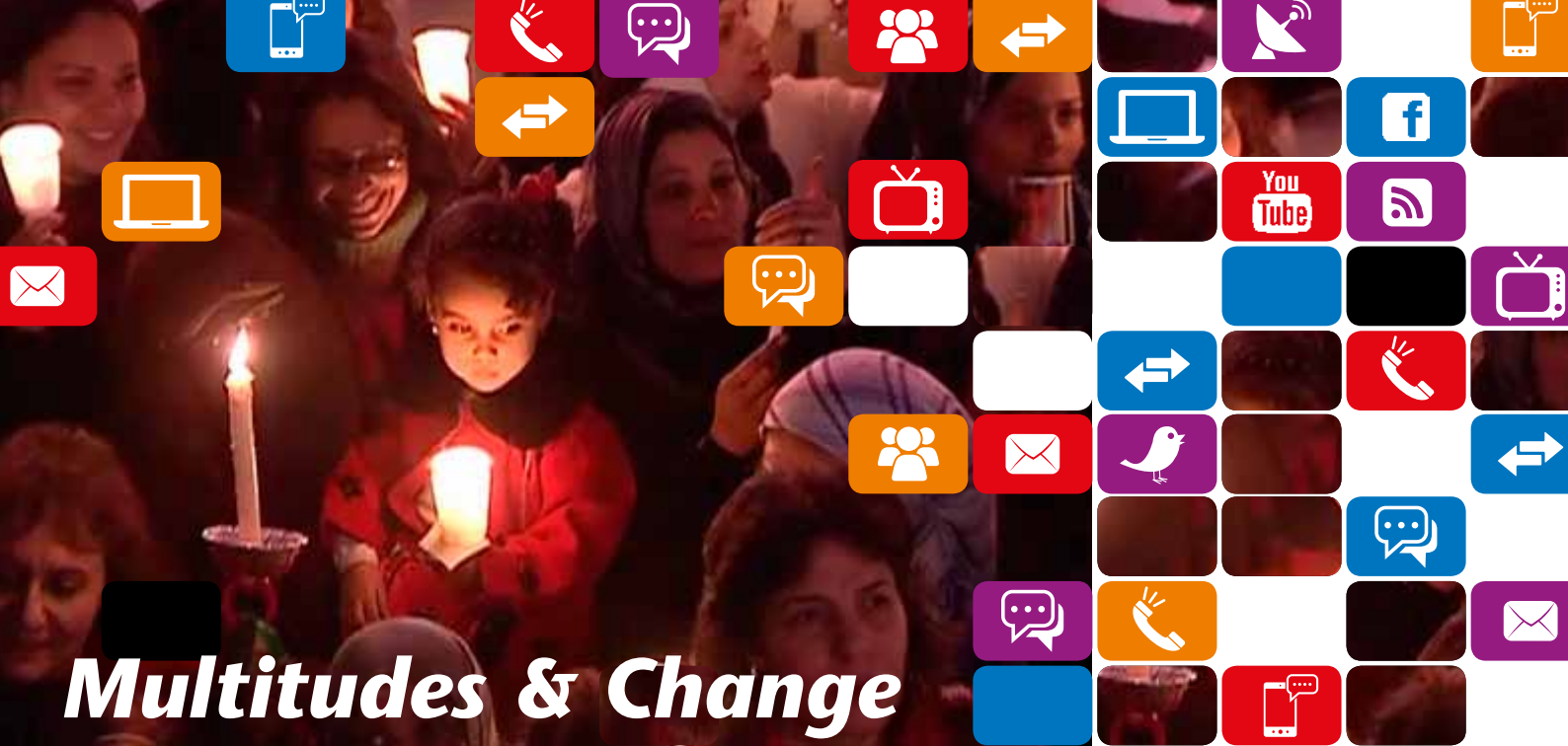




Multitudes & Change



SAT-7 Annual Report on Activities 2011 and Goals for 2012





2011 has been a year of unprecedented change in the Middle East and North Africa.

It has been humbling to see the ways in which our staff have responded, especially those in Egypt. Initially, much of the Christian community in Egypt was gripped by uncertainty and fear. Then, despite the ongoing insecurity, they went on to produce bold and relevant programs that helped Christians speak prophetically into the changing situation in the region, as well as broadcast some of the most exciting public demonstrations of Christian witness ever seen in Egypt. Seeing new programs coming out of Algeria, Tunisia and Iraq has also blessed SAT-7.

