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.

Satellite dishes adorn the exterior of buildings, houses, and derelict shacks throughout the Middle East and North Africa. Satellite television is still the most used media for accessing information and entertainment in the region.

Cover: Petros Mohseni, Producer of *Beyond Persecution* of SAT-7 PARS.

LETTER FROM SAT-7 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 programs.

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 programs 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 percent 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 has sadly not kept pace. As we begin a new year, trusting in God's provision, we would also ask for your prayers – that this ongoing shortfall in funding be reversed in 2018!

Sincerely,

Dr Terence Ascott
Founder and CEO
SAT-7 International

Sincerely,

Rita Elmounayer
Chief Channels Officer
and Deputy CEO

SAT-7 2017 OVERVIEW

2017 SAT-7 saw the realization 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.

April

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.

A new working committee of twelve volunteers is formed in Hong Kong to promote SAT-7's ministry in Asia.

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 program, *Bridges.*

May

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 he 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' program *Why is That?* responds to young viewers answering their questions and leading them in prayer.

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

Young Myriam's message of forgiveness is showcased as part of the exhibition CROSSinFIRE at the Hungarian National Museum in Budapest, to raise awareness of the contemporary persecution of Christians in the Middle East.

Christians around the world unite for SAT-7's Week of Prayer with the theme: Equipping the Next Generation.

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

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.

September

A new satellite television channel, SAT-7 ACADEMY is launched to help address the educational and social development needs of the region.

November

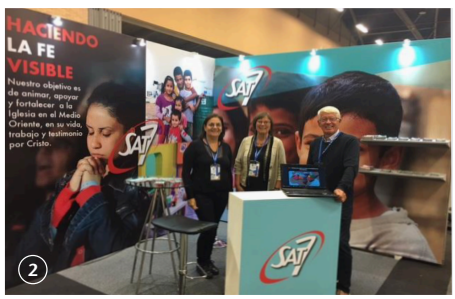
The Cultural Heritage and Interactive Learning Development (CHILD) Centre, opens as an assessment centre for SAT-7 ACADEMY's programs.

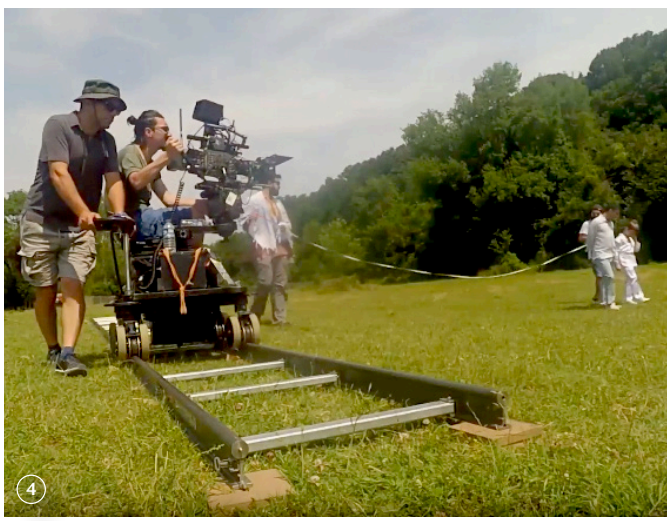
December

SAT-7 KIDS, the first children's Christian satellite TV-channel celebrates its 10-year anniversary.

06

SAT-7 2017 YEAR IN PICTURES





① Presenter Mahinbonu Gazanova on set of *Our Salvation is in Him*, the first program produced in the Tajik dialect for SAT-7 PARS. ② SAT-7's booth at COMIBAM Congress in Brazil which took place in August. About 2,000 delegates mainly from Latin American countries learned about what is happening in Middle East and North Africa. ③ In October, broadcasting personnel from all SAT-7 channels met in Cyprus to talk about the common challenges they face when working remotely and ways to improve broadcasting. ④ SAT-7 TÜRK crew filming *The Way Back Home*, a unique short film that was released on 21 September 2017 and sent to many Christian film festivals. ⑤ A young viewer watching SAT-7 KIDS with the new logo and graphics. ⑥ Pastor Esmail, Presenter Roya, and guest Mehrzad Gheys on the set of the new SAT-7 PARS program *Herbal Tea*, produced in the SAT-7 TURK studio in Istanbul.

⑦ Juliana Sfeir, SAT-7 ACADEMY's Channel Manager cuts the cake as the SAT-7 Lebanon office celebrates the launch of the new channel SAT-7 ACADEMY. ⑧ Mary Joseph, SAT-7 Egypt's Communications Officer interviews young guest Romany of the SAT-7 KIDS' program *City of Stars*. ⑨ SAT-7's staff visit the Cultural Heritage and Interactive Learning Development (CHILD) Centre in Lebanon to speak with the teachers and report on the progress of the Syrian refugee students. ⑩ The first meeting of the Hong Kong Committee of volunteers who support the SAT-7 ministry. ⑪ Satellite television viewership continues to grow even in poor and remote places. Here, children are playing underneath a satellite dish outside their temporary home in an informal refugee settlement, in Zahlé, Lebanon.

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.

> **"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**

EXPANDING INTO TURKEY

An exciting development for SAT-7 PARS was producing a youth program, *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 programs with new Persian actors, presenters and Pastors. The channel has already scheduled more studio time in Turkey for the future. The channels' 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."

The documentary has been subtitled in English, and the channel has plans to distribute the documentary widely. English subtitling expands the potential audience and impact of this production significantly, and will draw attention from English speaking viewers from all over the world.

