SAT-7 ANNUAL REPORT

2019



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Cover: Twelve-year-old Rayen on set of *The Gift* an Algerian children's program about Christmas.

This page: Christian Egyptians in a marketplace in Minya, Upper Egypt.

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.



03

A MESSAGE FROM OUR CEO

Challenges, change and new developments for SAT-7 and our viewers characterised 2019, my first year as CEO.

Throughout this time God has been faithful to SAT-7, ensuring we could provide support through special episodes and new programs to millions of SAT-7 ARABIC viewers enduring protests and unrest in Sudan, Iraq and Lebanon and as churches were forced shut in Algeria. Audience Relations teams from SAT-7 PARS continued to be vital in providing individual support and encouragement – a crucial lifeline for Iranian viewers during November's protests.

There is no doubt these are challenging times, but there is a lot to be grateful for. As we reflect on 2019, we give thanks to God and give Him glory for everything that has been achieved. Social media engagement for SAT-7 TÜRK has seen a 105 percent increase, SAT-7 ACADEMY's exciting expansion of social media activities such as Facebook Live broadcasts, quizzes, polls, and programs exclusive to social media. New partnerships started with NGOs, such as Right to Play, our on the ground partner for the children's program *Puzzle*. New youth programs began with inspirational young presenters on SAT-7 KIDS connecting with children and youth across the region, sharing the way to grow through Jesus, whatever their circumstances.

2019 has also seen our channels preparing for high-definition broadcasts and the training and equipping of a new local production team in Tunisia in preparation for new programs from North Africa in 2020.

My heartfelt gratitude and sincere thanks goes to you our partners and supporters in helping to make all this possible; for your prayers, your faith and trust in our ministry.

As the Apostle Paul encourages us, my prayer is that together we continue to walk by faith not by sight, to contribute to a growing Church and the creation of a peaceful and thriving Middle East and North Africa. That we always look to our Lord for strength and encouragement, remembering that nothing can separate us from Him and that through Him all things are possible.

Sincerely,

Rita

Rita El-Mounayer
SAT-7 CEO



04

2019 OVERVIEW

February

An evaluation of SAT-7 ARABIC's social media project and parenting course Tawla reveals an outstanding 4 million video views on Facebook and 7000 enrolments.



SAT-7 presented its social development activities in the MENA at a United Nations round-panel discussion in New York addressing matters of hate speech, religious intolerance and cultivating pluralism.

March

NETWORK 2019 "Impacting More Lives Than Ever" in Paphos, Cyprus. Many guests commented that it was the best SAT-7 NETWORK they had ever attended.



SAT-7 UK office arranges panel discussion in the British Houses of Parliament on religious freedom and gender equality.

April

SAT-7 welcomes new Chairman of its International Council and Executive Board, His Eminence Archbishop Angaelos, as Rev Dr Habib Badr steps down after 24 years of service.



Rita El-Mounayer becomes SAT-7 CEO and Dr Terence Ascott continues as SAT-7 Founder and President.

May

A new initiative to recruit new staff from churches across Turkey results in a new Producer and VTR operator joining the SAT-7 TÜRK team.

June

Hours after protesters were killed outside army headquarters in Sudan, Pastor Philemon Hassan and the Sudanese Candlelight Choir sing prayers for peace on SAT-7 ARABIC's *Keep on Singing*.



A new SAT-7 documentary, *Sequel of Hope,* captures the story of Iraqi refugee Myriam as she and thousands of other Christians return to Qaraqosh, Iraq.



Much beloved Presenter and Producer Mounir Zakhary passes away from kidney disease.

July



SAT-7 KIDS and SAT-7 ACADEMY episodes go live on Facebook to engage with viewers in new ways during the summer break.

SAT-7's KIDS and TÜRK channel frequencies are changed as a first step towards high-definition broadcasting in the future.

August

SAT-7 ARABIC allocates one hour per day specifically for North Africa programming.

In Lebanon, an ongoing series of civil protests bring the country to a standstill. Special episodes are aired on SAT-7 ARABIC to support viewers during these difficult times.



October

Three protestant churches in Algeria are closed down by authorities, including the church in Tizi Ouzou where SAT-7 ARABIC broadcasts weekly services.

SAT-7 is invited to participate in Lausanne-Orthodox conference in Switzerland where Evangelical Protestants and Orthodox wings of the Christian family engage in constructive conversations for reconciliation and encouragement.

November



A wave of protests erupts across Iran, sparked by an increase in living costs and fuel rationing. SAT-7 PARS' Audience Relations teams are available 24/7 for prayer and support for viewers.

SAT-7 ARABIC's YouTube channel reaches over 100,000 subscribers and receives the YouTube Silver Creator Award.

