

MIDDLE EAST PUBLISHERS' ASSOCIATION

MEPA'S OBJECTIVES:

- To encourage the widest possible spread of publications throughout Middle East and beyond.
- To promote and protect by all lawful means the publishing industry in Middle East
- To protect members by dealing collectively with problems.
- To cooperate for mutual benefits with other organizations concerned in the creation, production and distribution of publications.
- To promote the development of public interest in publications in association with other publishing organizations with similar objectives.
- To serve as a medium for exchange of ideas with respect to publication, sales copyright and other matters of interest.

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NEWS UPDATE

THE MAJALLA MAGAZINE LAUNCHES ONLINE EDITION

Prince Faisal bin Salman, chairman of the Saudi Research and Marketing Group, has inaugurated (On Apr 20, 2009) the online version of The Majalla, SRMG's political affairs magazine, which is marking a transition from print journalism to the world of e-publishing. Prince Faisal inaugurated the website at the London headquarters of The Majalla.



"Launching The Majalla in this new form is integral to making a landslide transition in the company's publications and projects in order to keep up with major developments in the publishing industry regionally and globally," said Prince Faisal.

"With increased emphasis on content investments in the upcoming years, the industry will be witnessing a huge transformation, which makes exacting demands on publishers. These investments seek to transmit content through electronic multimedia, such as TV, radio and mobiles," he added.

Azzam Al-Dakhil, SRMG's executive director, said the move comes at an important juncture in the group's e-publishing history. He added that The Majalla has been able to attract world-famous writers to its electronic edition.



He also said that the move augurs well for the future of e-publishing in the Middle East and that the new project will fill in gaps in the political content of other Arabic publications.

In its new electronic format, The Majalla seeks to present a media concept that goes along with the qualitative edge it achieved throughout its history of a quarter century.

Adel Al-Toraifi, editor in chief of The Majalla, asserted that the magazine would provide a strategic political vision, which aims to explore the thorny issues of the region, and address the political and cultural issues at stake with a media professionalism that adheres to the principle of neutrality by engaging prominent politicians and intellectuals worldwide.



"The strategy adopted by the magazine is to explore the ideas behind the news to present the reader with a new style in Arab political journalism," added Al-Toraifi.

The Majalla will be published online weekly and will discuss a wide range of topics, such as international and Arab political affairs, the current economic climate, and cultural and social issues. It will also recruit a host of distinguished international writers and academics. In addition to that, the magazine will feature a daily update of the most important news and events, keeping in line with specialized international political magazines in Arabic and English.

The new website will endeavor to present an interactive service that includes images and social networking sites, such as links to Facebook and a video library of important political discussions.

The first issue of the electronic magazine includes prominent writers, such as Karim Sadjadpour, senior researcher at Carnegie International Peace Endowment, and Parag Khanna, one of the most brilliant young intellectuals in the United States and author of "The Second World." The issue also includes an interview with former Lebanese President Amin Gemayel on the upcoming Lebanese elections and a full investigation of Shiite political expansion in Arab countries.

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SOURCE: TECHNOLOGY MARKETING CORP.

"Launching The Majalla in this new form is integral to making a landslide transition in the company's publications and projects in order to keep up with major developments in the publishing industry regionally and globally," said Prince Faisal.

SIM IS GROWING...

MEPA as the Publishing Media Partner

SIM – Signage, Imaging and Media is the most comprehensive trade show for the regional marketing communications industry. The 2nd edition of the show will be held in the UAE capital Abu Dhabi from 18-20 October 2009 at the Abu Dhabi National Exhibition Centre (ADNEC).

SIM is a combination of three vertical sectors; Signage, Imaging & Media in the form of an exhibition and three one-day forums providing a platform for manufacturers and suppliers to showcase products, solutions and services. Focus sectors of SIM includes digital printing, signage, imaging - capture, storage, processing and output, digital media, outdoor media, new media, advertising and entertainment.

Steady economic growth with both a positive and solid future outlook has increased the importance of Abu Dhabi as a meeting place more than ever. Most of the SIM 08 exhibitors reported meeting a strong number of first-time customers and generated increased sales volumes specifically from Abu Dhabi and the wider region.

SIM differentiates itself from other regional events by focusing on a strong proposition for the industry, targeting quality visitors, delivering new leads and high value business opportunities.

Source: www.sim-expo.com

Middle East Publishers Association—MEPA is the Publishing Industry Partner for SIM event this year, and is glad to announce that all MEPA members and partner companies, will be offered space or shell scheme stand package at a discounted price. For more information please contact us at mepa@mepa.cc.