NEW EXECUTIVE DIRECTOR

In September, Panayiotis Keenan was promoted to Executive Director of SAT-7 PARS. Bringing 17 years of work 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. "I am honoured to be appointed the Executive Director of the SAT-7 PARS channel. It is a channel that is already established and has won the viewers' hearts with its wholesome programs." says Keenan.

FIRST TAJIK SHOW

One of SAT-7 PARS' goals is to produce more programs 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 program 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 program has been renewed for a new season in 2018, and there are plans for more Tajik and Dari programs and resources to be produced in the future.

Behind the scenes preparations for the production of the documentary *Crystal Death*

① Presenters Merve Savcı and Esin Çamsun have many fun, interactive segments on *Kids' Club*. ② Ayda Danacıoğlu 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*.

SAT-7 TÜRK CHANNEL UPDATE

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 program 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 program 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 programs 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 programs 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

A NEW CHANNEL MANAGER

After many years of serving as a producer of successful and impactful children's programs – such as the popular educational program *My School* – Andrea Elmounayer took on her new role as SAT-7 KIDS Channel Manager at the beginning of 2017. Andrea is one of SAT-7's long-serving staff since the birthing of the 22-year-old ministry. As channel manager, one of Andrea's first tasks was to meet with new producers in both the Egypt and Lebanon studios, at the beginning of the year, to review new proposals. Together, with producers of existing programs, they reviewed successful productions in order to improve future content.

WHY IS THAT? RESPONDS TO SHOCKED CHILDREN

SAT-7 KIDS also 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 program to ask questions. Presenter Essam Nagy led viewers in prayer for the families of the victims.

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 bringing awareness of children's rights.

All the content aims to be entertaining and engaging such as colouring segments and games, and social content where children can be introduced to program presenters, a "star of the week" section, and much more.

10 YEARS OF IMPACTING YOUNG LIVES

SAT-7 KIDS, the first 24-hours-a-day 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 programs.

SAT-7 KIDS celebrated the occasion with a special live program from its Lebanon studio. On that day the channel unveiled a new logo, channel IDs and graphics.

> **"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**

APPROACHING 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 program where a van visited refugee settlements in Lebanon, recording refugee children's testimonies

SAT-7 ARABIC CHANNEL UPDATE

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.

In 2017:

41%

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

78%

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

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 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 (ISIS) 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 program 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.

COMFORTING MOTHERS AND CHILDREN

SAT-7 ARABIC women's program *Speak Up* also reached out to viewers, to give 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 26 May, 2017 claiming the lives of at least 28 Christians. Mothers called in to the program 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.

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. To further strengthen the SAT-7 Egypt team, new positions were finalised for John Adly as Studio Manager, and Sherif Wahba as Consulting Producer.

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. An Executive Committee was created which consists of Samar Faysal, who was promoted to Production Manager, Finance Manager, Boulos Naoum, SAT-7 ACADEMY Channel Manager Juliana Sfeir, SAT-7 KIDS Channel Manager Andrea Elmounayer, Programming Coordinator Mirna Adaymi and HR Coordinator Tania Nahas.

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.

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 program *Bridges*. SAT-7 ARABIC also acquired and broadcast two documentaries about Pope Francis which were aired in the days following his visit.

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

① SAT-7 ACADEMY's Channel Manager Juliana Sfeir visits a refugee camp and shows children how to access SAT-7 ACADEMY's programs through a mobile application. ② Guest speaker Hoda Abou Jaoude (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* program to teach French to Syrian refugee children. ④ Presenter Dr Ihab Maged and a female guest on set of the program *The Coach*. ⑤ Behind the scenes during the production of a SAT-7 ACADEMY promotional video.

SAT-7 ACADEMY CHANNEL UPDATE

FIRST STEPS TO A NEW CHANNEL

In the beginning of 2017, the satellite contracts for the new channel, SAT-7 ACADEMY, were signed. Before launching the new channel, George Makeen, SAT-7's Arabic Channels Programming Director, travelled to both Egypt and Lebanon to meet with new producers and review new proposals, connect with new production partners, and discuss ideas for programming for the new channel.

APPOINTING THE CHANNEL LEADERSHIP

With many years of experience in producing creative educational programming, Juliana Sfeir was appointed as SAT-7 ACADEMY's Channel Manager. Sfeir's role, along with a team of experts and consultants, is to review all proposals and decide on the programming mix which they judge will best meet the needs of viewers. "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.

PREPARING TO LAUNCH

In preparation for the launch of SAT-7 ACADEMY, various actions needed to be taken almost simultaneously. New spots were created and aired on SAT-7 ARABIC and SAT-7 KIDS to promote the channel before its launch. 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. New programs were commissioned or acquired and initial broadcast schedules finalised.

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 program 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 program 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 programs of SAT-7 ACADEMY, assess what changes could improve the programs, and what additional programming ought to be introduced.

TOP 10 PROGRAMS

SAT-7 ARABIC

WOMEN'S ISSUES ON THE FOREFRONT

As one of SAT-7 ARABIC's long standing women's programs, *Needle and New Thread*, continued to push the envelope throughout the year by addressing the most current events and issues. In response to attacks early 2017, *Needle and New Thread* produced special content to help viewers affected by terrorism in Egypt. In one episode, the program hosted Nelly Yousef, who lost her mother and sister in a church bombing. The presenters focused on trauma and how to help loved ones who are grieving.

