

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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MEPA Latest News

MIDDLE EAST PUBLISHERS' ASSOCIATION (MEPA) PARTICIPATED AT SIM EXPO



Middle East Publishers Association has participated at SIM (Signage Imaging and Media) Expo in Abu Dhabi National Exhibition Center which was held on 18th – 20th October 2009. MEPA had the booth number 5B55 at the 3 days expo event.

For Middle East Publishers Association - MEPA, the main reason for joining SIM's Exhibition is to establish contacts with potential and existing publishers and service providers for the publishing industry; and also to show our association to the relevant parties, and those who are concerned. So far, I have seen attendance of customers that I already know; like ME Printer, Printweek magazines; as well as others like Spinworkz PTE LTD;

Our target is to become part of the network and to get in contact with dealers, customers, and different service providers for publishing industry coming up with novel ideas and solution in imaging, printing, and all related industries...

Taking part in similar gatherings is of the utmost importance; Middle East publishing industry is an emerging market, and Abu Dhabi city has started to take lead in the new market; so we have to be present and that's the main reason why we had to be here".



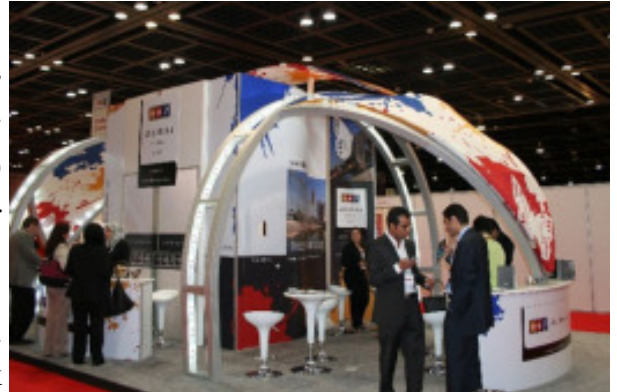
During the event, MEPA brochures were distributed to all the delegates and the visitor of the exhibition. It was a worthwhile coverage for MEPA.

MEPA delegate presented to all visitors a brief history of MEPA and explained the vision, mission, goals and services of the association.

MEPA

DUBAI MEDIA CITY HOSTS REGISTERED FREELANCE PROFESSIONALS AT MEDIA AND MARKETING SHOW 2009

Dubai Media City (DMC), a member of Tecom Investments, today announced it is enabling freelancers and companies affiliated to the Media Business Centre to successfully showcase their services at the Media and Marketing Show (MMS) 2009, the Middle East's premier industry-focused show for media and marketing segments.



Dubai Media City stand at Media and Marketing

Through their presence at the DMC stand, the freelance professionals and companies are receiving an opportunity to network with regional players and prospective clients at the exhibition that opened on 3 November at the Dubai International Convention and Exhibition Centre. Dubai Media City is providing the service at no extra cost to the freelancers, and the offering will be a regular feature at the annual event.

Mohammad Abdullah, Executive Director of Dubai Media City, said:

"The Media and Marketing Show 2009 offers the industry valuable opportunities to showcase its products and services, explore new partnerships, and expand businesses. The event is also a great opportunity for freelancers and companies to enhance visibility and build new links with the region's expanding media industry."

"Dubai Media City seeks to facilitate excellence in the industry that witnesses the collective synergy of every kind of media business. We are delighted to support the event and welcome all initiatives that strive to raise media excellence," added he.

The Media Business Centre, set up to promote talent and entrepreneurship in the region, continues to remain a key offering at Dubai Media City. The centre offers fully furnished and serviced business units that are ideal for professionals and start-up companies looking to operate out of Dubai.

Dubai Media City is the official patron of the Media and Marketing Show 2009, the region's premier forum that showcases latest industry initiatives, trends and technologies in advertising, broadcasting, entertainment, events, marketing, new media, outdoor advertising and publishing in the Middle East.

Source: AMEINFO

AL ITTIHAD GETS NEW LOOK FOR 40TH ANNIVERSARY

The UAE's oldest newspaper, *Al Ittihad*, has launched a full-colour redesign to mark its 40th anniversary.

