



**Hope Channel International  
Reach Definition Report**

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## EXECUTIVE SUMMARY

### Abstract

Hope Channel (HC) began broadcasting in North America in 2003 and has grown into a global network with over 80 unconsolidated affiliates sharing content in more than 100 languages. HC's vision is "To reach 1 billion people globally with the message of eternal hope by 2030."<sup>1</sup> To this end, Hope Channel's Global Network dedicates various media formats, including digital broadcasts, television, social media, and digital properties such as Hope.Cloud, Jetstream, and Hope.Study.

The issue giving rise to this White Paper is the diverse use of the word "reach" by Adventist media organizations. For some, "reaching" happens when someone engages with content. For others, someone is "reached" when they are baptized into the Seventh-day Adventist Church. To clarify HC's strategic goals, it is necessary to define what HC means by "reaching" someone with our content. A precise definition of "reach" will help HC understand its data and metrics and help guide HC's content and marketing strategy.<sup>2</sup>

### Proposed Definition

Hope Channel defines "reach" as the act of sharing the eternal good news of hope to every nation, language and people as a witness—described in Matthew 24:14 and echoed in Revelation 14:6–12 through every tool of digital and analog media available to make contact with an individual.<sup>3</sup> A person is "reached" when they encounter the gospel message from Hope Channel through any of its platforms.

### Theological Explanation of Reach

The definition of reach that HC embraces comes from Jesus' only definitive sign of His coming: "This gospel (good news) of the kingdom will be preached in the whole world as a witness to all the nations, and then the end will come" (Matthew 24:14). Here, the focus for the good news is the "reach" of the news, not an individual's response to it. Furthermore, the Three Angels' Messages (Revelation 14:6–12) describe the "reach" of the messages as being to "every nation, tribe, and people." These passages highlight not the results of receiving the message, but the reach of the message. Jesus' parable of the sower in Matthew 13 echoes this breadth by illustrating that the seed of truth is to be scattered (reach) on every type of ground (all-inclusive). The responses are a separate consideration that is largely dependent on the condition of the soil. Taken together, these passages affirm that "reach" is the essential first step in the Church's mission: sowing the seed of the everlasting gospel worldwide. This definition argues that "reach" is distinct from, though deeply invested in, the engagement of those who are reached. This framework shapes the Hope Channel Network's mandate to maximize the global "reach" of the gospel message, recognizing that deeper discipleship and lifelong commitment take root in the context of embracing the task of "reach."

### Tools to Measure Reach

Hope Channel's strategy for reaching one billion people by 2030 will rely on robust project

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<sup>1</sup> 1 billion is defined as 1000 million or 12% of the global population in 2024. 1 in 9 reached by Hope Channel.

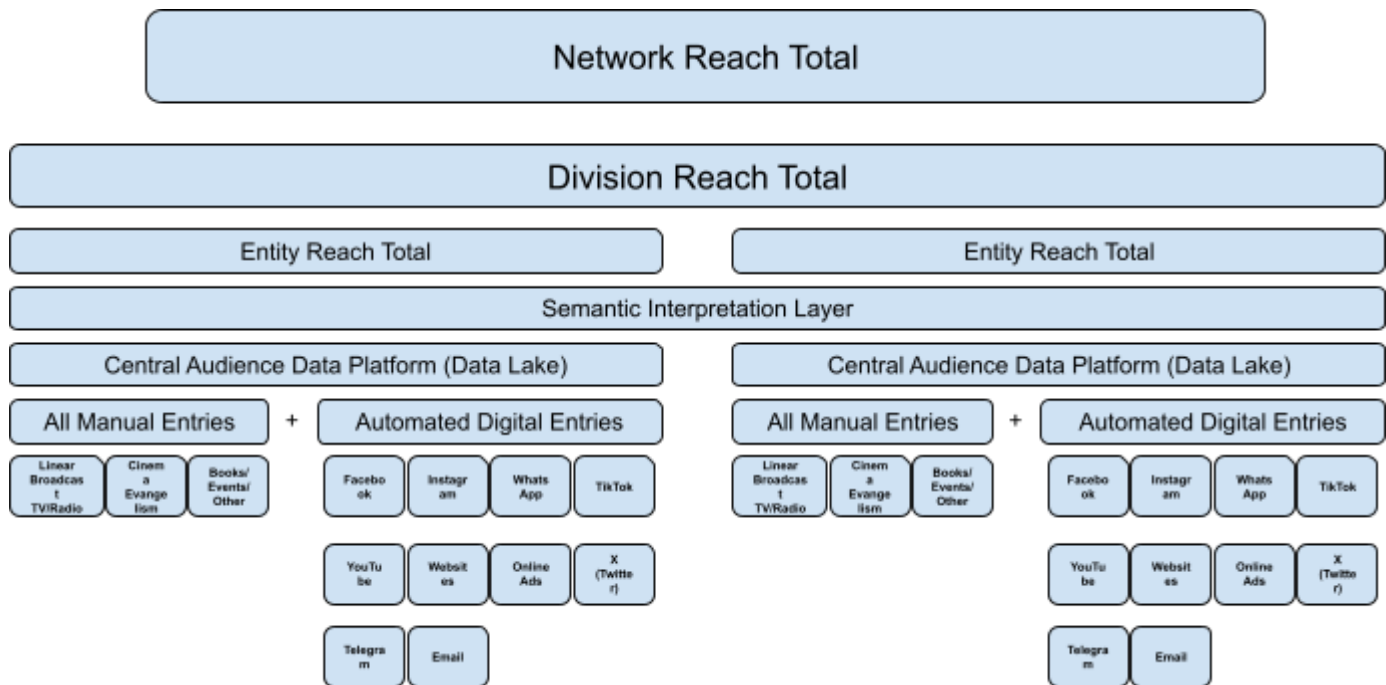
<sup>2</sup> This 1 billion person reach is intended to inspire our mission but not attempt to define the exact number of people reached through our media efforts.

