

PPG PLANS TO HOLD GCC PRINT AWARDS



DUBAI — The Printing and Publishing group (PPG), in association with the Dubai Chamber of Commerce and Industry (DCCI), plans to institute print awards for the whole Gulf region.

Titled, the Dubai Print Awards — GCC wide, the new award comes close on the heels of the first ever UAE print awards.

PPG Vice-chairman Tarek Jawharji said the UAE print awards proved to be a milestone by establishing a benchmark in fostering quality and professionalism in the industry. The enthusiastic participation of all the leading print establishments confirmed beyond doubt the impetus gained in the industry throughout the entire region. Awards were presented to outstanding entries for excellence in terms of printing and finishing quality, innovation and creativity. The categories were magazines, books, directories, annual reports, brochures, catalogues, flyers, POS materials and posters as well as greeting cards, calendars, boxes, trays, news papers and other exceptional innovations that deserved merit.

PPG is now expanding its activities by hosting an event that will encompass the entire GCC. The event proposes to honour outstanding entries in terms of quality and innovation from all GCC states. This time the awards are being organised much more expansively by offering nominations in twenty-one categories with the introduction of fresh awards exclusively categorized by country besides the ones for earlier specified categories, said PPG General Secretary Sebastian Lonth at a Press conference. Also present was PPG Member Abdulsalam Al Banna.

Relying on the leadership and support of DCCI coupled with back up from the relevant authorities, the organisers said the new event will go a long way in focusing attention in terms of improved business quality in the print sector throughout the GCC.

Meanwhile, a seminar at the Gulf Pack and Gulf Print trade fair, which runs at Dubai Airport Expo, focussed on the role of innovative packaging design.

Source : Khaleej times

NEWSPAPER GROWTH: NEW FIGURES DEFY CONVENTIONAL WISDOM

- Global newspaper circulation up 9.95 percent over five years and 2.36 percent over twelve months
- Daily newspaper titles surpass 10,000 for first time in history
- More than 450 million copies sold daily
- In excess of 1.4 billion paid-newspaper readers
- Total free daily circulation more than doubles in five Years



Contrary to conventional wisdom, newspaper circulation is growing and new newspapers are being launched at a remarkable rate, new and revised data from the World Association of Newspapers shows.

Even in North America and Europe, where negative assumptions about the industry are widespread, both circulation and the number of new titles have increased, according to the updated data.

"What we are seeing completely contradicts the conventional wisdom that newspapers are in terminal decline," said Timothy Balding, CEO of the Paris-based WAN. "Newspapers are doing far better than commonly believed. In fact, the figures confirm that the industry is healthy and vigorous and is successfully dealing with increasing competition from other media. The fashion of predicting the death of newspapers should be exposed for what it is – nothing more than a fashion, based on common assumptions that are belied by the facts."

The new figures are contained in an update of WAN's

annual statistical compendium of the newspaper industry, World Press Trends.

The figures show:

- Globally, combined paid-for and free newspaper circulation increased 9.95 percent over five years, and 2.36 percent over one year, in 2005, the most recent period for which full-year figures are available. North America showed a five-year circulation increase of 0.70 percent and was virtually stable over one year. Europe showed a 2.12 percent increase over five years and a one-year increase of 4.18 percent.
- The total number of paid-for daily newspaper titles worldwide jumped over the 10,000 mark for the first time in history, to 10,104, a 13 percent growth from 2001, when there were 8,930 titles.
- In Europe, combined paid-for and free newspaper circulation increased 14.24 percent in the five years to 2005, and 3.31 percent over one year. The number of new titles grew 15.86 percent over five years, and were stable over one year.
- In North America, newspaper circulation increased 0.7 percent over five years, and marginally declined 0.04 percent over one year. The number of titles declined 0.84 percent over five years but increased 1.21 percent over one year.

"The figures show that there has been a quiet revolution in the number of daily launches. This burgeoning growth of daily titles worldwide has largely gone unnoticed by market makers and media pundits obsessed with the digital media revolution," said Mr Balding. "Meanwhile the realworld growth of newspaper titles and circulations continues inexorably.

"These trends also indicate the widespread, but often overlooked, innovation that is occurring in the newspaper industry. While much attention has been focused on digital development, the print product is also changing. Even in the most developed markets, there has been a proliferation of new genres of newspapers, targeting new audience segments and generating creative marketing and distribution scenarios. And the surge of new, free titles thrust into the paid-for market are the result of many publishers rethinking the cover-price revenue model in place for more than 400 years."

Mr. Balding noted that newspapers represent a nearly 180-billion-dollar industry worldwide, with more advertising revenues than radio, outdoor, cinema, magazines and the internet combined. More than 6 billion euros has been invested in newspaper technology in the past five years, and the industry employs nearly two million people world-wide.

The latest World Press Trends figures can be found at:

www.wanpress.org/article12949.html

Source: WAN

Middle East Publishers' Association (MEPA).

Dubai Media City, Office 506, 5th floor, Building No. 2,

P O Box: 502038, Dubai, UAE. Email: mepa@mepa.cc, website: www.mepa.cc