December

06

2019
YEAR IN PICTURES















① Myriam, the girl who forgave ISIS, and Presenter and Producer Essam Nagy in the documentary *Sequel of Hope* which highlighted the return of the Christian community to Qaraqosh, Iraq. ② Algerian believers sing praises to God while churches are being shut by authorities. "You can seal our churches, but you can't seal our hearts" said Pastor Salah Challah, President of the Protestant Church of Algeria. ③ *My School* and other SAT-7 KIDS and SAT-7 ACADEMY programs go live on Facebook to engage with viewers in new ways during Summer break. ④ SAT-7 KIDS' *City of Stars* aired its second season aiming to promote inclusion of children with disabilities. ⑤ SAT-7 ARABIC program *You Are Beautiful* offers women facing abuse or social rejection support through prayer and counselling, helping them to see their true God-given worth. ⑥ "We want to honour God with a special place as a lighthouse













of prayer in this country," shared one of the organisers of the prayer tent in Martyr's Square in Beirut, Lebanon. SAT-7 ARABIC broadcast the event in a special program called *Close Up*. (7) "God loves Azeri people and we want them to know this," shares Aygün Çamsun the presenter of SAT-7 TÜRK's Azeri program *Pleasant Chat*. (8) *Stories in the Attic* a SAT-7 KIDS program, teaches children valuable life lessons through storytelling, such as their right to an education, childhood, and choosing when to get married. (9) Due to its open and honest discussions about faith, God, and life, SAT-7 TÜRK's program *Let's Talk* has become one of the most watched shows on the channel. (10) Broadcasting since 2017, SAT-7 PARS' children's program *Golpand* continues to share God's love with Persian-speaking children in Iran, Afghanistan and Tajikistan.



Rev. Keyvan Cyrus and Rev. Mohammad Sanavi, teachers on SAT-7 PARS' Bible teaching program *Christianity and Heresies*.

09

SAT-7 PRIORITIES AND PROGRAMS



PERSONAL FAITH & CHURCH LIFE

EVERYONE EVERYWHERE
SAT-7's objective is to reach and holistically cater to the needs of all those who long for hope, to hear about God's love, and experience His transformation in their lives.

SAT-7 ARABIC
Free Souls shares inspiring testimonies from Christians in Algeria of how they came to know Christ.

SAT-7 PARS
Principles of Faith helps new believers build solid foundations of understanding.

SAT-7 KIDS
Family of Jesus encourages Arabic-speaking children from across the MENA to feel part of the greater body of Christ.

SAT-7 TÜRK
Turkish viewers are supported through intercession on *Power of Prayer.*

DISCIPLESHIP
SAT-7 aims to help believers stay strong during difficult times and continue their path with Christ despite pressure, persecution and rejection. Through television and online Christian programming, we offer isolated or illiterate believers a priceless chance to grow in their faith.

SAT-7 KIDS
A Verse and a Story helps children in North Africa grow in their faith through songs and Bible verses.

SAT-7 TÜRK
Let's Talk helps build unity between different churches by helping viewers appreciate different denominations.

SAT-7 ARABIC
A thought-provoking program *Is it Important to Be Christian?* addresses sensitive topics to help viewers work through uncertainties.

SAT-7 PARS
Christianity and Heresies informs viewers of authentic Christian theology.



PUBLIC VOICE & SOCIAL CHANGE

EMPOWERING WOMEN
SAT-7's vision for women in the MENA is for them to see their value and identity in God's eyes and become empowered, confident change-makers in society.

SAT-7 PARS
A Girl's World encouraged young girls to strengthen their self-confidence and develop themselves spiritually, while *Sarah's Daughters* helps women see themselves through Christ's eyes.

SAT-7 TÜRK
Homemade continues to inspire viewers through stories of successful female professionals.

SAT-7 ARABIC
Speak Up offers a lifeline for communication and encouragement, and *You are Beautiful* tears down the lies women have been told and shows them their true, God-given worth.

REALISING FREEDOM
SAT-7 offers a platform for voices to be heard, people's rights to be promoted, and raising awareness of sensitive issues in society which need addressing. Topics such as Freedom of Religion and Belief (FORB), the right to an education, gender equality, freedom of expression, minority rights, awareness and empowerment of people with physical and developmental disabilities, are brought to the surface and examined.

SAT-7 ARABIC
Needle and New Thread addressed the topic of FORB, revealing surprising insights on how Egyptian society views people of different religions.

SAT-7 PARS
Insiders invited guest speakers to discuss the topics of FORB and FGM (Female Genital Mutilation).

SAT-7 KIDS
City of Stars challenges the stigma of physical disabilities and mental health issues, encourages inclusion and raises awareness of the needs of children with disabilities.

The game show *Puzzle* addresses children's rights by inviting children from different backgrounds to play, interact together and become aware of their abilities and rights.

INVESTING IN THE NEXT GENERATION

SAT-7's four channels plant seeds of change in children and youth through carefully curated, holistic programming, aiming to support the mental, physical and spiritual wellbeing of societies' newest members.

SAT-7 PARS

The magazine show *Golpand* teaches children biblical principles through drama skits, interactive games, and educational segments.

SAT-7 KIDS

Riddle and a Story features songs and lessons from the Bible, by young presenters and role models that our viewers look up to.

SAT-7 ARABIC

In 2019 *From Heart to Heart* ministered to youth by helping them manage relationships with a mature, Christ-like approach.

SAT-7 TÜRK

Turning Point addresses the daily struggles of young adults in Turkey, placing each situation in a Christian context and teaching viewers to live according to their faith.

A THRIVING MENA

SAT-7 envisions a thriving MENA with communities moving beyond survival and towards enjoying, protecting and advancing universal rights and development goals to experience a full life. Through holistic programming, the ministry aims to help viewers and society to develop emotionally, physically, cognitively, environmentally and socially.

SAT-7 TÜRK

Self Defence educates women on how to defend themselves from abuse, and in turn gain confidence in their abilities and in setting boundaries.

SAT-7 KIDS

My School continues to offer education to those with no access to school, including refugees, displaced persons, and illiterate adults.

SAT-7 PARS

Our Neighbourhood attempts to provide support and solutions for couples and families struggling with family breakdown and helps restore healthy family relationships.