<sup>3</sup> This definition is explained in the Theological Explanation of Reach and Tools to Measure Reach outlines methods of tracking.

management and multidisciplinary collaboration among IT, audience research, legal, and theological experts to ensure accurate data integration and mission alignment. A core recommendation is to implement a centralized Customer/Audience Data Platform (CDP) to consolidate user data from multiple sources, assign unique ID codes for secure and precise tracking, and visualize key metrics in unified dashboards.

This digital infrastructure will be complemented by legacy measurement methods, including partnerships with satellite and cable providers to assess footprint coverage, receiver penetration, and viewership behavior.<sup>4</sup> Local surveys and community panels will validate and refine these estimates, while additional factors such as communal viewing and shared access points will further expand the channel's effective reach. Advanced predictive modeling and regular validation studies would provide ongoing, data-driven insights into global impact. By combining these approaches, Hope Channel will capture a responsible and research-backed picture of audience engagement, ensuring strategic adjustments<sup>5</sup> that align with cultural, economic, and political nuances worldwide.

The below diagram is a sample model of how data will be aggregated and consolidated into the total reach for the Hope Channel Global Network.



<sup>4</sup> Further expanded in the section on Measuring the Reach of Hope Channel Through Legacy Media and Appendix 5.

<sup>5</sup> The strategic adjustment is also known as the semantic interpretation layer in the diagram.

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# DEFINING “REACH” TO REFINE OUR OUTREACH

## Introduction

Hope Channel (HC) began broadcasting in North America in 2003 and has grown into a global network with over 80 unconsolidated affiliates sharing content in more than 100 languages. HC’s vision statement is “To reach 1 billion people globally with the message of eternal hope by 2030.” To this end, Hope Channel’s Global Network dedicates various media formats, including digital broadcasts, television, social media, and digital properties such as Hope.Cloud, Jetstream, and Hope.Study.

The issue giving rise to this White Paper is the diverse use of the word “reach” by Adventist media organizations. For some, “reaching” happens when someone engages with content. For others, someone is “reached” when they are baptized into the Seventh-day Adventist Church.<sup>6</sup>

To clarify HC’s strategic goals, it is necessary to define what HC means by “reaching” someone with our content. A precise definition of “reach” will help HC understand its data and metrics and help guide HC’s content and marketing strategy. Finally, defining the meaning of “reach” will clarify its meaning in Hope Channel’s vision statement: “Reach 1 billion people globally with the message of eternal hope by 2030.” However, it is important to emphasize that this 1 billion goal is intended to inspire our mission and inform our decisions, not define the *exact* number of people reached through our media efforts.

## Proposed Definition

Hope Channel defines “reach” as the act of sharing the eternal good news of hope to every nation, language and people as a witness—described in Matthew 24:14 and echoed in Revelation 14:6–12 through every tool of digital and analog media available to make contact with an individual. A person is “reached” when they encounter the gospel message from Hope Channel through any of its platforms.

## Theological Rationale for the Definition

In Matthew 24:14, Jesus declares that “this gospel (good news) of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come.” This urgent message underscores both the global scope of proclamation and the imminent nature of the end times—elements that resonate profoundly with the Seventh-day Adventist (SDA) Church’s calling.

Complementing and sharpening this end-time focus in Matthew 24:14, the SDA Church understands the Three Angels’ Messages (Revelation 14:6–12) as the defining prophetic message to the world before Jesus returns. The first angel’s message proclaims the “everlasting gospel” and calls humanity to worship the Creator whose judgment hour has come (Revelation 14:7). This message goes to “every nation, language, and people.” This central theme fuels the “message of eternal hope,” inspiring the Hope Channel Network’s vision to “Reach 1 billion people globally with the message of eternal hope by 2030.”

The second and third angels’ messages further charge Adventists to warn of spiritual apostasy and announce God’s impending judgment: “Fallen! Fallen is Babylon the Great...” and “If anyone worships the beast and its image...” (Revelation 14:8–9). These solemn warnings uphold the Adventist commitment to broadcast God’s truth and invite all to stand in readiness for Christ’s return.

These passages focus not on the response of individuals receiving the message, but on the

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<sup>6</sup> For further explanation of different ways in which Adventist organizations have defined reach see Appendix 2.

“reach” of that message. While the SDA Church is rightly seeking to “make disciples of all nations” following the Great Commission (Matthew 28:18-20) and increasing the number of those who “keep the commandments of God and the faith of Jesus” (Revelation 14:12), those goals focus on the result or response to reach but not reach itself. Reach precedes response. An illustration of the difference between reach and response is found in Jesus’ own story of the parable of the sower (Matthew 13). While the focus on this parable is often given to the ground representing the varied responses that individuals may have to the truth, the parable begins with an unusual sower scattering seeds everywhere (reach) regardless of the type of ground. While the desire is for good responses to the seed, the call for the “reach” is to scatter the seed universally.

From these biblical directives—preaching the gospel, the call to heed the angels’ appeals, and the parable of the sower—one can derive a definition of “reaching” the world as not the response of those receiving the message, but of the faithful delivery of that message globally. Response follows reach. However, this foundational perspective requires further contextualization for the Seventh-day Adventist Church’s modern communication ecosystem. A suitably tailored application of “reach” must be established—one that aligns with the Hope Channel Network’s unique role within the SDA Church’s Global Brand Positioning Architecture<sup>7</sup>.

