICK HERE](#)  TO SEE A CLIP


 To support women viewers in the region, SAT-7 ARABIC filmed a special series called *Stories from Tunisia*. The program discusses Tunisian women's rights in society and law. Producer Maggie Morgan observed that Tunisia is well ahead of other Arab countries on some of these issues and posed the question: what would happen if there was freedom and equality? Some viewers responded positively, while others were critical of the opinions expressed. "We learned that we still have a long way to go," said Maggie.

 *On The Same Bench* is a new series on SAT-7 ARABIC and social media. Its 13 episodes feature children and an expert on disability and explain the challenges that face children with disabilities and how they can be integrated into society.

DRAMA PRODUCTIONS

 Since drama is a favorite genre among viewers in the MENA, SAT-7 ARABIC created a new series especially for women to highlight the challenges they face, such

as family struggles, divorce, social media, and online dating. The ten episodes of *This is It* introduce viewers to four Middle Eastern women and their relationships with their spouses, children, and wider society.

 *Perhaps God Sees Me* is a short film featuring a well-known Egyptian actress and discusses loneliness and how it can drive some young people to end their lives. The movie won the Best Humanitarian Short Film Award at the Alexandria Film Festival and received wide acclaim from viewers who could relate to the leading character.


[CLICK HERE](#)  FOR AN EXCERPT

CHRISTIAN TEACHING

 SAT-7 ARABIC continues to broadcast its Christian teaching programs *The Heritage* and *It is Important to be Christian*.

It also introduced a new talk show called *Ramez and Youssef*. The show features Dr. Ramez Atallah, Director of the Bible Society of Egypt, with co-presenter Youssef Nathan. It examines leadership principles from a Christian perspective and encourages viewers to persevere in finding meaning in life by following Jesus Christ.

WORSHIP SERVICES

 SAT-7 ARABIC also continues to broadcast live worship services from various venues, including Resurrection Church Beirut and Kasr El Dobara Evangelical Church in Cairo. These services attract large numbers of viewers, many of whom rely on them for spiritual nourishment. One viewer sent a response to the Kasr El Dobara Church live service: "Thank you so much, Lord Jesus, for Your great work with me. And thank you from the bottom of my heart for joining me to the family of the Lord."



Rehearsing a funny scene for the drama *This is It*



Perhaps God Sees Me



Naseej tackles pressing issues for families and young people



Christian teaching program *The Heritage*



Live music on *We Grow Together*



In *My Jesus* viewers learn about His goodness in song



Presenters of *Jesus is Our Strength*, which helps children to handle difficult experiences


MINISTRY TO CHILDREN IN THE ARAB WORLD

In a region where war and trauma have scarred so many young hearts and minds in 2024, the team at SAT-7 KIDS have been hard at work creating Christ-centered content to heal and encourage viewers, from deeply moving short films to heartfelt studio discussions.

SUPPORTING YOUNG VIEWERS THROUGH TOUGH TIMES

 *Jesus is Our Strength* is a brand-new program that started in September 2024 for pre-teens who need help to navigate life's most challenging experiences. With Christ's teaching as its foundation, the program uses fun activities, inspiring stories, and interactive segments to support viewers holistically. Highly positive feedback has already come in from children and their parents.

"May God bless your ministry and all the team of the *Jesus is Our Strength* program," said Jana, a teenage girl from Egypt. "The topics you present are truly very important, and we learn a lot from them." Meanwhile, a father from Lebanon commented, "Thank you for everything you provide for our children. Thanks to everyone involved in *Jesus is Our Strength*... May the Lord Jesus reward your efforts of love."

 *We Grow Together* is another interactive live program, but for slightly younger Arab children. The show helped viewers to cope with immense challenges, such as war, poverty, or bullying. Through discussions, live music, and prayer, presenters Fawzi and Shady created a nurturing environment.

The first episode of *We Grow Together*, which aired in late October 2024, sought to help children manage feelings of fear and anxiety. The episode included a story about Jesus calming the storm, along with interactive and entertaining activities to help children understand and overcome fear.


[CLICK HERE](#)  TO WATCH A VIDEO FROM THE PROGRAM

Meanwhile, popular children's show *Cupcake* reminded young viewers of essential biblical truths. One episode from season two told viewers, "You are greatly loved" referencing Daniel 9:23b (ESV), while another emphasized God's trustworthiness in all circumstances.

"[My daughter] loves all your programs... her favorite show is *Cupcake*," said one parent. "I pray that God uses you to reveal Himself to all the children around the world."

