

ANNUAL REPORT ON ACTIVITIES 2009



**STANDBY...
AND...**

...ACTION!

2009 will long be remembered as the year in which God opened the door for SAT-7 to begin broadcasting on the Nilesat 104 platform (AB4), which overnight brought us millions of new viewers because Nilesat is arguably the most popular Arabic satellite platform in the Middle East and North Africa. 2009 will also go down in the history of SAT-7 as the year when the ministry really went “live.” In 2009 SAT-7 ARABIC broadcast a minimum of four live programs every week along with many holiday specials, SAT-7 KIDS broadcast two live shows, and SAT-7 PARS also broadcast its first ever “live” programs in December. Truly these were important milestones for us, and we praise God for them.

We also praise our Lord for the increasing number of lives that were touched through SAT-7’s channels in 2009. As you will read on page eight of this report, the total number of

SAT-7’s contacts increased dramatically. We are so pleased that the Lord has and is using SAT-7 to draw more people into His family and to strengthen His Church in the Middle East and North Africa.

We are grateful to so many of you who have given sacrificially and prayed earnestly for SAT-7. We know that in the battle to win hearts and minds, and to be a means through which the Lord can **“give strength to the weary and increase the power of the weak”** (Isaiah 40:29), we need many partners.

Your partnership with SAT-7 is as important as the satellites from which we broadcast, because without either we could not transmit God’s life-giving words to millions of people in the Middle East and North Africa.

Thank you!!!



Terence Ascott, SAT-7 CEO



Letter from Terence Ascott, SAT-7 CEO



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“Praise the Lord! Thanks to God and to all the efforts you have made to make SAT-7 available to Nilesat viewers. God bless you and give you strength to glorify His Holy name.” FROM A WOMAN IN IRAQ

Contents



LIVE

I am very grateful for SAT-7 KIDS, a channel that is very beneficial to our children. Thank you for helping us to raise our children according to the Christian principles. Thank you very much for your devotion and love to Christ. God bless you richly."

A WOMAN IN EGYPT

1 Easter Special

Popular SAT-7 hosts Rita and Naji prepare for large chick to hatch as they explain how Christ gives new life during a SAT-7 KIDS live Easter program



2 From Me to You

Every Thursday night Rawad, Jamie and Joyce, members of the Lebanese worship band "Strongholds" sing and interact with viewers



3 Revealers of Secrets

Each Saturday night a different Pastor, priest or teacher in Egypt answers questions from viewers.

4 PARS live programs

In December 2009, SAT-7 PARS broadcast its first live program. Now SAT-7 PARS has three weekly live programs designed to answer viewers' questions



(note: photos of live shows are slightly blurry due to technical issues in turning live video feeds into still images)

New Live Shows



Algeria: “Your channel is the very best and I wish you every success. Even though I am not a Christian, I love you my Christian brothers. My children also watch your SAT-7 KIDS channel and find in it satisfaction and peace. I would like to tell you that I love to watch the nice songs on your channel and your programs are straight forward and clean, not like other channels. You also broadcast wonderful films such as “Joseph” and “Jacob.” I truly feel that your channel is one of the best out of all the channels that I watch. I wish that there were more Christian channels like yours so I could get to know more about the wonderful and peaceful Christian religion. I want to thank you very much for this musical program (“From Me to You” SAT-7 ARABIC’s weekly live music program).”

A MAN IN ALGERIA.