SAT-7 ARABIC

The Coach helps parents and teachers establish open communication and healthy discipline with their children.



Camerawoman Mariam Kamal setting the camera before a live broadcast on the set of *Needle and New Thread.*

12

TESTIMONIES OF CHANGED LIVES

"I couldn't send my children to school because of the conditions in our country, but through *My School* I am helping them learn Arabic, English, and French, and they are starting to learn maths and science as well."
A mother from Iraq

1 in 2
schools in Iraq have been damaged.

At least
304
people were killed in protests in Iran in Nov-Dec 2019.*
*Source: Amnesty International

"Please pray for Iran, as we are experiencing a great deal of suffering. Only God can hear our cries. I am grateful to you. We feel so alone but when I receive your messages, I am overjoyed that there is someone who asks about me and sends me God's Word."
Shida, female viewer of SAT-7 PARS

"Hanaa has made friends on set. She's so excited that she wakes up long before filming starts to get ready. She even helps other disabled children on set, including guiding a blind child."
Hanan Mohamed, mother of Hanaa, a young *City of Stars* actor who has Down's syndrome

8 in 10
of Lebanese families with children with disabilities keep them at home – the main reason for this is social stigma.
*Source: Lebanese Ministry of Social Affairs



"Your program encourages me to seek help and make my life better. You made me believe that maybe my life can change. Maybe I can achieve something that my daughter will one day see. My dream is for my daughter to be like the girls you show in your program – happy and successful.

A woman who contacted *Needle and New Thread* (SAT-7 ARABIC) from Egypt

I'm watching the program *Let's Talk*. I am 50 years old and I want to listen to you and get informed. I am confused about why Jesus is called Son but I am warm to the idea of Christianity. When I expressed to you that I would learn more if people like you were around me, you directed me to a church. Thank you for answering my questions during your live program.
Kaan, a male viewer of SAT-7 TÜRK



"I downloaded a Bible a year ago and started reading it. Around the same time, my mother came across SAT-7 PARS via satellite television and started watching your programs. Since then both our lives have changed so much! I give thanks to the living God!"
Nisha, female viewer from Iran

The Middle East and North Africa has the largest gender gap of any region in the world – at current rates, it will take

139 years

to achieve gender parity.

*World Economic Forum 2020 Gender gap report

Less than

0.2%

of the Turkish population are Christian.

"Thank you, SAT-7 KIDS, because you are the best channel and I have been learning a lot from your programs since I was a baby. And about the discussion topic of forgiveness – when we forgive, we become stronger."
A young male viewer

Every year SAT-7 PARS reports an average of

320 Bibles

being downloaded by Persian-speaking viewers.

"I want to tell you, with joy, that I forgave my husband, and our relationship became very good because of your advice to pray for him! God bless you."
A viewer from Egypt on the program *From Heart to Heart*, SAT-7 ARABIC

4 in 10 marriages in Egypt end in divorce in the first 5 years.



"I feel that the Lord is entering the hearts of people from different backgrounds and reaching even their leaders. I am not Christian, but I am very happy that you are sharing the Gospel in the countries of North Africa. I hope Christianity continues to grow."
Caroline from Morocco

SAT-7 KIDS CHANNEL UPDATE

EMPOWERING PEER ROLE MODELS

In 2019, SAT-7 KIDS' youngest hosts shone brightly. New Presenter Markus Kashouh (15), began hosting *SpaceNet*, in which his space-traveller character helps children explore God's world and develop positive values. As Markus says, "*SpaceNet* shows just how amazing God is".

Meanwhile, 21-year-old Joy Basta from *A Riddle and a Story*, was moved and delighted by the response of the children he visited in Syria and Egypt. "So many children were running up to me, saying, 'You're Joy from SAT-7 KIDS! We love your show!'" he shared.

PUZZLE TEACHES KIDS THEIR RIGHTS THROUGH PLAY

Puzzle is more than a gameshow – it is a gamechanger. This new SAT-7 ACADEMY program, in partnership with on-the-ground NGO Right to Play, uses play-based coaching techniques to teach children about human rights, gathering participants from diverse backgrounds to problem-solve together. As their barriers came down, contestants – especially girls – learned they are capable of more than they had been led to believe. *Puzzle* has also proved a hit with viewers, with each episode reaching more than 23,000 people on Facebook. And, while youngsters watching learn from the games, parents benefit from related "public service announcements" on children's rights.

TAKE TWO FOR *CITY OF STARS*

2019 also saw the return to production of *City of Stars* – the only television program on a Middle Eastern channel to promote inclusion of children with disabilities and raise awareness of their needs. In its second season, the playful drama brings together 45 children, including eight with disabilities, to act out a script crafted in partnership with local NGO SETI-Caritas. The first season of *City of Stars* was well-received, including by parents of the children with disabilities, who spoke of feeling represented for the first time.

MEETING YOUTH WHERE THEY ARE

As children spend more time on social media, SAT-7 KIDS meets them there with Jesus' love. Young presenters from *A Riddle and a Story* and *Bible Heroes* now go live on Facebook every week – meaning they broadcast live to their fans and react to comments typed in real time. Children respond enthusiastically to the Bible-based discussions. In October, SAT-7 KIDS' posts were viewed almost 900,000 times. SAT-7 ACADEMY's *My School* also went live, with teacher Grace answering questions and comments on Facebook and guiding viewers through each lesson.

To further equip staff to develop their social media strategies, SAT-7 KIDS and SAT-7 ACADEMY social media teams attended a Media Impact International training event in Lebanon, where SAT-7's team won first prize.

