



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

**2018**



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## OUR VISION

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

## OUR MISSION

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

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

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



# LETTER FROM SAT-7 UK LEADERSHIP

Technological advances and the internet are changing the way people view television in the Middle East and North Africa (MENA). The rate of change is slower overall than in other regions but, increasingly, on-demand TV is available on hand-held devices, 5G mobile coverage is around the corner, and people increasingly look to social media for things to watch. It begs the question; is satellite television still relevant? The simple answer is – yes! Remarkably, the use of satellite television continues to increase in the MENA.

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

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

An audience survey of our Arabic channels carried out in mid-2018 confirmed a remarkable 21 per cent increase in audience size over the past two years for the Arabic children's channel, SAT-7 KIDS. The channel now has 5.6 million viewers, and 82 per cent of them watch regularly.

The survey also revealed a large overlap between the viewers of SAT-7 ACADEMY and the viewers of SAT-7 KIDS or SAT-7 ARABIC. In the light of this we have changed SAT-7 ACADEMY from a 24/7 satellite TV channel into a "brand" for SAT-7's educational and social development programming on SAT-7 ARABIC and

SAT-7 KIDS and eventually on all channels.

In recognition that MENA viewing habits are gradually changing, particularly among younger people, we are developing our strategy for social media. In 2018, SAT-7 launched a parenting series specifically made for viewing on social media which had 6,000 mothers enrol! All SAT-7's live programming, on all four channels, is now streamed to social media so viewers can tune in anytime, anywhere.

2018 has also been a year of preparation for leadership change. In April 2019, Chief Channels Officer Rita El-Mounayer will become the new CEO, and Founding CEO Dr Terence Ascott will begin a new role as Founder and President. We very much value your prayers for both Terence and Rita, and for SAT-7, as we move into this new chapter of ministry to the peoples of the Middle East and North Africa.

I would like to thank all of SAT-7's supporters in the UK, whose generous donations made 2018 a record year for us here. As you read this annual report, I hope you will be really encouraged by the impact your support is having in the lives of people across the MENA.

Sincerely,



Rachel Fadipe  
Executive Director  
SAT-7 UK



# 2018 OVERVIEW

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

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

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

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

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



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

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

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



March

May

January

April

June

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

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

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



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





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

**July**



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

**September**



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



Series 4 of SAT-7's flagship education programme *My School* was launched, covering grade 3 curriculum in five core subjects.

**October**



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

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

**November**



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



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

**December**



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

# SAT-7 ARABIC CHANNEL UPDATE

## INCREASED AWARENESS OF SAT-7 ARABIC

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

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

## REPRESENTING DIVERSE DENOMINATIONS

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

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

## SOCIAL MEDIA PROJECT FOR PARENTS

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

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

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

## ENRICHING SOCIAL IMPACT PROGRAMMING

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

## THREE-MONTH PROGRAMMING GAP

It is usual for the channel's live programmes to take a summer break for a month or two. However, in 2018 due to budget restrictions, the channel was forced to pause production of new live episodes for an extended three months, with repeats of previously aired programmes running until funds became available again.

## A CHRISTMAS MIRACLE

Despite lack of funds, SAT-7 ARABIC witnessed a Christmas miracle for its seasonal programming. Faced with a limited budget – just enough to produce a single Christmas programme – the team gave their time and services for free, enabling many more programmes to be made.

SAT-7 Egypt's special production titled *Christmas Stories* was full of Christmas spirit, as crew and staff members produced 22 episodes. With a minimal budget, the crew pulled together various supplies and created handmade decorations, staying up into the late hours to finish an impressive, colourful set.