ARAB MEDIA FORUM 2009 FOR TRANSPARENCY AND FLEXIBILITY TO COPE WITH CHANGING TRENDS

Moderated by Al Arabiya presenter Cyba Audi, the panel comprised Mazen Hayek, Marketing Manager of MBC group; Abdul Hamid Ahmad, Editor in Chief of Gulf News; Azzam Al Dakhil, CEO of the Saudi Research and Marketing Group, and Sami Raffoul, General Manger of Pan-Arab Research Centre.

While the speakers unanimously concurred that the Arab media had undoubtedly been impacted by the global crisis, Abdul Hamid Ahmad took the stance that the crisis among the Arab press did not begin with the credit crunch but instead existed for several years before, due to the rise in print and logistics costs that impacted bottom lines.

Azzam Al Dakhil seconded the view saying the Arab media has grown complacent and that 'many are like bedridden patients dependent on artificial feeding.' To remain competitive, he advocated that media companies investigate mergers to streamline logistics and distribution for lowering cost overheads.

However, the issue of mergers touched on a point on which all panelists agreed that the region was not favorably disposed to mergers because of lack of transparency in the private sector.

Azzam said it was almost impossible to deduce what impact mergers might have as no reliable data was available. Dismissing the theory that mergers could revive the Arab media sector as a convenient excuse, Azzam added the crucial issue was to compete at the level of content.

Mazen Hayek of MBC supported the opinion and added that Middle East markets must begin to invest in their own content and stop importing from abroad. His observation brought back the discussion to transparency, with the panelists agreeing that if there are no reliable statistics to show a return on investment in content, there will never be a motivation for spending on locally-produced programming.

Cyba Audi went on to raise the issue of the media's response to the high ratio of people in the Arab world who are under 25, and how established media should respond. Her comments that sparked a new round of discussion saw Ahmad terming the demographic as 'the Google generation,' and agreed with Azzam on the need for both specialized content and innovative delivery of news such as mobile phone services.

Finally, the panel agreed that without diversification, traditional media such as newspapers would die out as a response to the changes in both economy and demography. From specialized, improved content to new offerings such as education solutions (to cite the example of The Washington Post), Arab media must be flexible to move forward, pointed out the speakers.

The two-day Arab Media Forum is being held at the Atlantis Palm Hotel in Dubai. It has brought together over 1,000 eminent media personalities, including 57 speakers, 11 moderators, and 300 foreign participants from abroad and 600 from the UAE.

Source: AMEINFO



"Sami Raffoul, Azzam Al Dakhil, Abdul Hamid Ahmad, Mazen Hayek".

EFFICIENCY FIRST AT SINGAPORE PRESS HOLDINGS

When it comes to equipment, no one can accuse Singapore Press Holdings (SPH) of thinking small. Its massive Print Centre Located in western Singapore's Jurong area on an 11-hectare estate is home to four Goss International Colorliner presses and hefty KBA presses. Twenty-four additional printing couples from Goss will be installed this year on the existing cololiner machines to boost color capacity. But that's not all. When SPH commissioned manroland Uniset line for its Genting lane Media Centre; it had to be the world's longest Uniset ever installed.

Still, SPH has adopted a stripped-down and efficient approach for this new printing plant. The facility is in fact largely free of any ostentatious features. To save costs, all of the newly acquired equipment was forced to fit into an existing building. Building a fancy, custom-made site was deemed too expensive for this project.

"This plant, compared to the Jurong Plant, is a budget terminal," said Loo Chin Chye, the assistant vice president of engineering who doubles as project manager of the Media Centre plant. "It doesn't have the luxury of the Jurong ventre's facilities." Touring the press building, one immediately notices that it's not air-conditioned. And, at this site, managers and executives handle both operations and engineering responsibilities to cut personnel expenses.

"Our objective with this new plant," Loo said, "is to make the most value out of a minimum investment. This is a requirement we presented to the three main suppliers when we commissioned the printing plant. As a consequence, we really went for the most basic requirements."

A pilot site for CTP

After considering both thermal and violet light technologies, two lines of Kodak thermal computer-to-plate (CTP) systems at the Media Centre. The decision was based not only on performance, but also on a thorough evaluation of the supplier's entire package, including maintenance, quality and cost.

The production output speed of these devices is 100 plates per line per hour. The Nela bender machine consequently becomes the bottleneck, for it can output a maximum of 180 plates per hour. Still, it's sufficient speed for meeting all the centre's many deadlines.

