



SAT-7 ANNUAL REPORT

2015



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Cover: Petra Charabaty presents *My School*, a new program for displaced Syrian and Iraqi children whose education has been disrupted by conflict.

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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 VISION

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.



Myriam a refugee child, with SAT-7 presenter Essam Nagy, in a refugee camp in Iraq.

LETTER FROM THE CEO

2015 WAS ANOTHER CHALLENGING BUT EXCITING YEAR FOR SAT-7!

The region in which we serve now includes some of the world's most tragic humanitarian situations, on a scale not seen since World War II. This has driven almost a million more refugees to risk dangerous and expensive journeys to Europe over the past year, with millions more being left behind in refugee camps. Half the population of Syria have now been displaced from their homes.

In this environment, SAT-7 channels have sought to broadcast programs of help, comfort and hope, providing guidance for the displaced and traumatised, schooling for the younger children who have lost their homes and schools, and messages about a "God who makes sense" for those who have lost trust in religion altogether, often as a result of the acts of inhumanity they have witnessed firsthand.

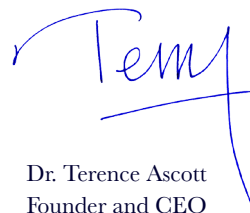
SAT-7 has also faced its own challenges, with the seizure of key studio equipment by police from Egypt's Censorship Department, and a tight cash-flow across the whole organisation for most of 2015. But there have also been great blessings: SAT-7 TÜRK completed its first year of broadcasting as the only Christian channel on the Türksat satellite; many creative new programs were launched on all channels, as well as the network's first regular broadcasts in Kurdish, and first live programs in Dari (for Afghanistan). The SAT-7 team in Lebanon moved into a wonderful new production facility, and SAT-7 PARS saw a massive increase in responses from Iran, thanks to new internet-based phone services and the use of new encrypted communication apps such as Telegram.

2015 also saw the 20th anniversary of the founding meeting of SAT-7, marking the start of a year of celebrating our first two decades of ministry! So much has changed since that start-up, when TV production equipment and (analogue) broadcasting costs were so expensive, when there were very few websites in the world and certainly no smartphones, Skype, Google, YouTube, Facebook, web-streaming, Viber, WhatsApp, Messenger, etc.

As you read this report, join my colleagues and I at SAT-7 in thanking God for His provision for this ministry, as well as the millions of lives that, with your support, have been impacted over this past year! And please pray for us as we seek to be obedient to what God wants to do through this unique partnership in the next 20 years.



Sincerely,



Dr. Terence Ascott
Founder and CEO
SAT-7 International

SAT-7 TÜRK CHANNEL UPDATE

AUDIENCE BOOST FOR SAT-7 TÜRK

SAT-7 had been waiting and praying for years to see SAT-7 TÜRK broadcasting on its own satellite channel. On 14 February 2015, a full 24/7 schedule began airing as the first and only Christian channel on the government-regulated Türksat 4A satellite. It is a historic achievement, and now more than 50 million people in Turkey and many more Turkish-speaking viewers in Europe and Central Asia will be able to watch SAT-7 TÜRK.

“We are overwhelmed and truly believe it is a miracle,” said Melih Ekener, Executive Director of SAT-7 TÜRK, at the launch. “We have hoped, dreamed and prayerfully anticipated this launch since the station began airing for a few hours a week on SAT-7 ARABIC in 2006. We are very thankful to God for what he has been doing.”

MAKING HEADLINES IN TURKISH NEWS

The launch of SAT-7 TÜRK achieved wall-to-wall coverage across the Turkish broadcast and print media. The SAT-7 TÜRK website received well over 100,000 visits after a prime-time interview on CNN Türk, which was the first channel to interview Melih Ekener live on air. That story was followed up by TV news channel KANAL D and three national newspapers.

Conscious of the suspicion Christians often face in Turkey, Melih Ekener said in his interview, “SAT-7 TÜRK is a place where Christians can correct the misunderstandings that exist about the Christian faith, and answer the questions and address the curiosity that people have. We want to show that we are just normal people, and television is a good vehicle for doing this.”

CHRISTIAN NEWS BOOMING

Equipped with an award-winning journalist, SAT-7 TÜRK is bringing a Christian perspective on the weekly news to viewers in Turkey. Seyfi Genç, SAT-7

TÜRK’s News Manager, researches the stories for the channel’s live news program. Turkey has over 600 TV channels, but SAT-7 TÜRK is the only Christian channel on the Türksat satellite.

“We work with Russian-Turkish, English-Turkish, Persian and Arabic-Turkish translators to search for a wide array of Christian news and resources,” says Seyfi Genç. In 2015, SAT-7 TÜRK has become one of the major Christian resources for other news agencies in Turkey. The news program has also had a strong social media presence throughout the year. During the third quarter of 2015, likes on Facebook increased by 380 percent.

SPIRITUAL HURDLES

Political tension and conflict have continued to escalate since the national elections in June 2015. Threatening emails to Turkish churches and their members have caused stress. Hacks on the SAT-7 TÜRK website and interruptions to broadcasts caused by third parties have been inconvenient and demotivating. Flooding in the office due to collapsed water pipes in the neighbouring building temporarily put a halt to production in November 2015. But despite all these stumbling blocks, SAT-7 TÜRK staff have persevered and prevailed.

NEW FACES

SAT-7 TÜRK welcomed five new full-time staff this year: Ümit Teymur as Audience Relations Manager, Deniz Karadağ working in IT, Ali Kerem Gülermen as Video Editor, Düygü Genç as Broadcast Traffic System (BTS) Assistant and Arzu İnce as Accountant. There is still a great need for more staff, but they are hard to find, as there are few Christians in Turkey and only a select number have the experience and skills required for work on the channel. SAT-7 TÜRK thanks God for the arrival of the new staff, and hopes to recruit more new employees to the Production Department in 2016.

Every Friday, SAT-7 TÜRK brings
a Christian perspective on the news to viewers in Turkey.
The program is presented by Sinem Ergün.