GOD'S LOVE FOR ALL AT CHRISTMAS

SAT-7 KIDS' Christmas programming, including the channel-wide special *For Your Sake*, received a strong positive response from viewers. Presented by Marianne and Rawad Daou, *For Your Sake* welcomed children who have disabilities or refugee status, showing that Jesus came for everyone. Christmas episodes from *Chato* and *Family of Jesus* – the latter including a worship video recorded in Syria – also made an impact, as did specials from Algeria and from a Lebanon children's home.



Presenter Milad Hadchiti and guests on the set of *Puzzle*.









① Members of the SAT-7 PARS team on the set of the Bible teaching program, *Poetic Books of the Old Testament*. ② Presenters Sally Momtaz and Hengameh Borji during filming of the Women's program *Insiders*, which is addressing Freedom of Religion and Belief (FORB) in its latest season. ③ SAT-7 PARS volunteers on the set of *Golpand* (Golden Advice) at the Limassol Studio in Cyprus. ④ Parastoo Poortaheri, Presenter and Producer of the new program *Hashtag*, an engaging show for Persian-speaking teenagers.

SAT-7 PARS CHANNEL UPDATE

PROVIDING VITAL SUPPORT

Satellite broadcasting, which cannot be shut down or censored by governments, was more vital than ever for people living in the Persian-speaking world during 2019, especially in Iran. Websites continued to be filtered and blocked, and internet access was shut down completely for a week as protests spread across the country in November. The SAT-7 PARS Audience Relations team was available 24/7 during this period of unrest, providing counselling, encouragement, and advice to viewers.

SOCIAL MEDIA STRATEGY

SAT-7 PARS began tailoring its content to its different audiences on all media platforms in 2019. By posting visually appealing content on Instagram, shorter videos and text on Facebook, and longer videos on YouTube, and by providing viewers with spiritual insights through WhatsApp and Telegram messages, SAT-7 PARS ensures that its content caters for all the different interests of viewers using specific social media platforms.

A social media team has been developed specifically for live shows, in order to develop constructive and consistent communication with viewers.

PROMOTING FREEDOM OF RELIGION

The latest season of *Insiders* in September 2019 began focusing on topics related to the promotion of human rights and Freedom of Religion and Belief (FORB) with an emphasis on the practical issues that affect Persian-speaking women.

NEW SHOW FOR PERSIAN TEENS

After receiving many calls from boys on the popular show *A Girl's World*, the SAT-7 PARS team adapted the children's program to be relevant for both boys and girls who were moving into their teenage years. This weekly live show was relaunched as *Hashtag* at the end of 2019, and includes stories about biblical heroes, worship songs, and fun tips and tricks or games.

INVESTING IN STAFF

Finding Persian-speaking Christians who are also skilled in creating program content has been a challenge for SAT-7 PARS. However, investing in current staff is already bearing fruit. Daniel Norouzi and Masoud Messi were part of the production crew in the United Kingdom, trained in camera and audio work only. Following training and development, the pair have produced two new teaching programs for SAT-7 PARS: *Walking with God through Suffering* with Dr Sasan Tavasoli, and *Poetic Books of the Old Testament* with Rev. Fariborz Khandani. Both programs are being edited for broadcast in 2020.

BLESSED WITH VOLUNTEERS

In 2019, SAT-7 PARS has been blessed with two new volunteers at the Limassol studios: Johannes Heinonen from the Finnish Lutheran Mission (FLM), and Simeon Berg Kristensen from Mission Africa. The total number of dedicated and talented volunteers in the Limassol studio has now risen to six. This includes Annu, Kasper, Simeon, Joel, Zack and his brother Johannes.

SAT-7 TÜRK CHANNEL UPDATE

VIEWER ENGAGEMENT AT ALL-TIME HIGH

SAT-7 TÜRK saw a 105 percent increase in viewer feedback in 2019, with the figure including Facebook and YouTube comments, WhatsApp messages, and phone calls. Programs such as *Let's Talk*, a Bible-teaching talk show and the youth program *Turning Point*, which are also shared live on social media platforms, have generated a lot of interest. Facebook comments have increased from just 5,000 in 2018 to 12,000 in 2019, reflecting a 141 percent growth.

PREPARATIONS FOR HIGH DEFINITION BROADCASTING

In August 2019, SAT-7 TÜRK completed its transition to a new frequency in preparation for broadcasting in high-definition (HD). In order to avoid losing regular viewers during the transition period, a social media campaign was launched alerting people to the frequency change. The Audience Relations team was on hand to provide viewers with more information. Many viewers contacted the channel during this transition period, asking how they could continue watching SAT-7 TÜRK.

TWO NEW STAFF FROM CHURCH INITIATIVE

In April SAT-7 TÜRK ran an initiative entitled "How to have a career in TV". 25 people from various churches in Turkey participated, resulting in the recruitment of a producer and a VTR operator. Internships were also given during the summer, with the aim to offer opportunities with the SAT-7 TÜRK family.

SUPPORTING THE VARIOUS DENOMINATIONS IN TURKEY

In December 2019, Sahak Maşalyan was elected as the 85th Patriarch of the Armenian Church in Turkey. SAT-7 actively seeks to engage and represent all Christian denominations within its programming including all Catholic, Orthodox and Evangelical churches in Turkey.

SOWING SEEDS AND SEEING CHANGED LIVES

SAT-7 TÜRK's viewer engagement statistics for 2019 show that 25 percent of comments are questions about Christianity, and the team are consistently encouraged to see how God is working.