MUSIC AND WORSHIP

Theatrical SAT-7 KIDS program

 *La Fiesta* reveals the love of God through music and encourages viewers to address their difficulties with God's help. "Listen to these worship songs with Natalie and friends," a presenter said during one episode, "and share with us how God helped you face your problems." Walid, a viewer from Egypt, responded, "We had problems in the family, but I prayed for God to come to our house and fill it with blessings, love, and peace. He answered my prayers, and I thank Him. I love you all."


Reflecting on La Fiesta, Andrea El-Mounayer, SAT-7 KIDS Channel Manager, said, "Children are allowed to watch TV for a short period of time every day, so why not use that time to give glory to the Lord while singing praises to Him and learning new songs?"

[CLICK HERE](#)  FOR A SONG FROM THE CHILDREN OF LA FIESTA

New worship program *My Jesus*, which is broadcast from a beautiful boat-shaped set, finished its first season in 2024. Each episode featured a worship team from a different church, so children not only heard about the goodness of Jesus in song but also saw His disciples praising Him in different ways. In between songs, the teams shared reflections on the character of Jesus. Episode topics included "Jesus is here", "Jesus forgives", and "Jesus is coming again."

SHORT FILMS AND CAMPAIGNS

The team at SAT-7 KIDS has been harnessing the power of short films and video campaigns to bless as many Arab children as possible. Short film *Adonai*, featured on dynamic SAT-7 KIDS program *Behind the Door* in 2024, portrays the character of Jesus in a uniquely impactful way.


 "I want to share something about the movie *Adonai*," said Fayza, a teenage girl from the Holy Land. "When I watched it last week, I was so touched when I saw the kids sitting with Jesus. I felt that I wanted to meet Jesus, sit with Him, and talk with Him."

SAT-7 KIDS is committed to serving children, like Fayza, who have had to face the horrors of war this year. Encouraging videos were regularly released in a campaign entitled "With You, Lord, Safety Abides." Included in the content were a range of mini movies about war, explainer videos about trauma, and Q&A videos about a variety of topics that impact children.

 Women across MENA

 Realizing Freedom

 Discipleship

 Everyone Everywhere

 Investing in the Next Generation



SOCIAL MEDIA AND SAT-7 PLUS

SATELLITE AND DIGITAL

Satellite television remains a cornerstone of media consumption in the MENA, with some 87 percent of the population continuing to use it. However, viewing habits have been dramatically transformed with the rise of multimedia platforms and streaming services. As internet penetration improves and half the population of the region accesses the internet via mobile, SAT-7 is also investing in innovative digital strategies.

SAT-7 CEO Rita El-Mounayer explains:

“Satellite is still the most accessible TV service for many people in the region and, therefore, continues to be at the heart of our multi-platform media ministry. This, of course, may change in the coming years, and so we are also continuing to develop our digital platforms and connect with new audiences there.”

EXPANDING HORIZONS ONLINE

The MENA region leads the world in social media usage. According to DataReportal, users spend an average of over three hours daily on platforms. Recognizing this trend, SAT-7 has embraced digital transformation to complement its satellite presence.

In 2024, SAT-7 made significant progress in extending its digital reach. This included streamlining workflows between production centers and integrating satellite and digital content teams. The result is a unified approach that produces engaging, high-quality programming tailored to the unique demands of each platform.

One major success of 2024 was the development of bespoke social media programming. Compared to traditional satellite shows, digital content is shorter, more interactive, and designed to spark more engagement.



For example, SAT-7 ARABIC created social media videos addressing youth and family issues, while SAT-7 PARS continued producing live shows tailored to younger audiences. These programs reflect SAT-7's commitment to creating impactful, relevant content for its diverse viewership.

DIGITAL INNOVATIONS: 2024 MILESTONES

SAT-7 PLUS continues to offer viewers access to Christian content anytime, anywhere. In 2024, the platform's user base grew substantially, driven by offline promotions at live events and a robust online marketing campaign. Since its launch, the app has been downloaded over 200,000 times.

To increase the length of time viewers spend on the app, in 2024 new features were introduced, including audio options, film subtitles, and streamlined content guidelines. Push notifications and design enhancements further enriched the user experience. Other actions included exclusive productions for the app and testing the concept of providing program segments instead of full episodes so as better to engage viewers.