## **Tools to Measure Reach<sup>8</sup>**

### **First Layer: Project Management and Multidisciplinary Collaboration**

Solid project management forms the foundation of Hope Channel's strategy by establishing a clear structure and coordinating a multidisciplinary team with expertise in IT, audience research, legal compliance, and theology. This team ensures technical accuracy, ethical standards, and alignment with the channel's mission. IT specialists manage the ADP (Audience/Customer Data Platform) for seamless data integration, while audience research experts focus on measuring reach through legacy and digital media. By fostering collaboration, the team ensures strategies are tailored to diverse audiences and accurately reflect Hope Channel’s global impact.

### **Second Layer**

#### **Digital Technology and Infrastructure**

Technology serves as the backbone for collecting data and supporting subsequent phases of the project by integrating diverse platforms into a unified dashboard. This process requires advanced tools, APIs (Application Programming Interface), and efficient data processing techniques to ensure seamless tracking, comprehensive analysis, and actionable insights. It primarily involves three action points, which are described below as A, B, and C:

- A. **Centralized Audience Data Platform (CDP):** A Customer Data Platform (CDP) (HC would use Audience) serves as the core infrastructure for consolidating, processing, and managing user data from multiple sources, ensuring seamless tracking and analysis of Hope Channel's global reach. Acting as the central hub, it enables integration, deduplication, and comprehensive analysis.

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<sup>7</sup> See Appendix 3 for further explanation of SDA Church’s Global Brand Positioning Architecture

<sup>8</sup> See Appendix 7 for the list of platforms for reach and engagement.

- B. **Generating Unique ID Codes:** Creating Unique User ID Codes (UID) involves collecting non-sensitive metadata, encrypting data for privacy, and assigning trust-based weights to sources like emails and cookies. Duplicate entries are removed, and data points are consolidated into dynamically updated, securely stored UID hashes for accurate tracking and analysis.
- C. **Unified Dashboard for Visualization:** While it would be preferred to have all data unified for display in Hope.Cloud, to start, a unified dashboard built with tools like Power BI, Tableau, or Google Data Studio consolidates data for dynamic reporting. This would serve as a starting point and enable real-time tracking of key metrics such as engagement levels, conversion paths, and user journeys. This data-driven approach provides actionable insights to refine strategies and optimize performance.

## Measuring the Reach of Hope Channel Through Legacy Media

Measuring Hope Channel's audience through legacy media, including satellite and cable distribution, requires a methodology that accounts for regional, cultural, economic, and political differences. A comprehensive approach integrates satellite provider data, local surveys, and advanced modeling to ensure accurate, actionable insights into audience reach. The methods to achieve this are explained below.

### A. Satellite and Cable Provider Collaboration:

Providers deliver critical data through three core metrics essential for measuring audience reach. Footprint Coverage outlines the geographic regions where satellite or cable signals are available, establishing the total potential distribution area. Receiver Penetration Data identifies the maximum audience with technical access, tracking households or institutions with satellite receivers or those subscribed to cable packages that include Hope Channel. Viewership Patterns capture actual content consumption, analyzing audience behavior such as viewing times and interaction frequency, using telemetry-enabled receivers for satellite and subscriber viewership data for cable. Together, these metrics provide a comprehensive foundation for audience measurement.

#### a. Mathematical Process for Audience Estimation

A structured calculation integrates these metrics:

1. Establish Potential Audience: Use Footprint Coverage to calculate the total number of households within the signal's geographic range.
  - a. Example: If the footprint covers 10 million households:  
  
$$\text{Footprint Coverage} = 10,000,000 \text{ households}$$
2. Adjust for Receiver Penetration: Multiply the total households by the percentage equipped with receivers or subscribed to cable services.
  - a. Example: If 50% have access:

$$10,000,000 \times 0.5 = 5,000,000 \text{ receiver-equipped households}$$

3. Filter for Active Viewership: Multiply receiver-equipped households by the percentage actively watching Hope Channel.
  - a. Example: If 40% actively watch:

$$5,000,000 \times 0.4 = 2,000,000 \text{ active households}$$

4. Account for Household Size: Multiply active households by the average number of individuals per household to estimate total reach.
  - a. Example: If the average household size is 3.5:

$$2,000,000 \times 3.5 = 7,000,000 \text{ individuals reached}$$

## **B. Incorporating Local Insights - Local Surveys and Community Panels Complement Provider Data:**

- a. **Viewership Studies:** Viewership studies focus on validating satellite and cable data to quantify Hope Channel's reach, emphasizing exposure over engagement. These studies are tailored to address varying literacy levels, technological access, and cultural diversity, using accessible methods like pictorial surveys or interviews in local languages. Regional organizations such as churches, schools, or NGOs assist in identifying households within the signal range to assess access. The collected data is then cross-referenced with coverage maps and receiver penetration metrics for accurate validation of the channel's reach.
- b. **Communal Viewing:** Communal viewing extends Hope Channel's reach by enabling groups to access programming in shared spaces, such as churches, schools, or community centers, especially in regions with limited individual receivers. To measure this reach, surveys or observations estimate the average number of individuals gathering at these locations, considering regional factors like community sizes and gathering frequency. Reach calculations are then adjusted by multiplying the number of shared access points by the estimated average audience size per location.
- c. **Shared Access Points:** In economically constrained regions, a single satellite receiver or cable subscription often serves multiple households or individuals, significantly increasing Hope Channel's effective reach. To assess this, analyze regional living conditions to understand shared access patterns, such as extended families or clusters of households sharing a receiver. Field surveys can quantify how many individuals rely on each device, with a single receiver in a rural village potentially serving dozens of individuals. Reach metrics are then adjusted by multiplying the number of receivers by the average number of users they serve, ensuring accurate representation of extended reach in shared access scenarios.