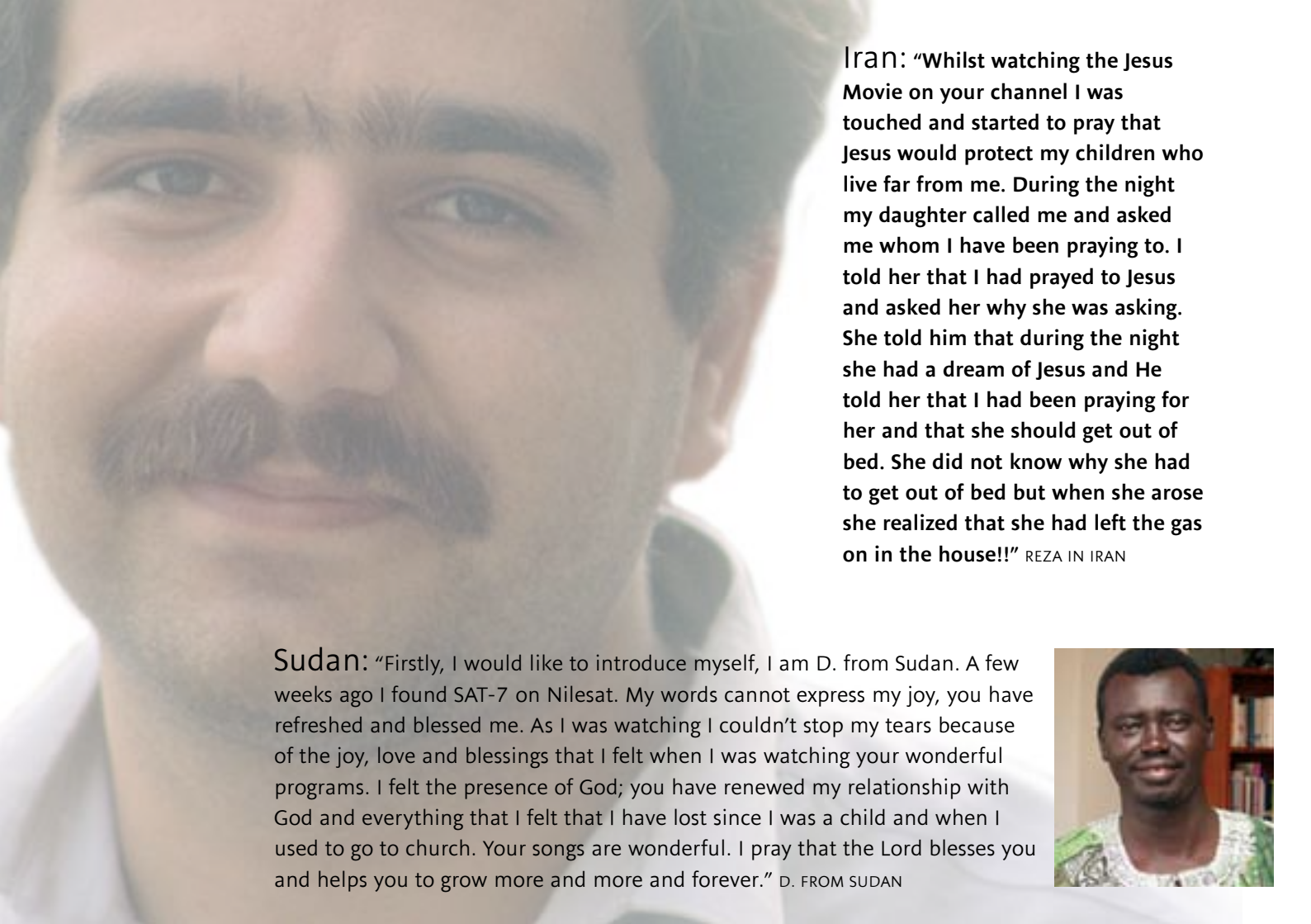
Extracted from a live conversation during the “From Me to You” program

Turkey: “Greetings. Last night I watched the ‘Words of Hope’ program. What the host said from the Bible really affected me. My system of belief—the way I’ve been burdened all my life with living under punishment because of the way religion was explained to me—has been turned upside down. I would be very happy if you could help me on this matter, the matter of finding God. Keep up the good work! “