The new look, unveiled at a ceremony last night at the Emirates Palace hotel, places greater emphasis on photographs and white space. The government-owned paper said it would continue to print the same number of pages and maintain the same editorial voice.



“It’s a new era, our readers have become more sophisticated, and ultimately it was time for a change,” said Rashed al Uraimi, the editor-in-chief.

Al Ittihad is the sister paper of *The National*, and is owned and published by Abu Dhabi Media Company. The redesign was made possible by ADMC’s recent purchase of a full-colour printing press in Shahama, just north of Abu Dhabi.

The redesign was carried out by Lacava Design, the same team that designed *The National*, and is accompanied by a redesigned website.

The redesign comes as *Al Ittihad* is enjoying the greatest readership in its history, said Gavin Dickinson, the executive director of publishing at ADMC.

According to the latest Ipsos readership statistics, the Arabic newspaper’s readership share grew to 16.5 per cent in 2009, up from 13.5 per cent in 2008, eclipsing both *Emarat Al Youm* and *Al Bayan*. Only *Al Khaleej*, published in Sharjah, has a greater share of the Arabic newspaper market.

The redesign is part of a Dh6 million (US\$1.63m) investment in *Al Ittihad*’s look and marketing, including a major subscription drive and brand campaign, created to remind readers of the formative role the newspaper played in the birth of the nation.

“Ittihad means union, and it was set up to try and help Sheikh Zayed bring these disparate groups together to give a voice to why we were collectively strong as the United Arab Emirates,” Mr Dickinson said. “It has witnessed Abu Dhabi go from this dusty backwater to on its way to becoming one of the greatest cities on the planet.”

The new look tries to remain true to this history, while acknowledging the changing lifestyles of its readers. “We’ve got a very traditional, influential readership, but we recognise that they, too, have modernised,” he said.

Source: THE NATIONAL NEWSPAPER

MEDIA AND MARKETING SHOW 2009 CONCLUDES WITH GRAND FINALE AGENCY INDUSTRY LEADERS CALL FOR AN IMPROVED ADVERTISING ENVIRONMENT

MEPA ANNOUNCED AS ONE OF THE MEDIA PARTNERS OF THE SHOW

The 5th edition of the Media and Marketing Show (MMS), the region's premier event for the media and marketing industry, came to end today. The third and final day was highlighted by a summit organized by the UAE Chapter of the International Advertising Association (IAA) featuring industry heads and CEOs who discussed current industry issues and revealed new opportunities to help achieving sustained growth. The event was also visited by high-level dignitary Sheikh Walid Al Ibrahim Chairman of MBC group.



Titled "Issues in a Recessionary Environment," the summit was moderated by Dr. Lance de Masi, President of The American University in Dubai and IAA UAE Chapter President and featured Raja Fares Trad, CEO Leo Burnett Group MENA, Joseph Ghossoub, Chairman & CEO MENACOM Group, Ramzi Raad, CEO TBWA RAAD, Alain Khouri, Chairman & CEO Impact/BBDO, Edmond Moutran, Chairman & CEO Memac Ogilvy and Roy Haddad, Chairman & CEO JWT. Panelists discussed the regional advertising environment and pledged to do their bit in rejuvenating the industry and enthusing it with a renewed vibrancy and vigor.

The IAA summit was a fitting conclusion for the three-day event that attracted record number of executives and professionals from television, radio, and publishing companies, as well as from advertising, public relations and marketing firms.

The Media and Marketing Show also served as the backdrop for the launch of GPS Emirates, a new company that combines business data and information with GPS-based location services to offer firms around the region one of the most unique and innovative business solutions.



Sheikh Waleed Al Ibrahim, Chairman MBC Group.

Maysoon Abulhoul, Managing Director, Domus Group, said: "The importance of a niche event such as Media and Marketing Show cannot be overstressed. It brings me great pleasure to announce that this year's event, our fifth anniversary has been a great success and we thank all our esteemed partners for their continued support."