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

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





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

# SAT-7 PARS CHANNEL UPDATE

## **VIEWER ENGAGEMENT CONTINUES TO RISE**

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

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

## **REACHING MORE AFGHANS**

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

## **DEVELOPING TAJIK PROGRAMMING**

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

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

## **USING SIGN LANGUAGE**

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

## **SENDING A SIGNAL TO ISOLATED BELIEVERS**

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

## **NEW WEBSITE LAUNCHED**

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

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

# SAT-7 TÜRK CHANNEL UPDATE

## SHORT FILM RECEIVES NUMEROUS AWARDS

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

## NEW TECHNOLOGY IN THE STUDIOS

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

## MAKE A JOYFUL NOISE

For those leading worship in the growing number of Turkish speaking fellowships and churches, it is a challenge to find worship songs that have not been translated from other languages. People can connect better with worship songs written in their mother tongue.

In 2018, *Psalms* filled this vast gap for many Turkish viewers. First of its kind on SAT-7 TÜRK, each episode hosts several musicians led in song by producer Can Yazırlioğlu. Between hymns, the presenters address different topics concerning worship such as: 'What is worship?', 'Why do we worship?', and 'Who do we worship?'

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

## SUPPORTING TURKISH WOMEN

Many Turkish women still face discrimination and

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

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

## FIRST LIVE YOUTH PROGRAMME

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

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

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





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

# SAT-7 KIDS CHANNEL UPDATE

## REMARKABLE INCREASE IN VIEWERSHIP

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

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

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

## 'CHATO' INVITED TO TV AWARDS

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

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

Fawzi, SAT-7 Egypt's Executive Director. "These festivals are an encouragement to us as we seek to serve our young viewers in new and creative ways."

## FAMILY OF JESUS GOES TO SYRIA

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

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

## A CHRISTMAS UNLIKE ANY OTHER

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

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

# TOP 2018 PROGRAMMES

SAT-7 ARABIC



## SHARING THE CHRISTIAN FAITH

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



## DISCUSSING MARRIAGE

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

SAT-7 TÜRK



## A REFRESHING PERSPECTIVE ON THE NEWS

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



## EMPOWERING TURKISH WOMEN

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

### CONNECTING WITH ISOLATED BELIEVERS

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



### SING TO THE LORD A NEW SONG

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



### A SAFE PLACE FOR SHARING

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



### A RIDDLE AND A STORY

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



# AUDIENCE ENGAGEMENT

## WHAT IS AUDIENCE ENGAGEMENT?

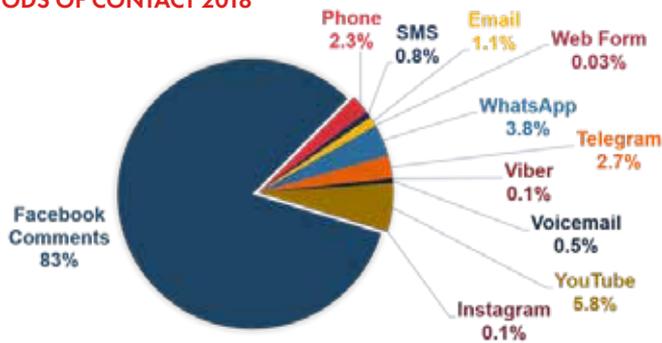
In SAT-7, we define Audience Engagement as one or more personal interactions between one of our viewers and our Audience Relations team. This can be through phone calls, emails or letters, text messages or social media, on any topic or question. There was a 40% increase in Audience Engagement in 2018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

**329,000** TOTAL  
ENGAGEMENTS IN 2018

**+40%**

COMPARED TO PREVIOUS YEAR

## METHODS OF CONTACT 2018



## ACTIVE ON SOCIAL MEDIA

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

## CASE BY CASE CONTACT

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

## OFFERING COUNSELLING

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

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

## PLATFORM CHANGE

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

# TESTIMONIES OF CHANGED LIVES

More than

## 21 M

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

### “

*From Heart to Heart is a beautiful and wonderful programme. A blessing to anyone who is watching it, challenging families to be transparent and strong. The moments you are on the screen are the most enjoyable. Thank you for sharing the peace from within you.*  
Gihan, a SAT-7 ARABIC viewer