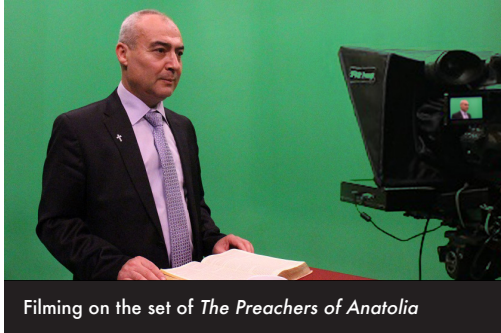


06

SAT-7 TÜRK

PROGRAM

NEWS



Filming on the set of *The Preachers of Anatolia*

A NEW CREED

SAT-7 TÜRK covered the book-launch of *The Main Principles of Christianity*, the first approved interdenominational theological work produced in Turkey since the Nicene Creed.

“We got to see, first hand, a golden page of church history being written,” says Seyfi Genç, SAT-7 TÜRK’s News Manager. The channel aired an 80-minute broadcast of the event and hopes to produce a 20-minute talk show, discussing each chapter of the book with Bishop Sahak Malshanian, in 2016.

SECOND LIVE SHOW

Add To My Calendar, a magazine-style program featuring a mixture of cultural events and church news, launched in November 2015. Hosted weekly on Fridays by İlknur Bay Fırat, the popular magazine-style show aims to attract new Turkish viewers whilst promoting Christian culture and literature.

NEW TALK SHOW FOR WOMEN

Madelen Özcelik, Host of the new SAT-7 TÜRK program *Womanly*, has been involved in women’s ministry in Turkey for most of her adult life. Unscripted conversations allow topics to arise that are relevant both to Christian women of all ages and to a wide audience of Turkish women. The 40-minute program began broadcasting twice a week in September 2015.



Backstage on the set of *Add to My Calendar*

MEDICAL PROGRAM’S SECOND SEASON

Advising on primary health care, *A Doctor Is In* is SAT-7 TÜRK’s most viewed program. Hosted by İlknur Bay Fırat and Dr. Şahin Ünal, the program uses a conversational format to cover a range of general health issues.

Medical treatment is expensive in Turkey, so people are interested in finding alternative ways of dealing with important health issues. Health programs are becoming increasingly popular in the country, and many new viewers have begun watching SAT-7 TÜRK because of this program.

PREACHERS SET THE RECORD STRAIGHT

Sermon series *The Preachers of Anatolia* aims to set straight some of the common misconceptions that exist about Christianity in Turkey. The series features six preachers each giving 15 sermons on the Gospel and other important biblical matters. Six episodes from the series are dedicated to Christmas sermons and six are devoted to Easter. The series also features music segments to lift the spirits of the country’s tiny Christian minority. The preachers who give sermons throughout the program come from all over Turkey.

07

AUDIENCE RESPONSES

TOTAL RESPONSES IN 2015

749

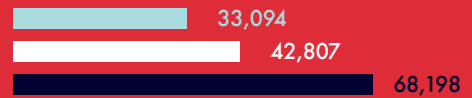
BY METHOD



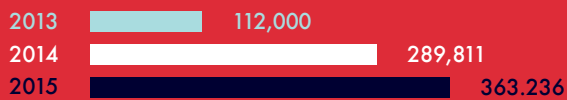
YOUTUBE MINUTES VIEWED



YOUTUBE VIEWS



FACEBOOK REACH



FACEBOOK LIKES



"We have been watching SAT-7 TÜRK for four days and now we are addicted to it. We had grown tired of programs on other channels but now we have discovered you we are excited to watch programs about Christianity. Thanks for being there for us."

A MAN FROM TURKEY

SAT-7 PARS CHANNEL UPDATE

VOIP AND AUDIENCE RELATIONS GROWTH

Voice Over Internet Protocol (VOIP), a new phone system, was introduced to SAT-7 PARS in 2015. VOIP ensures that SAT-7 PARS catches every opportunity to hear from its audience and enables it to respond quickly to viewers. Audience and Public Relations (APR) coverage has increased from nine hours a week answering phones to a 24-hour ministry presence in a variety of forms.

In addition to employing VOIP, SAT-7 PARS also improved dialogue with viewers through an alternative social media platform called Telegram. The APR team has used this to upload videos of shows featured on the channel, Bible passages and other Christian resources. Within just four days of its launch on Telegram, SAT-7 PARS received an estimated 20,000 posts and comments from fans.

INCREASE IN LIVE SHOWS

SAT-7 PARS has seen a 33 percent increase in live shows from 2014 to 2015. From Cyprus, the UK and Canada, the channel has provided live content every weekday for the majority of the year.

New additions include:

1. *Principles of Faith*, catering specifically for new believers. The program focuses on what it means to be a Christian and how to pray, and answers viewers' questions.
2. *The Way*, a new live show in the Azeri language, for the 26 million Azeri people living in northern Iran and Azerbaijan. It is a practical Christian and biblical teaching program hosted by Rev. Feridoon Mokhof.
3. *Draft*, catering for a youth audience. The title is a play-on-words from Farsi *cherk nevis*, translated as "rough draft". The program changes the usually

negative view of a draft as something imperfect into that of a positive and valued idea.

What's Up SAT-7? was the longest-running live show on the channel; its final episode was broadcast in July 2015.

STAFF RESHUFFLE AND EXPANSION

The year began with a farewell to Kiaa Aalipour, who left his position as Limassol Studio Manager. Kiaa Aalipour served with SAT-7 PARS for three years. During his tenure, he had worked mainly on producing children programs. He had also been the Producer and Director of *Smile* since the program was created.

In March 2015, Benjamin Parsa joined SAT-7 PARS as APR Manager. Panayiotis Keenan also joined in November 2015 as Production Manager. SAT-7 PARS adopted a new organisational structure comprising of four teams: Programming, Production, Broadcasting and APR, to encourage creativity and focus within each department, and ultimately to enhance the quality and effectiveness of the channel.