ADDRESSING A FUNDAMENTAL QUESTION

In March, SAT-7 ARABIC began to broadcast a thought-provoking new program, 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 Jreij helps viewers work through uncertainties and questions that may effect 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.

SAT-7 PARS

CELEBRATING WITH INSPIRING CHILDREN

The interactive live program, *A Girl's World*, has proved to be extremely popular with viewers. The show is focused on young Persian-speaking girls aged 8-15, discussing relevant issues which are rarely spoken about in Middle Eastern culture. Many girls from Iran and Afghanistan contacted the show to express their support and love for the program. Presenter, Parastoo Poortaheri, is a positive role model for girls who may have few or no other Christian influences in their lives. A *Girl's World* celebrated its first anniversary in December 2017 and is now in its second season.

FIRST LIVE YOUTH SHOW

Young adults make up 60 percent 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 program 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."

SAT-7 KIDS

CELEBRATING WITH INSPIRING CHILDREN

To mark SAT-7 KIDS' 10-year anniversary in December, a special schedule aired which included a fun live show and an inspiring program telling stories of youngsters who have overcome tough challenges. The 90-minute program featured four remarkable children who have overcome tragedy and extreme hardship. One story is that of two Palestinian brothers, whose parents divorced and then abandoned them. The boys have managed to rise above their heartbreak by expressing their feelings through movement and are now talented break-dancers.

A PIONEERING PROGRAM

In 2017 production began on the new program *City of Stars*. This pioneering program provides a platform for children with disabilities to participate in workshops side by side with children who do not have disabilities. The program 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.

SAT-7 ACADEMY

MY SCHOOL

The popular on-air education program *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 program continues to cover the standard curriculum of maths, science, Arabic, English, and French. Additionally, the program 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.

ARE YOU SURE?

Providing guidance to those surrounding and influencing children, such as parents and teachers, is vital in order to see significant change in the children's lives. *Are You Sure?* helps parents learn the importance of healthy parent-child relationships and of being engaged in their children's education. Research has shown that parental engagement is closely linked to better student behaviour, higher academic achievement, and balanced emotional health. *Are You Sure?* follows the typical academic year and guides parents in the different ways they can engage with their children, strengthen their sense of well-being, and help them learn.

SAT-7 TÜRK

PROMOTING RESPECTFUL DISCUSSION

In November, SAT-7 TÜRK launched a new conversational live show. The first of its kind on the channel, *Worldview* analyses relevant news and current affairs, and gives a Christian perspective. The program's concept was born out of a desire to promote healthy and respectful discussion on current affairs. In the context of increasing polarisation within Turkish society, *Worldview* aims to be a place where viewers can voice their differing opinions and views in a way that helps understanding and reduces prejudice.

UNITED IN PRAYER

The *Power of Prayer* generated the most viewer feedback for SAT-7 TÜRK in 2017. Christians are a minority in Turkey, representing just 0.2 percent of the 79 million population. Many feel isolated, having limited or no access to a church community. The *Power of Prayer* broadcast live three days per week in 2017, gives viewers the opportunity to call in and ask for prayer. Presenter Ayda Danacıoğlu intercedes on-air, setting an example of how Christians should pray for one another. "God helps us overcome the problems we face in our daily lives. The most effective way to heal is to unite in prayer together," she said.

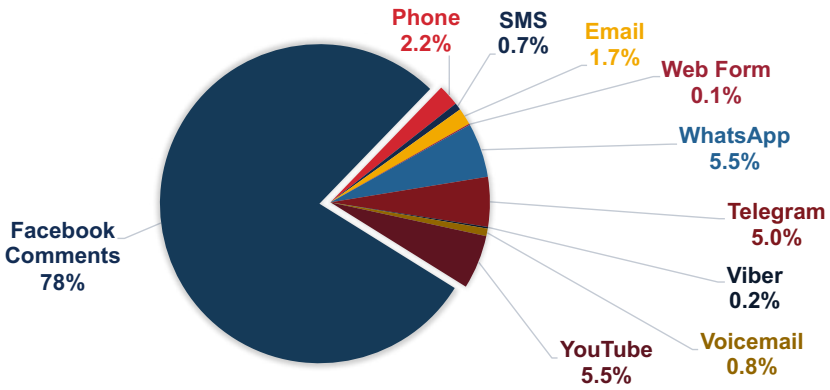
AUDIENCE ENGAGEMENT

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.

235,000 TOTAL ENGAGEMENTS IN 2017

+31%
COMPARED TO PREVIOUS YEAR

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 programs, 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 views.

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 in 2017. 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 thirteen 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. Through these counselling centres, viewers can access counselling and support. In 2017 the TCC's dedicated to Arabic speakers received 1,200 calls and 120 SMS.

MOBILE APPS

SAT-7 has four free apps in 2017 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 (program 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.

"We live in a country where there is no Arabic school, so we follow almost all of the programs on your channel, especially *My School*. You have our gratitude!

SAT-7 KIDS viewer from the Russian Federation

"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

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

2x more exchanges on WhatsApp in 2017

Views: 3.7 million
Comments: 1,000
Shares: 19,000

11,000 New YouTube subscribers in 2017

Likes: 320,000
Comments: 22,000
Shares: 35,000

1.9 M Facebook video views in 2017, which are tripled since 2016

TOP REASONS

SAT-7 KIDS

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

SAT-7 TÜRK

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

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

YouTube video views **doubled** in 2017 compared to the previous year.

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

x3 Facebook video views in 2017

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 percent increase in 2017 compared to previous year.

