

SAT-7 Annual Report on
Activities 2010, Goals for 2011





Letter from Terry Ascott SAT-7 CEO



2010 was another transformative year for SAT-7. We are grateful to the Lord and to all of our many friends, supporters and partners for enabling us to:

- Complete our first full year of broadcasting SAT-7 ARABIC and SAT-7 KIDS on the NILESAT (AB4-A) satellite system—one of the most popular satellite platforms in the Arab world.
- Create and launch the hybrid SAT-7 PLUS channel on the Hot Bird satellite platform. By combining our two Arabic channels, SAT-7 ARABIC and SAT-7 KIDS, into one channel on the same HOT BIRD satellite platform, we were able to generate cost savings of around 45,000 USD per month—while continuing to broadcast into parts of the region not covered by the NILESAT satellites, mainly Morocco and parts of northern Europe.
- Welcome TURK-7, now re-named SAT-7 TÜRK, into the SAT-7 family of channels, supporting and encouraging them in expanding their programming, and helping them work towards launching their own separate channel in 2011.
- Complete a massive overhaul to our programme storage and broadcast system by incorporating a new Broadcast Traffic System (BTS). This new infrastructure is revolutionizing the way we archive, schedule and play-out our programmes to the various satellites.

- ➔ Upgrade our broadcast services by contracting a new Master Control provider in Slovenia, which is now providing play-out services for all our channels, again reducing our costs.
- ➔ Add many new weekly live programmes to our schedule, on the ARABIC and PARS channels and our first ever weekly live programme on SAT-7 KIDS, the popular show: *Why is That?*

Each of these was a milestone achievement for SAT-7 in 2010. And each is helping us to more efficiently and effectively reach more viewers with life-giving Christian TV programming created in local languages. Phone calls, website and social media postings, letters, emails, and text messages we receive from viewers living across the region, including just a few listed in the next few pages, indicate how vital these broadcasts have been to the spiritual development of countless viewers in the Middle East and North Africa.

Thank you for your much appreciated ongoing prayers and support!



Terence Ascott, SAT-7 CEO

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Lives Changed in 2010

SAT-7 TÜRK

"I watch all your programmes with love. For the first time in my life, I'm happy for I'm learning the truth. I want to thank everyone who is working on these programmes."

Murat in Turkey



SAT-7 KIDS

"Dear SAT-7 KIDS, May God bless you and protect you so that you can continue your precious ministry to our children. Because of you, they will be raised up knowing the love of God and knowing His Word. You are watering the seeds that we, as parents, have planted in their hearts. My son is still too young to write to you but he loves SAT-7 KIDS so much. It is priceless to see the happiness in his eyes when he watches your channel. When he starts crying, nothing can stop him except watching SAT-7."

Hany, a father in Egypt



SAT-7 PARS

"My family and I truly enjoy your programmes. I encourage you to continue producing these programmes because they have been a blessing to so many people and a way for people to repent and become believers. I have used your PDF lessons found on the website for our church magazine. I am also trying to download all the programmes from your website. Thank you again for your wonderful lessons. God bless you."

Rahele in Iran

SAT-7 ARABIC

"Greetings and the peace of God be with you. I thank God for you and I would like to thank you very much for your prayers, wonderful programmes and songs. I pray that the Lord leads you from glory to glory.

"My husband, my family and I can't go to church all the time because of the situation in our country. I consider SAT-7 my church where I experience God's healing and comfort and where I hear the Word of Life. So please pray for my husband and I to grow more in our knowledge of the Lord and also for us to have a child. May the Lord bless you and protect you."

Mona, a 24 year old woman in Iraq

SAT-7 ARABIC

SAT-7 Arabic programmes,
left to right: 'The Revealer
of Secrets', 'Stand & Build',
'From Me to You'

Key Achievements

- A doubling in viewers' responses in 2010 (see chart opposite)
- Completing a full year of broadcasting SAT-7 ARABIC on the Nilesat (AB4-A) satellite as well as on the Hot Bird satellite platform (doubling the viewership!)
- Broadcasting five weekly live shows by the end of the year – two from Egypt, two from Lebanon, and one from Cyprus
- Appointing new leadership in the SAT-7 Egypt office