Viewers are curious about the Christian faith and God continues to use SAT-7 TÜRK programming to help answer their questions. Many shared that they opened their hearts to Christ after watching SAT-7 TÜRK programs.

Upon seeing his friend as a guest on SAT-7 TÜRK's program *Homemade*, one man became a regular viewer of the show and continued to watch other SAT-7 TÜRK programs. In October 2019, he shared his decision to follow Christ, was baptised, and continues to attend church regularly. Other viewers also shared that they opened their hearts to Christ after watching the Bible teaching program *Let's Talk*.



Uygar Düzgüner and Esin Tarkan, Presenters on SAT-7 TÜRK's live youth program *Turning Point*, a program that helps provide a Christian perspective to the many challenges youth in Turkey face.











① A special series of episodes called *Close Up* discussed the challenges people of Lebanon are facing, through a Christian perspective. ② Presenters Rawad and Marianne pray with guests on the program *From Heart to Heart*. ③ SAT-7 ACADEMY branded program *The Coach* with Presenter and Counsellor Dr Ehab Maged, guides viewers and guests through their parenting struggles. ④ Algerians praise and worship despite the closure of their churches on the documentary *Why? A Report on Algerian Church Closures*. ⑤ Presenters of *Needle and New Thread* prepare for the first live episode after summer break, September 2019.

SAT-7 ARABIC CHANNEL UPDATE

REACHING ACROSS THE MENA

In 2019, SAT-7 ARABIC worked on a variety of projects in Algeria, Kurdistan, Tunisia, Morocco, Sudan, Syria, Iraq, and Yemen as well as in Egypt and Lebanon. These locally-made programs aim to accurately represent SAT-7 ARABIC's broad audience and ensure a balance of programs.

A series of special spots were co-produced with production house Light for Yemen, speaking out against violence and war, and the use of occult practices in the country, and calling for gender equality and an end to sexual harassment. In mid 2019, the Lebanon team visited Tunisia to train a local production team, equipping them with the knowledge and resources to begin making programs that address the needs of SAT-7's Tunisian viewers.

Further, in August a daily one hour slot specifically for programs from North Africa was created.

NEEDLE AND NEW THREAD FINAL LASTING IMPACT

In 2019, the flagship women's program *Needle and New Thread* filmed its final season. The episodes focused on women's rights to freedom of religion and belief (FORB), welcoming opinions and feedback from both women and men on the topic. In August, *Needle and New Thread* also launched a social media campaign called "Choose Life", which challenged women to make one small, positive change each day. The response surpassed all expectations: 865 women signed up to receive the daily video and even more took part on Facebook, with many sharing they could already feel a difference.

PROGRESS ON SATELLITE AND ONLINE

Preparations for the new SAT-7 ARABIC website, sat7arabic.com, began in 2019 and launched early 2020. The channel also launched a social media campaign called "The Changemaker", which shares God's love with viewers curious about Christianity.

SUPPORT AND ENCOURAGEMENT THROUGH DIFFICULT TIMES

Amid the crisis of anti-government protests in Lebanon at the end of 2019, SAT-7 ARABIC became a platform for churches in Lebanon. A special live series called *Cry for a Nation* included reports and discussion of the situation. The channel also aired a sermon by Lebanese Pastor Hikmat Kashouh, who urged Christians that their responsibility is to pray for protection for all and for God's will to be done, as well as to be good role models who seek justice and defend the powerless.

In Algeria, where 13 churches had been closed down by authorities by the end of the year, SAT-7 ARABIC offered support through special prayer segments and on-air testimonies. The documentary *Why? A Report on Algerian Church Closures* was also prepared for broadcasting in 2020.

Simultaneously, churches in Iraq cried out to God during some of the country's largest protests since the fall of Saddam Hussein. With Baghdad in crisis, SAT-7 ARABIC's *Keep on Singing* aired a special episode in which an Iraqi pastor encouraged viewers in his homeland.

AUDIENCE ENGAGEMENT

SAT-7 broadcasts across the Middle East and North Africa through four channels, in three languages and to 25 countries. Over such a large region, differences in culture, dialects, politics, social norms, and economic conditions mean viewers' needs vary from place to place. In response, each channel produces programming uniquely tailored to its audience. This variation is reflected in the feedback the channels receive and the length of viewer testimonies.

SAT-7 ARABIC viewers in North Africa, for example, request prayer when their local Christian communities face challenges, such as the recent forced closure of Algerian churches. Meanwhile the channel's audience in Egypt, more often share what programs mean to them. Persian viewers reach out to SAT-7 PARS for counselling, or to share their testimonies of following Jesus in isolation, while SAT-7 TÜRK viewers regularly express their curiosity and interest in the Christian faith.

SOCIAL MEDIA STRATEGIES

The rising influence of social media cannot be disputed, however, in 2019, satellite television broadcasting remained the best, and in some cases – such as during protests in Iran – the only means of reaching people in the Middle East and North Africa.

SAT-7 ACADEMY – CHANNEL TO BRAND

Despite no longer broadcasting on a separate satellite channel, SAT-7 ACADEMY maintains a separate YouTube channel and social media presence. In 2019, the SAT-7 ACADEMY brand expanded its social media activities to engage its audience through Facebook Live broadcasts, quizzes, polls, and programs exclusive to social media.