FROM A WOMAN IN TURKEY



Transformed Lives

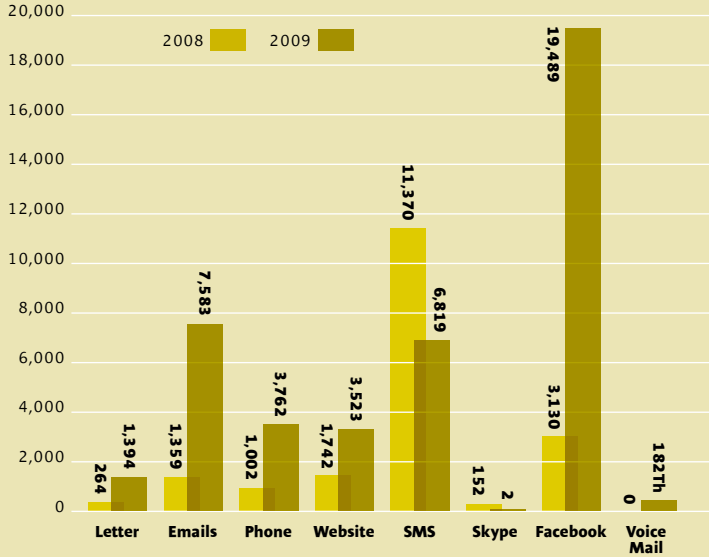


Iran: “Whilst watching the Jesus Movie on your channel I was touched and started to pray that Jesus would protect my children who live far from me. During the night my daughter called me and asked me whom I have been praying to. I told her that I had prayed to Jesus and asked her why she was asking. She told him that during the night she had a dream of Jesus and He told her that I had been praying for her and that she should get out of bed. She did not know why she had to get out of bed but when she arose she realized that she had left the gas on in the house!!” REZA IN IRAN

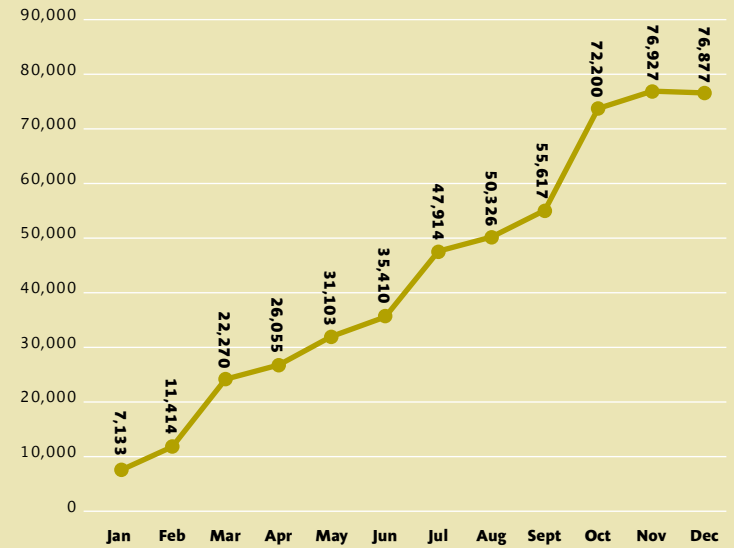
Sudan: “Firstly, I would like to introduce myself, I am D. from Sudan. A few weeks ago I found SAT-7 on Nilesat. My words cannot express my joy, you have refreshed and blessed me. As I was watching I couldn't stop my tears because of the joy, love and blessings that I felt when I was watching your wonderful programs. I felt the presence of God; you have renewed my relationship with God and everything that I felt that I have lost since I was a child and when I used to go to church. Your songs are wonderful. I pray that the Lord blesses you and helps you to grow more and more and forever.” D. FROM SUDAN



COMPARISON OF SAT-7 ARABIC RESPONSES BY METHOD 2008-2009



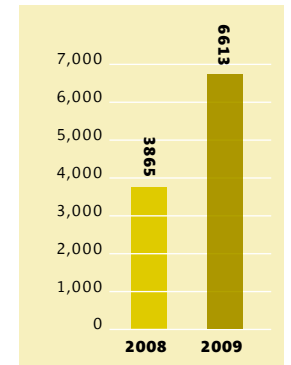
SAT-7 ARABIC & SAT-7 KIDS ACCUMULATED FACEBOOK FRIENDS (INC PROGRAMS PAGES) 2009



The SAT-7 ARABIC channel saw the number of viewer responses more than double in 2009—from 19,000 to over 42,000! One significant part of this growth has been the increasing popularity of Facebook® and SAT-7’s viewers connecting to the ministry through Facebook® pages for various channels or programs.