Phone sessions: 900
Email interactions: 250

+34% Increase of phone sessions in 2017, compared to 2016.

Likes: 2.8 million
Comments: 156,000
Shares: 600,000

Facebook Video Views
35M
in 2017
Significant growth from 19M views in 2016

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 programs are streaming live.

2.3M
Hours viewed on YouTube
in 2017

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

OF CONTACT

SAT-7 ARABIC

Greetings 28%
Prayer requests 11%
Encouraging comments 34%

3,200
WhatsApp sessions
in 2017

SAT-7 PARS

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

23,000
New Facebook followers in 2017. Increase from the 3,000 new followers of 2016

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

50%
of our total audience engagement was from Telegram in 2017

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

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

2x
more YouTube subscribers
in 2017

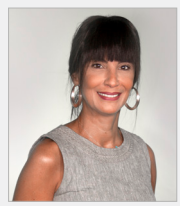
Subscribers: 4,100
Views: 400,000
Comments: 500
Shares: 7,000
YouTube is blocked in Iran.

SAT-7 INTERNATIONAL OFFICE

MELT (MIDDLE EAST LEADERSHIP TEAM)

SAT-7's MELT consists of members representing all the departments and sectors of SAT-7. The team meet regularly to discuss the organisation's operations, finances and channels. SAT-7's leadership review the ministry's progress and performance and strategize for upcoming projects and ventures.

Dr Terence Ascott
SAT-7 Founder and CEO

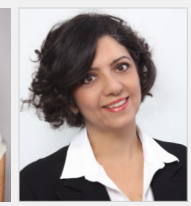


Rita Elmounayer
Chief Channels Officer and Deputy CEO
Joined SAT-7 in 1996

Andrew Hart
Chief Operations Officer
Joined SAT-7 in 2010

David Middleton
Chief Development Officer
Joined SAT-7 in 2010

Irén Frändå
Chief Financial Officer
Joined SAT-7 in 2014



Olga Messios
Human Resources Director
Joined SAT-7 in 2018

INTERNATIONAL OFFICE DEPARTMENTS

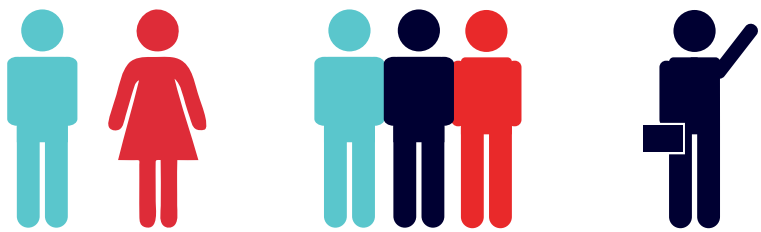
The International Office in Cyprus houses 60 staff members and the main departments involved in the management and development of the various channels of SAT-7, as well as support services for our other Offices and for Partners of the organisation.

- **Operations/IT/ Broadcasting**
  Chief Operations Officer (COO), Andrew Hart
- **Human Resources Department**
  HR Director, Olga Messios
- **Development Department**
  Chief Development Officer (CDO), David Middleton
- **Communications Department**
  Communications Director, Mette Swartz
- **Finance, Legal and Office Services Department**
  Chief Financial Officer (CFO), Irén Frändå
- **Projects Management Department**
  Projects Manager, Nicoletta Michael

SAT-7 STAFF

DURING 2017:

55% 45% 29 NEW STAFF 14 LEFT



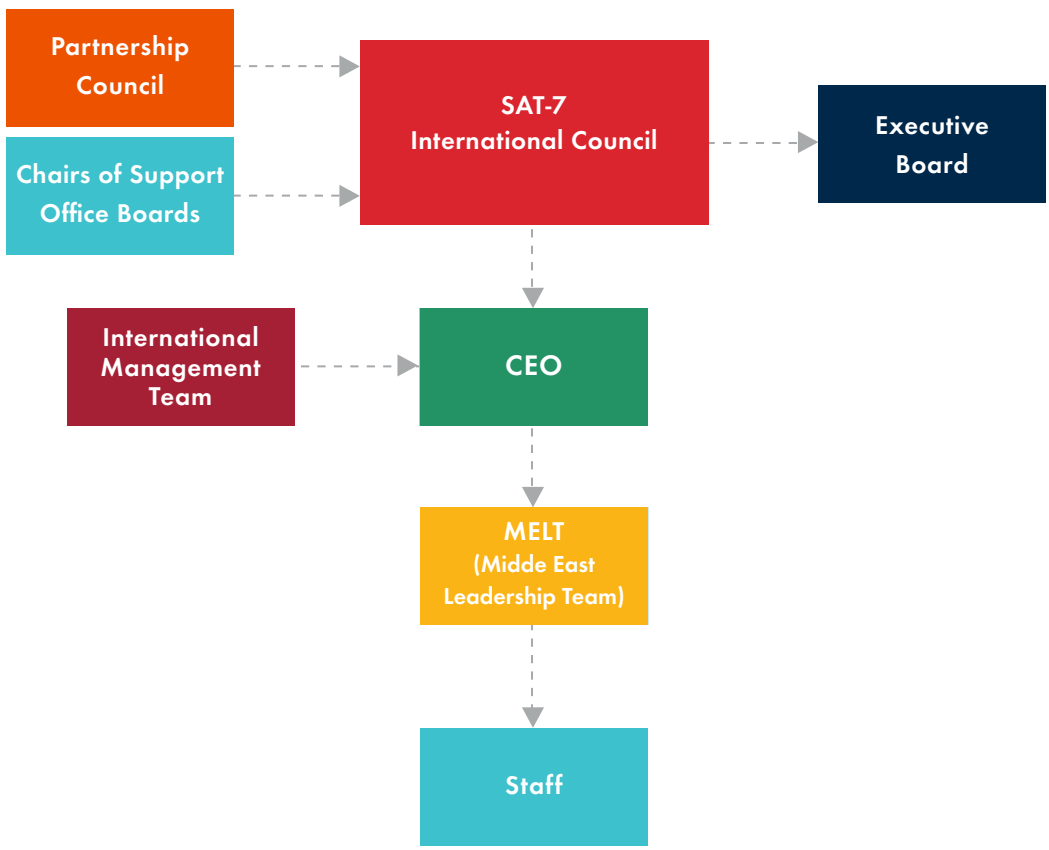
In 2017 the SAT-7 family continued to grow with a total number of 216 staff members working in 12 different locations. This number consists of staff that are employed by SAT-7 and those seconded from partner organisations.