Flexible printing equipment

The Uniset line installed at the Media Centre is a scaled-down version of the Print Centre KBA presses, outfitted with full four-by-four towers. However, the Uniset setup has 16 towers, each 2/1 which allow 4 pages broadsheet when running a full web. Flexibility has obviously been a major concern: The press is split in three sections with two folders B. The central portion, consisting of five towers, can alternatively go to folder A or B. When it goes to folder A, it makes the entire product A to a maximum number of 11 towers. With the 11 tower configuration, a minimum of 44 broadsheet pages can be printed in straight production. The choice of the manufacturer was based on the need for press equipment that allows variable web width, as well as good cost and effectiveness.

The Uniset is equipped with automatic colour register control by QuadTech Inc. It also features an automatic roller wash by Baldwin and an automatic blanket wash system produced by Oxy-Dry.

In addition to foreign publications – including Nikkei, Asahi Shimbun and the international Herald Tribune – formerly printed at this site on a 1985 Goss Urbanite, the Media Centre now prints several SPH in-house publications. This includes the Malay paper Berita Harian and the Tamil Murasu paper. They also print My Paper, a Chinese-English freesheet that requested a stitching capability that has been supplied by Tolerans. The weekly publications Friday Weekly as well as the week-end tabloid edition of the Business Times are now produced at this site as well.

Post-press

SPH chose IDAB Wamac on the mailroom side fir this site. "It's a rather simple system," Loo said. "The initial design was not to have a very comprehensive mailroom system here. The building doesn't allow it anyway." It consists of three single-copy gripper lines and four stacking/packaging lines. The control system manages the production of odd and standard bundles. This solution handles the present production requirements and offers a modular design that allows future expansion in both software and hardware. "Up till now," said Loo, "the performances are up to the mark."

In the end, although this is not a mega project in size, nor in cutting-edge technology, SPH's footprint remains perfectly recognizable in the rigorous way the whole printing site was conceived, planned and executed. Although the printing site equipment's installation began in 2007, it's almost as if the project was designed with the current economic crisis in mind. Only features absolutely necessary to production have been installed. But the Media Centre facility is flexible and would allow a rapid production capability extension for a relatively small, extra investment.

"We are currently exploring the possibility of printing on other substracts to see what kind of quality we can achieve without going on an oven heatset printing (process)," said Loo. "We want to see if there would be a market for this kind of intermediate quality products in Singapore. If so, we would look into investing in additional equipment and staff for managing trimming and secondary processes. This would allow us to use the most expensive equipment (the press) a bit longer each day."

Source: IFRA



Loo Chin Chyne, assistant VP engineering (left), and Colin Yeo, operation manager



Assistant Engineering Manager Gary Heng maintains the Kodak CTP line



The Media Centre houses the world's longest installed Uniset

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TABLOID FORMAT AND READER INTERACTIVITY BEHIND UAE SUCCESS

In just a few years, the *Emarat Al Youm* daily has become the second largest daily in the UAE. This is the result of a long-term strategy to reach the right target group and interact with the readers on a daily basis. The paper has also invested in design and publishes in tabloid format, which is unusual in the Arab world. APN spoke to managing editor Basel Rafaye'h about the reasons for the paper's success, and upcoming plans.



APN: In the past years, *Emarat Al Youm* has climbed from the 12th to second position on the UAE newspaper market (according to Ipsos-Stat). What do you attribute this success to?

Basel Rafaye'h: There are a number of reasons behind the success. Firstly, the newspaper focuses on local issues in a unique way compared to other newspapers in the UAE, by strongly engaging in human interest stories about the successes and sufferings of ordinary people. In this respect, *Emarat Al Youm* devotes more than five sections to interaction with its readers. Secondly, the tabloid format adopted by the paper is new to Arab readers. The format is further supported by a modern and attractive design, with colourful pages and special issues featuring large and captivating pictures and graphics. Thirdly, the paper attracts a particular category of readers, who regularly make suggestions for stories - we have an actual team of readers who call us to report incidents or features for us to cover.

APN: In terms of strategy to strengthen your position on the UAE market, was both the editorial and commercial staff involved?

Basel Rafaye'h: The paper adopts continuous training programmes for its reporters and designers. However, the most useful training sessions are those taking place during work hours and staff meetings. We set up a code of ethics that prohibits reporters to interfere with marketing and advertisement affairs, and to allow for more independence. The cooperation with the marketing department happens through an editors' council task force, which relies on market studies to meet the needs of readers and advertisers, and provides pages and issues that advertisers may find inviting.