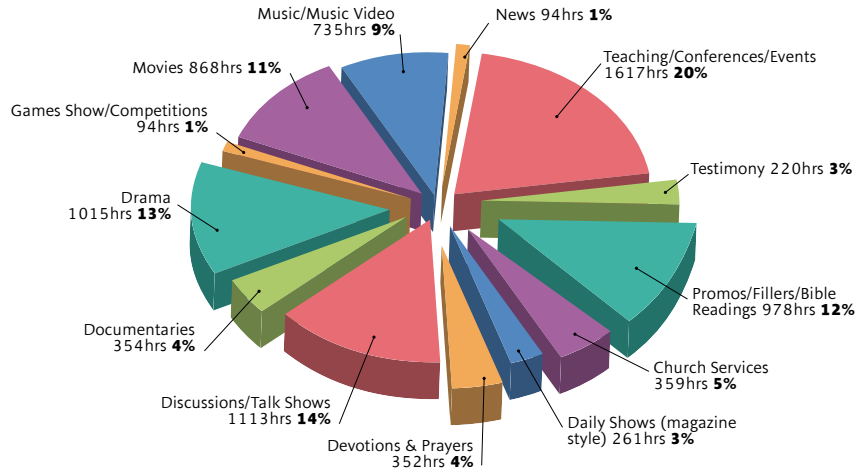
COMPARISON OF TOTAL RESPONSES RECEIVED BY SAT-7 KIDS (2008-2009)

SAT-7 KIDS has also seen a significant increase in its responses

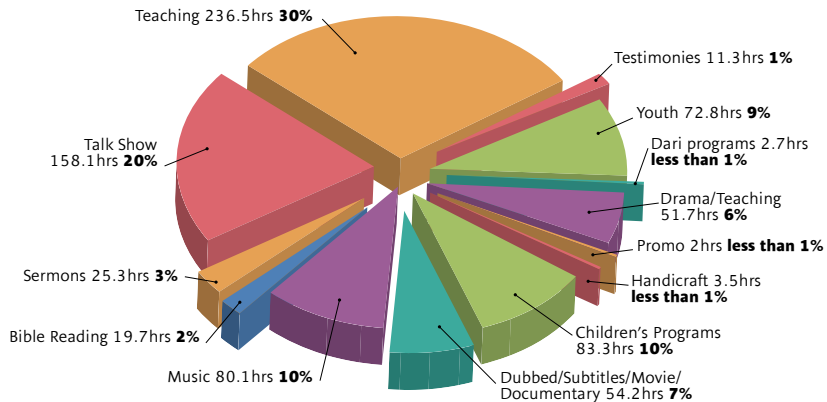


Viewer statistics

SAT-7 ARABIC PROGRAMMING BROADCAST BY TYPE 2009



NEW SAT-7 PARS PROGRAMS PRODUCED & BROADCAST BY TYPE 2009



Audience Size

SAT-7 ARABIC & SAT-7 KIDS

The SAT-7 channels broadcasting in Arabic are reaching an estimated 6-7 million adults and children weekly and 12-14 million annually. This figure is extrapolated from data collected in 2009 by the independent media research firm Intermedia.

SAT-7 PARS & SAT-7 TÜRK

These two channels, broadcasting on one shared frequency, have a conservatively estimated audience of at least one million viewers. This figure is based on telephone surveys of Iran conducted in 2008 and 2009, and due to political sensitivities and other difficulties, likely under estimates the true audience size.

Conclusion

In 2009, SAT-7 broadcasts of its three channels on the Hotbird satellite **platform reached at least 8 million people every week and 15 million regular or occasional viewers during the year.** These figures are based on data collected *before* SAT-7 began simulcasting its two Arabic channels on the Nilesat 104 platform in October 2009.

Broadcast statistics

"I will always remember 2009 as the year in which we truly began 'live' programming. Before 2009 we only occasionally aired live shows. But now we have at least four live shows per week! And we are hoping to have our first daily live program on-air by the end of the year.

I will also remember 2009 as the year we started broadcasting on Nilesat. I am so happy that we are now reaching so many more viewers! If people only have one satellite dish in this region, it's often aimed only at Nilesat, So now we are hitting a whole new audience, reaching people we couldn't when we were only on the Hotbird satellites.

I'm also very pleased that we were able to launch a new SAT-7 KIDS website (www.sat7kids.com) and I'm also happy about the high quality of our many programs, which God is using to demonstrate His love to our millions of viewers!"

