



SAT-7 ANNUAL REPORT

2017



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OUR VISION

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

OUR MISSION

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

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LETTER FROM SAT-7 UK LEADERSHIP

TRUSTING IN GOD'S PROVISION, YEAR BY YEAR

Media, especially satellite television, continues to play a key role, both in making the Gospel available and in supporting believers across the Middle East and North Africa (MENA). In fact, if SAT-7's role was important when we first began broadcasting in 1996, it is 100 times more important today! Why? Because our audience is 100 times larger, and arguably 100 times more in need of hope and peace. With 60 million in the region now directly impacted by conflict, many are turning their backs on organised religion, questioning the violence committed in its name. And many more are looking for a God who can help them make sense of all that is going on around them – and they are finding Him through SAT-7's programmes.

2017 included some key milestones: SAT-7 PARS began broadcasting on the Yahsat satellite for the first time, doubling its audience overnight; SAT-7 ACADEMY was launched as a new channel for millions of displaced and out-of-school children; and SAT-7 KIDS celebrated its 10-year anniversary.

The year was also one of forming new partnerships across many denominations. The channels broke new ground with programmes celebrating diversity and promoting Christian unity.

Satellite television remains the only uncensored source of information for most people in the MENA, as well as the most cost-effective. Despite the rise of social media, demand for satellite television services continues to increase year by year. Today, as many as 80 per cent of people in refugee settlements have satellite receivers.

For more than 20 years, SAT-7's ministry has developed and evolved to meet the needs of its growing audiences, with the number of satellite channels it uses having doubled in the past three years. But, as the opportunities have increased, SAT-7's income at an international level has sadly not kept pace. We are grateful for the increasing support from UK donors and ask that you will join us in praying that the overall shortfall be reversed in 2018!

Sincerely,

Rachel Fadipe,
Executive Director,
SAT-7 UK



Sincerely,

Roy Kemp,
Chairman,
SAT-7 UK



SAT-7 2017 OVERVIEW

SAT-7 saw the realisation of many goals: the strengthening of SAT-7's leadership, SAT-7 PARS being offered on a new satellite, and a new channel, SAT-7 ACADEMY being launched. Our channels responded through their programming to the wide range of significant and often distressing events in the region, offering words and prayers of comfort to its viewers. Through it all SAT-7 has remained a faithful witness, steadfast in serving the region with impactful, current and much-needed Christian programming.

**January**

Rita Elmounayer begins her new role as Deputy CEO of SAT-7 International and David Middleton takes on new responsibilities as Chief Development Officer (CDO).

March

Albert Fawzi is confirmed by the Egypt Board as Executive Director of SAT-7 Egypt.

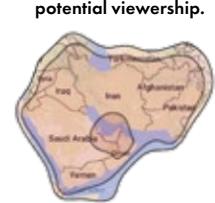


Michel Aoun, Lebanon's President and the only Christian president in the Middle East and North Africa, delivers an Easter message on SAT-7 ARABIC.

April

During Palm Sunday celebrations, two Egyptian Coptic churches in the cities of Tanta and Alexandria, Egypt are bombed, killing 45 people. A field report on the two horrific incidents is broadcast by SAT-7 ARABIC.

SAT-7 ARABIC covers Pope Francis' visit to Egypt with four special live episodes of the current affairs programme, *Bridges*.



SAT-7 PARS launches on a new satellite, Yahsat, doubling its potential viewership.

SAT-7 TÜRK covers the commemoration of the 10-year anniversary of the brutal murder of three workers of the Bible publishing house, Zirve, in the central Anatolian city of Malatya.



A bus full of children on their way to Minya, Egypt is attacked by two gunmen, killing 29 people. SAT-7 KIDS programme *Why is That?* responds to young viewers answering their questions and leading them in prayer.

May**June**

SAT-7 TÜRK's Facebook post of a video about the meaning of Pentecost receives 100,000 views, the largest number of views received on social media so far for the channel.



SAT-7 appoints Panayiotis Keenan as the new Executive Director of SAT-7 PARS.

September**November**

The Cultural Heritage and Interactive Learning Development (CHILD) Centre opens as an assessment centre for SAT-7 ACADEMY's programmes.

**December**

Christians around the world unite for SAT-7's Week of Prayer with supporters in the UK marking the end of the Answer the Cry campaign with prayers of thanksgiving.



SAT-7 teams up with Light for All Nations (LFAN) ministries to record the first on-the-ground footage in Raqqa, Syria after IS militants left. The documentary *Al Raqqa: between Yesterday and Today* presents a message of peace and solidarity with Syrians.



SAT-7 PARS CHANNEL UPDATE

DOUBLING POTENTIAL AUDIENCE

A significant achievement for SAT-7 PARS in 2017 was launching on the popular satellite platform, Yahsat. Compared to Hotbird, the platform SAT-7 PARS has been broadcasting on since 2006, Yahsat covers a more focused area of Iran, Afghanistan, and Tajikstan. It has a wider viewership amongst Persians because it requires a much smaller dish, which is helpful in a country like Iran where dish ownership is illegal. Broadcasting began on Yahsat in May and SAT-7 PARS' potential audience doubled overnight. There was immediate opportunity to reach more people with God's love as the only

Christian channel broadcasting on this satellite. The channel's Audience Relations team immediately noticed an increase in contact, especially from viewers in Afghanistan who previously were unable to access the channel on Hotbird.

SAT-7 PARS is now broadcasting 24/7 on both Hotbird and Yahsat, with Yahsat mirroring the broadcasting schedule of Hotbird. Together the satellites provide coverage from Western Europe to the far reaches of the Middle East, maximizing the channel's potential audience.

EXPANDING INTO TURKEY

An exciting development for SAT-7 PARS was producing a youth programme, *Herbal Tea*, in the SAT-7 TÜRK studio. This marks the first step in

expanding the channel's production into Turkey. A large population of Persians are living in Turkey, which gives opportunity to develop programmes with new Persian actors, presenters and pastors. The channel has already scheduled more studio time in Turkey for the future. The channel's plans include having a SAT-7 PARS office and studio based in Turkey.