The app was promoted at live events in Egypt and Lebanon led by the Public Engagement Manager, Juliana Sfeir. These significant offline engagements raised brand awareness, mobilized traffic to SAT-7 platforms, and encouraged app downloads. They demonstrate the power of blending digital and physical outreach to deepen relationships with viewers.

SAT-7 launched fully integrated websites for its Arabic, Persian, and Turkish channels, expanding accessibility and improving functionality. These websites now feature enhanced integration with SAT-7 PLUS, offering seamless navigation between platforms. Additionally, a dedicated news section on the Arabic website was introduced, featuring updates and articles linked to programs such as *You Are Not Alone* and *Voice of the Church*. A growing team of contributors ensures that fresh content is uploaded weekly.

In producing material for digital media, SAT-7's production teams explored new methods of enhancing efficiency and reducing costs without compromising quality. Initiatives included scheduling live program shoots on the same days as satellite broadcasts to share costs across productions and creatively designing cost-effective program ideas. These efforts aim to maximize resources while maintaining high production standards.

In preparation for 2025, SAT-7 continued the next phase of integrating virtual production (VP) techniques into its programming. Consultation meetings with the ARABIC, PARS, and TÜRK channel representatives led to a roadmap for implementing VP and technical training for assigned staff in Istanbul in June 2024. Further assessments of studio equipment, particularly in Egypt, are underway to ensure that the necessary tools are available. Additional funding for fixed assets is being considered to support this transition.

VIEWER SUPPORT

SAT-7's Viewer Support Teams, which are made up of Persian, Turkish, and Arab believers, are always ready to receive our viewers' comments, concerns, questions, prayer requests, and testimonies. As they are contacted through phone calls during live programs, comments on our social media pages, and direct messages in apps, they lend a listening ear to viewers, many of whom feel isolated and have no one else to whom they can turn.

In 2024, our team members continued to build a strong foundation of trust with viewers, offering appropriate forms of loving support whenever possible and always adhering to the highest standards of safeguarding and security. For SAT-7, what happens off screen is just as important as what happens on screen.

SPECIAL INITIATIVES

As well as reacting to viewers who reach out to us, our channels have also been proactive in taking special initiatives to help them. In 2024, SAT-7 ARABIC continued to pioneer interactive workshops around three prominent themes: parenting, discipleship, and empowering women.

For Arab parents, a monthly "SAT-7 Parents Workshop" was run by life coach Amal Ghaly, which allowed participants to grow as people and parents through visual lectures and open discussions.

For those seeking to go deeper in their relationship with God, social media page SAT-7 Daily Bread also held monthly sessions. These discipleship workshops for Arabic adults covered topics including "Identity in God's Word", "Praying and Hearing God's Voice", and "Couples and In-laws."

For women who want to live life to the full and make a difference in society, private Facebook group SAT-7 Woman hosted new workshops. In cooperation with SAT-7 ARABIC satellite program *Today Not Tomorrow*, and led by counselor Ibtisam Anwar, these sessions were designed to empower women to impact the world for good.

Over on SAT-7 PARS, our team has been running weekly Zoom sessions for isolated Persian believers for nearly two years now, with around 75 participants currently engaged.

Ashraf Khalilpour is Audience Relations Manager for SAT-7 PARS



Highly positive feedback revealed growing levels of commitment to Jesus, deepening prayer lives, and greater theological understanding. A third weekly session was added in 2024 for participants to ask honest questions and get in-depth biblical answers.

RESPONDING TO PRAYER REQUESTS

SAT-7 TÜRK receives many prayer requests from its viewers, whether for health, family, faith issues, or important life events. These viewers evidently believe in the power of prayer and in God's ability to work in difficult circumstances, and the team is glad to bring their requests before God.

"Please pray for me. I lost my wife to cancer, and my house collapsed because of the earthquake. I'm in pain! Thank you for your prayers. God bless you," said Sinan.

VIEWERS SHOW THEIR APPRECIATION

"I give thanks for you and the messages you send, which bring me so much blessing and peace," said Bahar, a woman from Iran. "They help me draw closer to God and attend with more care to the things I do. I am drawing so much peace from this, and I'm sensing God's presence closer than before."

[CLICK HERE](#) FOR A VIEWER TESTIMONY FROM IRAN

Adil, a man from Türkiye, was a non-Christian who contacted SAT-7 TÜRK's Viewer Support Team to learn more about Jesus. We helped him to find a local church, and he started attending. Adil told us later, "My life is now all about Jesus Christ, and the Bible is my guide. I have lived all these years in vain, and I only want to serve God for the rest of my life. Thank you very much for your help."