Rita El Mounayer, Executive Director of the SAT-7 ARABIC & SAT-7 KIDS channels



2

1 School of Christ
In-depth teaching program in which Rev Dr Sameh Maurice, Senior Pastor of the Kasr El Dobra Church in Cairo disciples viewers via TV

2 Raise your Voice
Program produced in Egypt exploring difficult subjects from a Christian perspective

3 "Why is That?"
The popular SAT-7 KIDS character "Mr Know" answers children's questions



1

SAT-7 ARABIC & SAT-7 KIDS

In Algeria we are so happy that SAT-7 is now transmitting on Nilesat. Now every family in the Arab world will be able to watch SAT-7. The Word of God will spread in the Arab World! FROM A VIEWER IN ALGERIA



"Mr Know" answers children's questions on SAT-7 KIDS



"I have been watching SAT-7 PARS programs for the last three months. They were very impressive and I want to give my heart, my money, my career and all my life to Christ."

A YOUNG
LAWYER FROM IRAN

1 Studios

New PARS studio opens in Cyprus

2 Live program

Hosts on the SAT-7 PARS live program

3 "Light and Darkness"

A drama on SAT-7 PARS

HOURS OF NEW TV PROGRAMMING PRODUCED BY SAT-7 PARS



2



3

“In 2009, SAT-7 PARS marked several significant achievements: seven years since our first broadcasts (in September 2002); four years since we began our own 24 hour channel; the setting-up of our own TV studio in Cyprus; and our very first live broadcasts from a studio in London. We also added new people in our audience relations department which has improved our ability to respond to our viewers needs.

Each of these events was an important milestone but, for me, having our own TV studio was particularly significant. It has enabled us to create many new programs, particularly children’s programs. I was also ecstatic about our first live shows which now give us the opportunity to speak directly with our viewers. They are calling and asking lots of theological questions, and we’re now able to give them answers—answers which many other viewers are also seeking. Thank you for helping us to create these programs and to bring God’s Word to our many viewers.”

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

SAT-7 PARS

"I haven't been on-the-job very long, but let me tell you it is exciting to be with SAT-7! During the second half of 2009 our team in Istanbul was preparing for the merger, to become a full part of the SAT-7 network of channels. As a ministry we have existed since 2003. SAT-7 was one of our founding partners and indeed our broadcasting ethos is modeled on SAT-7's. SAT-7 has also provided broadcast time for

our programs (starting with 4 hours a week on SAT-7 ARABIC in 2006 and now four hours a day on the same satellite frequency as SAT-7 PARS). On January 1, 2010 we fully merged with SAT-7 and we look forward to a long and fruitful relationship as we serve the Church in Turkey as part of a larger organisation."

GM, Programming Manager for SAT-7 TÜRK

1 **"Looking For Answers"**
A program in which a local Turkish Pastor answers fundamental questions about the faith.

2 **"Face to Face"**
A program designed to help Turkish followers of Christ stand firm in their faith.

3 *SAT-7 TÜRK crews work on dubbing the SAT-7 ARABIC drama "The Way"*



1



2



"Thank you for leading us to the way of truth through Jesus Christ."

A VIEWER IN TURKEY

SAT-7 TÜRK



SAT-7 Egypt included 48 full-time staff, plus many freelancers in 2009. During the year the team created more than 450 hours of recorded programming and 60 hours of live programming.

Egypt

“In 2009 we focused on the blessings of developing a spirit of teamwork. It has been successful as we have become more united as a team developed on a foundation of mutual respect and love. I enjoyed investing in others and helping to build our middle management. As we face a tough financial constraints in 2010, I see the challenge as an opportunity; it is a time to re-evaluate our projects, to prioritize our spending and to focus on God. It is an opportunity for us to believe that He will provide while at the same time being willing to postpone some plans until the timing is right. In 2010, even with limited resources, we can still produce amazing programs and “make God’s love visible” to a desperate world.”

Hala Aziz, SAT-7 Egypt Coordinating Manager

SAT-7 Offices

Lebanon

"I want to thank the Lord that Lebanon was peaceful in 2009. It was a year during which the SAT-7 Lebanon operations went very smoothly thanks to the Lord's provision. The year was also full of action for our team and included plenty of ongoing production and many new challenges that kept us fully booked. The increase in live programs was an extra challenge but it enabled our team to gain valuable experience. We were also very happy to witness a significant expansion in the production of children's programs. And one of the most memorable events of 2009 was an historical agreement signed with the Lebanese Baptist Society to build new studio and office facilities for SAT-7 here in Lebanon.

