

## NEWSPAPERS HABITS IN THE ARAB WORLD

Egyptians and Moroccans prefer newspapers, while the Lebanese spend more time reading books, according to a survey conducted by a multinational marketing research company published in mid-June.




Egyptians and Moroccans spend 40 minutes a day reading newspapers and magazines, versus 35 minutes spent by Tunisians, 34 minutes by Saudi Arabians and 31 minutes by the Lebanese, according to the Synovat Company.

Books, on the other hand, top the rankings for the Lebanese who spend 588 minutes per month reading them, versus 540 spent by Egyptians, 506 by Moroccans, 378 by Saudi Arabians and 306 by Tunisians.

Publications in Arabic are by far the most popular in Egypt (99.6%) and Saudi Arabia (99.5%), versus 82.8% in Tunisia, 81% in Morocco and 76.5% in Lebanon. English-language books are more widely read in Lebanon and Tunisia than in the other three countries surveyed. Morocco heads the rankings in terms of French-language publications. The majority of Moroccans (55.6%) and Tunisians (51.6%) also believe that books are more important than television.



Source: Arab Press Network

## 52ND DISTRIPRESS CONGRESS VIENNA 2007

The 52nd Distripres Congress takes place from September 23-27 at the ACV (Austria Center Vienna).

**VIENNA**  
**2007**



### General Information about the Congress

#### The Congress

The annual Distripres Congress is the international meeting point for everyone involved in distribution and marketing of newspapers and periodicals. Each year deals are made at this congress, new technology is demonstrated and the latest trends are discussed.

At the heart of the Congress there are the Business Conference, the Distripres Expo, the Forum Events and the Social Program.

The Congress takes place every year in autumn during five days (Sunday - Thursday). The Business Conference is reserved for Distripres members, all other parts of the Congress are open to the public.

#### Business Conference

The Business Conference is the platform for bilateral meetings between internationally active publishers, distribution companies and suppliers. A unique market place in its way, the Business Conference is an indispensable institution of the international trade.

**The format of the Business Conference has proved itself over the years:**

**Distribution companies and suppliers have a fixed table with number allocated to them for the duration of the congress. Publishing house representatives circulate as guests around the tables of their contacts. Individual business meetings are arranged individually by the companies prior to the congress and usually last half an hour. As congress time is precious, participants in the Business Conference plan their meetings up to six months in advance.**

**The Business Conference is solely open to Distripress members.**

### **Distripress Forum**

**The Forum Events focus on the latest developments in press markets and their influence on the industry as well as specific press distribution topics such as retail marketing, subscriptions and more. Speakers from different countries talk about their experience and present case studies.**

**The presentations take place in separate rooms at the congress centre and are open to all congress participants.**

### **Distripress Expo**

**The Distripress Expo is open to all Congress participants. Exhibitors from the categories publishers, distributors, technology & services and digital press distribution are present. The Expo is integrated in the Trade Area with meeting space, Internet Corner and Cafeteria, adjoining the Business Conference.**

**For suppliers to the industry, publishers, distribution companies and importers/ exporters the Expo offers the possibility to present their products and services to a large trade public - day visitors to the seminars and companies staying the full week for business discussions.**

**Solely members of Distripress may exhibit as publishers or distribution companies.**

### **Social Events**

**The Welcome Reception is the first opportunity to meet the delegates during an elegant evening before the official start of the congress.**

**The Official Opening with the contributions of keynote speakers opens the congress. The After Work Drink is the place to meet for a drink, relax and say goodbye to your business partners at the end of the congress.**

*Source: Distripress*

October 17-19, 2007

52<sup>nd</sup> DISTRIPRESS Congress



**VIENNA  
2007**

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