### “

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

Kuzey, a SAT-7 TÜRK viewer

More than

## 90%

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



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

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

### “

*I have cleared up all the ambiguity and problems I had with Christianity through your channel. My perception has changed positively.*  
Shahla, a SAT-7 PARS viewer

### “

*I've been following your programmes since I was eight years old. From the first time I watched SAT-7 KIDS, I loved you. I am now eighteen – ten years of watching and I still haven't gotten bored! You are my second family. When my family were too busy to teach me about Jesus, you did. You were my teachers, sisters, and brothers. No words can describe the love I have for you and the effect you have had on my life. God bless you.*

Lina, a SAT-7 KIDS viewer



# SOCIAL MEDIA



Phone sessions: 873  
Text messages: 798

**29%**  
decrease in phone sessions from 2017 to 2018



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

**44%**  
increase in Facebook comments in 2018

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



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

**3 MILLION**  
hours of programming watched on YouTube in 2018

## TOP REASONS

# SAT-7 ARABIC

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



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

**15%**  
increase in Facebook comments in 2018

# SAT-7 PARS

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



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

**2,000**  
more YouTube subscribers in 2018 meaning a 27% increase from the previous year

As the social media app Telegram was blocked in early 2018, more and more SAT-7 PARS viewers got in touch via WhatsApp. There were about x2.7 as many WhatsApp engagements – 5,200 in 2018 compared with 1,900 in 2017 for the Persian audience. Additionally, more viewers made phone calls to the channel. There was a 44% increase in 2018 from 2017, reaching a total of 3,500 calls.



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

**+44%**  
increase of phone sessions in 2018, compared to 2017



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

**1,560,000**

video views  
on Facebook  
meaning x2.7  
increase from the  
previous year

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

**73%**

increase of YouTube  
hours watched



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

## OF CONTACT

# SAT-7 TÜRK

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

**x3**

increase in  
phone sessions



Phone sessions: 2,700  
Email interactions: 420

# SAT-7 KIDS

Birthday announcement request 39%  
Participation in live show request 23%  
Sharing a favourite programme 14%

**13,000**

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



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

**51%**

increase in Facebook  
comments in 2018



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

**18%**

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



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

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

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



# FIVE-YEAR REGIONAL GOALS (2018–2022)

## 1) Improve broadcasts in the MENA

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

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

### TARGETS FOR GROWTH IN AUDIENCE SIZE

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

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

## 2) SAT-7 will produce and buy the best programmes

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

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

## 3) Invest in our people

An emerging talent programme (Leadership

Development) will be run each year and annual job-shadowing/special projects will be arranged to stretch emerging leaders. A new HR Director was appointed in 2018. The transition to our new CEO will take place in April 2019.

## 3) Launch High-Definition (HD) Broadcasts

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

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

## 5) Increase on-demand and online services

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

## 6) Better engage with viewers through social media

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

## 7) Be data driven

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

## 8) Develop new income streams

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

# SAT-7

## INCOME AND EXPENSES FOR 2018

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

### 2018 FINANCES OVERVIEW

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

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

Total expenditure was less than budgeted due to several reasons. Firstly, the above mentioned cashflow difficulties led the management of SAT-7 to put into effect monthly spending restrictions that meant most channels were forced to underspend against their approved budgets. SAT-7 also continued to benefit from earlier devaluations of the Turkish Lira and Egyptian Pound, helping keep costs (in US Dollar terms) lower than budget in those two countries. Another important factor that

helped SAT-7 reduce expenditure in 2018 was the decision to turn off the SAT-7 ACADEMY channel in October and move it to be a “brand” of educational and social impact programming on the SAT-7 ARABIC and SAT-7 KIDS channels.