## **C. Advanced Methodologies:**

A professional approach to audience measurement incorporates predictive modeling to estimate reach in under-measured areas by integrating satellite footprint data with regional demographic insights. Validation studies are conducted regularly to cross-reference provider data and enhance the precision of estimates. Furthermore, localized metrics are employed to segment audience calculations, taking into account cultural and economic variations, ensuring results are both globally relevant and accurately reflect regional specificities.

## **Conclusion**

In conclusion, “Hope Channel defines “reach” as the act of sowing the eternal good news of

hope to every nation, language, and people—commanded in Matthew 24:14 and echoed in Revelation 14:6–12—through every tool of digital and analog media available to make contact with an individual.”

Establishing a clear definition of "reach" as the act of delivering the message of eternal hope globally is foundational for aligning Hope Channel’s strategy. This definition, rooted in theological principles, provides a consistent framework for measuring impact and ensures that efforts prioritize broadcasting the message universally.

A robust reach measurement system requires integrating data from satellite, cable, and digital platforms. By combining footprint coverage, receiver penetration data, viewership patterns, local surveys and predictive modeling, with data driven impressions and click-through tracking for digital content, Hope Channel can estimate its audience reach with greater accuracy while accounting for cultural and economic contexts.

These strategies will require tailoring methodologies to regional nuances—such as communal viewing habits, shared access in economically constrained areas, and cultural preferences—to ensure that reach metrics reflect real-world conditions. These efforts will enable Hope Channel to effectively track progress toward its goal of reaching 1 billion people globally by 2030.

## APPENDICES

### Appendix 1 - Standard Definitions of “Reach”

The Oxford Dictionary of English defines “reach” with the direct object as “arrive at; get as far as.” In the section about modes of communication, Oxford defines the verb “reach” as “seek to establish communication with someone.” Definition 14 states: “(of a broadcast or other communication) be received by: television reached those parts of the electorate that other news sources could not.” As a noun, Oxford defines “reach” as “the number of people who watch or listen to a particular broadcast or channel during a specified period.” For example, “the programme’s daily reach is 400,000” people.<sup>9</sup>

In wider cyberspace parlance, digitally “reaching” someone oscillates within a spectrum of meanings and methodologies. On one end of the spectrum, reach might simply mean gaining visibility, where content appears on a user’s feed or within search results. Conversely, it might signify deeper engagement, where a user interacts meaningfully—commenting, sharing, or participating in further activities.

For religious organizations, this digital expansion presents opportunities and challenges. While digital technology has allowed unprecedented access to religious teachings and content, evaluating the quality and depth of viewer or user interaction has grown more complex. Simple exposure metrics—such as views or clicks—can no longer fully capture whether a person is genuinely engaging with the material on a spiritual level or merely passing through. To truly measure impact, it is essential to explore new metrics that reflect emotional resonance, contemplation, and ongoing engagement, which provide a more nuanced picture of digital reach within the spiritual context. While digital technology has facilitated exposure to religious content, measuring the quality and depth of viewer/user interaction has become more complex. Under this prism, HC must consider its God-given mandate to reach the world for Jesus, considering the technical aspects of digital marketing.

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<sup>9</sup> Oxford Dictionary of English, ed. Angus Stevenson, 3rd edition (Oxford: Oxford University Press, 2010), s.v. “reach”.

## Appendix 2 - The Use of “Reach” By Adventist Media Organizations

The term “reach” has varying connotations within the Adventist media ecosystem. For Adventist World Radio, for example, “reach” refers to how their broadcast penetrates geographic, cultural, and language barriers. AWR uses shortwave radio, national radio networks, local FM stations, on-demand podcasts, and other formats to connect with people in different regions, including those where evangelism is restricted or prohibited.<sup>10</sup> Conversely, HC and its subsidiaries have used the term “reach” differently:

**Hearing.** “Reach” has been used to refer to the moment a religious teaching or message “resonates” with people through sermons, events, or other programs.<sup>11</sup>

**Global Influence.** “Reach” has been used to indicate a broader influence across different regions or communities.<sup>12</sup>

**Diverse Audiences.** “Reach” has been used to refer to how content resonates with various demographics worldwide (e.g., multilingual resources, different media platforms, or addressing specific cultural contexts).<sup>13</sup>

**Numeric Goal.** “Reach” has been used to denote a specific target number of viewers/users by a certain date via expanding networks, interactive programs, or evangelistic campaigns.

As understood from these uses, a theological meaning of “reach” seems to be preferred over a technical meaning within the Adventist media ecosystem. However, due to the complexity inherent to digital TV programming, a more technical approach is needed to ensure alignment with industry best practices.

Per Oxford’s seventh definition of “reach,” HC’s vision statement uses reach with the direct object (underlined): “Reach 1 billion people globally with the message of eternal hope by 2030,” aligning it closely with the term’s broader implications in communication and influence. As such, “reach” refers to numeric milestones (number of people) and the extent of HC’s territorial and demographic footprint.