SAT-7 employs staff from 27 different countries: Albania, Brazil, Bulgaria, Canada, Cyprus, Denmark, Egypt, Finland, France, Germany, Greece, Iran, Jordan, Lebanon, the Netherlands, Norway, Palestine, Romania, Russia, South Africa, Sweden, Syria, Tunisia, Turkey, Ukraine, UK and USA. The international ministry also utilises the skills of 315 freelancers and volunteers that lend their time and talents to the mission of SAT-7.

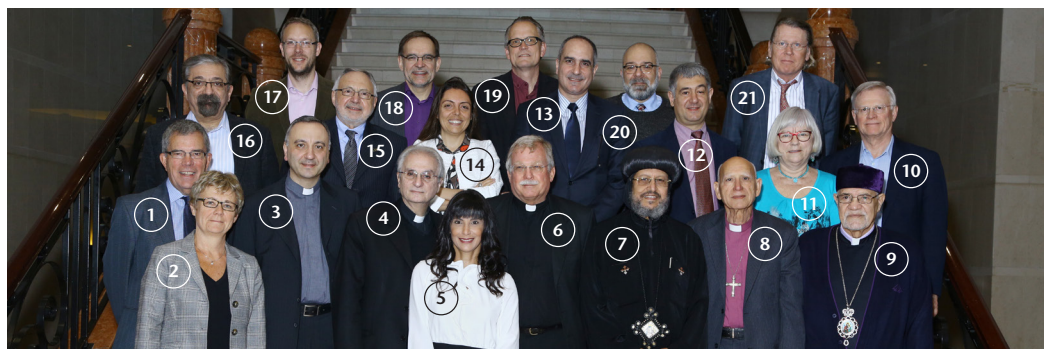
Several team-building initiatives and leadership development seminars where implemented by SAT-7's International HR department, to help staff adjust to organisational changes, the new channel SAT-7 ACADEMY, and new levels and strategies of working together.

SAT-7 staff pose as a music group for a fun exercise, during a SAT-7 International Office team-building staff retreat in Cyprus.

SAT-7 CONSTITUTIONAL STRUCTURE



SAT-7 INTERNATIONAL COUNCIL



1 **Roy Kemp**
SAT-7 International Council Treasurer – Chairman, SAT-7 Trust in UK

2 **Irén Frändå**
SAT-7 Chief Financial Officer (CFO)

3 **Fr Dr Michel Jalakh, OAM**
Now replaced by Dr Souraya Behealany, Acting Secretary of the Middle East Council of Churches (MECC)

4 **Rev. Dr Habib Badr**
SAT-7 International Council Chairman – Senior Pastor, National Evangelical Church of Beirut, Lebanon

5 **Rita Elmounayer**
SAT-7 Chief Channels Officer and Deputy CEO

6 **Venerable Canon Bill Schwartz, OBE**
The Anglican Diocese of Cyprus and the Gulf

7 **His Grace Bishop Marcos**
Coptic Orthodox Bishop for the Diocese of Shoubra El Kheima in Cairo, Egypt

8 **Rev. Dr Safwat El Baiady**
SAT-7 International Council Deputy Chairman – Former President of the Protestant Churches in Egypt

9 **Archbishop Sebouh Sarkissian**
Armenian Orthodox Archbishop of Tehran, Iran

10 **Rudy Zimmer**
Chairman, SAT-7 Brazil Board

11 **Åslaug Ihle Thingnæs**
Chairman, SAT-7 Partnership Council

12 **Melih Ekener**
Executive Director for SAT-7 TÜRK

13 **Dr Mike Bassous**
General Secretary, The Lebanese Bible Society (Representing the United Bible Societies)

14 **Tamar Karasu**
Executive Secretary, The Bible Society of Turkey, Chairman of SAT-7 TÜRK Board

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

16 **Dr Mehdad Fatehi**
Founder and Executive Director, Pars Theological College, UK

17 **Andrew Hart**
SAT-7 Chief Operations Officer (COO)

18 **Rev Timo Reukala**
Representing SAT-7 Europe Board

19 **Billy Hellmark**
Former Chairman, SAT-7 Partnership Council

20 **Hany Boghossian**
Chairman, SAT-7 Canada Board

21 **Peter B. Schulze**
Chairman, SAT-7 USA Board

NOT PICTURED:

Metropolitan Gregorios Yohanna Ibrahim
Metropolitan of Aleppo, Syrian Orthodox Church (Abducted in Syria, 2013)

