



## **Transforming lives across the Middle East, North Africa, America and Canada**

THE WAY TV is a unique and strategic ministry that uses satellite TV to reach into millions of homes across the Middle East and North Africa, America and Canada helping to share the love of Christ and to encourage Christians in their faith. Through THE WAY TV , viewers are able to watch Christian television programs in their own language in the privacy of their own homes.

With over 90% of the Arab world having access to television and large numbers of people who cannot read, the need for The way TV's high quality Christian TV service is clear. Conservative estimates put The way TV's audience at approximately 40 million people. Viewers can watch a wide range of entertaining and informative television programs that are culturally sensitive and relevant. Our network of the channel and the website caters for Arabic and English speakers. We also recognize the importance of encouraging children and the needy people that lives in the poverty we do the special program supporting them.

Since its inception in 2005, The Way TV's vision has been to see a growing Church in the Middle East, North Africa, America and Canada confident in Christian faith and witness, serving the community and contributing to the good of society and culture. We try to do this by providing the churches and Christians of the region with an opportunity to witness to Jesus

Christ through inspirational, informative and educational television services.

Without THE WAY TV`s programs many people in the region would have little opportunity to hear of the love of Christ or to have meaningful Christian teaching to help their faith grow. Through the thousands of messages we receive, viewers tell us how much being able to watch THE WAY TV means to them.

*“Greetings in the name of our Lord Jesus. Two years ago, I started seeking for the truth in different religions. I was lost, confused and wanted to reach out to God. I really needed comfort and peace. Thank God I found peace and the truth through the programmes and songs on my favourite channel, the way tv.” – A viewer in Saudi Arabia*