As HC seeks to fine-tune the meaning of “reach” in its vision statement, its unique characteristics and needs should be considered, as outlined below:

- **Content.** HC offers digital media content to many users through various digital media types, including satellite television, digital TV apps (e.g., AppleTV, Roku), mobile apps, and websites. Each modality yields data that can be used for a tailored marketing strategy.
- **Audience Demographics.** HC’s content must consider its global presence and how Audiences E and D may respond to HC’s content.
- **Convert Es and Ds to Cs.** Although industry “reach” metrics are often kept separate from

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<sup>10</sup> Adventist World Radio, “About.” [www.awr.org/about/](http://www.awr.org/about/)

<sup>11</sup> Hope Channel International. “Hope Channel International Announces New Vice President for Global Media and Engagement.” Hope Channel International, March 27, 2024. <https://hopechannelinternational.org/global-news/hope-channel-international-announces-new-vice-president-for-global-media-and-engagement>

<sup>12</sup> Marcos Paseggi, “Hope Channel Celebrates 20 Years of Increasing Mission Reach.” Adventist Review, October 9, 2023. <https://adventistreview.org/news/hope-channel-celebrates-20-years-of-increasing-mission-reach>

<sup>13</sup> Derek Morris, “The History and Future of Hope Channel International, Inc.” Hope Channel International, January 8, 2024; <https://hopechannelinternational.org/presidents-blog/the-history-and-future-of-hope-channel-international-inc>

“engagement” metrics, HC must consider how “reach” and “engagement” intersect as it aims to focus on turning Audiences E and D to C.

- ***Need for Near Real-Time Data.*** A tailored definition of “reach” can help HC’s focus digital marketing campaigns to effectively engage Audiences E and D.
- ***Promote Offline Relationships.*** A viewer/user’s trajectory from Audience E and D to C should ideally lead to in-person engagement with local SDA Churches as they move from Audience C to A.

## Appendix 3 - Global Brand Positioning Architecture of the Seventh-day Adventist Church

The Global Brand Positioning Architecture for the Seventh-day Adventist Church (GBPA)—a subset of the General Conference’s Digital Strategy for Mission—is a strategic framework developed to maximize resources and align digital strategies to effectively engage and connect with diverse audiences. Its main pillars are explored below.

### Core Objectives

GBPA aims to align the SDA Church’s brand messaging and outreach initiatives to deepen connections across all audience segments. By understanding each audience’s unique needs and level of spiritual involvement, the SDA Church can use targeted approaches that encourage Audience members’ movement within a continuum of non-interest to interest to engagement to full assimilation into Adventism. This alignment is intended to create consistent messaging and inspire unified action globally, as explored below.

### Strategic Mission Alignment

The GBPA calls for SDA media organizations to work collaboratively toward common goals, focusing on bringing audiences closer to the Church’s message and mission. This alignment enables SDA media organizations to effectively utilize their resources to magnify impact, aligning initiatives with audience-centric goals.

### Messaging Strategy and Collaboration

The GBPA encourages the SDA Church to use a unified messaging strategy across all its platforms and programs, ensuring that all communications resonate with the intended audience. The emphasis on collaboration across departments and regions is critical, as it maximizes efficiency and strengthens the SDA Church’s global presence.

### Resource Optimization and Impact

The GBPA ensures that resources—from financial investments to human resources—are utilized effectively. This approach supports a coordinated mission where each initiative reinforces the other, allowing for a larger, more cohesive impact on the global SDA Church.

### Understanding the Five Broad Audiences

To achieve the goals above, the GBPA targets five broad audience groups, labeled from E to A, each representing a unique demographic segment with varying degrees of connection and engagement with the SDA Church. This segmentation emphasizes that tailored messaging for each audience group is essential. According to official GBPA documents, SDA brands must understand their audience to move them toward interest in Adventism, baptism, and missional involvement. The five audiences explored below require customized communication strategies that can lead to meaningful engagement with the Church, baptism, and active participation in the mission.

HC’s goal within the GBPA is to turn Es and Ds into Cs (secular, non-Christian, or Christian to be interested in the SDA Church).

The audiences are defined as follows, from low to high engagement:

- **Audience E: Secular or Other Religious Backgrounds (e.g., Islam, Hinduism).** This group includes individuals without exposure to the SDA Church’s beliefs and practices. The goal is to introduce these individuals to the SDA Church’s teachings, promoting an initial interest and

curiosity about the faith. Engagement with this audience requires culturally sensitive approaches that respect their current beliefs while exploring how foundational SDA values intersect *with* their beliefs. Effective strategies include community-building events, interfaith dialogues, and educational resources that resonate with universal values like compassion, integrity, and service. The primary goal when engaging this group is to generate curiosity and break down misconceptions by providing an approachable view of the SDA faith.

- **Audience D: Identify as Christians.** These individuals identify as Christians but may not be specifically acquainted with SDA teachings. They may hold Christian principles but have different views on doctrine or lifestyle choices. Messaging to this group focuses on common Christian beliefs while gently introducing distinct SDA values, such as the Sabbath, health principles, and prophetic understanding. The missional goal with this group is to deepen their interest in Adventism by highlighting shared beliefs and inviting them to explore SDA perspectives on common Christian teachings.
- **Audience C: Interested in the Seventh-day Adventist Church.** Audience C includes individuals who are curious about SDA beliefs and may have already engaged with the SDA Church through its programs, literature, or media. These individuals are open to learning more about the Church but may not yet feel personally connected or ready to commit. Outreach strategies include relationship-building, answering specific questions, and addressing barriers that might prevent deeper involvement. This approach may include offering Bible studies, small group discussions, and events that allow them to experience an Adventist community life firsthand. The objective is to nurture their interest and guide them toward a fuller understanding and connection to the SDA Church.
- **Audience B: Baptized Seventh-day Adventists.** Audience B comprises baptized members of the SDA Church who may participate regularly but not feel fully engaged in mission activities. They understand the core beliefs and are committed to the faith; however, they might benefit from more opportunities to deepen their involvement. For this audience, the focus is on encouraging active participation in mission work, Church activities, and leadership development. Providing structured volunteer roles, mission training, and opportunities for spiritual growth can help these members feel more integral to the SDA Church's purpose. The aim is to inspire them to move from attendance to active contribution, becoming role models for others.
- **Audience A: Adventists Fully Involved in Mission.** Audience A represents the most committed members—those deeply engaged in worship and mission. These individuals often hold leadership positions, serve as mentors, and actively participate in outreach, evangelism, and discipleship. The Church's focus for this group is on sustaining and empowering their involvement, offering resources and support that enable them to lead effectively. Additionally, these members are encouraged to mentor and inspire others, multiplying their impact within the SDA Church and community. Recognizing and celebrating their efforts helps to maintain their enthusiasm and underscores the importance of their role in fulfilling the SDA Church's mission.