DOCUMENTARY SUBTITLED IN ENGLISH

The channel produced a hard-hitting documentary, *Crystal Death*, which brings much-needed awareness to Iran's growing drug problem. Director Moe

Pooladfar says: "I wanted to shed light on the real-life stories of many in Iran who are affected by the growing drug problem: the dealer, the user, and the families of users. I was personally impacted by making this documentary, and I hope it will move viewers too."

NEW EXECUTIVE DIRECTOR

In September, Panayiotis Keenan was promoted to Executive Director of SAT-7 PARS. Bringing 17 years of experience in the television industry, Keenan has been working with SAT-7 PARS since 2015, first as Production Manager and then Senior Manager. Keenan's expertise

in television production, his understanding of the needs of the Persian-speaking world, and his passion for developing the channel will help the SAT-7 PARS team take the channel to new levels of excellence.

“

By broadcasting on Yahsat we have a whole new viewership; industry data indicates that it doubled the number of potential viewers for SAT-7 PARS in Iran. In addition, there are no other Christian channels on this satellite and so this is actually quite a unique and special opportunity for us.

**Dr Terence Ascott,
SAT-7 Founder and CEO**

FIRST LIVE YOUTH SHOW

Young adults make up 60 per cent of the population in Persian-speaking countries. There is a desperate need for relevant programming for this age group. In October, SAT-7 PARS began broadcasting its first live show produced for youth, *4:12*. The programme aims to make Christian culture visible and accessible to young people who may not otherwise encounter it. The presenters are two young Iranian Christians who can relate to the issues of young viewers, while demonstrating that it is possible to live a fun, full life and follow God. The show's name refers to Timothy 4:12: "Don't let anyone look down on you because you are young, but set an example for the believers in speech, in conduct, in love, in faith and in purity."

FIRST TAJIK SHOW

One of SAT-7 PARS' goals is to produce more programmes in Afghan and Tajik dialects. Almost all viewers can understand Iranian Farsi, but the channel wants to connect with viewers in their mother tongue where possible. In 2017, this goal became a reality. SAT-7 PARS partnered with Media Mission the Messengers and IRR-TV, to produce the first Tajik programme to be broadcast on the channel, *Our Salvation Is In Him*. The show includes a time of testimony and traditional songs in the Tajik dialect. The programme has been renewed for a new season in 2018, and there are plans for more Tajik and Dari programmes and resources to be produced in the future.



4:12 hosts Termeh and Andre

09

SAT-7 TÜRK CHANNEL UPDATE



① Presenters Merve Savci and Esin Çamsun have many fun, interactive segments on *Kids' Club*. ② Ayda Danacroğlu receives many testimonies and prayer requests on the live program, *The Power of Prayer*. ③ The SAT-7 TÜRK team has grown to 36 staff in 2017. Each staff member plays a vital role in making God's love visible. ④ A still taken from SAT-7 TÜRK's short film *The Way Back Home* featuring actors Öner Ateş and Daniel Luibrand. ⑤ Co-hosts Senem Ekener and Pastor Volkan Er analyse current news topics from a Christian perspective on *Worldview*.

UPPING LIVE PROGRAMMING

2017 saw a significant increase in live programming for SAT-7 TÜRK. Over the last three years, the channel has gone from a weekly, 30-minute news broadcast to having a wide variety of live shows five days a week. In 2017, SAT-7 TÜRK broadcast:

- *About Life* – a conversational, apologetics programme where the presenter invites many different theologians and experts on set to discuss challenging biblical topics.
- *Homemade* – a women's show made up of creative segments, including cooking, psychology and culture to inspire Turkish women towards realising their full potential.
- *Kids' Club* – an engaging and interactive programme for children to learn about Bible stories, Christian music, as well as arts and crafts.
- *The Power of Prayer* – discusses challenging issues raised by the show's viewers, then encourages and supports the audience through the ministry of prayer.
- *Worldview* – analyses relevant news topics from a Christian perspective while promoting healthy and respectful discussions.

The increase in live programmes has played a crucial part in better honing SAT-7 TÜRK's broadcast schedule to meet its viewers' needs. Live programming enables viewers to call into shows to voice their opinions and give the TV channel valued feedback.

MORE HANDS ON DECK

A huge answer to prayer in 2017 was the increase in personnel. By the end of 2017, the Istanbul studio had a staff of 36. The demands of maintaining a 24/7 channel and producing new and engaging content requires a strong, dedicated team. Through God's provision, the production department grew enough to adequately sustain live broadcasts five days a week, while producing remote documentaries

and series. "Throughout the year, we continued to strengthen our team through formal training, coaching and encouragement. We aim to carry that same positive performance and spirit into the future," said SAT-7 TÜRK's Executive Director, Melih Ekener.

COMPELLING SHORT FILM PRODUCED

Directed by SAT-7 TÜRK's Ali Kerem Gülermen, the channel's team produced a short film, *The Way Back Home* over the summer months. Gülermen adapted the film from the book of the same title, written by Turkish Christian author İsmail Serinken. The story explores a man's journey to find the purpose of existence, where he experiences visions, and eventually discovers the true and purest meaning of love. *The Way Back Home* was premiered on 21 September 2017 at a gala event in Istanbul.

FACING AN ONLINE "GOLIATH"

A shutdown of all SAT-7 TÜRK social media platforms and websites in late-2017, which continued for two months, seemed like an impossible challenge. Being "offline" meant the channel could not engage with its younger audiences or publish Christian-related news for believers across the country. Despite the setback, 2017 statistics showed that there was still an increase of online audience engagement compared with 2016. SAT-7 TÜRK made more efforts to tailor its satellite TV programmes to social media, making short, sharable clips. One specific video entitled *Let Me Tell You The Truth about Pentecost* attracted a great deal of interest from both viewers and non-viewers of the channel. It is part of a series of five-minute episodes debunking myths surrounding Christian holidays and traditions. The video attracted more than 100,000 views on Facebook even though the channel's page only has 34,000 followers.

SAT-7 KIDS CHANNEL UPDATE

10 YEARS OF IMPACTING YOUNG LIVES

SAT-7 KIDS, the first 24/7 Christian satellite TV channel for Arabic-speaking children in the Middle East and North Africa (MENA), celebrated its 10-year anniversary on 10 December 2017.