However the last two months of 2009 were a bit disappointing for our team with the need to make significant budget cuts, which put an end to a number of local productions. Year 2010 therefore started very slowly in terms of production; but our faith and hopes are still high as we trust that the Lord will provide funds for the re-launching of the many new programs currently sitting on a waiting list."

Naji Daoud, SAT-7 Lebanon Executive Director



SAT-7 Lebanon had 21 full-time staff, plus many freelancers. The team created 690 hours of programming, including around 150 hours of live programming. The work in Lebanon is split between staff working on programs for SAT-7 KIDS and SAT-7 Arabic. In 2009 the team was excited to be working on so many live programs and is looking forward to seeing that broadcasting trend continue.





Operators working in the SAT-7 Master Control Room (MCR)

"I am an admirer of the teaching programs you air on SAT-7 because they help to strengthen our Christian faith."

A MAN IN EGYPT WRITING IN RESPONSE TO THE SAT-7 PROGRAM "BIBLICAL FAITH"

Cyprus

SAT-7 International Office (IO) and SAT-7 PARS Office

The SAT-7 IO team includes around 20 corporate staff working in the Broadcast, Corporate Business, Accounting, Communications, Human Resources and Executive Departments. It has around a half a dozen working directly for the SAT-7 ARABIC & KIDS channels, and about a dozen more working for the SAT-7 PARS channel. Technicians in the SAT-7 IO are working to expand the capabilities of the Master Control Room (MCR) which is currently broadcasting only the SAT-7 ARABIC channel. In the future SAT-7 hopes resources will become available to expand the MCR so that all SAT-7 channels can broadcast from one site.



Turkey

74 million people live in Turkey. Only a fraction of one percent is Christian. And yet, SAT-7 TÜRK employs around six people (including producers, technicians and administrative personnel) plus a number of regular, freelance TV production staff. In 2009 the team in Istanbul was able to expand their facility, doubling the office space available and adding two new editing bays. Previously the entire team had been crammed into a very small office.



SAT-7 Support Offices

SAT-7 has Support Offices located in Europe (Denmark), Great Britain & Ireland, Canada and the USA. These offices exist to make Christians in those regions aware of the challenges facing Christians in the Arab, Persian and Turkish worlds and to raise prayer and financial support for the ministry. Each SAT-7 support office has its own independent Board of Directors.

SAT-7 Europe's Executive Director Kurt Johansen added to his responsibilities in 2009 by travelling to Asia where he now serves as a special representative.

SAT-7 Great Britain & Ireland is led by Rachel Fadipe who, along with her team of

three people, was able to increase the support for and awareness of the ministry significantly in 2009.

The SAT-7 Canada Board in the last year has taken steps to begin the process of restructuring and looking for a New Executive Director.

In 2009 SAT-7 USA was pleased to appoint a new Executive Director, Dr Rex Rogers, who comes to SAT-7 following 16 years as President of Cornerstone University in Michigan. The USA office includes 12 staff, about half of whom work in the Easton, Maryland office with the rest working out of their home in different parts of the country and traveling constantly to let people know about the mission and vision of SAT-7.