"I pray to God, but I feel He does not want to hear from me, nor does He want me! I have lost all self-confidence," said Sonya, a teenage girl from Egypt.

The Viewer Support Team assured Sonya that God loves her and wants to hear from her. After several discussions, she joined SAT-7 ARABIC's Daily Bread social media discipleship group to help strengthen her faith.

“

**I'm grateful for you
and for your love.
I thank God for
leading me to you.**

Sonya

[CLICK HERE](#) FOR A VIEWER TESTIMONY FROM MOROCCO

Marianne Awaraji, Audience Relations Manager for SAT-7's Arabic channels, summed up the year in Viewer Support:

"In 2024, war, hardship, and crisis have profoundly shaped audience engagement, with many turning to SAT-7 as a source of comfort, seeking answers, and finding hope. A significant increase in women's engagement, especially from non-Christian backgrounds, reflects a growing spiritual hunger, while children impacted by conflict are finding refuge in SAT-7 KIDS. These trends remind us that even in the darkest times, God is drawing people closer to Himself and transforming lives."

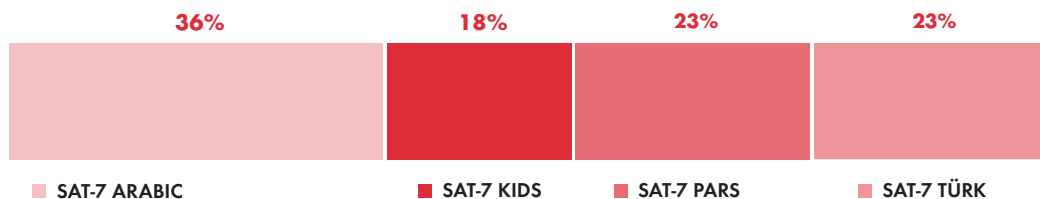
[CLICK HERE](#) FOR A VIDEO ON SAT-7'S VIEWER SUPPORT

30 2024 ACTUAL INCOME BY TYPE (ALL SAT-7 ENTITIES)



General income	\$	9,830,000
Restricted income	\$	9,310,000
Partnership/associates fees	\$	260,000
Other operating income	\$	1,200,000
Gifts-in-kind partnership interest	\$	700,000
TOTAL	\$	21,300,000

2024 ACTUAL EXPENSES BY CHANNEL



SAT-7 ARABIC	\$	7,630,000
SAT-7 KIDS	\$	3,790,000
SAT-7 PARS	\$	4,820,000
SAT-7 TÜRK	\$	4,780,000
TOTAL	\$	21,020,000

SAT-7 USA END-OF-YEAR NET ASSETS: \$6,971,281

All figures in this 2024 report are in USD and have been rounded to simplify reading. The combined financial information presented is derived from the 2024 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 0.7 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 2024 actual expenses.

SAT-7 INCOME AND EXPENSES FOR 2024

SAT-7's actual income for 2024 has exceeded the budget by 2%, reflecting strong financial performance. We are deeply grateful for your continued support, which has been instrumental in helping us advance our vision and fulfill our mission.

2024 FINANCIAL OVERVIEW

- The audited consolidated income for the year was USD 20.6 million, USD 0.4 million higher than budget.
- SAT-7 ended the year with a negative balance of USD 0.2 million.
- Our total global income for 2024 was approximately USD 21.3 million, inclusive of gifts-in-kind.
- SAT-7's expenditure totaled USD 21.0 million, including 0.5 million that was invested in fixed assets and inclusive of gifts-in-kind. This total expenditure equals the budget (USD 21.0 million).

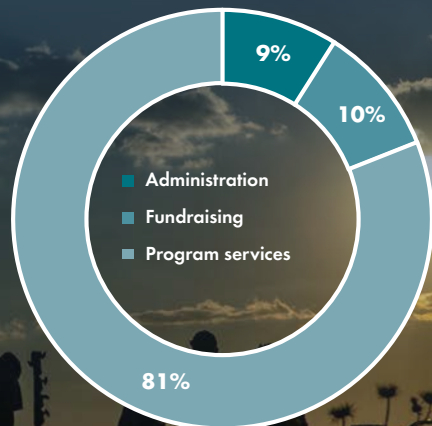
LIQUIDITY

In 2024, several opportunities arose that contributed to a decrease in liquidity across our MENA offices, with the total funds dropping from USD 4.1 million (including restricted funds) to USD 2.7 million.