### AN INCREASE IN LIQUIDITY

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

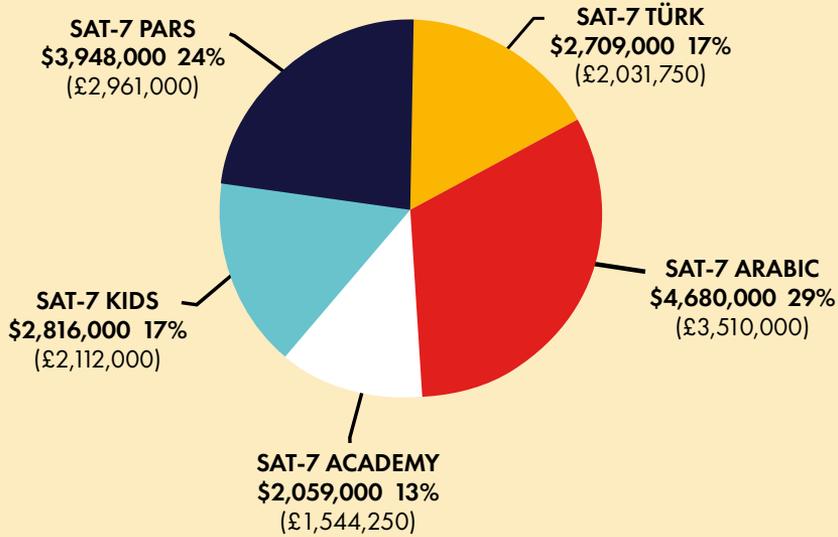
### INCREASE IN RESTRICTED FUNDS

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

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

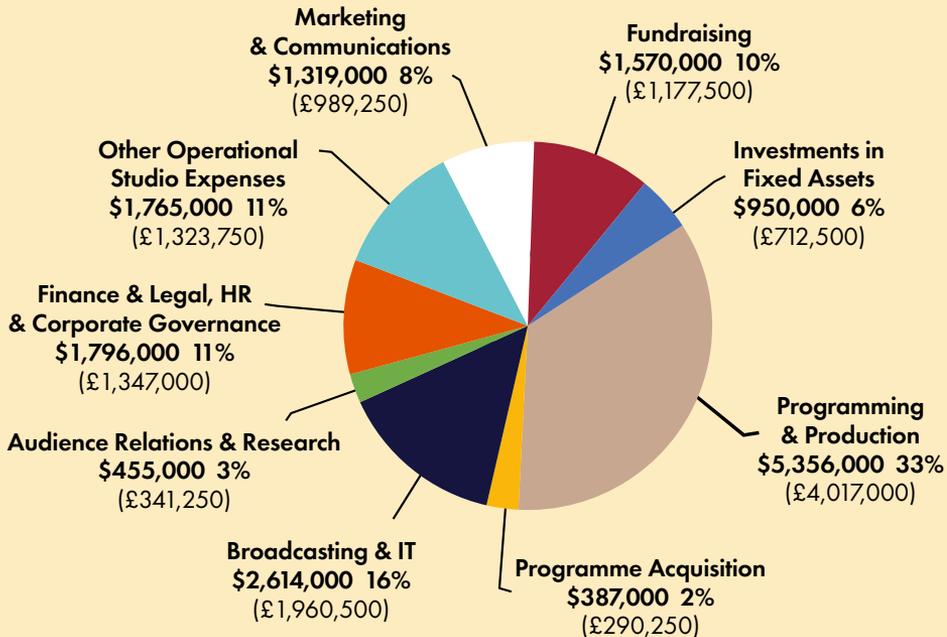
## 2018 ACTUAL EXPENSES BY CHANNEL

**TOTAL EXPENDITURE: \$16,212,000 (£12,159,000)**  
(excluding gifts in kind)



## 2018 ACTUAL EXPENSES BY TYPE

**TOTAL EXPENDITURE: \$16,212,000 (£12,159,000)**  
(excluding gifts in kind)



All figures in this 2018 report are in USD and have been rounded to simplify reading. GBP figures were calculated using the exchange rate 1 USD = 0.75 GBP. The consolidated financial information presented is derived from the 2018 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 2018 actual expenses.