During its 10 years of broadcasting, SAT-7 KIDS has accomplished incredible milestones and impacted millions of lives with entertaining, educational, and spiritually uplifting programmes. SAT-7 KIDS celebrated the occasion with a special live programme from its Lebanon studio, which involved visiting refugee children and recording their testimonies.

WHY IS THAT? RESPONDS TO SHOCKED CHILDREN

SAT-7 KIDS addressed the attack which took place on 26 May in Minya, Egypt, when a bus full of children was attacked by gunmen. Just minutes before going live, *Why is That?* changed the episode's theme to address the distressed children calling into the programme to ask questions. Presenter Essam Nagy led viewers in prayer for the families of the victims.

A PIONEERING PROGRAMME

In 2017 production began on the new programme, *City of Stars*. This pioneering programme provides a platform for children with disabilities to participate in workshops side by side with children who do not have disabilities. The programme aims to shine a light on the struggles and setbacks that people with disabilities in the region face. The show's inclusive approach benefits both the cast and crew, helping the children with disabilities gain confidence by

experiencing new situations, and other children learn to interact with their peers with disabilities in a playful environment.

A NEW CHANNEL MANAGER

After many years of serving as a producer of successful and impactful children's programmes – such as the popular educational programme *My School* – Andrea Elmounayer took on her new role as SAT-7 KIDS Channel Manager at the beginning of 2017.

A NEW WEBSITE

A new tablet friendly, engaging and responsive SAT-7 KIDS website officially launched in March 2017. The new website includes spiritual material such as Bible verses, devotions, Bible quizzes, and more. It also includes educational resources such as episodes of *Fun Farm*, *My School*, and information about children's rights.

ENGAGING CHILDREN THROUGH SOCIAL MEDIA

So many children and young adults are hooked onto various social media platforms. It is

vital for the channel to evolve its approach in order to increase viewership, with short and enticing segments and clips that grab children's attention and spark their curiosity to learn more. In 2017 the channel worked closely with the Audience Relations department to collect and produce short clips of children's testimonies and multiple mini-dramas for sharing on social media, to empower and promote further the SAT-7 KIDS programming and ethos.

For its 10-year anniversary SAT-7 KIDS produced a special programme in which a van visited refugee settlements in Lebanon, recording refugee children's testimonies



“
Happy anniversary to my favourite channel and to all my favourite presenters: Marianne, Elie, Karen, Kamal, Joy and all the others. May every year be full of happiness, blessings and joy to you and to your wonderful channel!

A boy from Lebanon

SAT-7 ARABIC CHANNEL UPDATE

RESPONDING TO TRAGIC EVENTS

On 9 April, a bomb ripped through the Palm Sunday Communion Service at St George's in Tanta, Egypt, killing 29 people and injuring many more. Shortly afterwards a suicide bomb exploded outside St Mark's Cathedral in Alexandria where Pope Tawadros, the leader of the Coptic Orthodox Church, led worship. The so-called Islamic State (IS) claimed responsibility for both bombings.

SAT-7 production crews visited the churches and spoke with those left in shock by the tragic events. SAT-7 ARABIC broadcast a special episode of *Bridges*, giving a voice to the grieving and shocked witnesses of Sunday's

events. The programme also spoke with representatives of Egypt's Orthodox, Evangelical and Catholic Christian communities to express the unity of the Church during this time of unjust suffering for the Christians of the region.

POPE FRANCIS VISIT TO EGYPT

A historic visit to Egypt by Pope Francis took place on 28 April. After the series of attacks on the country's Christian community, the visit was a demonstration of solidarity and support.

During the Catholic Pontiff's two-day visit, SAT-7 ARABIC covered the event through four special episodes on the current affairs programme *Bridges*. SAT-7 ARABIC also acquired and broadcast two documentaries about Pope Francis which were aired in the days following his visit.

In 2017:

41%
of SAT-7 ARABIC's new
programming was live
shows

78%
of all SAT-7 ARABIC
programming was
originally made in Arabic

INTERVIEW WITH THE LEBANESE PRESIDENT

Michel Aoun, Lebanon's president, and the only Christian president in the Middle East and North Africa (MENA) gave a message of peace in an exclusive interview to SAT-7 ARABIC for Easter. In his interview with host, Fady Bou Rached, President Aoun expressed concerns about the constant change in religious landscape, lamenting the fact that Christians, as minorities, are quickly affected by political turmoil.

President Aoun furthermore expressed that his aim is to position Lebanon as the international hub for religious dialogue since, in his opinion, Lebanon encompasses the ultimate mix of cultural, religious, and ethnic groups in the world. The president then ended the interview, reflecting on the crucifixion and resurrection of Jesus Christ and urging Middle Easterners to remain steadfast in hope through current challenges.

COMFORTING MOTHERS AND CHILDREN

SAT-7 ARABIC women's programme *Speak Up* reached out to viewers, offering support to mothers of traumatised children after

the attack on a bus full of children and adults on their way to a monastery in Minya, Egypt. The attack took place on 26 May 2017 claiming the lives of at least 28 Christians. Mothers called in to the programme to share their worries and fears. The special episode of *Speak Up* offered comfort

and prayers for the mothers as well as guidance on handling their children's questions and worries about the event and its aftermath.

ADDRESSING A FUNDAMENTAL QUESTION

In March, SAT-7 ARABIC began to broadcast a thought-provoking new programme, inspired by a question asked by many people at some point in their lives. *Is it Important to be Christian?* tackles questions from viewers and provides answers about the principles of the Christian faith. The show's presenter, Father Ramzi Jrejj helps viewers work through uncertainties and questions that may affect their lifestyle choices. "Jesus' existence on Earth provides us with truth that never becomes old news. We can always learn something new," shared Father Ramzi.

LEADERSHIP CHANGES

In March, Albert Fawzi, previously SAT-7 Egypt's Operations Manager and acting Executive Director, was confirmed by the Egypt Board as Executive Director of the SAT-7 Egypt office. The SAT-7 Lebanon office saw some changes in the leadership structure following Maroun Bou Rached's resignation as Executive Director. Rita Elmounayer, SAT-7's Deputy CEO, has taken on the role of Acting Executive Director until a new director is appointed.

LEBANON STUDIO UPDATE

To accommodate productions for the new channel SAT-7 ACADEMY, SAT-7 Lebanon reduced the number of rental agreements for its studios by other media organisations, keeping only the agreement with BBC Arabic. Now most of the studio space is occupied and used for SAT-7 productions.



