



LETTER FROM SAT-7 LEADERSHIP

TRUSTING IN GOD’S PROVISION, YEAR BY YEAR

Media, especially satellite television, continues to play a key role, both in making the Gospel available and in supporting believers across the Middle East and North Africa (MENA). In fact, if SAT-7’s role was important when we first began broadcasting in 1996, it is 100 times more important today! Why? Because our audience is 100 times larger, and arguably 100 times more in need of hope and peace. With 60 million in the region now directly impacted by conflict, many are turning their backs on organised religion, questioning the violence committed in its name. And many more are looking for a God who can help them make sense of all that is going on around them – and they are finding Him through SAT-7’s programs.

2017 included some key milestones: SAT-7 PARS began broadcasting on the Yahsat satellite for the first time, doubling its audience overnight; SAT-7 ACADEMY was launched as a new channel for millions of displaced and out-of-school children; and SAT-7 KIDS celebrated its 10-year anniversary.

The year was also one of forming new partnerships across many denominations. The channels broke new ground with programs celebrating diversity and promoting Christian unity.

Satellite television remains the only uncensored source of information for most people in the MENA, as well as the most cost-effective. Despite the rise of social media, demand for satellite television services continues to increase year by year. Today, as many as 80 percent of people in refugee settlements have satellite receivers.

For more than 20 years, SAT-7’s ministry has developed and evolved to meet the needs of its growing audiences, with the number of satellite channels it uses having doubled in the past three years. But, as the opportunities have increased, SAT-7’s income has sadly not kept pace. As we begin a new year, trusting in God’s provision, we would also ask for your prayers – that this ongoing shortfall in funding be reversed in 2018! ■



Sincerely,

Dr Terence Ascott
Founder and CEO
SAT-7 International



Sincerely,

Rita Elmounayer
Chief Channels Officer
and Deputy CEO



AUDIENCE ENGAGEMENT

SOCIAL MEDIA OVERVIEW

All SAT-7 channels have an active social media presence. Our audience can connect to us through Facebook, YouTube, Telegram, Viber, WhatsApp, Twitter and Instagram, where we answer questions and requests, but also listen to the unique stories our viewers share.

SAT-7 has more than 50 Facebook pages, culminating a total of 7.4 million likes, 620,000 comments and 770,000 shares in 2017. Facebook video views have tripled from 2016 to 2017, reaching 37 million views.

In 2017 SAT-7's
50 Facebook
pages reached
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37M
video views

SAT-7's eight different YouTube channels had a steady increase in the overall engagements of 2017. Despite the 2.5 million hours watched in 2017. It is worth noting that this is still only 0.15% of the hours viewers spend watching our channels on satellite.

INTERNAL TESTIMONY SYSTEM

In 2017 a system was developed to archive into a database all of SAT-7's viewers' testimonies collected from the Audience Relations team. Testimonies are then translated and security-checked, sensitive information is removed, and all names are changed, to protect our viewers.

OFFERING COUNSELLING

Viewers requesting counselling are carefully handled by SAT-7's Audience Relations department through our thirteen Telephone Counselling Centres (TCC) spread across Europe, the Middle East and North Africa. Ten centres are assigned to handle Arabic-speaking viewers' calls, two are for Persian-speakers, and one centre handles Turkish-speakers. Through these counselling centres, viewers can access counselling and support. In 2017 the TCC's dedicated to Arabic speakers received 1,200 calls and 120 SMS.

MOBILE APPS

SAT-7 has four free apps in 2017 for both Android and iOS mobiles, for SAT-7 ARABIC, SAT-7 KIDS, SAT-7 PARS and SAT-7 TÜRK. Each one has access to live streaming, synchronised schedule information (program guide), and on-demand videos directly from the corresponding YouTube channel.

In 2017 the SAT-7 apps were downloaded 24,000 times, double the number of downloads in 2016. Most downloads are from outside the MENA. ■



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We live in a country where there is no Arabic school, so we follow almost all of the programs on your channel, especially *My School*. You have our gratitude!

SAT-7 KIDS viewer from
the Russian Federation

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I have been a regular viewer for 15 years. Thank you for sharing God's love, with those whose circumstances don't allow them to have any internet, and TV is their only available source. Please keep me in your prayers.

Adham from Oman