# SAT-7 BUDGETS 2019

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

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

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

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

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

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

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

## GIFTS-IN-KIND

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

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

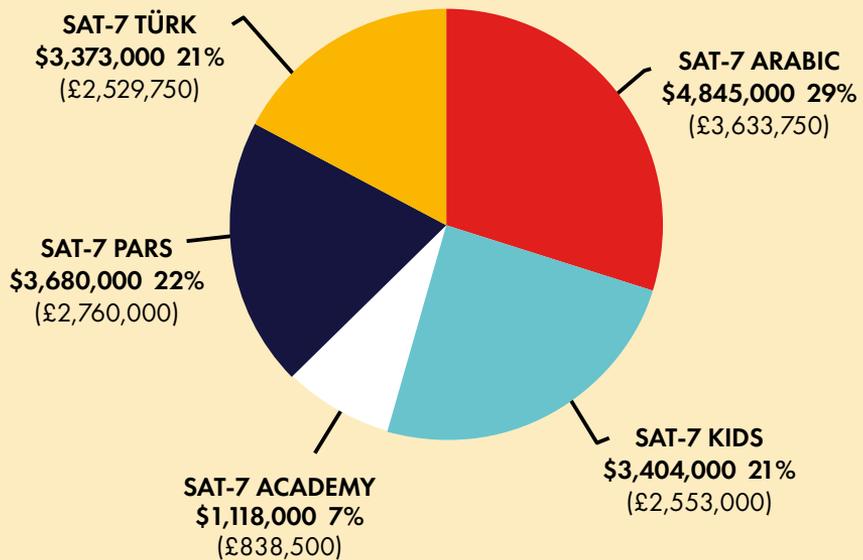


SAT-7 now has more viewers than ever! With new support, we can continue making God's love visible with transformative satellite TV.

## 2019 BUDGETED EXPENSES BY CHANNEL

**TOTAL BUDGET: \$16,420,000 (£12,315,000)**

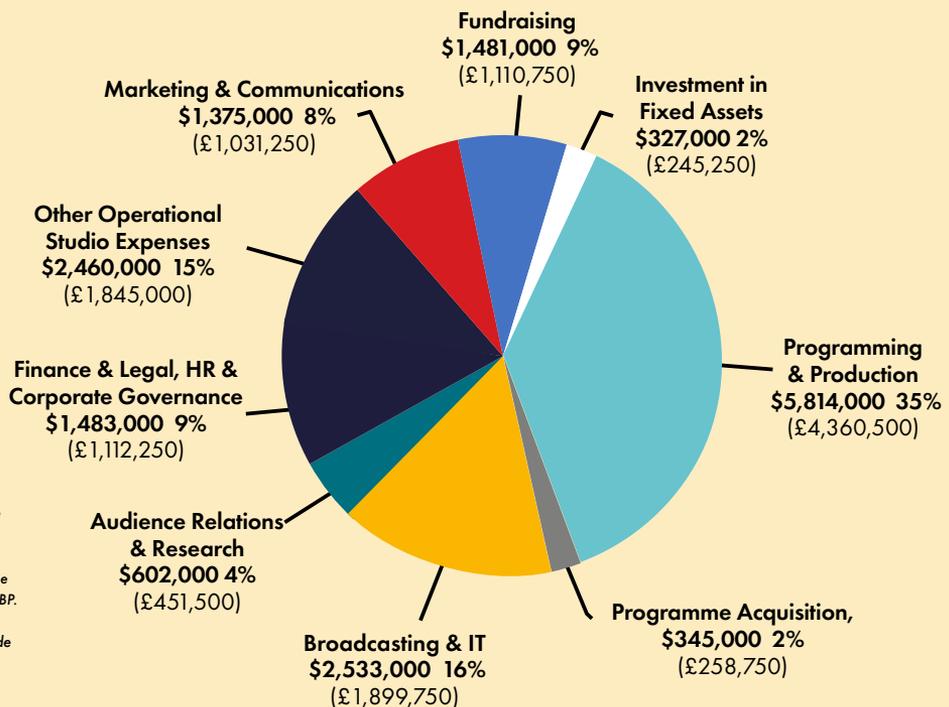
(excluding gifts in kind)



## 2019 BUDGETED EXPENSES BY TYPE

**TOTAL BUDGET: \$16,420,000 (£12,315,000)**

(excluding gifts in kind)



All figures are in USD and have been rounded to simplify the reading of financial data. GBP figures were calculated using the exchange rate 1 USD = 0.75 GBP.

