

# 2010 Annual Report At-A-Glance



SAT-7 VIEWING AREA

EUROPE



*For more than 15 years,  
SAT-7 has broadcast the positive  
claims of Jesus Christ and biblical  
Christianity throughout the  
Middle East and North Africa.*



# 2010... Another Remarkable Year of Transformation!

An amazing convergence of technology, theology and timeliness enables SAT-7 to encourage Christians in the region's centuries-old Church and speaks to the spiritual yearning of literally tens of millions of people in the Middle East and North Africa.

SAT-7 broadcasts are conscientiously developed to dispel misconceptions about Christianity and Christians without demeaning or attacking other religions. SAT-7's philosophy of ministry, or "Ethos," has made its programming remarkably effective in reaching the open hearts of people living in the Middle Eastern and North African cultures... thousands of text, e-mail and other types of messages confirm our daily impact!



Satellite Television  
Transforming the Middle East  
through Hope in Jesus Christ

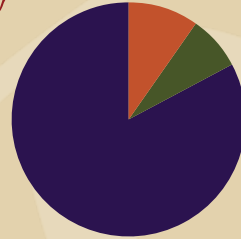
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SAT-7 USA is a 501(c)(3) not-for-profit corporation. AR-AAG-2010-911-LR-5000



## 2010 EXPENSES AND INCOME (ALL SAT-7 ENTITIES)

### ALL EXPENSES

- Management and General Administration: \$1,262,637 10%
- Fundraising: \$972,171 7%
- Program: \$10,688,346 83%

**Total Expenditure** **\$12,923,154**  
**Total Income** **\$14,012,318**

### EXPENSES BY CHANNEL

- SAT-7 KIDS: \$3,606,000 28%
- SAT-7 PARS: \$3,129,000 24%
- SAT-7 TÜRK: \$1,022,000 8%
- SAT-7 ARABIC: \$5,133,000 39%
- SAT-7 PLUS: \$172,000 1%

**SAT-7 USA END OF YEAR  
NET ASSETS** **\$947,562**