In summary, the GBPA calls for contextualized, tailored outreach approaches to take audiences

from no awareness/interest to engagement with Adventism. Therefore, a tailored definition of “reach” is essential for HC to effectively fulfill its role within the GBPA. A refined definition of “reach,” aligned with the mission-centric goals of the SDA Church as expressed in the GBPA will allow HC to measure and cultivate meaningful engagement across diverse audience segments.

## Appendix 4 - REAN Model and Marketing Funnel

Digital technology has reshaped how media organizations reach global audiences, providing spaces for engagement and allowing creators to disseminate content instantly across cultural and language barriers. In the broader media context, the term “reach” defines the extent to which a piece of content has been distributed and the number of people exposed to it. As a metric, “reach” is crucial for understanding the potential impact and effectiveness of media campaigns.

### Marketing Funnels

Rachel Handley defines a marketing funnel as “a model of the customer’s journey,” representing “the buying stages people go through after becoming aware of a business, service, or product.”<sup>14</sup> Marketing funnels provide media organizations with useful Key Performance Indicators (KPIs) at each step of the funnel, shedding light on customer response and overall marketing strategy performance.

For the last two decades, media organizations have used the REAN funnel model (Reach-Engage-Activate-Nurture) of digital marketing created by Xavier Blanc in 2006. The REAN model consists of the “Plan” plus four stages, described as:<sup>15</sup>

**PLAN.** Develop a marketing plan, content strategy, and branding material for marketing across the following funnel stages:

1. **REACH.** Activities that raise the user’s attention to the marketer’s brand product or service (= prospect generated).
2. **ENGAGE.** Multi-channel activities deployed to engage users (= lead generated).
3. **ACTIVATE.** Activities leading to desired user actions (= buyer conversion).
4. **NURTURE.** Activities that nurture the customer relationship created in the activation stage (= loyal customer).

As seen above, the *Reach* stage of REAN pertains to “the set of activities to raise prospect’s attention to a marketer’s brand product or service. (This is the stage where prospects are created).”<sup>16</sup> The *Reach* phase (often called the *Reach-Awareness* stage) seeks to create “awareness” of an organization’s products or services through digital “discovery” by digital media consumers. In the *Reach* stage, generated metrics help direct organizational marketing toward deeper engagement throughout the process funnel. Other companies use similar models, such as AIDA (Awareness, Interest, Desire, and Action) and Google Analytics’ Acquisition, Behavior, Conversion model (ABC).

Steve Jackson explains that the *Reach* stage is built on many “reach sources” or “touch points,” i.e., how online presence and initiatives can attract users to an offer.<sup>17</sup> The tools utilized in the *Reach* phase are websites, social media platforms, email marketing, search marketing (SEM, SEO, PPC<sup>18</sup>), display advertising, site sponsorships, affiliate marketing, and social media promotion. Moreover, each of REAN’s stages has an “offline” aspect. Offline reach, for example, pertains to offline strategies

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<sup>14</sup> Rachel Handley, “What Is a Marketing Funnel?” Semrush blog, Mar 3, 2023.

<sup>15</sup> Puneet Singh Bhatia, *Fundamentals of Digital Marketing* (Pearson, 2017), 22.

<sup>16</sup> Puneet Singh Bhatia, *Fundamentals of Digital Marketing* (Pearson, 2017), 23– 24.

<sup>17</sup> Steve Jackson, *Cult of Analytics: Driving Online Marketing Strategies Using Web Analytics* (Elsevier, 2017), 26.

<sup>18</sup> SEM: Search Engine Marketing; SEO: Search Engine Optimization; PPC: Pay-Per-Click.

meant to connect an audience to online content. An example of offline reach is adding information on printed media that redirects the audience to digital media, such as website URLs, Instagram or Twitter handles, or through a QR code. In the case of HC, local SDA Church activities that generate leads for HC's digital content are an example of offline reach. Because HC's content is mainly disseminated digitally, the REAN model can be a valuable tool to guide organizational content creation and marketing strategy to increase its "reach," as explored below.

Another study by HC has proposed five progressive stages of transformation that serve as KPIs: *awareness/discovery, consideration, care, conversion, and retention*.<sup>19</sup> The study proposes *short-term metrics* focused on platform-specific KPIs, like views, demographics, and interactions, useful for the initial stages of transformation. *Long-term metrics*—such as conversion and retention—track more profound changes in faith, relationships, and personal commitments, representing meaningful spiritual impact and alignment with the mission.

The proposed stages align with the REAN model to track engagement goal metrics that reflect deeper and lasting impacts on an individual's beliefs, values, and behaviors. Below is a recommendation on how this would be applied in the Hope Channel context across all Hope Channel activities. Please note that there will be one key change we are substituting Activate with Connect. Thus modifying the Acronym from REAN to RECoN.

#### Funnel Stage Definitions:

Reach: This metric tracks the total number of unique individuals who encounter Hope Channel's content across all platforms—including television, YouTube, social media, our website, and mobile applications. The data is reported on a global dashboard, addressing the question: *How many individuals are we reaching with our message of hope?*

#### Example of Key Reach Metrics

Total Viewership (TV & Online) – Unique viewers who tune in via cable, satellite, streaming, or digital platforms.

Social Media Reach – The number of unique accounts that see our posts, videos, or ads.