SUPPORT FOR AFGHANI VIEWERS

A special edition of the SAT-7 PARS program *Secret of Life* offered hope to viewers in Afghanistan as the country marked its 96th Independence Day on 19 August 2015. Brother Shoaib Ebadi, who co-presents *Secret of Life* with his wife Mariam, prayed for the Afghani people who are increasingly desperate for peace after security in their homeland dramatically worsened in 2015, despite a new national unity government.

The special episode of the Dari language program also focused on managing stress with a Christian view, and the purpose of life.

Majid Masouleh (left) and Parastoo Poortaheri (right) present the live show *Smile Magazine*, which launched in January 2015.



SAT-7 PARS PROGRAM NEWS



SAT-7 PARS crew interviewing a young refugee

FACE TO FACE WITH REFUGEES

During September 2015, a team from SAT-7 PARS travelled throughout Greece and Turkey, interviewing Iranian and Afghani refugees fleeing persecution due to their Christian faith. The team joined them on their journey, showing the difficulties they face in finding a better place to live and freely worship the Lord. “The experience was humbling,” cameraman Petros Mohseni says. The 60-minute documentary premiered on SAT-7’s Day of Prayer in 2015 and has featured regularly on the channel since.

A HEART FOR CHILDREN

SAT-7 PARS produced a number of new kids’ shows. *Little Painter* offers young children the chance to learn about the love of Jesus through art. Each episode teaches a different story from the Bible, using painting as an interactive medium. *Under the White Roof* familiarises children with both the Old and New Testaments whilst promoting Persian culture to a young generation.

SMILE MAGAZINE

Smile Magazine which launched on 1 January 2015 provides content for pre-teens and teenagers, including segments looking at the news and social media. The program is not only educational and informative; it is also interactive, featuring live calls from young viewers and discussions of Christian ethics and values. Further demand led to the expansion of the show from 60 to 90 minutes in July 2015.



Filming a *Swamp* episode in Limassol, Cyprus

CONFRONTING ADDICTION

Swamp is one of SAT-7 PARS’ biggest productions yet, with 20 major characters and more than a dozen recording locations in Cyprus. Former child star Omid Ahangar is the Writer, Producer and Director of the 13-episode social drama, which considers the cost of addiction. “In Iran I saw how big a problem this is. I witnessed friends struggling with addiction to drugs and alcohol,” he says. Feeling that it was his duty to bring the issue of addiction to light, Omid wrote the message of *Swamp* in such a way that anyone, anywhere, can relate to it.

PERSISTING IN THE FACE OF PERSECUTION

Almost all Christian activity in Iran is considered illegal. SAT-7 PARS is the only “church” that many Farsi viewers can attend. *God and the Persecuted*, presented by Rev. Albert Aslan, utilises the New Testament book of Peter to discuss the theology of suffering and its implications in the lives of today’s persecuted believers.

CLOSURE THE FILM

Closure is a film inspired by true stories of Iranian Christian martyrs and was released in summer 2015. Director Joseph Hovsepian and lead actor Andre Hovsepian had to confront their own father’s brutal death at the hands of extremist groups in Iran in 1994. *Closure* is a story of discovering redemption in the midst of struggle. It aired exclusively on SAT-7 PARS for two months after its premiere in cinemas.

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AUDIENCE RESPONSES

TOTAL RESPONSES IN 2015

89,569

BY METHOD



YOUTUBE MINUTES VIEWED



YOUTUBE VIEWS



FACEBOOK REACH



FACEBOOK LIKES



"I would like to thank you for your programs. Your channel is the only source that can feed us spiritually and help us to grow in our Christian faith. I teach my friends and family members whatever I learn from your channel. Wherever I go, I try to be home in the evenings to watch your teaching programs."

A WOMAN FROM IRAN

SAT-7 KIDS CHANNEL UPDATE

ON-AIR SCHOOL EDUCATES CHILDREN

March 2015 saw the launch of *My School*, an educational program that enables Syrian and Iraqi children whose education has been disrupted by conflict to start learning again.

My School, which broadcasts five days a week, teaches young viewers core curriculum subjects such as Arabic, English and Maths.

“In providing education to this lost generation of refugees, especially those from Syria and Iraq, we are investing not just in their future but in the future of the Arab World,” says SAT-7 KIDS and SAT-7 ARABIC Executive Director, Rita Elmounayer.

“Teaching them to read and write is giving them the possibility to be exposed to different points of view, maybe find a job later and ultimately to help shape society and make a positive difference in the Arab World of tomorrow. It is a great blessing to take the lead in a project like this”.

VIRAL VIDEOS ON FORGIVENESS AND UNITY

Exemplifying SAT-7's ethos of peace and forgiveness is Myriam, a 12-year-old Iraqi Christian girl who was forced by Islamic State militants to flee her home in Qaraqosh, Iraq, during the violent takeover in the summer of 2014. Interviewed by SAT-7 KIDS Presenter, Essam Nagy, at a makeshift refugee camp in Erbil, Myriam spoke of her faith and God's love for all people, including those in the Islamic State. Asked how she felt towards those who drove her out of her home, the youngster said: “I will only ask God to forgive them”, before singing a beautiful worship song.

The extremely moving interview went viral on social media and was translated into more than 12 languages, attracting over 2.5million views during

2015. Myriam's faith touched people throughout the world and SAT-7 received thousands of messages from viewers about how they had been impacted by her testimony.

In November 2015, Essam went back to Erbil to catch up with Myriam. He surprised the youngster by turning up at her new school unannounced. Essam interviewed Myriam again, and her childlike yet mature faith continues to inspire. Asked if she had a message for world leaders, Myriam said, “I want to tell them to have love in their hearts and mercy for others. We are in pain but they should have mercy in their hearts.”

FRENCH WEBSITE LAUNCHED

In March 2015, the SAT-7 KIDS channel launched its first interactive French language website. This makes SAT-7 KIDS online content more accessible to North Africans and other French speakers throughout the Middle East and North Africa (MENA). Apart from the French-language content, the site provides games, daily devotions and educational quizzes for viewers to enjoy.