RESTRICTED FUNDS

In 2024, restricted funds saw a decline of 13%, with the remaining balance primarily consisting of donations received in December for projects planned in 2025, as well as funding for ongoing government initiatives.

WHERE YOUR GIVING GOES (SAT-7 ALL ENTITIES)



2025 BUDGET

The SAT-7 Executive Board has approved a balanced budget of USD 21.2 million, 1% higher than the 2024 budget, for SAT-7's work worldwide in 2025.

CHANNEL-SPECIFIC BUDGETS

- **SAT-7 ARABIC:** The budget has been reduced by 2%, but core activities will remain unaffected, with adjustments made following one-off projects in 2024.

- **SAT-7 TÜRK:** The channel's budget has been reduced by 7%, but like SAT-7 ARABIC, it will maintain its core activities despite the decrease, due to one-off projects that were completed last year. Excluding these exceptional items, the core budget has increased, ensuring that the channel's core activities and ongoing initiatives will continue and not be impacted.

- **SAT-7 KIDS:** The budget has been increased by 4%, reflecting a strategy to

invest in the next generation, emphasizing the importance of children's programming.

- **SAT-7 PARS:** The budget is higher by 4%, an increase specifically aimed at expanding SAT-7 PARS's presence on social media.

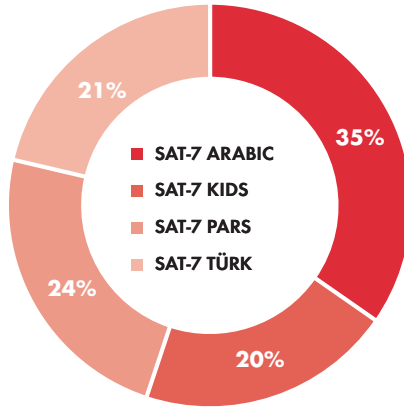
GIFTS-IN-KIND

Projected gifts-in-kind for 2025 are budgeted separately and are expected to total approximately USD 0.6 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.



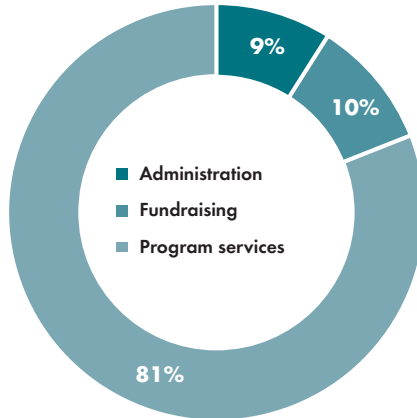
Sunday School,
a SAT-7 PARS production

2025 BUDGETED EXPENSES BY CHANNEL



SAT-7 ARABIC	\$	7,345,000
SAT-7 KIDS	\$	4,332,000
SAT-7 PARS	\$	4,993,000
SAT-7 TÜRK	\$	4,520,000
TOTAL	\$	21,190,000

2025 BUDGETED EXPENSES BY TYPE (ALL SAT-7 ENTITIES)



Administration	\$	1,907,000
Fundraising	\$	2,119,000
Program services	\$	17,164,000
TOTAL	\$	21,190,000

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

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

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
Leadership Consultant, Cedar
Growth Strategies, 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

“

SAT-7 promotes dialogue and reconciliation. I think that is a great contribution to the situation in the Middle East, that Christians may see themselves as peacemakers and those who work for reconciliation and for the benefit and the good of everybody in society.

Mogens Mogensen, CEO, Intercultural.dk and former chair, Danish Interchurch Council

“

When we got to know SAT-7, we saw the opportunity to reach millions of people who have almost no chance to hear the Gospel. But through SAT-7, it's possible for them to hear about the love of God. And that touched our hearts, and that's why we are supporting SAT-7.

Susanne Kuttruff, Pentecostal Church in Switzerland

“

It is important to give the Christian minority legitimacy and identity and enable them to stay in their homelands. The Gospel, and also education, would not be made available to so many people without such media.

Cornelia Wolf, Evangelical-Lutheran Church of Württemberg

“

Our ministry model works through local people who understand the culture and know how best to communicate God's love effectively within their context. We have increased our impact in the Middle East and North Africa by relying on the insider's viewpoint that SAT-7 expertly provides to shine the light of Christ most effectively into the region. I would encourage other organizations that are considering how to expand their reach into the MENA to learn how SAT-7 can be a trusted partner that helps accomplish their future goals.

Kurt Buchholz, CEO, Lutheran Hour Ministries





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