Presenter Randa Rizkalla (right), of the live programme *Speak Up*, engages in discussion with guest speaker Amany Shoukry (left).

SAT-7 ACADEMY CHANNEL UPDATE



① SAT-7 ACADEMY's Channel Manager Juliana Sfeir visits a refugee camp and shows children how to access SAT-7 ACADEMY's programmes through a mobile application. ② Guest speaker Hoda AbouJaoude (right) and presenter Milad Hadchiti (left) on set of the series *ACADEMY: More than Education*. ③ Teacher at the CHILD Centre using the *My School* programme to teach French to Syrian refugee children. ④ Presenter Dr Ihab Maged and a female guest on set of the programme *The Coach*. ⑤ Behind the scenes during the production of a SAT-7 ACADEMY promotional video.

FIRST STEPS TO A NEW CHANNEL

In the beginning of 2017, the satellite contracts for the new channel, SAT-7 ACADEMY, were signed. With many years of experience in producing creative educational programming, Juliana Sfeir was appointed as SAT-7 ACADEMY's Channel Manager. "I am eager to see this channel bring learning to the hearts and minds of refugees and our region's most under-served children, youth, parents, and poorly resourced educators," Sfeir says. SAT-7's Project Management Team worked closely with the channel's leadership to further strengthen relations and partnerships with non-governmental organisations (NGOs) on the ground.

A NEW CHANNEL FINALLY ON AIR!

On 1 September 2017, SAT-7's dream of providing a 24/7 education and social development satellite TV channel for millions in the Arab world came to fruition with the launch of SAT-7 ACADEMY. After many months of dedicated preparation, the SAT-7 Lebanon office celebrated and cheered as the first broadcast began to air. The channel was introduced by an inspiring 10-day series of live shows featuring many distinguished guests. The series, *ACADEMY: More than Education* aired for two hours each evening and was hosted by presenter Milad Hadchiti. Several key SAT-7 staff members joined the programme and kicked off discussion on the channel's "three pillars": education, health, and social development. Following the launch, respected figures in Lebanon's education, health, media, and development sectors joined the programme to express their enthusiasm for the new educational channel.

E-LEARNING FOR THE NEW GENERATION

To ensure that SAT-7 ACADEMY's programming is used to maximum effect, in 2017 SAT-7 also

designed an online e-learning centre. Viewers are able to log on via laptops, tablets and mobile phones to customised profiles with courses available at their fingertips. Through this online platform users have access to an extensive learning library and can find the material that is relevant and meets their individual needs.

ON THE GROUND ASSESSMENT

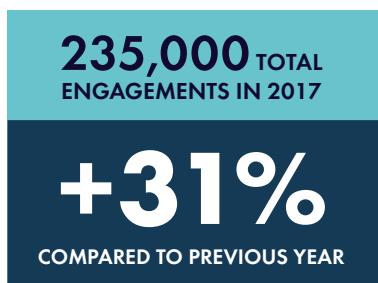
To assess the effectiveness of SAT-7 ACADEMY's programming on children, their families and their teachers, SAT-7 Education & Development (E&D), a new SAT-7 entity, in collaboration with on-the-ground NGO partner Biladi, launched the Cultural Heritage and Interactive Learning Development (CHILD) Centre in November. The centre, located in the mountains of Lebanon, hosts 75 refugee children who have no other access to schooling. As part of this initiative, SAT-7 E&D aims to measure the impact of the education and social development programmes of SAT-7 ACADEMY, assess what changes could improve the programmes, and what additional programming ought to be introduced.

MY SCHOOL

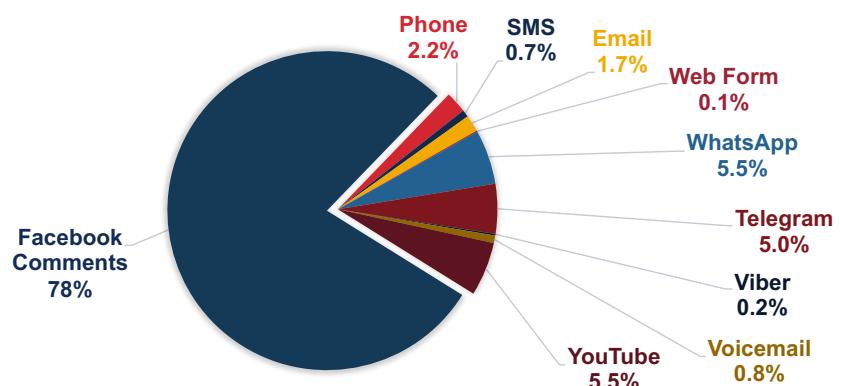
The popular on-air education programme *My School* has been providing quality complementary education to displaced and underprivileged children since 2015. Now airing on the new channel, SAT-7 ACADEMY, the programme continues to cover the standard curriculum of maths, science, Arabic, English, and French. Additionally, the programme hosts a number of fun, educational and impactful segments ranging from environmental awareness and recycling, dance, storytelling, and awareness and protection of children's rights. *My School* is broadcast multiple times per day, covering different time-zones from Morocco to the Arabian Gulf.

AUDIENCE ENGAGEMENT

WHAT IS AUDIENCE ENGAGEMENT?
 Audience Engagement in SAT-7 is one or more interactions between our viewers and our Audience Relations team, through phone calls, text messages and social media platforms, covering one question or topic.



METHODS OF CONTACT 2017



“
 I’m so honoured and blessed to spend the first few years of my relationship with Jesus with SAT-7 PARS. Through your programmes, I have grown, and I’m equipped enough to share with others what I know.
 Armin from Iran

“
 In prison I befriended a few Christians and started reading the Bible. Outside of prison, I haven’t found a Bible and I don’t have anyone to talk to about these things, but while changing channels, I came upon yours. There aren’t many churches here, so I really appreciate your help.
 Berk from Turkey

SOCIAL MEDIA OVERVIEW

All SAT-7 channels have an active social media presence. Our audience can connect to us through Facebook, YouTube, Telegram, Viber, WhatsApp, Twitter and Instagram, where we answer questions and requests, but also listen to the unique stories our viewers share.