TURNING THEIR WORLD DOWNSIDE-UP

In September 2015, the Audience Relations Team released a statement that accurately demonstrates its commitment to the young viewers of SAT-7 KIDS:

“We are committed to turning their world downside-up (and not upside-down), helping them to grow and feel safe – not only through our programs but through all means, including social media, spoken words and actions. Where they see violence, we want to show them peace. Where they are being used, we want to tell them their rights. Where there is ignorance, we want to give them the knowledge of God's Word and love.”

Presenter Grace Najjar on the set of the educational program, *My School*.



SAT-7 KIDS PROGRAM NEWS



A scene from the new sitcom *DokDok's Family*

COLOURING OUTSIDE THE LINES

In some societies, fine arts are seen as a luxury only for the rich. SAT-7 is colouring outside the lines with a new live program called *Uncle Mounir's Scribbles*. Airing from Cairo, Egypt, it inspires children to draw the world as they see it through their own eyes, and makes them feel part of the show through interactive games and educational content.

WITH JESUS TEAM VISITS SOUTH SUDAN

A team from *With Jesus*, a popular live music and talk show for children, travelled to a South Sudan village to film a mini-series featuring kids from the True Light Ministry Orphanage. They were surprised to find joy and thankfulness among orphans who have lost their families to conflict.

DOKDOK'S FAMILY

The adventures of a teenage inventor are portrayed in *DokDok's Family*, a children's sitcom that teaches young viewers how they can use their talents to help others. Producers have pulled out all the stops by including a robot and an animated boy among the cast.

CONFRONTING TEEN TECHNOLOGY USE

Two new SAT-7 programs that aim to cover the benefits and pitfalls of teen technology use were launched in 2015. *Router* follows the lives of six characters sharing a wireless router in the same apartment building. A digital war ensues as a Facebook competition tests their values and reveals their true



On the set of the program *Fun Farm*

characters. Managed by children, *KIDS' TV* features children presenting Christian values from their own perspective. The main characters add a humorous twist to the show by poking fun at certain stereotypes in the media industry.

COPTS GOT TALENT

In November 2015, SAT-7 KIDS broadcast the fourth season of *Copts Got Talent* from St Anthony's Church in Cairo, Egypt. SAT-7 sponsors the competition, strengthening relations with the Coptic Orthodox Church and discovering new talents. The show is produced by a group called "Our Antonioni Theater".

A FUN FARM FOR LITTLE KIDS

Fun Farm introduces its young viewers to a wide array of fun facts on topics including health, nutrition, cooking, animals, plants, numbers and letters. During the 40-minute episodes, the majority of which are filmed on a real farm in Lebanon, the presenters display farm-themed drawings that young viewers have sent in.

The show is largely inspired by the daily routine on a farm and the chores a farmer must perform to keep it running. Children are therefore taught the basics of raising and caring for farm animals.

The episodes also feature a Christian storytelling segment where children are introduced to the Bible through short animated videos featuring animal or vegetable-inspired characters.

15

AUDIENCE RESPONSES

TOTAL RESPONSES IN 2015

42,720

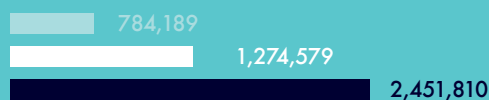
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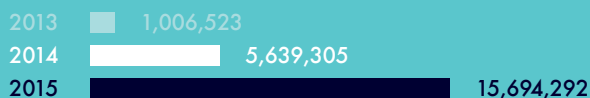
YOUTUBE MINUTES VIEWED



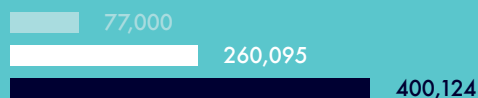
YOUTUBE VIEWS



FACEBOOK REACH



FACEBOOK LIKES



“My children adore you to the point I sometimes become jealous of that. Of course I am happy as they learn stories from the Bible. You are skilled in making the Word of God reach the children in such a nice way. The whole channel’s programs are magnificent and also capable of spreading the Word of God. That’s why all our family’s children always watch the channel.”

A MOTHER OF TWO FROM EGYPT

SAT-7 ARABIC CHANNEL UPDATE

CHRISTMAS ACROSS THE MIDDLE EAST

Rare footage captured in Iraq brought to life the Christmas celebrations of refugee families, many of whom were counting their blessings despite severe hardship and having experienced persecution at the hands of Islamic State. A SAT-7 Christmas broadcast from the battered Christian quarter of Old Homs in Syria revealed a community starting to get back on its feet after a two-year siege. Renowned Lebanese singer Majida El Roumi put on an exclusive Christmas concert in the state-of-the-art SAT-7 Lebanon studio facility.

BRIDGES MAKES HEADLINES IN EGYPT

Current affairs program *Bridges* made headlines in Egypt during 2015. News sources Veto and Watani reported on the visit *Bridges* made to northern Iraq, interviewing refugees displaced by Islamic State.

Newspaper Al-Fagr published an article about a *Bridges* episode that presented a medical perspective on AIDS and homosexuality from doctors and psychologists.

BETHLEHEM BIBLE COLLEGE

SAT-7 ARABIC has been working with the Bethlehem Bible College for the last 15 years. In addition to training individuals, the college produces quality television programs that air on SAT-7, such as *Sing and Smile* – a new Arab Christian puppet show. Bethlehem Bible College also regularly produces segments of the popular SAT-7 program *Bridges*. These programs reinforce and support family ideals and non-violent approaches to bringing about change in the world.

SURPRISE DONATION FROM EGYPTIAN CHURCH

A church in the impoverished district of Imbaba, Egypt, blessed SAT-7 with a large donation in small coins. The surprise gift was no small change to the

families who gave it. Much like the poor widow in the New Testament, they gave what limited finances they had cheerfully and sacrificially.

MAJOR EVENTS

Major events are great opportunities for revival and church unity. SAT-7 broadcast several such events in Egypt during 2015, including the One Thing worship concert, the Count It Right sports festival, a prayer event, the New Opportunity concert and the SAT-7 Day of Prayer service from the American University in Cairo.