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

# SAT-7 IN THE UK

**42%**  
of individual donors  
gave through a  
regular gift

Thanks to some very generous gifts from a number of key donors, plus the faithful regular contributions of hundreds of supporters, SAT-7 raised a record £2.2 million in the UK in 2018. This was a great answer to prayer after what had been a very difficult year financially for SAT-7 at an international level in 2017.

## ROADSHOW

SAT-7 UK took its Envision conference on the road in 2018 with a number of events in different parts of the country, starting in Bognor Regis in March followed by Belfast, Tunbridge Wells, Cheltenham and Ealing. The events featured speakers from across the international SAT-7 family, including founder Dr Terence Ascott, CEO Designate Rita El-Mounayer, and production staff from SAT-7's Persian channel. Feedback from Envision attendees has been very positive with people saying how encouraging and inspiring it was to hear about SAT-7's work firsthand.

The tour is continuing in 2019 with events in Leicester, Exeter, Bristol and Scotland. Find out more: [www.sat7uk.org/envision](http://www.sat7uk.org/envision)

## HIGHLIGHTING KEY ISSUES

As part of efforts to raise awareness of key issues facing SAT-7 viewers in the Middle East and North Africa, SAT-7 UK held events at both the Labour

and Conservative Party conferences in the autumn of 2018. The treatment of refugees was the focus of the Labour Party conference fringe event, organised with Christians on the Left and involving MPs David Lammy, Kate Green and Stephen Doughty. SAT-7 UK teamed up with the Conservative Christian Fellowship for an event focused on religious freedom at the Conservative Party Conference. The Rt Hon Alistair Burt, then Minister of State for the Middle East, was among the speakers.

A new SAT-7 UK publication, the *Middle East Briefing*, was launched at these events. It highlights the key developments in the Middle East and North Africa, shows how SAT-7 is responding, and what actions are being taken by the UK Government and international bodies like the UN. Find out more: [www.sat7uk.org/middle-east-briefing](http://www.sat7uk.org/middle-east-briefing)

## SPONSORED RUN

A team of 29 staff and supporters took part in SAT-7 UK's first-ever sponsored run in September. They hot-footed it around Kew Gardens as part of the Richmond RunFest, with most participating in the 10k event while three runners took on the extra challenge of the half-marathon. The runners raised £10,922 for SAT-7's broadcasts across the Middle East and North Africa. If you would like to join the team taking part in the 2019 Richmond RunFest, visit: [www.sat7uk.org/run](http://www.sat7uk.org/run)

## PRAYER CAMPAIGNS

SAT-7 UK invited both new and existing supporters to join our prayer campaigns during Lent and Advent. *Hear my Voice* featured reflections from believers across the Middle East and North Africa as part of a Lent prayer journey. During Advent, *Hope of all the Earth* highlighted the significance of Egypt, Iran and Turkey in the Christmas story and early days of Christianity.



Rt Hon Alistair Burt MP (left) with panellists including SAT-7 UK's Executive Director, Rachel Fadipe, at the Conservative Party Conference event