Samanyolu Group, Turkey's leading production house was present for the first time at this year's event. Hasan Bozaslan of the Samanyolu Group, said: "MMS 2009 has proven to be a great success in bringing together leading professionals in the production and broadcast fields and creating the right networking opportunities for companies looking at successful business deals. We are happy with our participation as we met some potential clients and were able to initiate new business at the event."

Amged Kamel from Fujairah Media commented: "The Media and Marketing Show has continues to be an event that we get excited about. The Show continues to improve year after year and we are very happy with being part of MMS 2009. The series of workshops, panel discussions and networking opportunities have provided us great strategic insights key to new business development."

Following the successful conclusion of the 5th Media and Marketing Show, Domus Group will soon announce the details of the 2010 edition of the show. If the 2009 event was any precursor of the sign of things to come, it promises to be a show that will once again reconfirm the fact that MMS is a one-of-a-kind event that will play an increasingly significant role in shaping the future of the media and marketing industry in the region and beyond for many years to come. For more information, please visit: <http://www.dubaimediashow.com>

Source: MIDDLE EAST EVENTS

SIGNAGE, IMAGING AND MEDIA EXHIBITION GROWS 10%

SIM exhibition highlighted new technologies in various media.
(MAGDY ISKANDER)



The Signage, Imaging and Media (SIM) Exhibition held in Abu Dhabi concludes today on a quieter note, although organisers optimistically estimated a 10 per cent growth over last year.

The empty hall, said the organisers, was probably due to the overlap with Gitex in Dubai that resulted in slow mornings, which would tend to hype up towards the conclusion of the event.

Secondly, it was a business-to-business exhibition that targeted a niche professional audience more evident at the forums held on the sidelines of the event, they added.

The second SIM, which hosted 76 exhibitors at Abu Dhabi National Exhibitions Center, capitalised on eight differently themed forums, which drew the larger traffic from marketing, outdoor advertising and digital printing professionals among others.

The Social Media Forum, running in the first two days, was oversubscribed, said Ed Malkoun, Group Exhibition Director, IIR Middle East, the organiser of the exhibition. The exhibition included the Digital Printing Forum, UAE Images 2009, Digital Signage Forum and Outdoor Advertising Forum, in addition to a Google AdWords workshop, search engine optimisation workshop and iPhone programming workshop.

About the exhibition being held in Abu Dhabi, Malkoun said Dubai had a larger appetite for trade shows and was more geared towards business to consumers. "It does not matter how many people attend an exhibition such as SIM, but rather who they are, and our main focus was to drive a specific target audience."

However, he said Abu Dhabi had a large potential for the media industry, being a young market.

"We are here at the right time. Our visitors supported that during the opening, and the reason is that the Emirate is expecting strong growth, while the government is investing heavily in the media industry."

Malkoun said SIM was able to differentiate itself from other exhibitions targeting the media industry.

The exhibition highlighted new technologies in various media, thus providing ideas and solutions for industry players who still seek ROI (return on investment), despite budget cuts, he said.

Source: BUSINESS 24/7

ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH

Section Two: Regional update (PART EIGHT)

CASE STUDY

At a Glance:

Subject: H.H. Queen Rania Al Abdullah's Vlog

Established: 2007

Headquarters: Amman, Jordan

Media type: Video Blog (Vlog)

Focus: Social media

URL: www.youtube.com/queenrania



In March 2007, her Highness Queen Rania Al Abdullah of Jordan established a video blog (Vlog) on YouTube.com. Founded in February 2005, YouTube is a video-sharing website where users can upload, view and share video clips. Initially, ordinary citizens created and uploaded their own video content. Its massive success soon led to its expansion, and within months corporations, including TV and movie companies, began using the site to promote their products and services. YouTube was acquired by media giant Google in 2006 and generates revenue through advertising.

Queen Rania is well known both in the region and throughout the world. Many of her activities are designed to fight prejudice and promote greater understanding between cultures. She places a special emphasis on deconstructing stereotypes that hinder relations between Arab and non-Arab communities. In March 2007, she took her mission to the worldwide web through YouTube.com.