Additionally, a three-night Prayer for Peace event which took place in the capital of Iraq from 17-19 December was broadcast live by SAT-7. The event which united Christians from different denominations was held at The National Theatre – Baghdad's largest covered venue.

FORGIVING HIS BROTHER'S KILLERS

SAT-7 ARABIC became a mouthpiece for the families of the 21 Coptic Christians kidnapped and murdered by Islamic State in Libya, February 2015. Bashir, the brother of two of the victims, called the program *We Will Sing* to declare his forgiveness for the killers. He said that his brothers are "a badge of honour to Christianity."

DANCING WITH REFUGEES

SAT-7 Producer Johnny Jalek set out to capture the everyday lives of Syrian refugees in a one-off program called *Go and Visit Them*. A group of SAT-7 presenters accompanied the film crew to a mountain location in Lebanon to visit two families, bearing gifts and open hearts. The day concluded with the hosts teaching Johnny and the rest of the SAT-7 crew to "dance the Syrian way" to a drumbeat and singing.

Children pray for refugees displaced
by war at the *I Love My Country*
concert in Cairo, Egypt.



SAT-7 ARABIC PROGRAM NEWS



Presenter Samia Jallali on the set of *You Are Precious*

FOOT WASHING SERVICE AT LEBANESE PRISON

SAT-7 aired a live Maundy Thursday service at Rourmieh Prison in Lebanon, sharing peace and faith with those separated from society. This is the largest and most overcrowded jail in the country, with over 5,500 inmates. Cardinal Bechara al Rai, the highly respected Maronite Patriarch in Lebanon, washed the feet of the prisoners.

WE GREW TOGETHER

After the popular live youth program *From Me to You* concluded its broadcasts, dedicated viewers anxiously awaited the rollout of *We Grew Together* in mid-March. Lebanese presenters Jamie, Joyce and Rawad, with Syrian presenters Nour and Tamar, from the earlier program, continue to be Christian witnesses as they discuss tough issues that teens and young adults face.

NEW LIFE FOR KURDS

In the spring, SAT-7 began ministering to Kurds scattered across Iraq, Syria, Turkey and Iran in a short devotional series called *New Life*. In each 10-minute episode, Nihad, a believer from North West Syria, read a specific passage from the Bible. This was followed by a Kurdish hymn and a prayer.

YOU ARE PRECIOUS

Summer 2015, Presenter and Producer Samia Jallali Kessai and a film crew recorded 26 episodes of a new women's program called *You are Precious*. It is in Arabic with Kabyle subtitles, making it accessible



On the set of the teen program *We Grew Together*

to different communities across Tunisia, Algeria, Morocco, Mauritania and Libya. Samia said, "We want to remind these women that they are very precious in God's eyes."

FOCUS ON MARRIAGE

Two new programs launched in 2015 that aim to offer support to married couples. *Gawazophrenia* (roughly translated: Marriage Madness) helps couples to set aside their unrealistic expectations and deal with the reality of everyday relationships. *Be Reconciled with God* refutes misconceptions by educating viewers on what the Bible has to say about marriage.

LITTLE PROGRAM COVERS BIG ISSUES

In 2015 production began on a new SAT-7 show that aims to introduce children to Genesis, the first book of the Bible. *Stories With The Sheikh* covers some of the exciting issues in the book of Genesis, including the creation of the universe and of people, and Noah and the flood. Project Manager and Executive Producer Juliana Sfeir said that she believes the short (five-minute) episodes will go viral once they are uploaded online as a web-series.

Stories with the Sheikh, which is scheduled to be broadcast in early 2016, is based on the TEACH curriculum, a series of theological courses.

19

AUDIENCE RESPONSES

TOTAL RESPONSES IN 2015

154,859

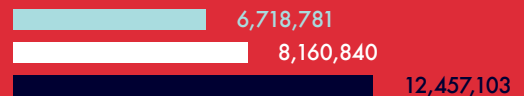
BY METHOD



YOUTUBE MINUTES VIEWED



YOUTUBE VIEWS



FACEBOOK REACH



FACEBOOK LIKES



"I would like to thank everyone who works for my favourite channel, SAT-7 ARABIC. You are the source of blessing in my life. I pray that the Lord bless you and continue to use you for His glory."

A WOMAN FROM SYRIA

STUDIO UPDATES



BEIRUT, LEBANON

The new SAT-7 Lebanon studio broadcast its first program, *If Not for the Cross*, during Easter 2015. The special mini-series, which featured choir performances and a live studio audience, displayed the new studio's capacity to produce high-tech, quality programming. SAT-7 Lebanon is now under the leadership of Director Maroun Bou Rached, who has been with SAT-7 for 17 years. His experience as a Producer and Director lends exceptional professional expertise to the team.

LONDON, UK

It was a busy year for SAT-7 PARS in London. The ground floor studio is now fully equipped with new cameras and tripods and is being used for the weekly Azeri live show *The Way*. Work is also already underway on a brand new control room that will enable more live and non-live shows to be produced in the future. The first-floor studio has been equipped with a new LED lighting system, which has greatly improved the quality of all live and pre-recorded shows.

CAIRO, EGYPT

The Cairo studio suffered a huge setback in October 2015 when Egyptian censorship police, for unknown reasons, confiscated key studio equipment. The Egypt team's work was extremely limited following the raid. During the months that SAT-7 awaited legal proceedings and the return of the



equipment, live programs were put on hold and reruns of previous programs were broadcast. On 28 January 2016, more than three months after the seizure, the authorities returned all confiscated equipment to the SAT-7 Cairo studio.

SAT-7 Egypt's Director Farid Samir said the team was thrilled that the equipment, including unedited programs on hard drives, was returned in good shape. Earlier in 2015, the Egypt team equipped a new OB-Van for broadcasting of live events.

ISTANBUL, TURKEY

There were several changes at the SAT-7 studio in Istanbul during 2015. The team purchased new equipment for video commentary and installed a new, well-equipped and insulated audio room. The team also invested significant time and effort into equipping two studios in preparation for more programs in the future.