"Brother Ziya"
SAT-7 International Council Secretary, Turkish academic and writer

David Middleton
SAT-7 Chief Development Officer (CDO)

Panayiotis Keenan
Executive Director, SAT-7 PARS

Archbishop Avak Asadourian
Armenian Diocease of Iraq

Francis Husson
Representing the SAT-7 Partners

Archbishop Paul Sayah
Representing the Maronite Patriarch

Rev Tat Stewart
Chairman of SAT-7 PARS Board

INTERNATIONAL MANAGEMENT TEAM

1. **Rita Elmounayer**
   SAT-7 Chief Channels Officer and Deputy CEO
2. **Dr Terence Ascott**
   SAT-7 Founder and CEO
3. **David Middleton**
   SAT-7 Chief Development Officer (CDO)
4. **Melih Ekener**
   Executive Director, SAT-7 TÜRK
5. **Andrew Hart**
   SAT-7 Chief Operations Officer (COO)
6. **Rachel Fadipe**
   Executive Director, SAT-7 UK
7. **George Makeen**
   Programming Director, SAT-7 Arabic Channels
8. **Fadi Sharaiha**
   Executive Director, SAT-7 Canada
9. **Kurt Johansen**
   Executive Director, SAT-7 Europe, Asia and Pacific
10. **Albert Fawzi**
    Executive Director, SAT-7 Egypt
11. **Mette Swartz**
    SAT-7 Communications Director
12. **Panayiotis Keenan**
    Executive Director, SAT-7 PARS
13. **Irén Frändå**
    SAT-7 Chief Financial Officer (CFO)
14. **Ruth S. Thomas**
    Finance and Administration VP, SAT-7 USA, representing Rex M. Rogers Executive Director, SAT-7 USA

Not pictured:

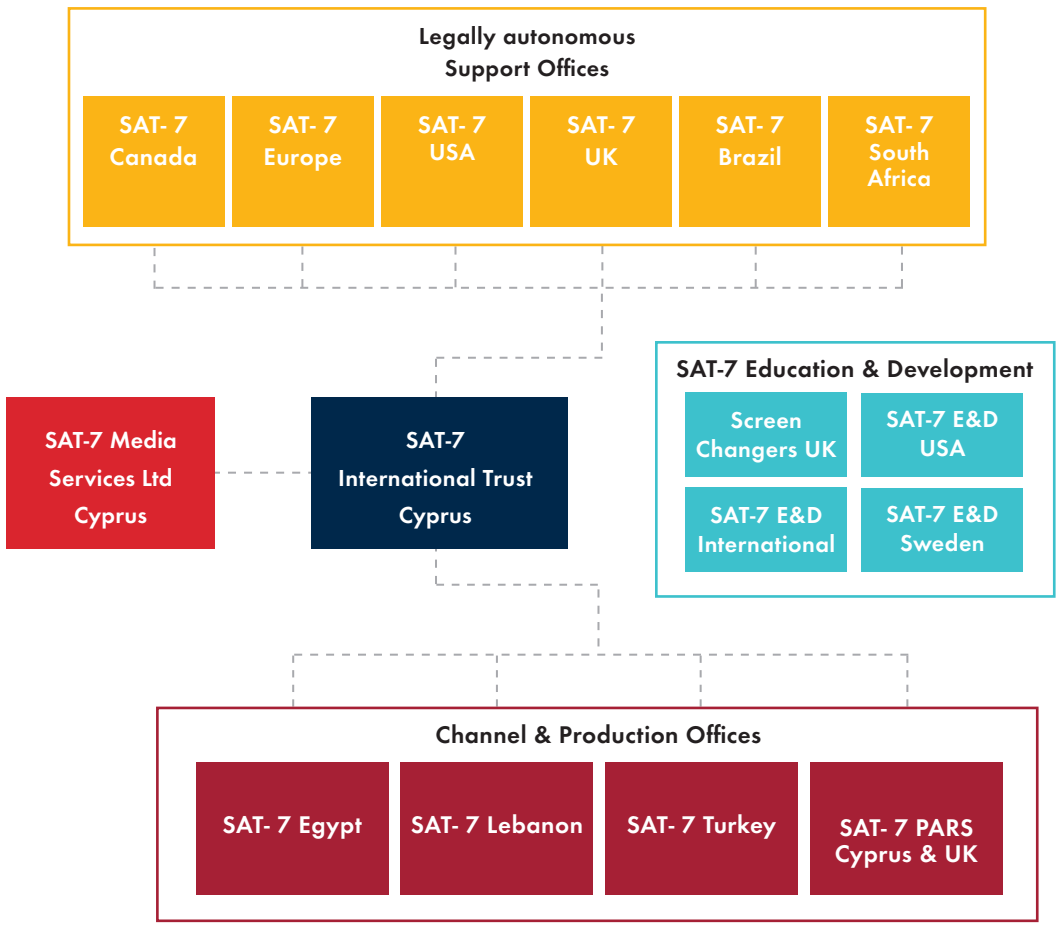
Antonie Francoise Botha
Project Leader, SAT-7 South Africa

Olga Messios
SAT-7 Human Resources (HR) Director, joined 1 March 2018

SAT-7 INTERNATIONAL STRUCTURE

In 2017, SAT-7's International Structure grew to include the officially registered Support Office in Brazil. Furthermore, a new committee of volunteers formed in Hong Kong to promote SAT-7's ministry in Asia.