Website Traffic – Unique visitors accessing Hope Channel's website.

YouTube Impressions & Views – How many people see and watch our content on YouTube.

Engagement: Engagement means how much people interact with our message of hope. It is more than just seeing our content. We ask: *How much are people interacting with our message?* We look at engagement in three levels, managed by region:

- **General Engagement:** Involves standard interactions such as likes, comments, and email subscriptions—activities that are automatically tracked by the respective platforms.
- **Deep Engagement:** People take a stronger step by sending messages or calling. This shows they want to talk more and build a connection with Hope Channel.
- **Ready to Connect:** Represents a stage where the relationship is strong enough that individuals are prepared to join a community of believers, either online or in person.

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<sup>19</sup> "Universal" Key Performance Indicators for Metrics Section on MP Hope Channel International.

Connect: This phase measures the unique individuals who have successfully been connected to a local church. It answers the question: *How many contacts did we give to the local church?*

Nurture: This step checks how many people continue to grow in their faith over time. Once people are connected, local churches help them learn and grow. We ask: *How many connected people are steadily growing in faith and staying involved for a long time?*

Please note: Hope Channel is not responsible for nurturing new contacts connected to a church; this is the local church's job, just like tracking baptisms. Measuring this will be very difficult in most places.

Still, we should try to find a way to collect these numbers, especially to know how many people joined the church through media.

## Appendix 5 - Legacy Media Measurement Notes

### Mitigating Duplication Across Platforms

In regions where satellite and cable footprints overlap, accurately estimating the unique audience requires a strategic approach to avoid double-counting viewers who access Hope Channel through multiple platforms. This can be achieved through a combination of surveys, advanced statistical modeling, and technical tools.

#### Key Techniques:

**Unique Receiver IDs:** Satellite and cable providers can assign anonymized, unique identifiers to receivers, ensuring individual households or devices are tracked without compromising privacy. By analyzing these identifiers across datasets, overlaps between households accessing both satellite and cable signals can be identified and removed from calculations.

Example: If a household's satellite receiver ID matches a corresponding cable subscription ID, the household is flagged as duplicated and counted only once.

**Cross-Platform Comparisons:** Combine satellite and cable data with digital platform metrics, such as IP addresses or user accounts, to track audience overlap across distribution methods. Statistical tools identify recurring patterns, such as viewers engaging with Hope Channel content through both satellite and a digital streaming app. Adjustments are then made to ensure a unique count.

Example: If a user streams Hope Channel content online while also being part of a satellite-covered household, these data points can be reconciled through analysis of IP addresses, timestamps, or user engagement behavior.

**Audience Segmentation Surveys:** Deploy targeted surveys in overlapping regions to determine viewer preferences, usage patterns, and primary access channels. Surveys can ask respondents to specify whether they watch via satellite, cable, or other platforms. Aggregated responses help identify and quantify audience overlap.

Example: If 30% of survey respondents in a region report using both satellite and cable, the model can adjust the estimated reach by reducing duplication within that percentage.

**Statistical Modeling and Probabilistic Weighting:** Apply advanced models, such as probabilistic deduplication algorithms, to estimate the likelihood of duplication across datasets. These models assess shared characteristics (e.g., geographic location, household size, or viewing habits) to identify potential overlaps, assigning weights to reduce double-counting.

Example: In a region with high overlap potential, the model may reduce the raw audience count by an estimated percentage to account for shared viewers.

**Data Integration Across Providers:** Collaborate with both satellite and cable operators to integrate datasets, identifying patterns of shared access. Providers share anonymized access logs, which are cross-referenced to isolate duplication.

Example: If two providers report similar viewership figures for a single household, the system

recognizes this as a shared audience and adjusts calculations.

## Cultural and Economic Adjustments

Cultural and economic contexts significantly influence both data collection and audience behavior. For instance, in economically constrained regions, satellite access may be shared among multiple households or communities, leading to communal viewing practices that amplify the effective reach beyond the number of individual receivers. Similarly, cultural norms can dictate preferred viewing times, content types, or even the willingness to participate in surveys. These factors necessitate localized adjustments to methodologies. For example, survey designs should consider language diversity, literacy levels, and cultural sensitivities to ensure accurate responses and higher participation rates.

Economic factors also play a crucial role in determining access. In wealthier regions, higher household penetration of advanced satellite receivers enables more granular data collection, whereas economically disadvantaged areas may rely on older analog systems, requiring alternative strategies such as field studies or collaboration with local organizations to estimate reach. By accounting for these cultural and economic variables, audience measurement becomes more reflective of real-world viewing behaviors.

## Regional Nuances

Hope Channel's global reach spans diverse regions, each with unique political, economic, and cultural landscapes. For instance:

1. **Africa:** In regions with limited individual receiver access, community hubs such as churches or public viewing centers are central to content distribution. Audience measurement must include communal viewing estimations and factor in extended family structures, where one receiver may serve multiple households.
2. **Oceania's Small Islands:** Many island nations rely on shared satellite dishes installed at community centers, with limited household receivers. Surveys and focus groups in these areas should prioritize understanding group dynamics and preferred viewing content.
3. **United States:** With a higher penetration of advanced satellite and cable systems, providers can utilize telemetry-enabled devices to gather precise viewership data. However, cultural diversity within the U.S. requires segmentation by ethnic or linguistic groups to better understand the dynamics of how they access the channel.
4. **Russia and Ukraine:** Political and economic instability in some regions complicates data collection. In Russia, advanced cable systems in urban areas provide telemetry-enabled data, while rural areas often rely on older satellite systems. In Ukraine, conflict zones may disrupt consistent access, requiring creative methodologies such as mobile surveys or collaboration with local churches to gather viewership data. Both countries require consideration of linguistic diversity (e.g., Russian and Ukrainian speakers) to tailor measurement approaches.