LIMASSOL, CYPRUS

Panayiotis Keenan took over responsibility for the Limassol studio as Production Manager in 2015. Several pieces of new equipment were purchased, including cameras, a vision mixer and an audio mixer. Considerable time was also spent searching for a new site for a planned relocation of the Limassol studio in 2016. The little studio's goal is to double the number of productions, with both live and pre-recorded shows.

A choir performs worship songs for an episode of the program *If Not for the Cross*, one of the first productions to be filmed at the new state-of-the-art studio in Beirut, Lebanon.



SAT-7 STAFF

DURING 2015:



GLOBAL STAFF

By the end of 2015, SAT-7 had 202 staff, both permanent and seconded from partner organisations, in ten different locations.

The staff came from 24 different countries: Lebanon, Egypt, Syria, Iran, Tunisia, Palestine, Turkey, Iraq, Bulgaria, the USA, Denmark, Sweden, Finland, South Africa, Australia, the UK, Cyprus, France, The Netherlands, Albania, Ukraine, Uzbekistan, Romania and Norway.

Staff include presenters, producers and other media professionals who work together on the production of Christian programs that help spread the Word of God throughout the Middle East and North Africa (MENA) and other regions.

SAT-7 is constantly on the lookout for talented and committed individuals who can help the ministry further its cause.



SAT-7 staff celebrate the launch of the new International Office premises in Nicosia, Cyprus

SAT-7

PARTNERS



SAT-7 Hong Kong committee with Kurt Johansen

OFFICIAL PARTNER ORGANISATIONS

SAT-7's official Partners include churches, organisations and individuals who agree with the ministry's mission, vision and principles.

Before joining SAT-7, Partner organisations and individuals must complete and submit an application affirming their commitment to the ministry's statements of faith (Nicene Creed and Lausanne Covenant), and program policies and their commitment to working inter-denominationally. The Partners meet annually at the Network conference to review SAT-7's reports and future plans, examine budgets and elect voting representatives to the International Council.

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

OFFICIAL PARTNER LIST

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

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, and to:

Children, who are the least reached but 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 under-estimated.

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 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 OPERATIONAL PRIORITIES, 2016 - 2018

Ramping up the Quality of Programming across all Channels, but with a special focus on better and more programming for **SAT-7 TÜRK**, in order to maximise the special new opportunity of broadcasting on Türksat.

Launch SAT-7 PARS on a second satellite system to expand its potential viewing audience in Iran and Afghanistan, and provide a second on-air schedule, with an emphasis on programs for youth and children.

The Development of a new Social Media Strategy that will help SAT-7 not only provide a better and more effective ministry to our viewers but may well provide prototype ministry models for the future SAT-7.

Complete a feasibility study exploring the potential launch a new educational channel for the more than five million Arab child refugees from (and internally displaced children in) Syria and Iraq.

This service could begin early in 2017 and impact kids that are at high risk of being abused, trafficked or radicalised and who need to be equipped with some basic education and life skills, exposed to Christian values and given hope.

Strengthen SAT-7's Organisational Capacity to more effectively produce and broadcast well researched programs with clear and holistic communications goals; Conduct or commission all forms of other needed research and provide our different audiences with an increasingly excellent experience when seeking help or counsel from SAT-7.

Families from ElEzzeya village, Egypt,
clap along to Christian folkloric
songs in the Star in a Village concert.



SAT-7

INCOME AND EXPENSES FOR 2015

SAT-7 is now operating from eleven legal entities in nine different countries. Operations in 2015 were held back during most of the year by cash-flow issues but by December income had caught up with the budget.

INCOME INCREASES

In fact, by the end of 2015, all SAT-7 support offices were able to report increases in income as compared with 2014, with global income (excluding gifts in kind) totalling a record 17.1 million USD (The currency of our international budgeting and reporting). We do thank God for the faithfulness and sacrificial support of our Partners and friends, and for the efforts and good stewardship of our staff – all of whom made this result possible.

Total operating expenses were slightly below budget at 14.8 million USD, helped by a favourably strong US Dollar in 2015. An additional 1.1 million USD of mostly restricted funds was invested in the new studios and offices in Lebanon, the relocation of the SAT-7 International Office, and the purchase of a new Outside Broadcast Vehicle (OB-Van) in Egypt.

BETTER LIQUIDITY

We started 2015 with a liquidity (including restricted funds) of 1.2 million USD. This was inadequate to get us through some of the low-income periods of 2015, and so spending restrictions had to be applied throughout much of the year. These restrictions, together with a strong US Dollar and significant support during the last weeks of the year meant that our liquidity position on 31 December 2015 (again, including restricted funds) increased to an equivalent of 2.7 million USD, giving SAT-7 a much stronger start to 2016.

BANKING CRISIS MAKES IT DIFFICULT

The banking crisis in Cyprus (where the SAT-7 International Office is located) in 2013 continues to pose challenges to the management of the organisation's international cash flow. SAT-7 International is hopeful of re-establishing secure banking services outside of Cyprus in the near future but the process has been very slow in the wake of draconian new banking compliance requirements, especially as they pertain to organisations with operations in Middle Eastern countries. In the meantime, SAT-7 support offices are graciously acting as the organisation's "international bankers".