Kurt Johansen

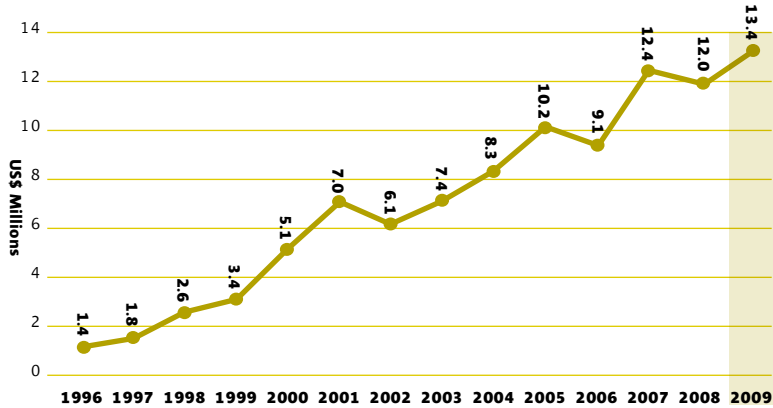


Rachel Fadipe



Dr Rex Rogers

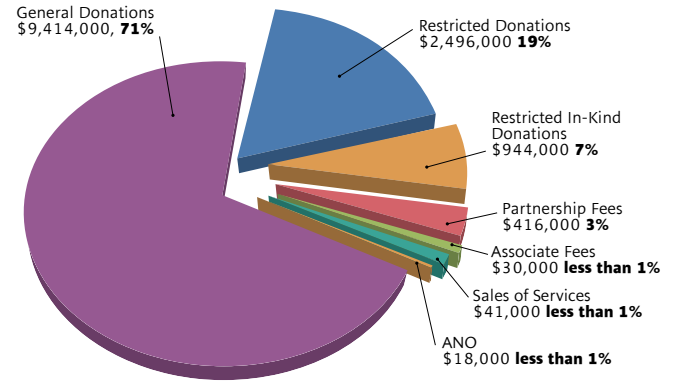
SAT-7 ANNUAL INCOME



Total Income \$13,359,000

(Includes Gifts in Kind of \$944,000 and a deduction of \$356,000 for returned restricted donations from earlier years)

SAT-7 2009 INCOME BY TYPE



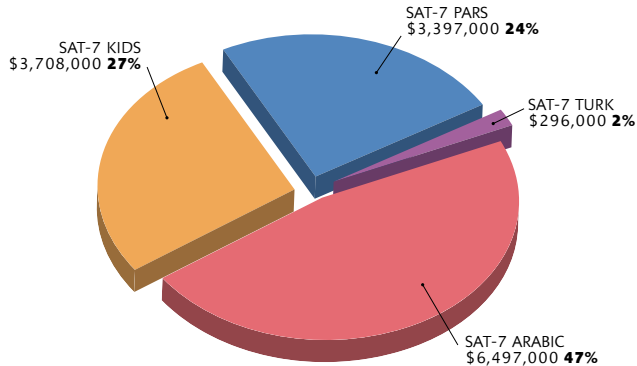
Figures based on consolidated accounts of the SAT-7 offices located in different countries