The SAT-7 Education and Development (E&D) initiative has also progressed with new legal entities in Sweden and USA. An application for having an international SAT-7 E&D registration in Cyprus has also been submitted. SAT-7 E&D is helping to raise funds for social impact and social development programming for SAT-7's five channels as well as any related project developments such as the Cultural Heritage and Interactive Learning Development (CHILD) Centre.



SAT-7 PARTNERS

OFFICIAL PARTNER LIST

- The Bible Society of Egypt (representing the United Bible Societies)
- Crossing Community Church, USA
- Danish European Mission
- The Danish Bible Society
- Finnish Evangelical Lutheran Mission (FELM)
- Finnish Lutheran Mission (FLM)
- Hilfsaktion Maertyrerkirche, Germany
- IBRA Media, Sweden
- Icelandic Lutheran Mission
- InterAct, Sweden
- International Ministries of the American Baptist Churches
- Kasr El Dobara Evangelical Church, Egypt
- Life Agape International, France
- Lutheran Hour Ministries, USA
- Media Mission the Messengers, Finland
- Mission Afrika, Denmark
- National Evangelical Church in Kuwait, Common Council
- Norea Mediemisjon, Norway
- Norea Radio, Denmark
- Normisjon, Norway
- Norwegian Mission Society (NMS)
- Paul Mission International, Korea
- SAAWE, South Africa
- Saron Church, Sweden
- Swedish Evangelical Mission (SEM/EFS)
- Trail Christian Fellowship, USA

OFFICIAL PARTNER ORGANISATIONS

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

If you would like to receive more information about becoming a SAT-7 Partner, please contact us at: info@sat7.org

Producer Mikael Tunér (right), Presenter Mahinbonu Gazanova (center), and production crew on set of the first Tajik program, *Our Salvation is in Him.* Mikael Tunér is a long time collaborator of SAT-7 and a member of SAT-7's Partner Media Mission the Messengers in Finland.

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 programs, 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 programs 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 programs.
- Conduct research to better understand viewers needs and SAT-7 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.

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 percent below the 2017 budgeted income (USD 15.6 million) and was down by 3 percent 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 percent below the 2017 budget (USD 17.4 million) and 1 percent 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 8 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

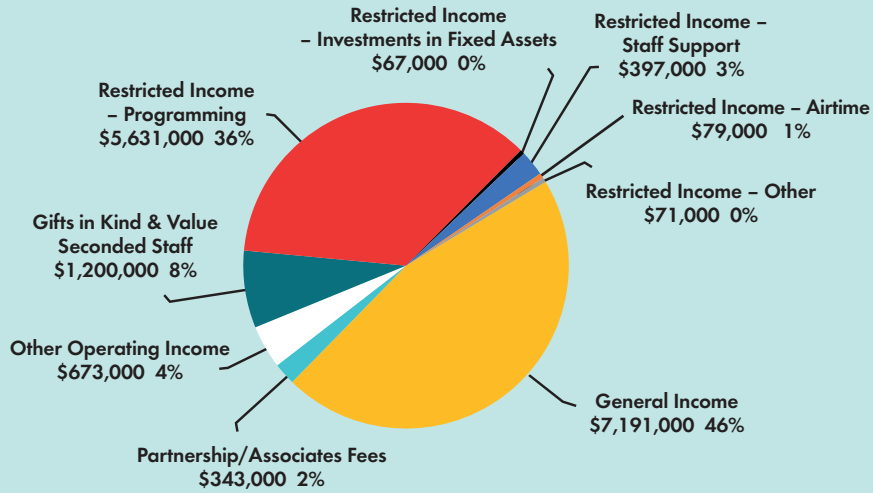
Over the years, SAT-7 donors and Partners have increasingly provided their support in the form of "restricted funding"- for specific projects, programs and items of capital expenditure. This has necessitated SAT-7 building up its capacity to manage the proposals and reports on such projects.

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)

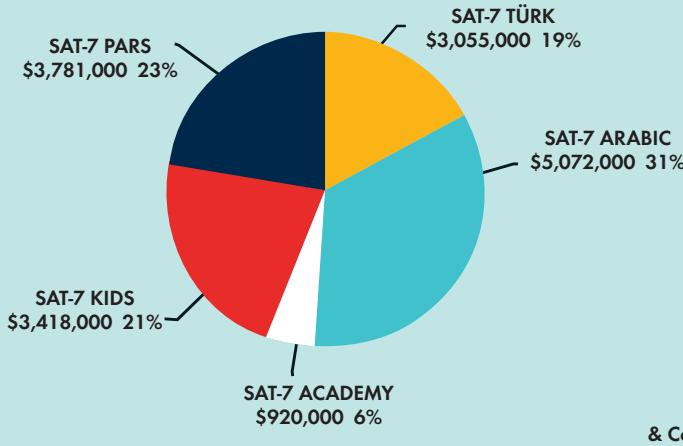
2017 ACTUAL INCOME BY TYPE

TOTAL INCOME
$15,652,000
(including gifts in kind)