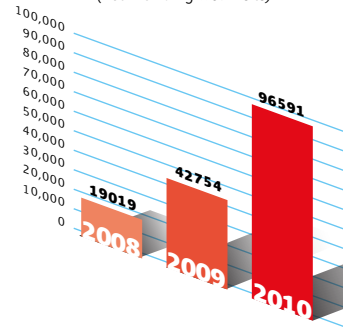
*"I am not a Christian but I would like to tell you that there are millions who are watching your programmes. Please teach us the basics of Christianity. God bless you." **A man in Saudi Arabia***



- Completing a comprehensive review of Audience Relations capabilities to launch a new audience relations initiative in 2011
- Creating and launching the new SAT-7 PLUS channel

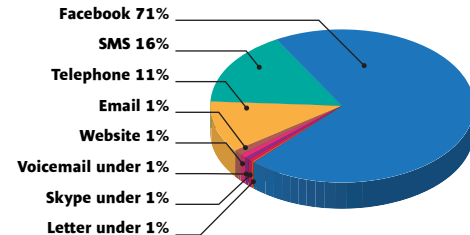
Key Statistics

COMPARISON OF TOTAL RESPONSES RECEIVED BY SAT-7 ARABIC 2008 - 2010
(not including web visits)



SAT-7 ARABIC AUDIENCE RESPONSES BY METHOD 2010

(from 96,591 total contacts, excluding web visitors, YouTube downloads/comments, etc.)



Left: New SAT-7 PLUS channel identity

SAT-7 PARS programmes, left to right; 'Gardooneh', 'Light and Darkness', 'Close Up'

Key Achievements

- ➔ Experiencing a modest increase in viewer responses despite growing restrictions on communications from Iran that began in 2009 (as indicated in the decrease in responses from 2008)
- ➔ Completing one full year of live shows, expanding from one at the beginning of the year to four by the end of the year, plus occasional live specials
- ➔ Expanding the schedule with longer blocks of shows for children
- ➔ Producing original drama, teaching, children's and music programmes



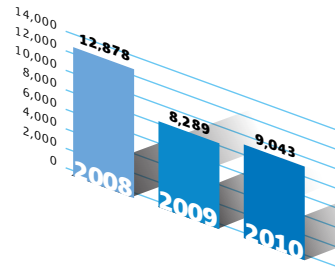
"Hello. I live in Iran. I came to Christ 6 years ago through watching your programmes on SAT-7 PARS. I was a drug addicted person but when I came to Christ, I was able to quit my addiction. Now I help drug addicts quit and come to the Lord." A viewer in Iran



➔ Creating new www.sat7pars.com website, built to increase interaction with viewers

Key Statistics

COMPARISON OF TOTAL RESPONSES RECEIVED BY SAT-7 PARS 2008 - 2010
(not including web visits)

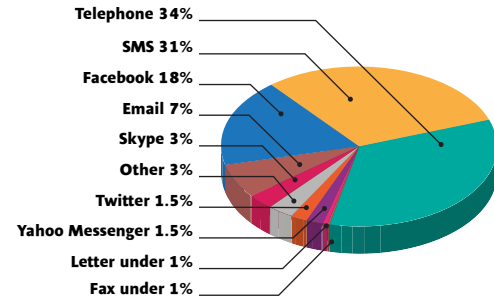


Tehran City - Iran



SAT-7 PARS AUDIENCE RESPONSES BY METHOD 2010

(from 9,043 total contacts, excluding web visitors, YouTube downloads/comments, etc.)



SAT7 KIDS

"Thanks a lot for such wonderful programmes. I would like to share with you great news... I accepted Jesus Christ as my personal saviour and I want all people to know how wonderful Jesus is." A girl in Egypt