CHALLENGES IN 2019

Various apps continue to be locked and filtered in Iran, and during the protests in November 2019, internet access was blocked completely for at least a week. It is therefore vital for SAT-7 PARS to remain vigilant and up-to-date on events in the Persian-speaking world, as well as to find alternative ways of maintaining contact with its viewers. During the internet blackout, for example, SAT-7 PARS responded by ensuring that the Audience Relations team was available for support and counselling 24/7 via other methods.

In Turkey, while SAT-7 TÜRK's 105 percent increase in audience responses is impressive, the channel has also seen a rise in derogatory and threatening comments on social media in response to its live programming which presents additional challenges to the team.

TOTAL AUDIENCE ENGAGMENT IN 2019

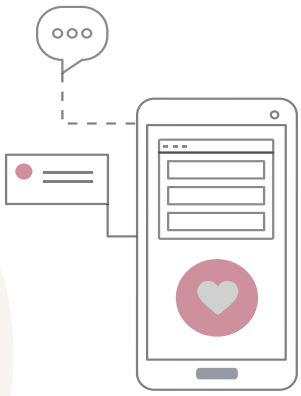
SAT-7 ARABIC	243,000
SAT-7 KIDS	32,000
SAT-7 PARS	31,000
SAT-7 TÜRK	18,000

*In SAT-7 we regard Audience Engagment (cases) as one or more interactions between our viewers and our Audience Relations teams, through emails, letters, phonecalls, text, WhatsApp, Telegram, Viber messages, Facebook and YouTube comments, covering one question or topic.

SAT-7 ACADEMY's Audience Relations Officer Carla Bachir (left) and Social Media Officer Santa Hawa (right).







SAT-7 KIDS

9 in 10
children said they had learned about forgiving others from SAT-7 KIDS.

48% GROWTH
IN PHONE CALLS TO THE CHANNEL

SAT-7 ARABIC

35.000.000
FACEBOOK VIDEO VIEWS

More than
1000
people have reached out to *The Coach* by phone or message since its launch.

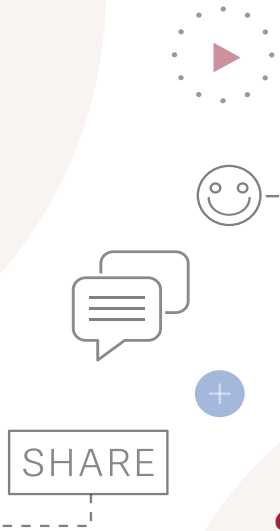
40M
YOUTUBE VIDEO VIEWS IN 2019

TOTAL FACEBOOK ENGAGEMENT
28% ↑

SAT-7 PARS

17,700
CASES OF ENGAGMENT IN MESSAGING APPS

144%
GROWTH IN FACEBOOK VIDEO VIEWS



SAT-7 ACADEMY

719%
GROWTH OF YOUTUBE VIDEO VIEWS IN 2019

108%
GROWTH OF TOTAL FACEBOOK ENGAGEMENT

x2
FACEBOOK VIDEO VIEWS IN 2019

SAT-7 TÜRK

In 2019, SAT-7 TÜRK received
1033
prayer requests.

150%
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SAT-7 INTERNATIONAL COUNCIL

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Coptic Orthodox Church, UK

Deputy Chair
Archbishop Paul Sayah
Maronite Patriarchate, Lebanon

Treasurer
Roy Kemp
Chair, SAT-7 UK Board

Secretary
Dr Terence Ascott
SAT-7 Founder and President

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Coptic Orthodox Diocese of Shoubra El Kheima, Cairo

Archbishop Sebouh Sarkissian
Armenian Orthodox Church, Tehran

"Dr Ziya"
Turkish Academic and Writer

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Representing the United Bible Societies

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Dr Martin Accad
Theologian and Academic, Lebanon

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Chair, SAT-7 Partnership Council

Kurt Buchholz
Representing the SAT-7 Partners

Helen Richard
Representing the SAT-7 Partners

Tamar Karasu
Chair, SAT-7 TÜRK Board

Henrik Melkstrom
Chair, SAT-7 Europe Board

Ex-Officio Members:

Rita Elmounayer
Chief Executive Officer

Jan Ørskov
Chief Operations Officer

David Middleton
Chief Development Officer

Olga Messios
Human Resources Director

Panayiotis Keenan
Executive Director, SAT-7 PARS

Melih Ekener
Executive Director, SAT-7 TÜRK

SAT-7 PARTNERS

Photo: SAT-7 ARABIC going live from Kasr El Dobara Evangelical Church in Egypt.

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



SAT-7 INCOME AND EXPENSES FOR 2019

As with 2018, SAT-7's income growth was modestly positive in 2019, even if the overall desired level of funding was not achieved. There were fewer unexpected gifts received in 2019 than in the previous year, but through cost-effective cash-flow management, SAT-7 ended the year with a profit of USD 0.9 million.

2019 FINANCES OVERVIEW

Our total global income for 2019 was about USD 15.7 million. This was 2 percent below the budgeted income for 2019 (USD 16.0 million) and was down on 2018 actual income (USD 17.3 million) by some 10 percent.

SAT-7's 2019 expenditures totalled USD 14.3 million, including 0.3 million which was invested in fixed assets. This total expenditure was 13 percent below budget (USD 16.4 million).

Having to deal with cashflow difficulties in recent years has helped the organisation to act in a proactive way by keeping the monthly spending restrictions. These restrictions were regularly reviewed to meet organisational needs.