SAT-7 has more than 50 Facebook pages, culminating a total of 7.4 million likes, 620,000 comments and 770,000 shares in 2017. Facebook video views have tripled from 2016 to 2017, reaching 37 million.

In 2017 SAT-7's 50 Facebook pages reached a total of **37M** video views

SAT-7's eight different YouTube channels had a steady increase in the overall engagements of 2017. Despite the 2.5 million hours watched, it is worth noting that this is still only 0.15% of the hours viewers spend watching our channels on satellite.

INTERNAL TESTIMONY SYSTEM

In 2017 a system was developed to archive into a database all of SAT-7's viewers' testimonies collected from the Audience Relations team. Testimonies are then translated and security-checked, sensitive information is removed, and all names are changed, to protect our viewers.

OFFERING COUNSELLING

Viewers requesting counselling are carefully handled by SAT-7's Audience Relations department through our 13 Telephone Counselling Centres(TCC) spread across Europe, the Middle East and North Africa. Ten centres are assigned to handle Arabic-speaking viewers' calls, two are for Persian-speakers, and one centre handles Turkish-speakers.

MOBILE APPS

SAT-7 has four free apps for both Android and iOS mobiles, for SAT-7 ARABIC, SAT-7 KIDS, SAT-7 PARS and SAT-7 TÜRK. Each one has access to live streaming, synchronised schedule information (programme guide), and on-demand videos directly from the corresponding YouTube channel.

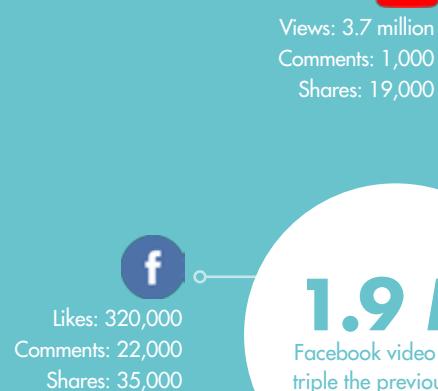
In 2017 the SAT-7 apps were downloaded 24,000 times, double the number of downloads in 2016. Most downloads are from outside the MENA.



“
 Bless you and bless your ministry! It puts the Word of God in the hearts of our children, which in turn will bear fruit and be a blessing to us and our churches, for the continued sharing of our saviour, Jesus Christ.
 Amal, Egypt

“
 I have been a regular viewer for 15 years. Thank you for sharing God's love with those whose circumstances don't allow them to have any internet, and TV is their only available source. Please keep me in your prayers.
 Adham from Oman

SOCIAL MEDIA



1.9 M
Facebook video views,
triple the previous year

11,000
new YouTube
subscribers

WhatsApp sessions: 2,000
Phone sessions: 920
Email interactions: 3,300

2x
more exchanges
on WhatsApp

TOP REASONS

SAT-7 KIDS

Birthday announcement requests 45%
Participation in live show requests 24%
Programme requests 9%

Views: 172,000
Comments: 175
Shares: 1,700

YouTube
video views
doubled

Likes: 32,000
Comments: 3,700
Shares: 4,600
Video views: 576,000

x3
Facebook
video views

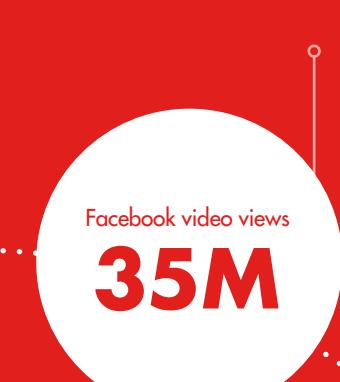
+34%
Increase
of phone sessions

SAT-7 TÜRK's target audience is smaller than the other SAT-7 channels accounting for smaller numbers, yet relative to these numbers we see growth. Facebook likes had a 54 per cent increase in 2017 compared to the previous year.

SAT-7 TÜRK

Prayer requests 37%
Questions about Christianity 27%
Bible requests 15%

WhatsApp, phone calls, SMS and email engagements with SAT-7 ARABIC in 2017 decreased by half since 2016. This shift is due to younger audiences finding it easier to interact with us through Facebook and YouTube when programmes are streaming live.



2.3M
hours viewed
on YouTube

Views: 24 million
Comments: 11,500
Shares: 330,000
8 million more YouTube views than 2016, and twice as many YouTube comments and shares.

3,200
WhatsApp
sessions

OF CONTACT

SAT-7 ARABIC

Greetings 28%
Prayer requests 11%
Encouraging comments 34%

SAT-7 PARS

Greetings 19%
Prayer requests 16%
Participation in live show requests 13%

23,000
new Facebook followers

Likes: 62,000
Comments: 3,700
Shares: 8,000

50%
of total audience
engagement was from
Telegram

12,000 engagements
in 2017 compared to
3,700 in 2016.

2x
more YouTube
subscribers

Subscribers: 4,100
Views: 400,000
Comments: 500
Shares: 7,000
YouTube is blocked in Iran.

The SAT-7 PARS audience used Telegram the most. However, Telegram was blocked in Iran during the last few weeks of December due to political protests. WhatsApp was also used ten times more in 2017 compared to the previous year.

STRATEGIC GOALS

SAT-7 LONG-TERM MISSION PRIORITIES

1) To make the Gospel available to everyone in the Middle East and North Africa (MENA), especially to those who would never otherwise have the opportunity to hear it, including:

Children, who are the least reached but the most important audience and the main hope for change in tomorrow's MENA. There are 150 million children in the MENA region under the age of 16.

Women, who remain generally isolated from the Gospel and whose potential for influence has always been underestimated.

The **illiterate**, whose only source of uncensored information is satellite television.

Those in **closed homes**, in closed countries, who may never even have met a Christian before.

2) To encourage, support, and empower the Church in its life, work, and witness for Christ, especially in areas of political turmoil and Christian persecution, and to be a catalyst for spiritual renewal, church growth, discipleship, and social change in the fast-changing MENA region.



SUMMARY OF SAT-7'S PROPOSED OPERATIONAL PRIORITIES FOR 2018

Establish SAT-7 ACADEMY by increasing our range of programming and promoting the use of the SAT-7 ACADEMY online learning platform.