Key Achievements

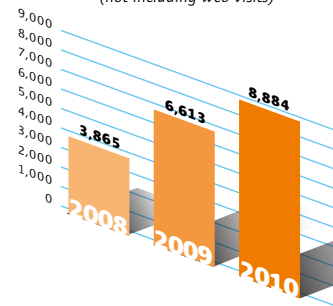


SAT-7 KIDS 'Let's Sing Together' programme

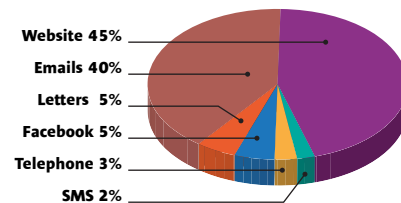
- Launching SAT-7 KIDS first-ever weekly live show, "Why is That?"
- Completing full year of broadcasting SAT-7 KIDS on the NILESAT 104 satellite as well as on the Hot Bird satellite platform (doubling the viewership!)
- Creating new music, drama, and interactive programmes, including one called "I Love You This Much" designed to help children with special needs
- Completing an extensive review of KIDS programming to prepare more effective future broadcast schedules
- Redesigning the existing www.sat7kids.com website for re-launch as a greatly improved and interactive site

Key Statistics

COMPARISON OF TOTAL RESPONSES RECEIVED BY SAT-7 KIDS 2008 - 2010
(not including web visits)



SAT-7 KIDS AUDIENCE RESPONSES BY METHOD 2010
(from 8,884 total responses)



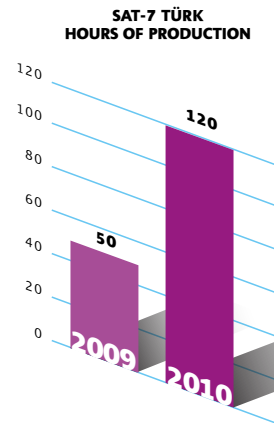


SAT-7 TÜRK 'Bed Time Stories'
programme

Key Achievements

- Successfully merging "TURK-7" into SAT-7, to become SAT-7 TÜRK
- Expanding office, studio and staffing size
- Creating a number of exciting new teaching, comedy, drama and children's programmes
- Increasing support from churches within Turkey, including welcoming the Catholic Council of Bishops in Turkey as a new SAT-7 Partner

Key Statistics





Broadcasting

"I like all your programmes and especially the teachings as you are our only source for the Gospel."

Viewer in Iran



Key Achievements

→ Creating and launching the new SAT-7 PLUS channel in December 2010. This channel is a hybrid of the two SAT-7 Arabic channels that had been broadcasting on the Hot Bird satellite. By merging the two channels into the "SAT-7 PLUS" channel, SAT-7 is able to provide the best of SAT-7's Arabic Christian programming for children and adults, provide an alternative Arabic schedule for viewers with both Hot Bird and Nilesat receivers, and also save about \$45,000 per month! SAT-7 PLUS will also be used to introduce some new programmes, especially for North Africa.

A SAT-7 Control Room



→ Integrating the new Broadcast Traffic System: this computer system, installed in late 2010, has revolutionized how SAT-7 schedules, plays out and archives its on-air programmes. Over time this will lead to big savings in man-hours as well as giving the audiences of all our channels a much richer viewing experience.

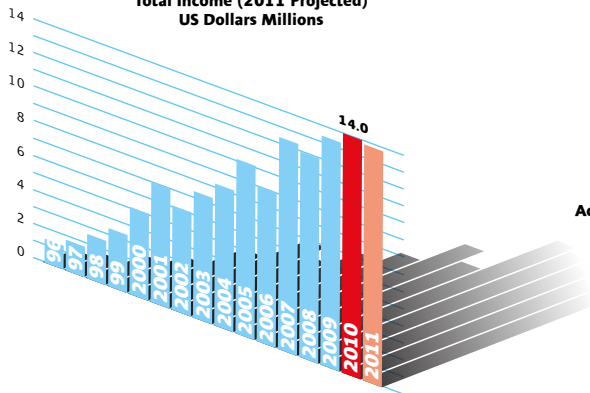
→ Transforming the Master Control Room (MCR) in Cyprus. In parallel with the installation of the new BTS system, SAT-7 was able to contract a new play-out and satellite uplink provider, STN in Slovenia. By centralizing the play-out of all SAT-7 channels into STN, SAT-7 was able to save costs and re-purpose the Cyprus MCR into a virtual control room where computer servers control the flow of programmes uploaded to STN.