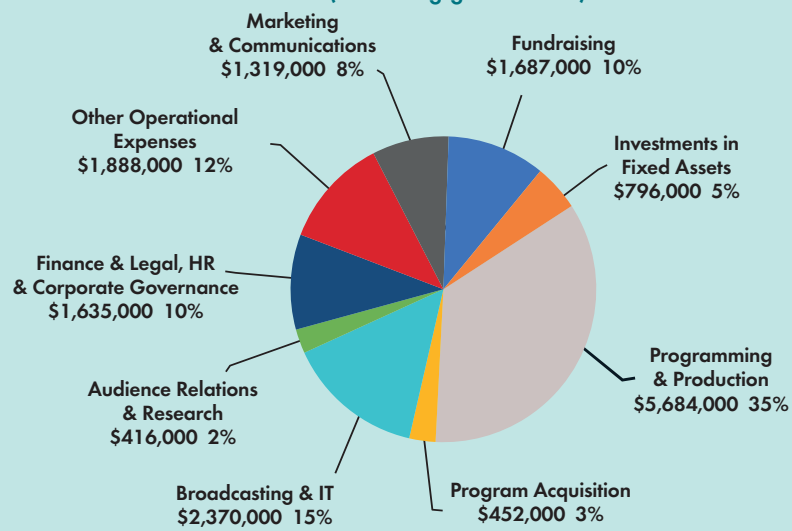
2017 ACTUAL EXPENSES BY CHANNEL

TOTAL EXPENDITURE
$16,247,000
(excluding gifts in kind)



2017 ACTUAL EXPENSES BY TYPE

TOTAL EXPENDITURE
$16,247,000
(excluding gifts in kind)



All figures in this 2017 report are in USD and have been rounded to simplify reading. 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.

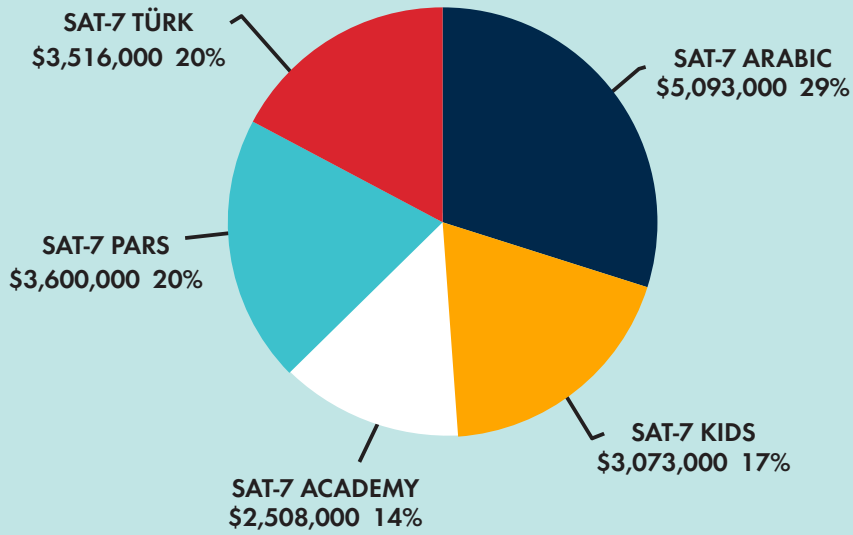
GIFTS-IN-KIND

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 which make an important contribution to SAT-7's ministry.

SAT-7 ACADEMY invests in programs such as *Be Flex,* that positively impact children and their parents, with an entertaining approach.

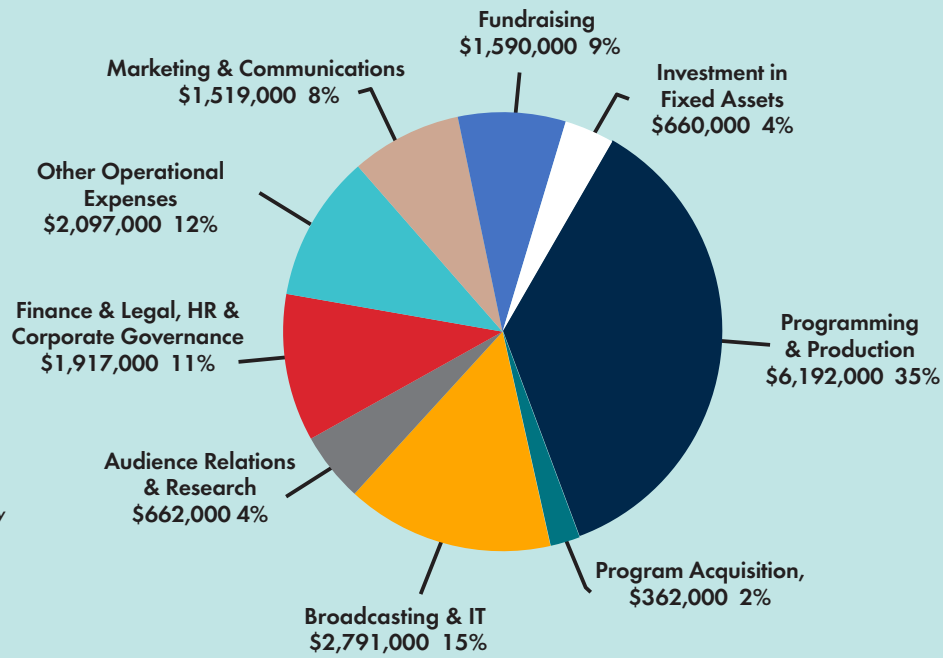
2018 BUDGETED EXPENSES BY CHANNEL

TOTAL BUDGET
$17,790,000



2018 BUDGETED EXPENSES BY TYPE

TOTAL BUDGET
$17,790,000



All figures are in USD and 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 International
P.O. Box 26760
Nicosia, Cyprus
CY-1647
Tel: +357 22 760 150

www.sat7.org
info@sat7.org

FACEBOOK SAT7Network
TWITTER @SAT7Network
YOUTUBE SAT7Network
LINKEDIN SAT-7