Financials



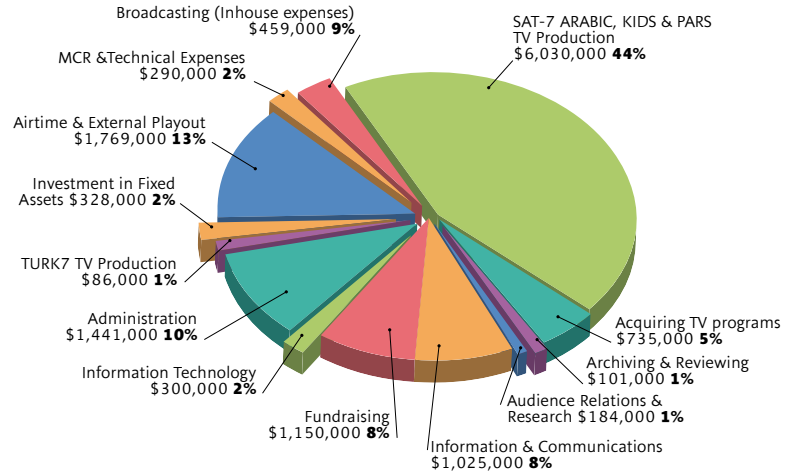
Two women with a child in Iran

SAT-7 2009 EXPENSES BY CHANNEL

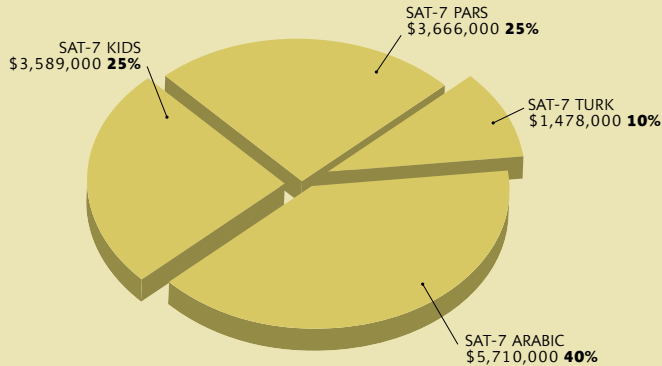


Total Expenditure 13,898,000

SAT-7 2009 EXPENSES BY TYPE

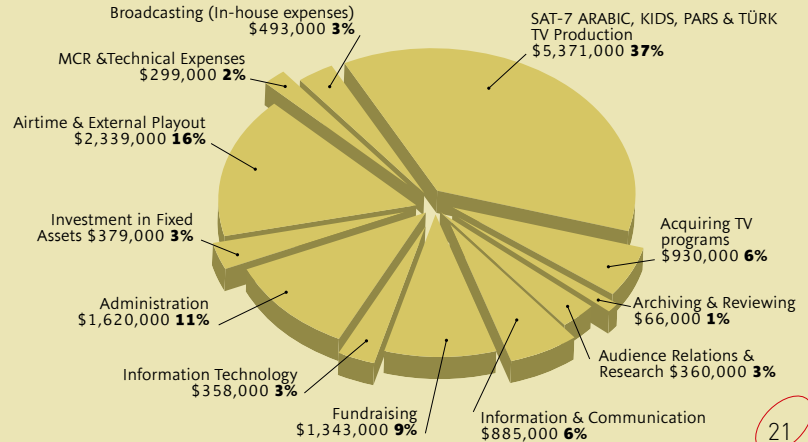


SAT-7 2010 BUDGETED EXPENSES BY CHANNEL



Total Budgeted Expenditure 14,443,000

SAT-7 2010 BUDGETED EXPENSES BY TYPE



First Row (left to right)

HE Archbishop Sebouh

Sarkissian, Armenian Prelacy of
Tehran

Rev Dr Safwat Baiady, President
Protestant Churches of Egypt
(Board Vice-Chairman)

HG Bishop Marcos, Coptic
Orthodox Church-Shoubra El
Keima District Egypt

**Mar Dr Gregorios Yohanna
Ibrahim**, Syriac Orthodox,
Metropolitan of Aleppo, Syria

**Monsignor Roland
Aboujaoude**, Maronite Church,
Beirut, Lebanon

Rev Dr Habib Badr, Senior
Pastor, National Evangelical
Church, Beirut, Lebanon (Board
Chairman)

Second row (left to right)

Guirguis Ibrahim Saleh, General
Secretary, Middle East Council of
Churches

Terence Ascott, SAT-7 CEO

Rita El Mounayer, Executive
Director SAT-7 ARABIC & SAT-7
KIDS Channels

Sara Afshari, Executive Director
SAT-7 PARS Channel

Rev Ashton Stewart, Chair
SAT-7 PARS Board

Dr Nadia Suliman, Sociologist
(Board Member through 2009)

Rev Dr Mitri Raheb, Lutheran
Pastor & General Director
International Center of
Bethlehem

Top row (left to right)

Nancy Stafford, Author/Actress,
SAT-7 USA Board representative

Dr Roy Rissanen, Finnish
Evangelical Lutheran Mission
(SAT-7 Partners' Representative)

Bernth-Åke Ottosson, SAT-7
Europe Representative (Board
Member through 2009)

Brother Z, Turkish Theologian

Roy Kemp, SAT-7 Great Britain
and Ireland Representative
(Board Treasurer)

SAT-7 International Board
in 2009

SAT-7 International Board



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and the Arabic Media Convention (AMC) and is an International Organization
member of SIGNIS.

To donate or find out more information, go to:
www.sat7.org (English) www.sat7.com www.sat7kids.com (Arabic)
www.sat7pars.com (Farsi) www.sat7turk.com (Turkish)

Thank you for supporting SAT-7!

To make a donation or for more information log on to www.sat7.org

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***"You are the reason
I have peace."***

TEXT MESSAGE FROM SOMEONE IN
SAUDI ARABIA



Cover picture:
Hosts await their
cue during the
recording of a
2009 SAT-7 Easter
program in Lebanon