Produce higher quality programming across all channels, in particular drama, music videos, game shows, documentaries, testimony programmes, and bold new programming that offers a platform for dialogue on key issues in the region.

Make key staff appointments and invest in existing staff, strengthening our middle management team.

Deliver better social-impact programming across all channels. Seek new on-the-ground partnerships in the region and establish structures to facilitate new funding for these programmes and initiatives.

Better resource SAT-7 TÜRK as the only Christian channel broadcasting on the popular Türksat platform in a country where Christians are a tiny minority. Ramp up SAT-7 TÜRK's annual budget to the same level as SAT-7 KIDS and SAT-7 PARS.

Launch our new TV-based social media strategy

Launch our Parenting Social Media Campaign in Arabic and learn from this pilot. Create online resources and run campaigns that address life issues such as trauma, unemployment, and questions about life and faith. This work may well lay the foundations of how SAT-7 will look in the next decade.

Produce everything in high definition (HD)

by replacing the last of our Standard Definition (SD) cameras and production equipment.

Strengthen SAT-7's organisational capacity in order to:

- Produce impactful and well-researched programmes.
- Conduct research to better understand viewers' needs and SAT-7's performance.
- Provide viewers with an excellent experience when seeking our help.
- Oversee our different legal entities and channels through sound governance.
- Implement a global fundraising strategy focused on supporting core budget operations.



Kids' Club is a SAT-7 TÜRK show for children which airs live every weekday morning.

SAT-7

INCOME AND EXPENSES FOR 2017

SAT-7 will soon be operating a total of 18 legal entities in 12 different countries. SAT-7's income growth was negative in 2017, however – as witnessed by this Annual Report – our ambitions and the scope of our operations continue to grow, across the organisation. We therefore continue to challenge ourselves to be even more efficient, despite the limited financial and human resources, to see these ambitions realised.

2017 FINANCES OVERVIEW

Our total global income for 2017 was about USD 14.5 million, exclusive of gifts-in-kind of about USD 1.2 million. This was some 7 per cent below the 2017 budgeted income (USD 15.6 million) and was down by 3 per cent on actual income in 2016 (USD 15.0 million).

SAT-7's 2017 expenditures totalled USD 15.5 million, plus another USD 0.8 million, that was invested in fixed assets. This total expenditure was 6 per cent below the 2017 budget (USD 17.4 million) and 1 per cent above the total expenditure in 2016 (USD 16.2 million). Due to the delayed launch of the SAT-7 ACADEMY channel, few direct expenses for the channel were incurred during the first eight months of 2017, helping to keep total SAT-7 expenditure in 2017 manageable. The rise in the value of the US Dollar (USD) had a material

impact on the 2017 accounts, reducing the apparent value of income received in GBP and EUR and allowing more to be done with the USD income in countries like Egypt, Turkey and Cyprus. Overall, a favourably strong USD in 2017 helped SAT-7 get through what otherwise would have been a very challenging year.

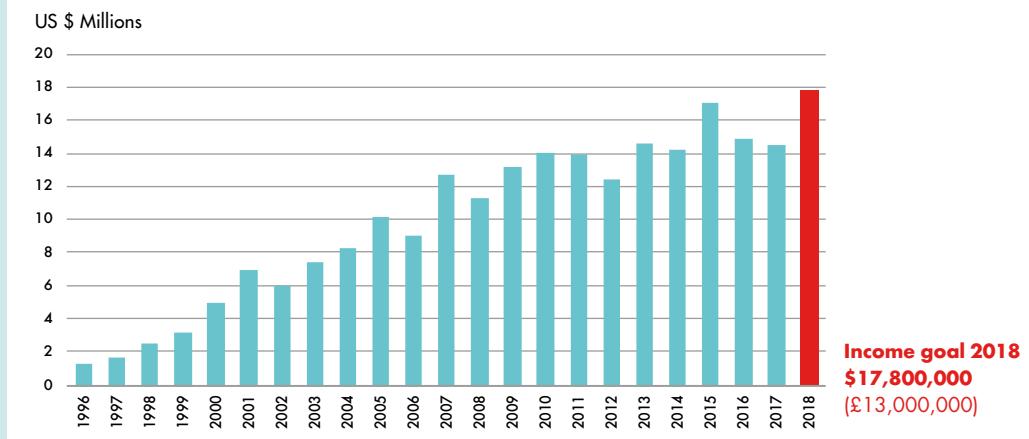
A DROP IN LIQUIDITY

We started 2017 with a liquidity (including restricted funds) of USD 2.3 million. This helped facilitate cash management over the year. However, income was lower than projected and, consequently, this had a negative impact on our liquidity, which dropped to USD 1.5 million by 31 December 2017.

INCREASE IN RESTRICTED FUNDS

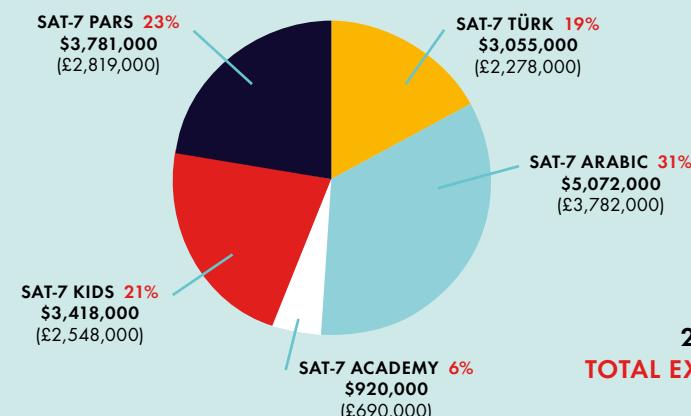
Over the years, SAT-7 donors and Partners have increasingly provided their support in the form of “restricted funding” – for specific projects, programmes and items of capital expenditure. This has necessitated SAT-7 building up its capacity to manage the proposals and reports on such projects. We do thank God for the faithfulness and sacrificial support of our Partners and friends, and for the tireless efforts and good stewardship of our staff – all of whom helped maximise the impact of our resources in 2017.