AN INCREASE IN LIQUIDITY

We started 2019 with a liquidity in MENA offices of USD 2.3 million (including restricted funds). Continuing to apply the spending restrictions helped the organisation to overcome the cash-flow difficulties and close the year with an increased liquidity of USD 2.6 million.

INCREASE IN RESTRICTED FUNDS

In 2019, SAT-7 delivered its obligations towards its donors with success, resulting in additional funds for restricted projects. These funds are mostly allocated to core 2020 budget activities, therefore there will be no negative impact on SAT-7's 2020 core budget operations.

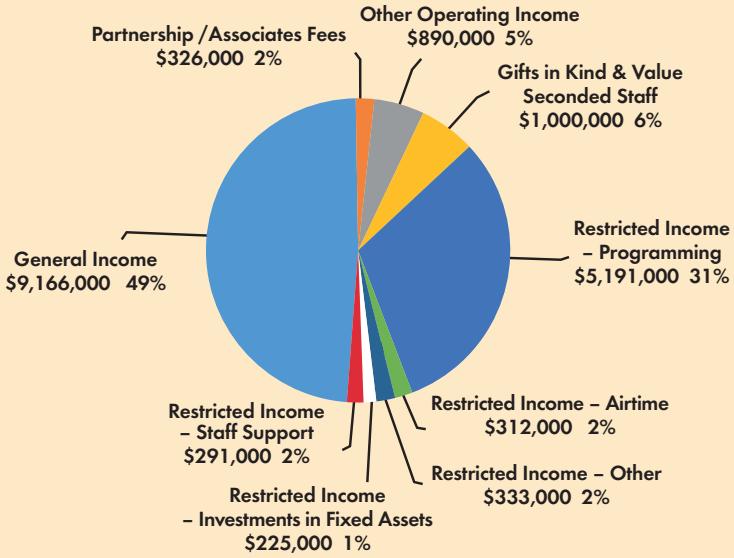
We feel blessed for another year of God's financial provision for our ministry and are trusting Him for the coming year. We would like to take this opportunity to also give thanks to our Partners and supporters for helping us to fulfil our vision and mission.



Photo: Abanoub, a crew member setting a camera on set of the SAT-7 KIDS program *City of Stars*.

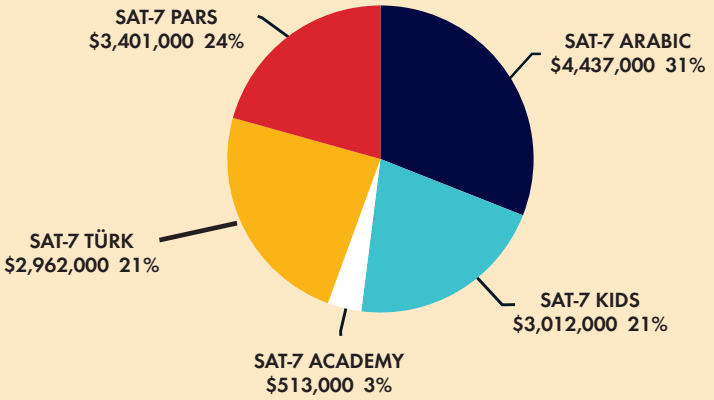
2019 ACTUAL INCOME BY TYPE

TOTAL INCOME: $16,659,000 (including gifts in kind)



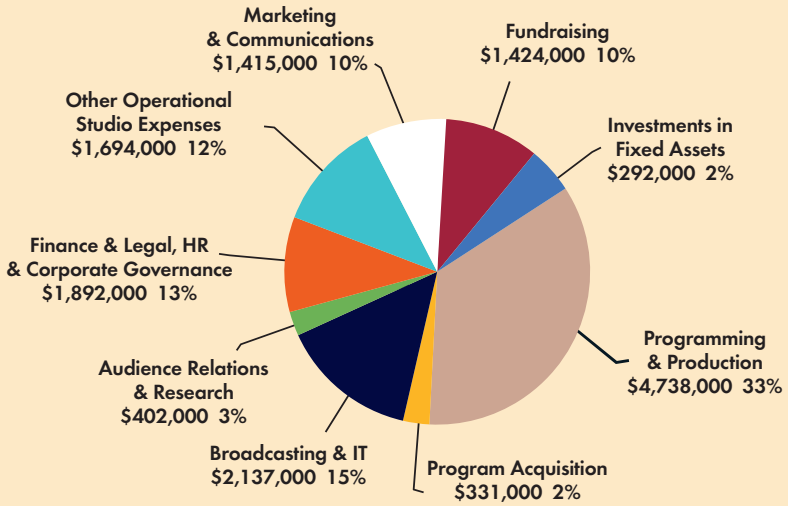
2019 ACTUAL EXPENSES BY CHANNEL

TOTAL EXPENDITURE: $14,325,000 (excluding gifts in kind)



2019 ACTUAL EXPENSES BY TYPE

TOTAL EXPENDITURE: $14,325,000 (excluding gifts in kind)