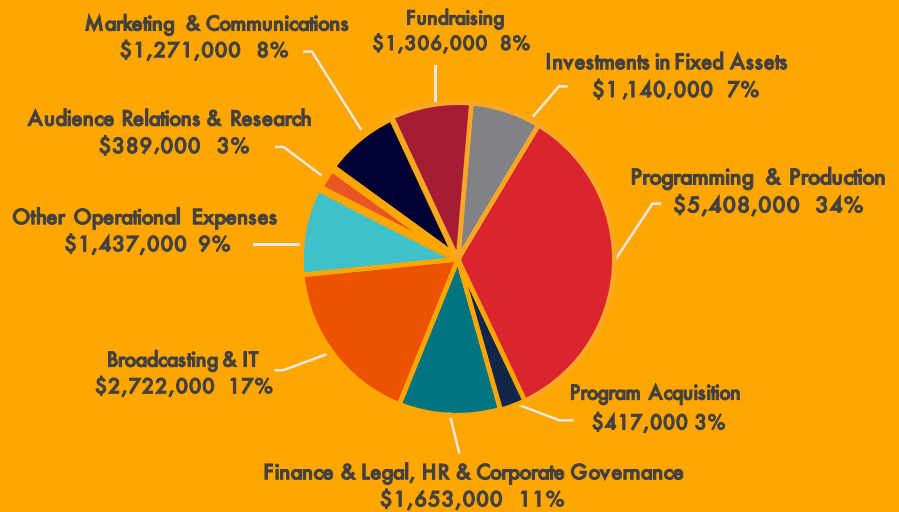
SAT-7 ANNUAL INCOME 1996-2015 (2016 PROJECTED)



2015 ACTUAL EXPENSES BY TYPE

TOTAL EXPENDITURE

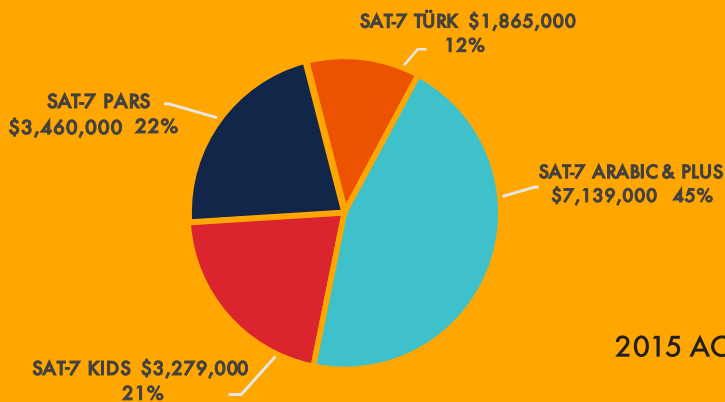
\$15,743,000



2015 ACTUAL EXPENSES BY CHANNEL

TOTAL EXPENDITURE

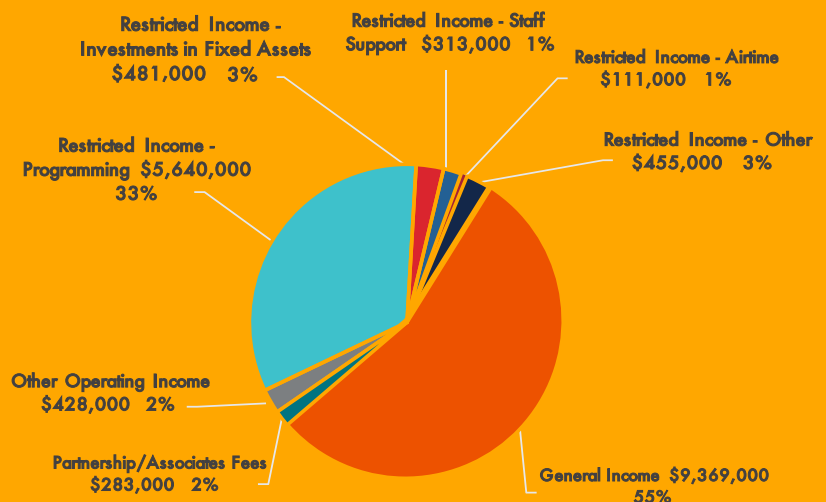
\$15,743,000



2015 ACTUAL INCOME BY TYPE

TOTAL INCOME

\$17,080,000



All figures in this 2015 report are in USD and have been rounded to simplify reading. The consolidated financial information presented is derived from the 2015 financial statements for each of the 11 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.

Gifts-in-kind and investments in fixed assets are included in the 2015 actual expenses.

SAT-7 BUDGETS 2016

A FAITH-BASED BUDGET

The faith-based, projected income and expenditure budget for 2016 totals an ambitious 16.3 million USD, which effectively provides a net increase for SAT-7's Middle East operations equal to almost 1 million USD (compared to the 2015 budget, and allowing for a change in the way gifts-in-kind to SAT-7 are treated in the accounts).

GIFTS-IN-KIND

The gifts-in-kind for 2016 are budgeted separately and are expected to have a total value of over 1 million USD. They include the value of seconded staff, the donation of studio hours and programming and staff training, all which make an important contribution to SAT-7's ministry.

SAT-7 TÜRK A PRIORITY

When considering the 2016 budgeted expenses, the main changes from the 2015 budget include: an increase of over half a million USD in the budget of SAT-7 TÜRK (the goal is to double their operational budget within a three-year period); the continued investment in capacity building and research; and increased expenditure on SAT-7 KIDS, especially for *My School*.

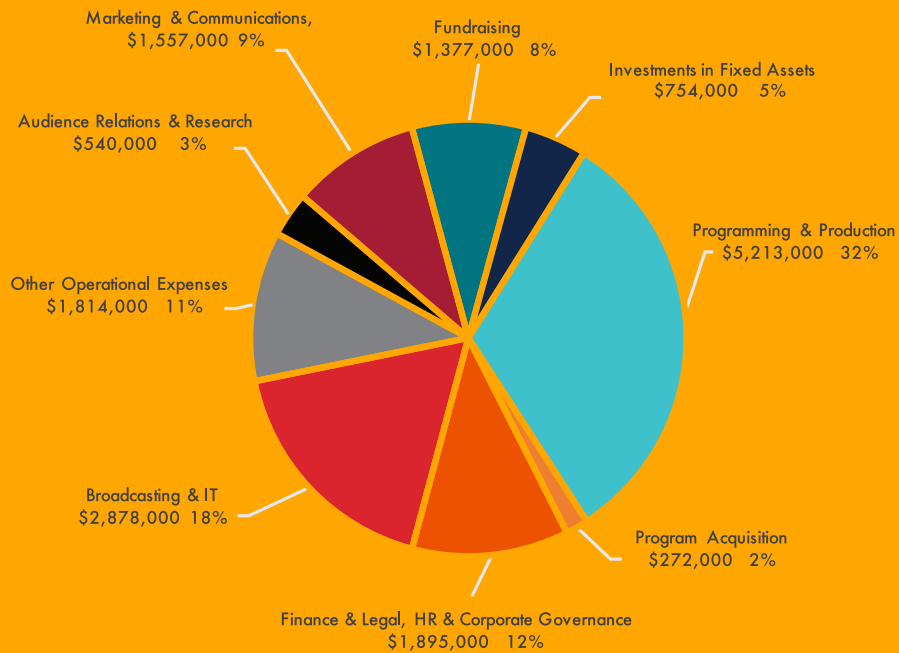
Several significant core-budget projects, supported with restricted funds, will come to an end in 2016 which raises concern over potential impact on the 2017 income budget.