APN: What would be your advice to other newspapers in the region which are looking to strengthen their position on the market?

Basel Rafaye'h: It is important for Arab newspapers to define the targeted reader category at an early stage. This is crucial to channel the content to the targeted category. Newspapers should not ignore challenges imposed by other media systems on the press, particularly TV and the Internet, as they cover news faster than newspapers. Therefore, newspapers need to be unique in their coverage, particularly when dealing with issues that TV cannot cover. At the same time, newspapers must build on their websites if they want to compete electronically.

APN: How are you making use of new media (web TV, podcasts, etc) as well as social media (Twitter, Facebook, Myspace etc)?

Basel Rafaye'h: We realize that the serious and important debate in the Arab world has made its way to the Internet, particularly onto blogs and news sites. This is because of the great freedom of expression that exists on the Internet compared to the stringent rules that shackle the traditional press. For this reason, we want to keep abreast of the ongoing debate and discuss certain issues that are launched on the Internet. We also want also our reporters to benefit from the vast information available on the Internet, to support their stories. We are planning to train reporter to write news and stories that fit to be published only in the newspaper's website.

APN: Do you have any upcoming projects for the newspaper?

Basel Rafaye'h: We are planning to add a supplement for classified advertisements of 16 pages on daily basis. Such a supplement is available in all local papers. We also want to offer our readers a free advertisement service that may later save them the pain of buying two papers.

APN: How has the current financial crisis influenced the activities of *Emarat Al Youm*?

Basel Rafaye'h: The paper was supposed to increase its number of pages from 48 to 64, as well as the number of its cadre, but the plan is called off due to the international financial crisis.

APN: How do you see the future of the Arab press?

Basel Rafaye'h: The Arab press cannot yet compete in the rapidly changing world of media. It operates in a social and political environment that does not believe in the right of the press to have full freedom. The laws in place neither protect the media from the authorities, nor from social culture. The future of press in the Arab world is largely dependent on political and social realities, in a world which is still a good distance away from democracy, fair elections and respect of individual freedom and privacy, as well as the right of involvement in political parties and institutions of civil society.

<http://www.arabpressnetwork.org/homev2.php?lang=ar>

Source: WAN (Arab Press Network)

**1ST INTERNATIONAL MEDIA CONFERENCE
FUTURE OF NEWS PUBLISHING**



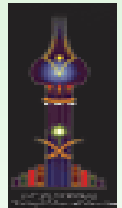
The Saudi Arabian Ministry of Culture and Information is organising, in cooperation with IFRA, the First International Saudi Media Conference, under the patronage of H.M. King Abdullah. The event is planned to take place in Riyadh on 18 and 19 May 2009 and will cover all aspects of media publishing.

The Kingdom of Saudi Arabia is one of the most reliable and affecting countries in media industry in the Middle East region. It has many experiences and successful journalistic corporations in both journalism and media industries.

This era is considered very crucial in forming the future of the media industry; it is considered either meeting or parting point of two main elements: the rapid development of technology and the international financial crisis.

These two factors are internationally looked upon, and the Middle East being part of the international labor system; it affects and is affected by these two factors.

Thus in these critical times, holding such a specialized conference in Media and publication in



18 - 19 May 2009
Riyadh, Saudi Arabia
Language(s): English

Source: <http://www.fipp.com/Default.aspx?PageIndex=2002&ItemId=14797>

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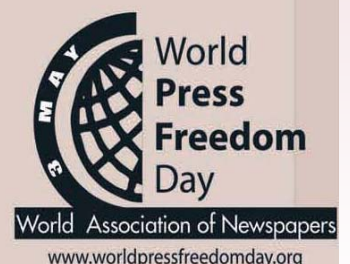


<http://www.wan-press.org/powerofprint2009/home.php>

3 May—WORLD PRESS FREEDOM DAY



The World Association of Newspapers annually organizes a World Press Freedom Day initiative to draw attention to the role of independent news and information in society, and how it is under attack; and to bring public attention to the risks journalists take to bring out the news (www.worldpressfreedomday.org)



ONLINE AD SPEND TO RISE AT EXPENSE OF TRADITIONAL MEDIA

Marketers are set to boost their online advertising spend at the expense of traditional media budgets, new research claimed (on 23 April 2009).

The study, conducted by European Interactive Advertising Association, found 70% of advertisers claim their allocated online ad spend is set to rise in 2009, with almost half (46%) saying the spend will be redirected from magazines (46%), newspapers (32%) and television (37%).

