www.alfaomega.tv/partners
TV Network | Production Studio| Digital Media | Publishing House | Romania and S-E Europe

ALFA OMEGA NEWS

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"Not by might, nor by power, but by My Spirit", says the Lord. (Zech. 4:6)

2018 - STATS

TV CHANNEL
In Romania's "must-carry" list since 2010. Since Aug. 2018, when the largest cable network introduced it in its digital package, our TV channel can be seen in virtually all cable networks in Romania. Potential TV audience: 11-12 million

TV PRODUCTION
705 hours of Christian content were produced/subtitled in 2018, 75% in HD. We produce our own programs constantly in 6 TV series.

SECULAR TV DISTRIBUTION
20 hours of Christian programs distributed every month to **31 affiliated commercial secular TV networks in 2018**. (400-450 programs in total, many in prime-time).

WEBSITE
20.000 pages: articles, videos, other resources. **Unique visitors increased by 19% from 2017** (360k). Top 3 interests: 37% videos and live TV, 21% news and reports, 13% spiritual life articles

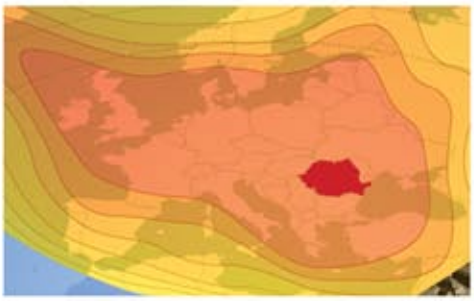
SOCIAL MEDIA
On Youtube-Facebook, combined, in 2018, we had **11.38 million video views** (15% increase from 2017). Viewer preference is for testimonies, news, reports, live events. 8200 videos uploaded on Youtube in total (1500 in 2018).
Average watch time on Youtube: 4:21.
Average watch time on Facebook: 0:53.

***ALFA OMEGA TV* MAGAZINE (PRINT)**
9th year in print. In 2018, we distributed 71.000 magazines. Since starting it in 2011, we distributed over **500.000 free copies**.

PRAYER AND MINISTRY
In 2018, we prayed for some **5000 prayer requests** and aired **35 live TV shows with prayer** for viewers.

25 Years - Serving God in Romanian Media

Founded in 1994, *Alfa Omega* was born and continued in prayer and God's favor.



The **original calling** was to restore Christian values in a post-communist society. But, in time, **other assignments were added**: extending God's Kingdom, discipling a nation, equipping the Church for the Second Coming and for greater impact in the Romanian society.

The **new season we enter brings new challenges**: the need for a multimedia approach as we create content, reaching specific age groups or social categories, blending classical TV with new media tools.

2018 - KEY PROJECTS



1. EVANGELISM

For nominal Christians, atheists or of other religions

The **audience of the AOTV channel increased by 41%** from the last measurement. Evangelistic programs have audience above average: films, live prayer shows, cartoons.

In 2018, we provided some 20 hours per month of **Christian programs to other 31 local/regional commercial secular networks**. Such networks are seen by ~10% of the population in the city/county, every day, and programs from AOTV are often in prime-time.

On the **website**, we had 3000 visits on our Gospel presentation; 17000 visits to the *Basics of Christianity* course.



2. DISCIPLESHIP & SPIRITUAL LIFE

To help Christians mature in their faith

In total, we produced over 600 *The Way, the Truth and the Life* programs, containing basic biblical teachings. On the *Alfa Omega TV* channel, audience for these TV programs is 2.7 times higher than the channel average.

In 2018, we distributed **30.000 issues of our printed *AOTV Magazine*** on Spiritual Life topics, as well as **21.000 books/brochures** for discipleship.

In 2018, **website visits to the Spiritual Life section increased** by 62% from 2017 (45.000 unique visitors).

The second most watched type of content on our Youtube channel are **testimonies with transformed lives**.

KEY PROJECTS (CONTINUED)



3. DIRECT MINISTRY

Prayer, counseling and follow-up for those in need, using media tools.