Recent *INTERMEDIA* research shows that the number of viewers watching some of the SAT-7 channels has increased dramatically! Over 4 million children in Iraq and over 1.7 million children in Saudi Arabia now watch SAT-7 KIDS, bringing the total viewership of this channel to over 9 million! The SAT-7 PARS channel has also increased its viewership to over 2 million. Despite attempts by the Iranian government to block our phone lines and websites, the responses from Iran *doubled* in 2011.

New Year's Eve worship
from Tahrir Square





In Turkey, we were pleased to appoint as our new Executive Director a mature Christian brother with over 20 years of experience in the Turkish television industry.

This past year, our staff has also seen a *one-hundred-fold* increase in the use of social media. Viewers have used social media to view SAT-7 programs online or respond to our different channels. Recognizing the importance of this trend, we continue our efforts to develop a long-term “*TV Everywhere*” strategy for SAT-7 - to make SAT-7 programs available *anywhere, anytime, to any-screen* connected to the internet or a GSM phone network!

2011 was, in many respects, a challenging year. However, with the challenges came great opportunities to deepen our partnership with the churches of the Middle East and North Africa, helping to support their work and important witness across the region.

I hope that you will be blessed as you read this short report. I would also like to take this opportunity to thank each of you for your supportive partnership with us at this extraordinary time of change and opportunity to make Him known to so many!

Dr. Terence Ascott

Chief Executive Officer, SAT-7 International

Lives Transformed



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SAT-7 TÜRK Viewer Comment:

"Your program was so easy to understand because the Pastor was giving examples right out of daily life, from people who are like us."

– woman viewer of a teaching program

SAT-7 PARS Viewer Comment:

"I came to Christ about a month ago through your channel. I gave my heart to Him by praying with one of your telephone counselors. Can you contact me regularly and give me some Bible verses and pray with me? I don't have a church in my city or any other resources."

– viewer from Shiraz, Iran





SAT-7 KIDS Viewer Comment:

*"Thank you so much for helping to create a new church in our home where our kids can safely learn more about God. God bless you."
– father in Egypt*

SAT-7 ARABIC Viewer Comment:

"Christian greetings to you! I wait for you every week so I can pray with you. I would like to pray for Syria, Egypt and Iraq - and every country that is in need of our prayers so that peace may prevail over our countries." – Syrian woman sharing with the "From Me to You" program





SAT-7 PARS broadcasts reached more than 2 million people in Iran during 2011! This consists of almost a million people in any given week. These numbers exclude children under the age of 15, who might increase the figures by another 1 - 2 million.

The Iranian government has taken an aggressive position in trying to regulate and block the influence of Western media, especially through the use of new firewalls, bandwidth restrictions and oftentimes the confiscation or destruction of private satellite TV dishes and receivers. Despite these efforts to isolate people in Iran, SAT-7 PARS has seen a 110% increase in viewer interaction in 2011.

OTHER ACCOMPLISHMENTS INCLUDE:

- The SAT-7 PARS UK studio broadcasting 5 live programs per week and several pre-recorded teaching series such as *The Book of Ephesians* and *Spiritual Growth*. The UK Studio produced a total of 250 hours of programming in 2011.



- Hiring a theologian to create and implement a new strategy for the channel's *Seminary on the Air (SOTA)* programing. The four distinctives of this strategy are:

1. *Increased attractiveness to non-believers*
2. *Inclusion of elements of discipleship for young believers*
3. *Leadership training*
4. *Development of Persian leaders into Persian theologians*

- SAT-7 PARS began broadcasting live shows from Cyprus in 2011.

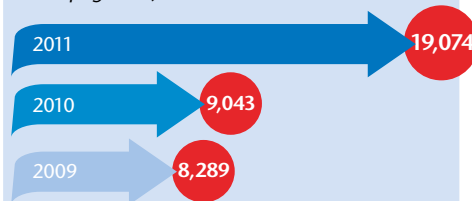
Ghasedak (Dandelion) is a weekly call-in program that attracts youth and young adults to Biblical truths.





"I have been watching your programs for the last couple of months and eventually I realized that Christ is the answer to my questions. Therefore I prayed a prayer of repentance and I accepted Jesus in my heart. Please pray for me to grow in my Christian faith." – viewer from Iran

Comparison of total responses received by SAT-7 PARS 2009-2011 (not including web visits/page hits)



SAT-7 PARS audience responses by method 2011





In response to the enormous change and social unrest across the Arab world in 2011, SAT-7 ARABIC has sought to:

- Share the gospel in a manner that better relates to people in desperate need of hope, love, and stability.
- Be a voice of reconciliation.
- Defend human rights for all people and stand up for the truth.
- Call specifically for religious freedom.
- Take part in the debates about Arab democracy in order to help shape the future of the region.