These regional adaptations highlight the importance of integrating localized strategies into global measurement frameworks, ensuring cultural, economic, and political contexts are fully accounted for when estimating audience reach.



## **Appendix 6 - Proposed Timeline**

Jan 31 - Adoption of Definition - NetSCom

Feb 17 - Work Begins

- This work is to be guided by the Branding and Marketing Subcommittee of NetSCom or their assignees.
- 90 days to build a proof of concept on Power BI or Looker Studio
- 6 months out begin the transference of the concept into Hope.Cloud/Jetstream Analytics

March 31, 2025 - Reach definition and its resources on the Hope Channel International Website.

## Appendix 7 - Reach and Engagement Simplified

This is a simplified summary of a larger ongoing exercise<sup>20</sup> for the technical definition of reach and engagement. This will be refined further as technology and resources become more readily available.

**Reach** measures the total number of unique individuals who are exposed to Hope Channel's content across different platforms (TV, YouTube, social media, website, mobile app, etc.). It answers the question: *How many people are we touching with the message of hope?*

**Engagement** measures how actively involved people are with our content. It's not just about exposure—it's about interaction, response, and impact. It answers the question: *How deeply are people engaging with the message of hope?*

### Digital Platforms

| Platform  | Reach Definition                                                                                                 | Engagement Definition                                                                                                                   |
|-----------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Facebook  | The number of unique users who have seen your content.                                                           | The total number of actions users take involving your content, including likes, comments, shares, clicks, and reactions.                |
| Instagram | The total number of unique accounts that have seen your post or story.                                           | Actions such as likes, comments, shares, saves, and replies to stories.                                                                 |
| WhatsApp  | Not typically measured in terms of reach, as it's primarily a messaging platform.                                | Engagement can be assessed through metrics like message open rates, response times, and interaction frequency within business accounts. |
| Telegram  | Similar to WhatsApp, reach isn't a standard metric; focus is on the number of subscribers in a channel or group. | Engagement includes message views, reactions, replies, and participation in polls within channels or groups.                            |
| YouTube   | The number of unique viewers who have watched your videos.                                                       | Interactions such as likes, comments, shares, and subscriptions resulting from                                                          |

<sup>20</sup> For complete document with broader implications for reach and engagement see [Defining Reach - Annex 1](#)

| Platform                                            | Reach Definition                                                | Engagement Definition                                                                                  |
|-----------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|                                                     |                                                                 | video views.                                                                                           |
| <b>TikTok</b>                                       | The total number of unique accounts that watched a video.       | Actions including likes, comments, shares, and follows generated from video content.                   |
| <b>X (formerly Twitter)</b>                         | The number of unique users who have seen your tweet.            | Engagements encompass likes, retweets, replies, clicks, and shares of your tweets.                     |
| <b>Website</b>                                      | The number of unique visitors to your site.                     | User interactions such as clicks, form submissions, downloads, and time spent on site.                 |
| <b>Email</b>                                        | The number of unique recipients who open your email.            | Engagement includes open rates, click-through rates, replies, and forwards.                            |
| <b>Online Ads (Facebook, Instagram, Google Ads)</b> | The number of unique users who have seen your ad at least once. | Actions taken by users such as clicks, likes, shares, comments, and conversions resulting from the ad. |

*Note:* Definitions may vary slightly based on platform updates and specific analytics tools used.

### Linear and Legacy Platforms

| Platform                      | Reach Definition                                                                                                         | Engagement Definition                                                                                                                                       |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Over-the-Air Broadcast</b> | The total number of unique households or individuals that receive the broadcast signal over a specific period.           | Measured through audience interactions such as live call-ins, participation in contests, or feedback received during or after the broadcast.                |
| <b>Satellite Television</b>   | The number of unique households or viewers that have access to and watch the satellite broadcast over a given timeframe. | Engagement can be gauged through metrics like viewer ratings, subscription renewals, and participation in interactive services provided by the broadcaster. |

| Platform                       | Reach Definition                                                                                                             | Engagement Definition                                                                                                                                                      |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cable Television</b>        | The total number of unique subscribers or households that have access to and view cable TV content during a specific period. | Measured by viewer ratings, on-demand content views, and interactions with interactive TV features.                                                                        |
| <b>Shortwave and FM Radio</b>  | The number of unique listeners who tune in to the radio broadcast over a certain period.                                     | Engagement is assessed through listener call-ins, participation in radio contests, social media interactions related to the broadcast, and feedback from audience surveys. |
| <b>OTT (Over-The-Top) Apps</b> | The total number of unique users who access and view content through the OTT application over a defined timeframe.           | Engagement includes metrics such as content watch time, frequency of app usage, user interactions within the app (likes, comments), and subscription renewals.             |

*Note:* Definitions may vary based on specific measurement tools and methodologies employed by different broadcasters and platforms.

#### Other Key Platforms/Tools

| Platform              | Reach Definition                                                                                                                                               | Engagement Definition                                                                                                                                                                                         |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Books</b>          | The total number of unique readers who have accessed or purchased the book. This can be gauged through sales figures, library checkouts, or digital downloads. | Interactions such as reader reviews, ratings, social media mentions, participation in book discussions or clubs, and direct feedback to the author.                                                           |
| <b>Online Courses</b> | The number of unique individuals enrolled in or accessing the course.                                                                                          | Measured through metrics like course completion rates, time spent on course materials, participation in discussions, interaction with learning resources, assignment submissions, and assessment performance. |

*Note:* Definitions may vary based on specific measurement tools and methodologies employed

by different authors, publishers, and educational platforms.