Radio advertising budgets have been least affected by online advertising, with only 12% reallocating their spend online, a 6% decrease from 2008.

The results reveal that online is playing an increasingly important role in overall advertising strategies, with 47% of advertisers saying online is an important factor in the marketing mix, up from 38% last year.

Advertisers who see online advertising as essential are also increasing their mobile budgets. Almost one third of advertisers (30%) claim to use mobile within their advertising strategy.

The research also shows advertisers are allocating on average 16% of their online advertising spend at a pan-regional level rather than country level, a 5% increase from 2008.

Pan-regional advertisers also predict a higher increase in their online advertising, with 82% of them citing an increase compared to 69% of local advertisers.

Source: IFRA EXECUTIVE NEWS (Adopted from Media Week)



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ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH (PART TWO)

Our analysis points to significant opportunities for media companies in the region to use the power of Web 2.0 to develop new revenue streams and to maximize the value of both new and existing premium content. Distribution to mobile broadband devices including mobile television will play an important part in this. Another priority area is the development of audience measurement processes for both print and broadcast media. The absence of reliable audience figures makes it difficult for advertisers to target their advertising and to assess its effectiveness which reduces their willingness to spend.

Our assessment of priorities for traditional print and broadcast media companies, network operators and government policy makers and regulators is summarized below

Priorities for traditional media:

- Develop strategies for online and mobile content production and distribution
- Review archive entertainment content and assess potential for mobile distribution
- Repurpose content for distribution to mobile devices
- Develop “snack TV” content for mobile-TV distribution
- Develop best-practice online presences incorporating interactivity, RSS, video etc.
- Strengthen online profiles for star journalists and columnists – e.g. using video podcasts
- Enter into content distribution agreements with mobile telecoms operators
- Commence implementation processes for audience measurement
- Initiate dialogues with governments and regulators on the “digital dividend” -- the re-allocation of spectrum currently used for analogue terrestrial television broadcasting

Priorities for network operators:

- Expand broadband coverage and quality
- Increase the region’s connectivity to the global internet
- Build micro-payment payment platforms for digital content

Priorities for government policy makers and regulators:

- Actively monitor global developments in content creation and distribution
- Create the regulatory environment required to encourage broadband investment
- License mobile-TV network operators
- Initiate dialogues with the private sector on the “digital dividend”
- Develop practical training programs for Arabic media professionals at all levels

The scope of this publication currently reflects the media side of the wider entertainment and media business. In practice, the two sectors are very closely related and a number of our conclusions, for example those relating to mobile television and the mobile internet, are also directly relevant to the entertainment sector. This sector is becoming increasingly sophisticated in the region and is growing very fast in a number of cities with the building of sophisticated theme parks and concert venues capable of attracting top international artists. Entertainment co



The absence of reliable audience figures makes it difficult for advertisers to target their advertising and to assess its effectiveness which reduces their willingness to spend.

Content is increasingly important to the region's print and broadcast media and is crucial for attracting advertising spend. It will also be crucial to the development of online media.

This is the second Arab Media Outlook. We have chronicled a wide range of exciting developments and pointed to the great potential for growth of the media sector across the region. Next year we will expand our coverage to cover aspects of the entertainment sector that directly impact the media, add coverage on mobile television developments and look at the impact on the region's media sector of the global financial crisis.

SECTION ONE: WORLD VIEW

In last year's publication, Arab Media Outlook 2007-2011, we looked at a number of factors affecting revenue and profitability growth in the global media sector and how these factors impacted the media sector across the pan-Arab region. Some of these factors are general in nature, influencing most sectors of the economy; some are specific to the media sector.

We pointed first to the importance of general economic and demographic developments, both of which strongly support growth in media sector revenues in the region. Strong population growth in most Middle East markets, particularly in the key 15-25 age group, is increasing the addressable market of those consumers most likely to adopt new technologies and to experiment with new ways of accessing content. Strong economic growth, driven by historically high oil prices and by economic diversification policies, has created high levels of disposable income, which feeds both consumer media spend and advertising revenue.

Emerging trends and industry response:

We drew attention to powerful forces of convergence across the media value chain and the rapid development of Web 2.0, the emerging second generation of internet services, including social networks and content-sharing sites powered by various forms of user-generated content (UGC). These developments have resulted in the emergence of media exchanges such as Facebook, MySpace and YouTube which are already international household names and have challenged the established media's business models that had remained largely undisturbed for a generation or more.