Our **live shows with prayer and ministry** for the needs of the viewers, aired on our TV channel, have a **70% higher audience** than our channel average. They broadcast live also online, each gathering thousands of views and hundreds of reactions from viewers.

In 2018, we received on average **400 prayer requests every month**, for which we prayed and followed-up. Main needs: healing, family issues, deliverance, salvation and financial problems.

Our **free multimedia package** *S.O.S.*, with basic principles for **deliverance**, was downloaded 1600 times in 2018.



4. CHRISTIANS AND SOCIETY

To help and encourage Christians to put into practice their faith, from Monday to Sunday, in all segments of life and society

We distributed **24.000 free issues** (2 of 6 in 2018) **of our AOTV Magazine**, about Christians' involvement in society.

7% of the website visitors (25000 unique visitors) access articles and resources in our *Christians and society* online section. **Main topics of interest**: relationships, science&creationism, other religions, faith and technology, relationship to the state, profession, dealing with finances.

Our **free multimedia package** *Free from Debt*, about administering one's **personal finances**, was downloaded 15.700 times.

We produced **2 special documentaries** in 2018, part of the new series launched: *Hope for Romania*. The two topics were: **adoption** and **technology**. We had 100k digital media views for them combined.



5. UNDERSTANDING THE TIMES

To help Christians understand current events from a Christian perspective.

We distributed **17.000 free issues** of our printed *Alfa Omega TV Magazine*, on the *Understanding the times* topic in 2018.

Since 2002, we have produced/subtitled over **1.000 news TV programs**, 30min each - 750 *Christian World News* programs and 250 *Jerusalem Dateline* programs, aired on TV and online.

Over **3.000 news** are published on our website, alfaomega.tv, most of them including video content.

21% of our website visitors access our *News* and *Understanding the Times* sections. 60% of them are interested in world news, 30% in news from Israel and the Middle East and 10% in news from Romania.

On our Facebook page, **4 out of the top 10** most watched videos of 2018 were news & *understanding the times* reports. On our Youtube ch., it's **7 of the top 10**.



6. REFLECTING GOD'S WORK IN ROMANIA

To help Christians see what ministries, churches & leaders are doing in Romania.

We produced over **80 news stories and video reports from Romania** in 2018, 2.2 times more than in 2017.

We participated and filmed **20 events** in Romania in 2018. Half webcasted live.



7. *SUPERBOOK* SPECIAL PROJECT FOR KIDS

Evangelism/discipleship project for kids.

16.900 unique visitors on avg. on SB-RO **website** every month. 8000 kids prayed salvation prayer since launch in 2016.

10 Superbook evangelistic events organized with local churches in 2018.

In Sept. 2018, **3rd season premiered** on *Alfa Omega TV* + 31 other TV stations. **Audience** for new SB episodes is 6 times larger than AOTV channel average. 10% of our AOTV audience is 4-11yo.

Superbook Academy, for sunday schools, launched in sept. 2018. Tens of churches already using it in kids ministry.

Dec.2018: **SB-RO mobile app** launched.

AOTV AT A GLANCE

MEDIA CHANNELS

- Translation & subtitling house - since 1994
- TV production studio - since 1999
- TV channel airing over Europe - since 2006. Now available in all cable networks in Romania
- Christian programs through secular TV channels in several countries - since 1994
- Digital media: site with 20.000+ pages, strong social media presence, mobile, streaming
- Publishing house; online bookstore;
- Most printed Christian Magazine in Romania

WHAT MAKES US SPECIAL

- Non-denominational Christian values
- Many partnerships in Romania and abroad
- News, reports, talk-shows. Multilingual programs for ethnic groups in the Balkans. Target area: Romania, Balkans, Eastern Europe
- Equipping the Church with media resources
- More than just media - Prayer & discipleship ministry; connection with local churches for effective follow-up
- Multimedia campaigns: Pro-life & Pro-family; Science and Creationism; Israel, Islam and understanding the times, Christians in society.
- NRB Intl. TV Ministry Awards (2002, 2010)



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