SAT-7 ANNUAL INCOME 1996-2017 (2018 GOAL)



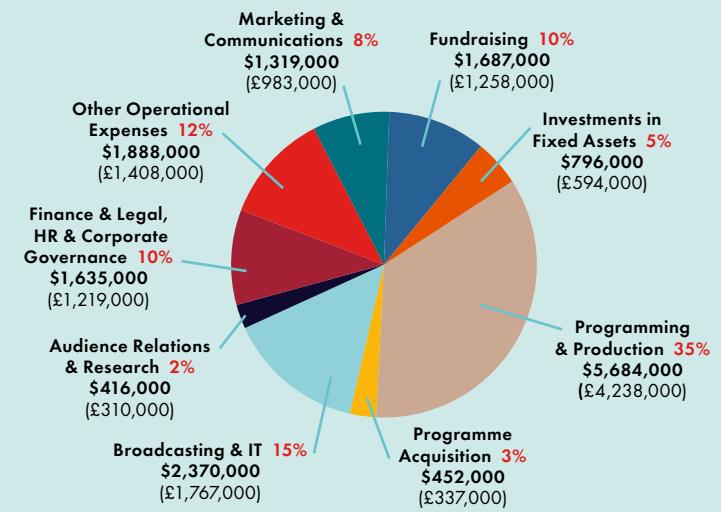
2017 ACTUAL EXPENSES BY CHANNEL

TOTAL EXPENDITURE \$16,247,000 (£12,114,000)
(excluding gifts in kind)



2017 ACTUAL EXPENSES BY TYPE

TOTAL EXPENDITURE \$16,247,000 (£12,114,000)
(excluding gifts in kind)



All figures have been rounded to simplify the reading of financial data. The consolidated financial information presented is derived from the 2017 financial statements for each of the 14 independent SAT-7 legal entities.

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 consolidated financial statements and/or detailed audited accounts for each of the different legal entities of SAT-7 are available on request.

Investments in fixed assets are included in the 2017 actual expenses.

SAT-7 BUDGETS 2018

A BIGGER "FAITH BUDGET"

The SAT-7 Executive Board approved a balanced budget of USD 17.8 million for our work in 2018, although it was recognised that an enormous amount of extra work would be required in order to see the needed USD 3.3 million increase in income, over and above our actual income in 2017.

Our hope and prayer is that the launch of the new educational channel, SAT-7 ACADEMY will begin to attract additional support from agencies or organisations which would not normally support SAT-7's other channels. And, of course, we also hope to attract growing support for all new SAT-7 initiatives – across all channels.

URGENT FUNDING NEEDED

The 2018 budgeted total expenses of USD 17.8 million is higher than actual expenses 2017. The main differences relate to the fact that both SAT-7 ACADEMY and the new SAT-7 PARS channel (on Yahsat) will now be broadcasting for a whole 12 months (instead of just a part of 2017). We are also now in the final stages of a three-year plan

of progressively ramping up the SAT-7 TÜRK budget – to bring it to a level comparable with the budgets of other SAT-7 channels. Additionally, we are continuing to work towards building SAT-7's organisational capacity.

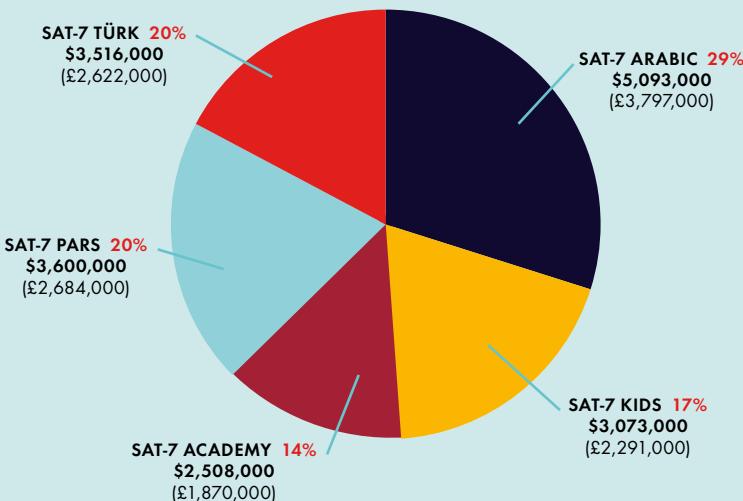
All of these steps have been taken with the clear goal of increasing both our reach and our impact, and in the face of must-take opportunities for the Kingdom of God! However, after a decade of very modest income growth, new funding is urgently needed to sustain this important and overdue growth.

GIFTS-IN-KIND

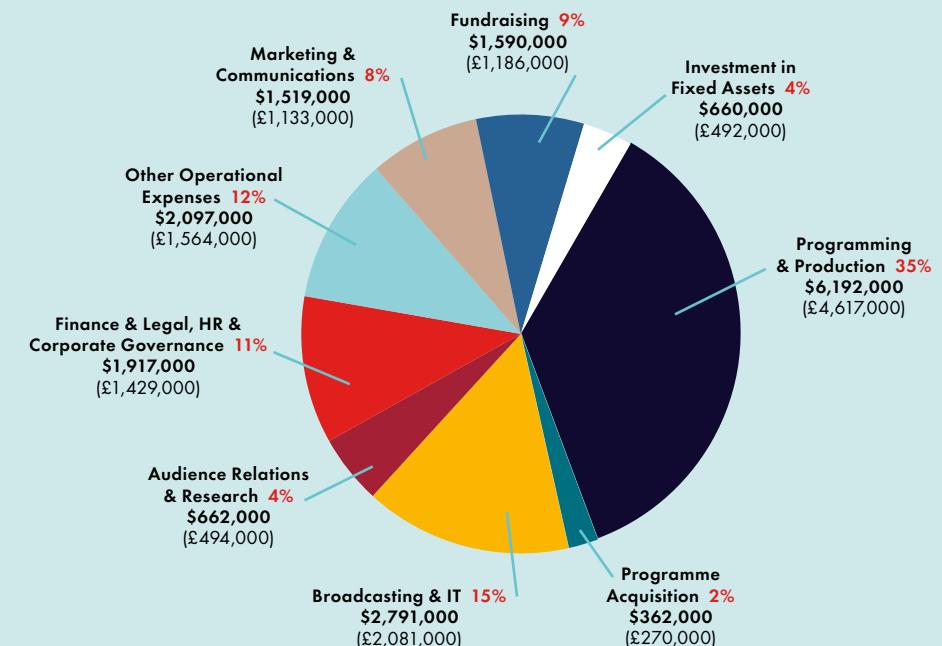
The gifts-in-kind for 2018 are budgeted separately and are expected to have a total value of about USD 1.1 million. Even though this figure is less than that of last year's, it is a blessing to see such continuous input from donors. The gifts-in-kind include the value of seconded staff, the donation of studio hours or programming, and staff training – all of which make an important contribution to SAT-7's ministry.