# 115

churches and groups invited SAT-7 to speak at a meeting

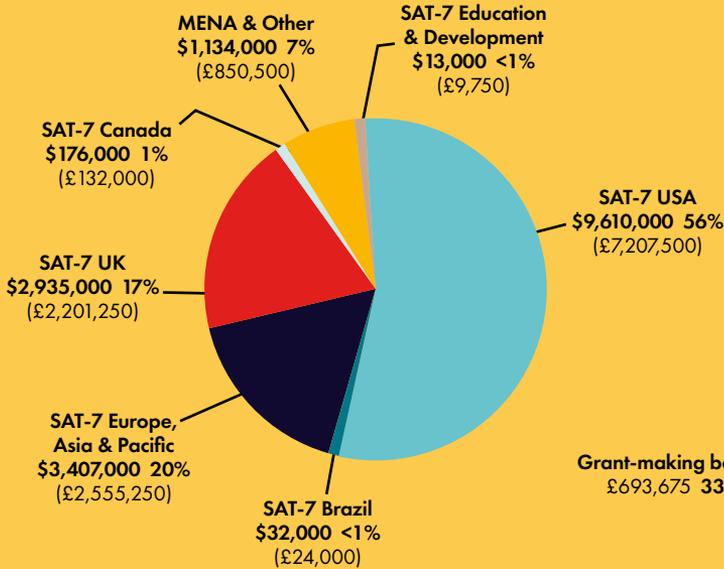
# 5,064

people received our monthly News & Prayer by email and/or post

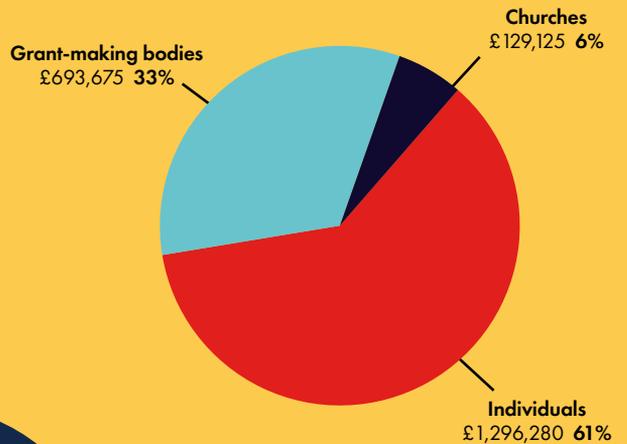
# 284

people attended our Envision roadshow events

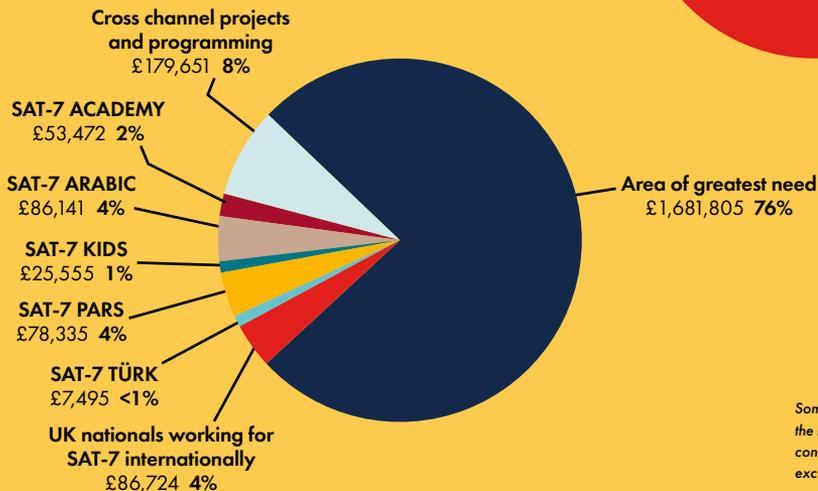
## SAT-7'S INTERNATIONAL INCOME



## SAT-7 UK'S INCOME



## GRANTS MADE BY SAT-7 UK



Some figures have been rounded to simplify the reading of financial data. USD to GBP conversions were calculated using the exchange rate 1 USD = 0.75 GBP.

For a full breakdown of SAT-7 UK's accounts, visit [www.sat7uk.org/annual-report](http://www.sat7uk.org/annual-report)



**90%**  
of the MENA  
has access to  
satellite TV –  
even in refugee  
camps!

**25  
MILLION**  
are watching  
SAT-7's channels

**900+**  
people contact our  
viewer support  
teams every day

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