Programs like *Add To My Calendar* on SAT-7 TÜRK need greater funding in the years ahead

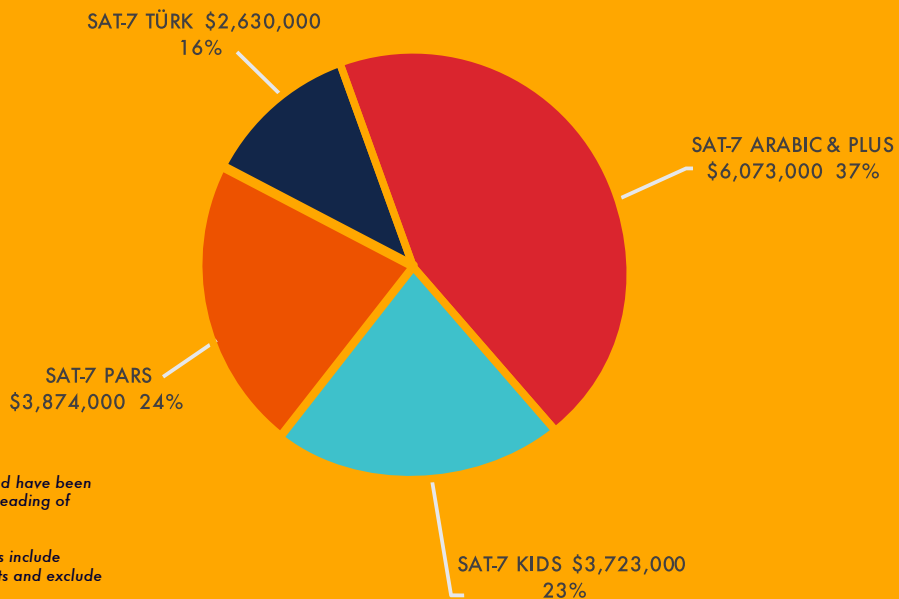
2016 BUDGETED EXPENSES BY TYPE

TOTAL EXPENDITURE
\$16,300,000



2016 BUDGETED EXPENSES BY CHANNEL

TOTAL EXPENDITURE
\$16,300,000



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

2016 budgeted expenses include investments in fixed assets and exclude gifts-in-kind.

INTERNATIONAL COUNCIL

- ① **Rev. Dr. Habib Badr**
(SAT-7 International Council
Chairman)
Senior Pastor, National Evangelical
Church of Beirut, Lebanon
- ② **Fr. Dr. Michel Jalakh**
General Secretary of the Middle
East Council of Churches (MECC)
- ③ **His Grace Bishop Marcos**
Coptic Orthodox Bishop for the
Diocese of Shoubra El Kheima in
Cairo, Egypt
- ④ **Archbishop Paul Sayah**
Vicar General to the Maronite
Patriarch
- ⑤ **Rita Elmounayer**
Executive Director for SAT-7's
Arabic Channels
- ⑥ **Makram Barsoum**
Acting Chair, SAT-7 Canada
- ⑦ **Venerable Canon
Bill Schwartz, OBE**
The Anglican Diocese of Cyprus
& the Gulf
- ⑧ **Irén Frändå**
SAT-7 CFO
- ⑨ **Tamar Karasu**
Executive Secretary, The Bible
Society of Turkey
Chairman of SAT-7 TÜRK Board
- ⑩ **Archbishop Sebouh Sarkissian**
Armenian Orthodox Archbishop of
Tehran
- ⑪ **Rev. Mansour Khajehpour**
Executive Director for SAT-7 PARS
- ⑫ **Rev. Timo Reuhkala**
Representing, SAT-7 Europe Board
- ⑬ **Rev. Dr. Safwat El Baiady**
(SAT-7 International Council
Vice-Chairman)
Retiring President of the Protestant
Churches in Egypt and the General
Secretary of the Synod of the Nile
- ⑭ **Dr. Terence Ascott**
SAT-7 CEO
- ⑮ **Billy Hellmark**
Chair, SAT-7 Partnership Council
- ⑯ **Roy Kemp**
(SAT-7 International Council
Treasurer)
Chair, SAT-7 Trust in UK
- ⑰ **David Ezzine**
SAT-7 Partners' Representative
- ⑱ **Melih Ekener**
Executive Director for SAT-7 TÜRK
- ⑲ **David Middleton**
Executive Director for SAT-7 TÜRK
in UK
- ⑳ **Rev. Ashton T. Stewart**
Chair, SAT-7 PARS Board
- ㉑ **"Brother Ziya"**
(SAT-7 International Council
Secretary)
Turkish academic and writer
- ㉒ **Dr. Mike Bassous**
General Secretary, The Lebanese
Bible Societies (Representing The
United Bible Society)
- ㉓ **Peter B. Schulze**
Chair, SAT-7 USA Board

Not pictured:

Rev. Dr. Merhdad Fatehi
Founder and Executive Director,
Pars Theological College

"Dr Moez"

Professor of Philosophy, Church
Pastor in a North African country

Archbishop Avak Asadourian
General Secretary, Council of
Christian Church Leaders in Iraq

Metropolitan Gregorios Yohanna Ibrahim

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

Åslaug Ihle Thingnæs

SAT-7 Partners' Representative



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