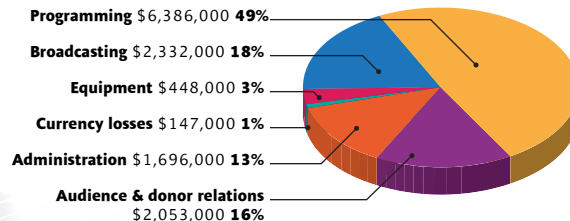
SAT-7 Finance

Key Statistics

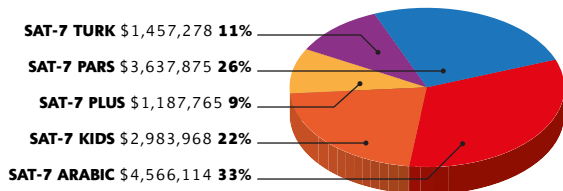
GROWTH IN SAT-7 ANNUAL INCOME 1996 – 2010
Total Income (2011 Projected)
US Dollars Millions



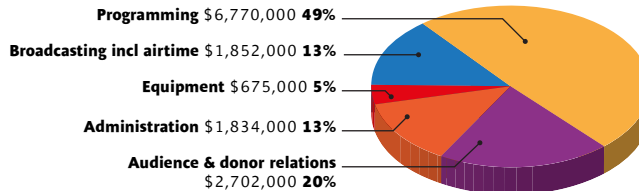
2010 EXPENSES BY TYPE
Total 2010 Expenditure \$13,062,000
(Preliminary Non-Audited, Rounded Figures in USD)



2011 BUDGETED EXPENSES BY CHANNEL
Total 2011 Budget \$13,833,000



2011 BUDGETED EXPENSES
Total 2011 Budget \$13,833,000





Key SAT-7 Goals for 2011

1 TO MAKE THE GOSPEL AVAILABLE TO EVERYONE IN THE MIDDLE EAST AND NORTH AFRICA, ESPECIALLY TO:

CHILDREN, who are the least reached but most important audience and the main hope for change in tomorrow's Middle East and North Africa (MENA). There are 150 million kids in the MENA region under the age of 15.

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

The ILLITERATE, whose only source of uncensored information is satellite TV.

2 TO ENCOURAGE, SUPPORT AND EMPOWER THE CHURCH

in its life, work and witness for Christ. Be a catalyst for spiritual renewal, church growth, discipleship and change in the MENA region. In partnership with local seminaries, support leadership development through new models of theological education via satellite broadcasts.

3 TO STRENGTHEN THE SAT-7 AUDIENCE RELATIONS WORK,

implementing a new audience contact database and, in partnership with other ministries, providing better coordinated, quicker and more personalized responses to viewer enquiries across all channels.

4 TO COMPLETE THE IMPLEMENTATION OF THE NEW BROADCAST STRATEGY STARTED IN THE LAST MONTHS OF 2010,

continuing to maximize the efficiency of the ministry and the viewing experience for all audiences.

- Launch **SAT-7 TÜRK** as a separate new channel in 2011, freeing up **SAT-7 PARS** for an all-Persian service.
- Provide a positive media experience for all Middle Easterners – the right Christian content, anywhere, anytime.
- Facilitate more social and interactive media forums where people can get answers to their spiritual questions, contribute content for ministry sites or TV programmes, etc.

5 TO DEVELOP THE OPERATIONAL AND FINANCIAL SUSTAINABILITY OF SAT-7'S INTERNATIONAL MINISTRY,

through training and the development of succession plans for all senior staff positions, the strengthening of SAT-7 governing Boards worldwide, and the building-up of the organisation's funding and development base – including a new effort to develop support in Asia.

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GBP account: 013-33-004583

IBAN: CY11 0030 0013 0000 0013 3300 4583

EUR: Account No 013-31-029732

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Lebanon email: Lebanon@sat7.org

Istanbul email: info@sat7turk.com

The SAT-7 International Board of Reference includes, among others, the following members and more:

The Lord Alton of Liverpool, England

The Baroness Cox, London, England

Kenton Beshore, Senior Pastor, Mariners Church, Irvine, CA

Steve Douglass, President/Chairman of the Board, Campus Crusade for Christ

Joni Eareckson Tada, Founder and CEO, Joni and Friends International Disability Center, Agoura Hills, CA

Roger Forster, Ichthus Fellowship, London, England

Terry Parker, Chairman and Founder, National Christian Foundation, Alpharetta, GA

Wayne Pederson, President, HCJB Global, Colorado Springs, CO



For more information or to make a donation online go to www.sat7.org