2018 BUDGETED EXPENSES BY CHANNEL
TOTAL BUDGET \$17,790,000 (£13,260,000)



2018 BUDGETED EXPENSES BY TYPE
TOTAL BUDGET \$17,790,000 (£13,264,000)



All figures have been rounded to simplify the reading of financial data.

2018 budgeted expenses include investments in fixed assets and exclude gifts-in-kind.

SAT-7 IN THE UK

SAT-7 UK raises support for SAT-7's ministry in the MENA. Through highlighting the needs of the region's Church, we encourage supporters in the UK to **pray regularly, engage actively** and **provide funding** towards the work. We are very grateful to all the individuals, churches and trusts who support SAT-7's ministry in a variety of ways.

NEW FIVE-YEAR STRATEGIC PLAN

During 2017 SAT-7 UK began a new five-year strategic planning cycle, setting out three core objectives:

- Better establish who we are and what we do in the hearts and minds of UK Christians and church networks.
- To be known as one of the leading charities supporting the Church across the Middle East and North Africa – bringing hope to the lives of millions of people.
- Continuing the programme of development through a focus on four key areas: Maximising supporter engagement; Reach and visibility; Income retention and growth; Organisation development

ENGAGING IN THE UK

FOCUS ON PRAYER

SAT-7 UK ran a number of prayer initiatives during 2017, including PRAY40 during Lent and 'The lights shines in the darkness' during Advent. The Day of Prayer in November was turned into a Week of Prayer and was built around a time of thanksgiving to mark the end of the Answer the Cry campaign, which launched in 2016. Answer the Cry successfully engaged with new and existing supporters, highlighting the needs of the people in the MENA.

1,400 people took part in our Lent prayer campaign, PRAY40

6,620 people received our magazine *Insight*

123 volunteer ambassadors represented SAT-7 in their churches and Christian networks

115 churches invited a SAT-7 speaker to a service or small group meeting

FILM NIGHTS

The Big Watch, a discussion night featuring *Closure*, a film broadcast on SAT-7, continued to be a powerful opportunity for supporters to engage with SAT-7 and the challenges faced by Christians in the MENA. Around 400 Big Watch packs have been distributed.

See www.sat7uk.org/big-watch

"Our viewers said it was a very powerful, moving and realistic story."

David and Margaret Sales, Church Ambassadors, Llandudno

REFUGEE RESOURCE

A new DVD resource for Arabic-speaking refugee families living in the UK was launched. Bedtime Stories features samples of SAT-7's Arabic language programmes for children. Over 100 packs have been ordered.

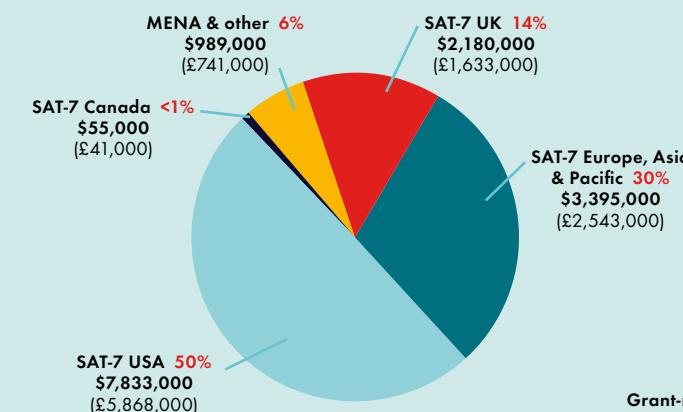
"Most families arrive in the UK with young children who may have been traumatised by experiences of war and persecution. We believe SAT-7's latest DVD resource will help educate them, especially in English, enabling them to settle successfully into a new country and culture."

Tania Bright, Executive Director, Church Response

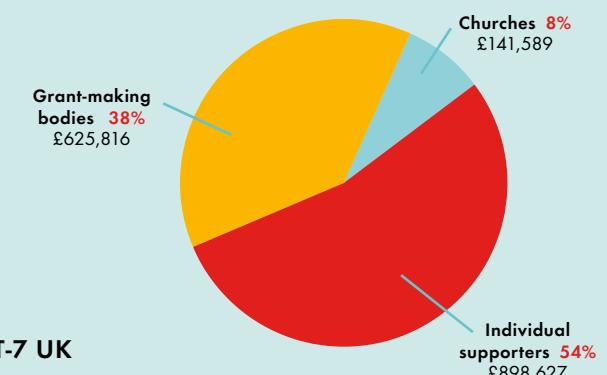
Further resources for Arabic and Farsi speakers in the UK are being developed as part of SAT-7 UK's 'Community' hub.

See www.sat7uk.org/community

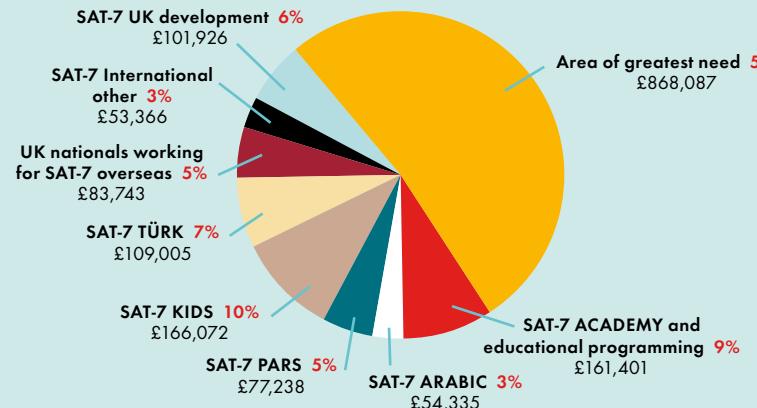
SAT-7'S INTERNATIONAL INCOME



SAT-7 UK'S INCOME



GRANTS MADE BY SAT-7 UK



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