PROGRAMS

Several new programs have allowed the channel to better partner with the Church in the region. *Salt of the Earth*, for instance, is a weekly talk show where Christian leaders can contribute to current debates on the outlook of the future of the Middle East and North Africa.

DOCUMENTARIES

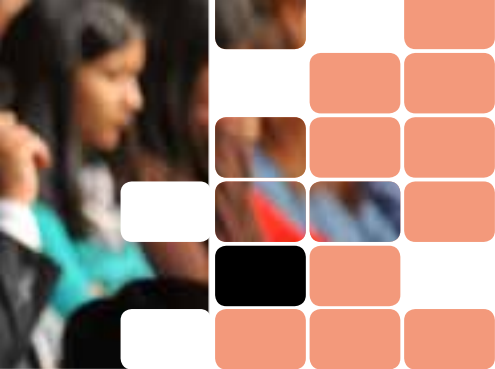
Other programs seek to help people better understand and respond to the world that is changing around them. A series of 4 documentaries that SAT-7 produced in 2011 detail the rich history and current tragic plight of Iraqi Christians – whose numbers since 2003 have been decimated by conflict, persecution and fear.

DIVERSITY

Seeking to better represent the diversity of the Church across the Middle East and North Africa, SAT-7 ARABIC began broadcasting weekly Church services from Algeria.

HISTORIC MOMENTS

SAT-7 ARABIC broadcast a record-breaking 12-hour LIVE event that took place on 11/11/11 at the 'Cave Church' in Cairo. It was dubbed 'A night to repent and return to God'. Up to 70,000 Egyptians participated in the worship and prayers, including those from Orthodox, Catholic and Evangelical churches. Many other satellite TV channels carried SAT-7's live coverage of this event.



On New Year's Eve, SAT-7 staged its first live broadcast from Tahrir Square. This 7-hour event began with a special service from Kasr El Dobara Church, just behind the square. Then 5,000 people, including church leaders from the three main denominations, joined in a candle-lit procession from the church to Tahrir Square. Along the way, worshipers of all religious backgrounds joined them by the thousands.

The SAT-7 broadcast of this historic and joyful public witness, in the region's most famous public square, was an inspiration to the millions more who viewed it worldwide. The night exceeded even the highest expectations of the organisers!

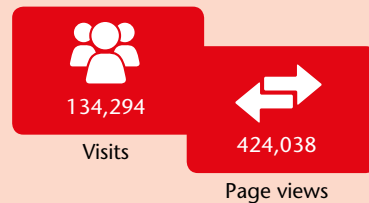
NEW STUDIOS FOR SAT-7 LEBANON

On September 3, 2011, SAT-7 held a groundbreaking ceremony for a new SAT-7 studio in Lebanon. It was attended by several hundred guests, notably among them Lebanon's Minister of Information and a number of other VIP's. The complex is likely to be finished in early 2015.



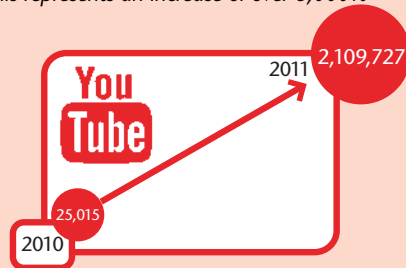
VIPs at ground-breaking event in Lebanon

SAT-7 ARABIC website statistics



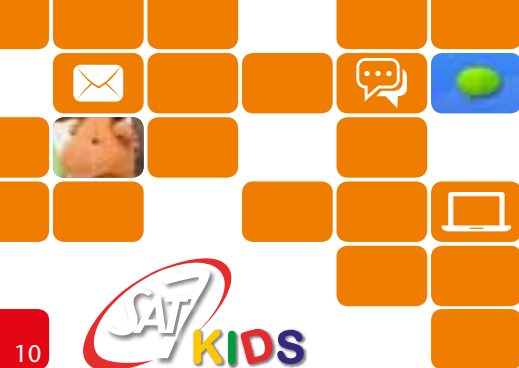
SAT-7 ARABIC YouTube clip views 2010/2011

This represents an increase of over 8,000%



SAT-7 ARABIC audience responses by method 2011





SAT-7 KIDS proudly celebrated its 4th anniversary on December 10, 2011. After four full years of being on the air, SAT-7 KIDS is still the first and only Arabic Christian channel for children.