We also looked at the response of traditional media companies, both in their investment in new media companies, and also their development of new online channels to customers and their adoption of UGC as a complement to conventional professional content. We noted that these developments were starting to have some positive impact in the region but that this was constrained by the lack of affordable broadband access in most markets. In the absence of fixed broadband access we pointed to the important role of mobile services in the region as potentially being the future preferred route for accessing the internet. We also pointed to the dominance of satellite TV across the region and the continued growth of conventional print media although the latter is constrained by relatively low literacy levels in some markets in the region.

Web 2.0 and user-generated content

This year we build on these themes. Our analysis of the economic and demographic factors that continue to have a major influence on the media sector in the Middle East is updated in Section Two of this year's publication. In Section One we focus on two areas having an increasingly strong influence on the media sector in developed markets and which we expect to become increasingly relevant across the pan-Arab region.

First, we consider the development of Web 2.0 business models and web-enabled technologies that facilitate collaboration between content owners, software developers and the end-user. UGC, as both a contributor and a rival to conventional news and entertainment media, is one high-profile aspect of this. We look in particular at how traditional print and broadcast media are responding to these developments.

Secondly, we look at the repackaging and delivery of news and entertainment services via low-cost, mobile computing devices connected to the internet via WiFi and third-generation mobile networks. These include smartphones, vehicle navigation devices, UMPCs (ultra-mobile PCs), Apple iPods (and similar devices) and e-book readers.



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Unlocking value

A particular focus of this section is how technology has unlocked value for both new and traditional media. We highlight lessons industry participants have learned from managing and facilitating the user experience as consumers access content offline, online, in their homes, workplaces, public places and on the mobile internet. Their use can be summed up as, “anything, anytime, anywhere”.

Web 2.0 technologies and business models are challenging news and entertainment content production and delivery, yet also present opportunities for existing content owners, service providers and network operators across the emerging new media value chain.

Mobile internet and advanced messaging services will be a major source of future growth for mobile telecoms operators. This growth requires access to a range of new data services for mobile customers that go beyond the simple short messaging services (SMS) that currently comprise the main source of mobile data revenue. Some of these services will be similar to those available on the fixed internet or television but will be available “anytime, anywhere” on mobile devices. Other services will be developed specifically for mobile devices.

Implications for investors

New methods of content production and content delivery continue to have far-reaching implications across the media value chain, providing new channels of revenue generation as well as lower costs for content creation and distribution, but they also raise concerns regarding intellectual property protection and the appropriate compensation for creators of original content.

By understanding these trends, investors across the new media value chain can make informed strategic decisions. Investments in infrastructure such as the access network and media production facilities will provide the key connectivity for these new broadband services. The ease-of-use and responsiveness of these services are key factors in successful revenue-generating media products. Regional content producers and distributors, broadband network operators and smart-city infrastructure investors have the opportunity to exploit the commercial potential of these services by establishing early positions in the development of domestic infrastructure

The impact of Web 2.0

Web 2.0 technologies and services have transformed the internet into a platform enabling collaborative access to a wide range of media and entertainment services that consumers now use on a daily basis. The current generation of consumers, particularly teenagers and young adults, are constantly creating and sharing content through instant messaging, social networking sites and their mobile phones.

Source: ARAB MEDIA OUTLOOK 2008-2012

What is Web 2.0?

Web 2.0 is a trend that aims to facilitate collaboration amongst users, service providers and software developers. These concepts have led to the development and evolution of web-based communities and hosted services such as social-networking sites, wikis, blogs and meta-tagging.

Although the term Web 2.0 suggests a new version of the World Wide Web, it actually refers to changes in the ways software developers and end-users use the internet. Coined by influential technology publisher, Tim O’Reilly, Web 2.0 is a strategic response by entrepreneurs and established industry participants. As the battle for limited consumer attention continues to intensify, traditional and new media participants are developing new methods to engage and collect information on the consumer.

The underlying principle behind Web 2.0 is to generate network effects by allowing application development to become open sourced. By allowing their data to be accessible, companies enable open-source developers to combine information in new and unique ways thereby increasing the intrinsic value of their content.

Web 2.0 services leverage the viral nature of social networks to enable the distribution and creation of content relevant to a specific niche, in a self-sustaining manner. By providing a framework for interactivity between users, the aggregate network effects allow Web 2.0 sites such as social networks to generate large volumes of valuable psychographic data which can be leveraged for highly targeted advertising.

.....to be continued’ in next issue

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