Queen Rania's Vlog uses a simple and direct approach. She talks directly to a webcam and delivers her message of international understanding. She then invites people to send her their video clips. The success of her Vlog was immediate. She has over 9,000 subscribers and 400,000 channel views. Many of the videos that have been posted are humorous, some are moving but all are dedicated to the eradication of cultural stereotyping. The Queen Rania Vlog is an innovative, technology savvy approach to promoting, through digital media, a more balanced image of the Arab world in general and Arab women in particular.

Collaboration

Aside from the collaboration between media and users, another theme of Section One was of collaboration between players along the media value chain. The media industry has historically been known for its intense rivalry. TV networks have traditionally been engaged in wars over viewing figures; newspapers have always tried to "out-scoop" each other; record labels have protected their rights to a signed artist's work with the full force of the law. Nowadays, the boundaries between media, entertainment and their delivery vehicles are blurring. TV networks will offer their collective libraries (e.g. hulu.com) to take on a company famous for selling music (e.g. Apple). Artists will use social networking sites (e.g. MySpace) to generate a fan base that changes the dynamic between a traditional record label and their signed talent.

In the Arab region one of the greatest challenges to every aspect of media and entertainment is the shortage of local talent. In interviews with media owners and publishers conducted for this outlook, this issue was commented upon repeatedly. Newspapers complained that potential writers were lured away by the so-called glamorous professions of public relations and advertising. Broadcasters bemoaned the lack of technical, behind-the-scenes talent. Media professionals wanted more "hands-on" experience for media students across the region. It is hoped that the media clusters springing up around the region will gradually work to develop home-grown Arab media talent. An example of an attempt to bring local and global media organisations together is being created in Abu Dhabi, where the Twofour54 Media Zone will not only bring international talent to the region but will use it to train regional media professionals in all aspects of media creation and production.

In the rest of this section we look at how the above influences are reflected in the region in market spend and circulation trends and summarise market spend and circulation projections for the twelve markets covered by this report.

Circulation trends

In last year's publication we looked at the circulation trends of daily newspapers in six Arab countries and discussed the unique economic and social characteristics and drivers for newspaper circulation growth in these Arab markets. We highlighted the distinct differences between these Arab markets and the more mature media markets in North America and Europe where newspaper circulation growth is currently slowing or has started to show negative growth in recent years.

It is worth noting that, out of the twelve Arab countries studied, we identified only three, namely Morocco, Oman and the UAE, that have daily newspapers whose circulation is currently audited by approved circulation audit firms. Meanwhile, in 2008, a Saudi-based newspaper, Al Jazirah, announced its intention to be audited by international circulation audit firm, BPA Worldwide, making it the first newspaper in the country to come under a circulation audit. Despite the fact that there is still a large number of newspapers that publish claimed or unaudited circulation figures (usually inflated), the few companies that commit to circulation audits are making significant steps towards facilitating a more transparent and sophisticated media-buying environment for print newspaper media overall.

In one interview conducted for this publication, a senior staff member of a media group observed that auditing would probably work to their advantage and that far from being something to fear, audited figures would probably justify an advertising rate increase.

Table 2.7 shows historic and illustrative projected newspaper circulation for the twelve countries covered in this report. The strongest growth potential amongst these countries are Egypt, Bahrain and Qatar, which are projected to grow at CAGRs of 4%, 2.6% and 2.6% respectively during the projection period. Key factors that will have an impact on circulation growth include the level of competition in the dailies market, literacy level, the demographic profile of the country (e.g. the percentage of population aged over 50), as well as the number of newspapers published.