The total audience of SAT-7 KIDS is now estimated at over 9 million people, including 4.1 million from Iraq and 1.8 million from Saudi Arabia. An estimated 1.7 million are from Morocco, Lebanon, Jordan and Egypt. At least 1.4 million more children are watching in the rest of the Middle East and North Africa.

KEY ACCOMPLISHMENTS:

- A new website launched at sat7kids.com. This new website provides better access to resources and feedback tools, and improves follow-up procedures for the audience relations staff.
- *Why is That?* hosted by Essam (Mr. Know) continued to broadcast live across the region providing a safe place for children to ask questions, pray and have fun.
- *Let's Sing Together* became a live Sunday program, allowing presenter Marianne to interact directly with her young viewers. Each show contains songs, Bible verses and responses to kids' questions.



SAT-7 KIDS audience responses by method 2011





SAT-7 TÜRK began airing programs in January 2006. Today, the channel is broadcasting 4 hours a day on the SAT-7 PARS channel while continuing to work toward the goal of a full, 24/7 channel on its own frequency.

KEY ACCOMPLISHMENTS:

- On January 1, 2012, Mr. Melih Ekener assumed the position of the new Executive Director of SAT-7 TÜRK. Melih comes to SAT-7 with over 20 years of experience in the Turkish TV industry as an actor, presenter, producer and director. He is well known in Turkey and has appeared in many TV serials and movies.
- A committee was formed representing all the Christian churches in Turkey in order to jointly apply for a television channel on the popular Turksat satellite.
- 185 hours of new programming was created in preparation for a full 24/7 channel. This is an increase of 65 hours over 2010 totals, and could have been greater were it not for funding restraints.
- A new SAT-7 TÜRK website was developed and will be launched in the first quarter of 2012. This new site will deliver a 24/7 stream of Turkish Christian programming, allow on-demand viewing of programs and provide better interaction with our audiences.



Newly appointed SAT-7 TÜRK Executive Director, Melih Ekener

Broadcasting



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The SAT-7 broadcast strategy seeks to deliver programming to the largest number of viewers possible. On October 22nd, SAT-7 ARABIC and SAT-7 KIDS, the two Arabic-language SAT-7 channels on the Nilesat platform, were transferred to a new, high-power satellite (Atlantic Bird 7) with a purpose-made footprint for the Arab World.



Nilesat AB7 and Hotbird satellite footprints



This new satellite (owned by Eutelsat, but operated in cooperation with Nilesat) now gives SAT-7 KIDS and SAT-7 ARABIC a coverage of Morocco and Western Algeria that was previously reachable only by our SAT-7 PLUS channel on the HotBird

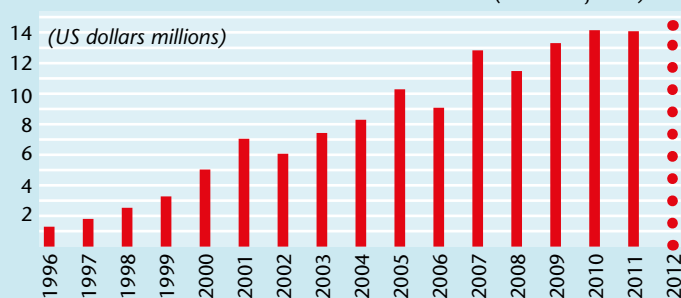
satellite. SAT-7 PLUS is a channel that combines the “best-of” programming from the SAT-7 KIDS and SAT-7 ARABIC channels and it reaches the millions of viewers on the HotBird system, including Arabic speakers in all of Europe.

Finances

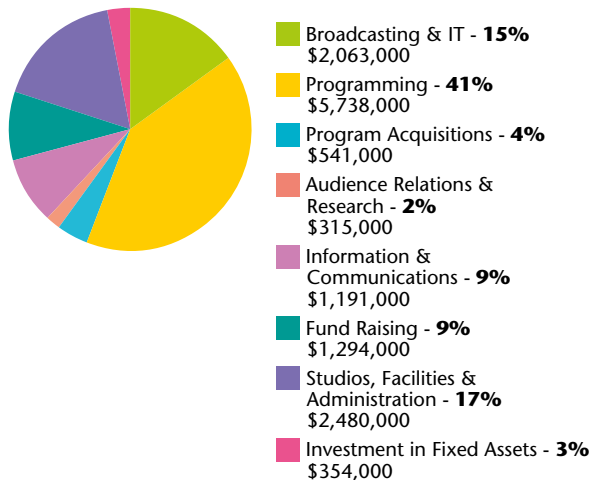


All figures have been rounded to simplify the reading of financial data. Detailed, audited accounts for the different legal entities of SAT-7 are available upon request.