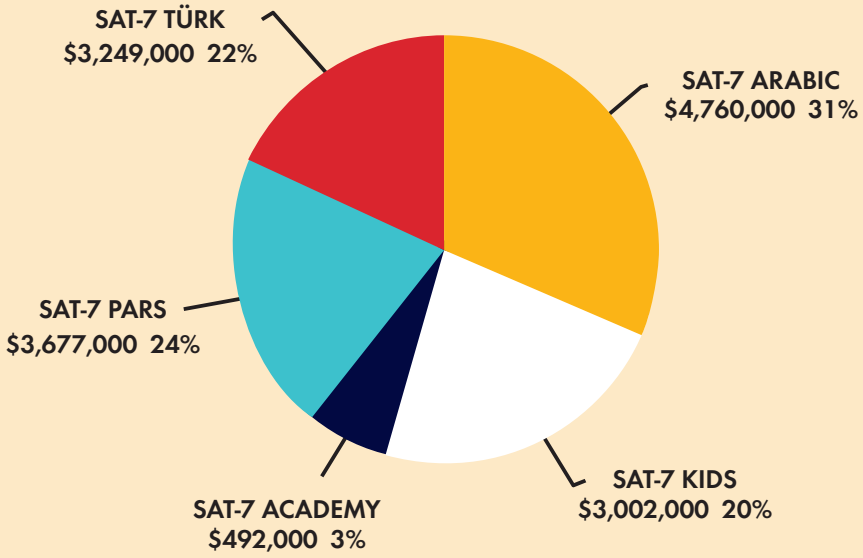
All figures in this 2019 report are in USD and have been rounded to simplify reading. The consolidated financial information presented is derived from the 2019 financial statements for each of the 14 independent SAT-7 legal entities.

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 2019 actual expenses.

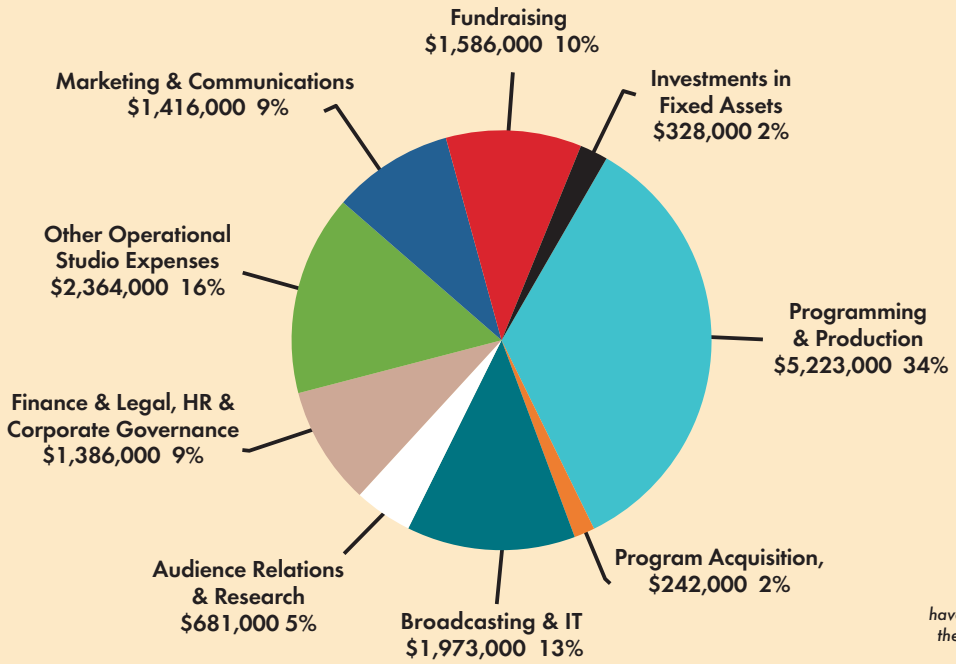
2020 BUDGETED EXPENSES BY CHANNEL

TOTAL BUDGET: $15,180,000 (excluding gifts in kind)



2020 BUDGETED EXPENSES BY TYPE

TOTAL BUDGET: $15,180,000 (excluding gifts in kind)



All figures are in USD and have been rounded to simplify the reading of financial data.

2020 budgeted expenses include investments in fixed assets but exclude gifts-in-kind.

SAT-7 BUDGETS 2020

The SAT-7 Executive Board has approved a balanced budget of USD 15.18 million for the world-wide work of SAT-7. Budgeted income for 2020 is 5 percent less than 2019. To manage this downturn, SAT-7 management has scrutinised each expense budget and decreased expenses where possible to match the respective income. This strategy will ensure that all 2020 budgeted activities will be fulfilled if the projected 2020 budgeted income is realised.

In US Dollar terms, The SAT-7 ARABIC channels have faced some significant cuts in 2020. However, it should be stated that the budgets were calculated based on the actual 2019 trends. Therefore, activities and programs should not significantly decrease compared to 2019 actuals.

From April 2020 SAT-7 PARS will no longer broadcast on the Hotbird satellite. This decision will decrease SAT-7 PARS costs by aprox. USD 140,000/ year. It is believed that this decision will not have any negative impact on the channel but will only help SAT-7 to utilise its funds more efficiently.

In US Dollar terms the 2020 SAT-7 TÜRK budget has decreased by 4 percent, however some of this reduction will be compensated for by the continued devaluation of the Turkish Lira.

All measures taken seek to minimise expenses without affecting our reach and impact. SAT-7 management is currently performing a strategic operational review and finalising the organization's extended vision, intending to decrease its operational costs and increase its impact.

Our hope and prayers for 2020 in SAT-7 is that the Lord will provide unexpected donations and gifts through our beloved donors, as he has in previous years.

GIFTS-IN-KIND

The gifts-in-kind for 2020 are budgeted separately and are expected to be about USD 0.9 million, down by 10% 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 – which all make an important contribution to SAT-7's ministry.



Refugee children singing and praying in a refugee school in Zahle, Lebanon.

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