Table 2.7

Illustrative total circulation projections by country - 2006 to 2012

(Thousands)	2006	2007	2008	2009	2010	2011	2012	CAGR 07-12
Bahrain	175	178	182	186	191	196	202	2.6%
% growth		2.0%	2.2%	2.4%	2.5%	2.7%	3.0%	
Egypt	3,274	3,406	3,543	3,684	3,830	3,981	4,136	4.0%
% growth		4.0%	4.0%	4.0%	4.0%	3.9%	3.9%	
Jordan	296	302	308	313	318	322	325	1.5%
% growth		2.0%	2.0%	1.8%	1.5%	1.3%	1.0%	
Kuwait	463	472	481	490	499	507	514	1.7%
% growth		2.0%	1.9%	1.8%	1.7%	1.7%	1.5%	
Lebanon	382	386	390	393	397	400	403	0.9%
% growth		1.0%	1.0%	0.9%	0.9%	0.8%	0.8%	
Morocco	575	580	587	594	602	611	623	1.4%
% growth		1.0%	1.1%	1.2%	1.3%	1.6%	1.9%	
Oman	233	234	235	236	237	238	239	0.4%
% growth		0.5%	0.5%	0.4%	0.4%	0.4%	0.3%	
Qatar	163	167	170	174	179	183	189	2.6%
% growth		2.0%	2.2%	2.4%	2.5%	2.7%	3.0%	
Saudi Arabia	1,722	1,756	1,800	1,838	1,868	1,890	1,913	1.7%
% growth		2.0%	2.5%	2.1%	1.6%	1.2%	1.2%	
Tunisia	351	355	358	361	363	364	365	0.6%
% growth		1.0%	0.8%	0.7%	0.6%	0.5%	0.2%	
United Arab Emirates	1,874	1,907	1,938	1,965	1,990	2,015	2,037	1.3%
% growth		1.8%	1.6%	1.4%	1.3%	1.3%	1.1%	
Yemen	164	165	165	165	166	166	166	0.2%
% growth		0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	

Source: Middle East and North Africa Media Guide 2007 [for historic data] and PwC analysis

It should be of little surprise that newspaper circulation in one of the most traditional media markets, Egypt, continues to achieve the high-est compound annual growth in the region, at a CAGR of 4% within the next five years. Meanwhile, growth of newspaper circulation in countries such as Morocco and Yemen, where there are relatively low literacy levels and a high proportion of young people in the population, is expected to be limited given the dominance of television in these markets as the primary source of information and entertainment.

Bahrain and Qatar are expected to see mod-erate growth within the projection period at CAGRs of 2.6%. In Bahrain, a strong newspaper reading culture together with the country's high literacy level is expected to support newspaper circulation growth. In Qatar, there is a vibrant newspaper market with six, privately-owned titles that are expected to create intense com-petition. This should have a positive impact on the quality of newspapers in the market and support a mod-erate growth in circulation over the projection period.

Regulation and licensing of newspaper titles also play an important part in facilitating com-petition in the market and, as a result, improv-ing the quality of newspapers. Kuwait is a good example of this. The country's New Press Law reversed a thirty-year ban on new newspapers and consequently six new titles were launched in 2007, along with four other newspapers in 2008 (See Case Study).

As with many mature newspaper markets, 100% ad-supported free sheets have also be-come a trend in this region, of-fering consumers the convenience of receiving free tabloid-type newspapers as well as creating a new source of media for advertisers. In Oman, two free weekly newspapers were launched under this free sheet model and have proved to be extremely popular with consumers and advertisers. These publications are usually prepared in tabloid format with a strong focus on human interest, entertainment and sport rather than current affairs. The key to successful free sheets is to capture consumers' interest, which can be done either through a series of light comic or contin-uous short stories, such that the free sheet can become more "sticky" and eventually become an indispensable part of the consumer's daily or weekly habit.

Overall, our projections in this area in last year's Arab Media Outlook were considered conservative, especially for the Kuwaiti market which experienced a number of newspaper launches following market liberalisation. We have adjusted this year's circulation and growth rates to reflect recent data.



Created By:

DUBAI PRESS CLUB



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To be continued in next issue ..



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Middle East Publishers Association MEPA is a FZ. LLC organization with the motto of building a society of publishers that will think and act for the benefits of the publishing industry.

The aim of MEPA is to serve, promote and protect the interest of press and electronic publishers, whilst raising the future standards of the publishing industry in the Middle East.

**WE ARE ON THE WEB :
WWW.MEPA.CC**