Growth in SAT-7 Annual Income 1996 – 2011 (2012 Projected)

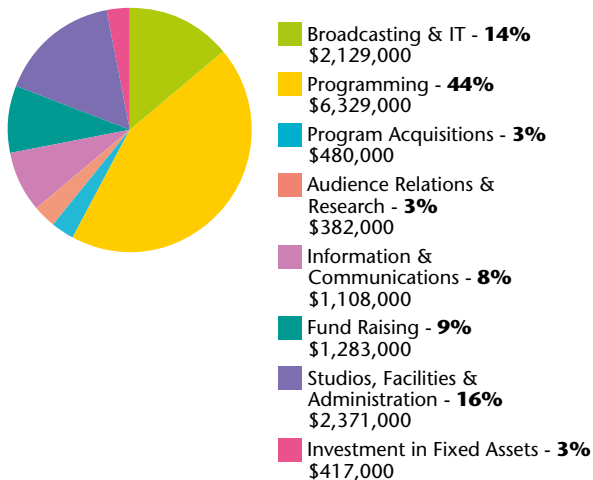


2011 Expenses by Type
(US dollars)



Total \$13,976,000

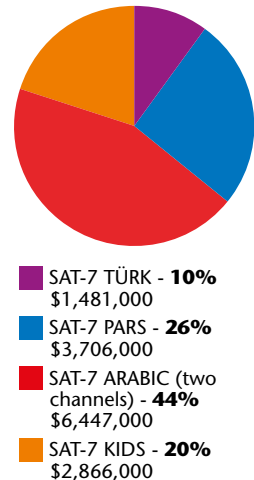
2012 Budgeted Expenses by Type
(US dollars)



Total \$14,500,000

These figures include the allocation of expenses from all SAT-7 offices.

2012 Budgeted Expenses by Channel (US dollars)



Total \$14,500,000

Key Goals for 2012



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1

To make the Gospel available to EVERYONE in the Middle East and North Africa (MENA), especially to those who have never been in a Christian Church, and:

- **CHILDREN**, who are the least reached but most important audience, and the main hope for changing the future in this region. There are 150 million kids 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 TV.
- 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 their life, work and witness for Christ, especially in areas of Christian persecution. To be a catalyst for spiritual renewal, church growth, discipleship and social development in the quickly changing MENA region.

3 To reposition SAT-7 from being exclusively a trusted broadcaster to a **LEADING, TRUSTED CHRISTIAN MEDIA BRAND** in the Middle East and North Africa, producing the best Christian audio-visual materials and exploring all and every way to deliver relevant content to connected screens anywhere, any time ('TV Everywhere').

4 To develop the financial and operational sustainability of SAT-7's international ministry.



SAT-7 International Office

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Lebanon email: Lebanon@sat7.org

Istanbul email: info@sat7turk.com

Egypt email: egypt@sat7.org

SAT-7's VISION & MISSION

The 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.

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

The SAT-7 International Council:

Rev. Dr. Habib Badr, *Lebanon*
(Chair)

Rev. Dr. Safwat El Baiady, *Egypt*
(Deputy Chair)

Mr. Roy Kemp, *UK* (Treasurer)

His Grace Bishop Marcos, *Egypt*

Monsignor Roland Aboujaoude,
Lebanon

Bishop Dr. Munib Younan,
Jerusalem

Fr Boulos Rohana, *Lebanon*

Rev. Ashton Stewart, *USA*

Archbishop Sebouh Sarkissian, *Iran*

Metropolitan Gregorios Yohanna
Ibrahim, *Syria*

Mr. Peter Schulze, *USA*

Mr. Billy Hellmark, *Sweden*

Dr. Mike Bassous, *Lebanon*

Mr. Timo Reuhkala, *Finland*

Rev. Carlos Madrigal, *Turkey*

Archbishop Avak Asadourian, *Iraq*

Mr. Lars Anderas, *Sweden*

Dr. Merhdad Fatehi, *UK*

Ms. Tamar Karasu, *Turkey*

(not named for security reasons are
other members from the UAE, Tunisia
and Turkey)

Ex-Officio Members (Non-voting)

Dr. Terence Ascott, SAT-7 CEO

Ms. Irén Frändå, SAT-7 CFO

Ms. Rita Elmounayer, *Executive
Director for SAT-7's Arabic Channels*

Ms. Sara Afshari, *Executive Director
for SAT-7 PARS*

Mr. Melih Ekener, *Executive Director
for SAT-7 TÜRK*

Mr. David Middleton, *Executive
Director for SAT-7 TÜRK in UK*

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

