

News Updates

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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NEWSSTANDS SUPPORT FOR AL QUDS AND SRPC

KnowledgeView is proud to release Apple Newsstand support for a list of leading newspapers including the well-known Palestinian daily Al Quds of Jerusalem and many prominent publications for Saudi Research & Publishing (SRPC) such as Asharq Al-Awsat, Al-Riyadiah, Arab News and Al-Eqtissadiyah.



Al Quds and SRPC have thus joined globally leading digital publications on the Apple's Newsstand. Subscribers will enjoy being automatically updated with the latest issues on their virtual shelves. Push notifications are included to alert on new content.

Furthermore, a lot of features embedded in digital issues, which normally takes time to load, will be loaded in the background and help ease the waiting factor. Publishers can choose the frequency of subscription (from weekly to annual) or purchase individual issues. These features are expected to immediately increase subscriptions and purchases, and allow publishers to have better information on readers' usage of their digital editions.

Ziad Abu Zalaf, Publisher Al Quds

"We are glad to make Al Quds available on Apple Newsstand, part of our drive to substantially improve digital services to our clients globally. We have been working with KnowledgeView on our digital editorial for years and we are glad to extend this to advanced publishing services on the Apple, Android and other mobile platforms."

Ali Al Assam, CEO, KnowledgeView

"Supporting Newsstand required our Publish live technology to manage tens of thousands of automatic downloads every day for our clients without fail, not a small undertaking for which we are proud of and is part of our commitment to provide the most advanced publishing services to our valued clients."

SOURCE: KNOWLEDGE VIEW

KSA PRINTING MARKET SUSTAINS 8% GROWTH RATE

Recent market studies indicate that Saudi Arabia's printing market — the oldest and the largest in the Gulf — is worth \$800 million and growing steadily at eight percent per annum.

This upbeat growth forecast is underpinned by the thriving publishing segment that is responsible for producing an estimated 5.1 million copies of newspapers daily and nearly 2 million copies of magazines in the Kingdom each month.

Backed by 10 years of significant success, Saudi Print & Pack 2014, the 11th international trade exhibition for printing and packaging technologies will be held at the Riyadh International Convention and Exhibition Center (RICEC) from Feb. 17 to 20.

The event has played a pertinent role in the development of the industry by consistently introducing the latest printing technologies, machineries, equipment and supplies to the regional market. The show will be held concurrently with Saudi Plastics & Petrochem 2014, the 11th international plastics and petrochemicals trade fair.



Saudi Print & Pack 2014 plays a pertinent role in the development of the print industry.

The 2014 edition is expected to be bigger with more countries participating for a projected 15 percent event growth, and is set to address the challenges and opportunities in the industries that have emerged as a result of technological innovations in recent years. A wide range of offerings, including prepress equipment, stitching machines, buffing machines, folding and cutting machines, prepress software, digital direct printing techniques, silkscreen printing techniques, audit equipment, paper and printing supplies will be on display.

Zeyad Al-Rukban, deputy general manager at the Riyadh Exhibitions Company, said: “The printing industry in the Kingdom is the oldest and the biggest in the entire Gulf region. The country's economic growth, increasing government expenditure, population expansion, rising cultural and educational activities and the growth in retail have all contributed to intensifying printing, advertising and marketing activities. This in turn has created additional demand for printing equipment and services leading to the overall growth of the industry.”

He added: “Today, most governmental organizations have their own printing presses. For instance, the Ministry of Defense alone has 20. The universities and educational facilities have their own publishing arms as well. The demand for cutting-edge products and services is therefore very high. In addition to catering to this demand, Saudi Print & Pack 2014 also advocates the optimal use of technology to boost the industry's productivity,” Al-Rukban said. Organized by the Riyadh Exhibitions Company (REC), Saudi Print & Pack and Saudi Plastics & Petrochem 2014 will feature exhibitors from over 27 countries and will be spread over an area of 20,000 square meters. A key highlight of the upcoming event will be the 10 exclusive national pavilions to showcase the potential of the local market. Saudi Basic Industries Corporation (SABIC) and The National Industrialization Company (TASNEE), two of the most reputed organizations in the country, have pledged their support for the event as diamond sponsors, while Saudi Polymers has been confirmed as the official platinum sponsor.

SOURCE: ARAB NEWS

MIDDLE EAST AD REVENUES TO GROW BY 6.3% IN 2014

Advertising revenues in the Middle East and African markets are forecast to grow by 6.3 per cent in 2014, according to a report by Magna Global.

Revenues were flat throughout 2013 in the Middle East owing to the political and economic situation in Egypt and a soft market in other parts of the region. However advertising in the African markets of Kenya, South Africa and Nigeria has been growing this year, the report found.

Meanwhile, global advertising revenues have been recording positive growth unlike the flat regional performance.

Magna Global estimate advertising revenues will have grown by 3.2 per cent to reach \$489.6 billion this year.

As the global economy accelerates in 2014, advertising revenues are expected to grow by 6.5 per cent to reach \$521.6 billion. This will be the strongest year-on-year growth recorded since 2010, the report said.

Major sport events such as the Sochi Winter Olympics and Brazil Soccer World Cup along with the US mid-term elections are expected to boost advertisement spend in most markets around the world and fuel television advertisement revenues.

Digital media has generated around \$118 billion of advertising revenues this year and captured 24 per cent of market share globally. Within digital media, social networks generated more than \$9 billion resulting in growth of 58 per cent in 2013.

According to the report, mobile advertising revenues doubled in size to reach \$16 billion, constituting 14 per cent of global internet advertising.

Such strong growth in mobile advertising revenues has prompted social networking sites, especially Facebook and Twitter, to introduce ad formats that match portable devices, which have in turn been met with resounding success.

Facebook recently announced that its mobile advertising revenues grew to 41 per cent in the second quarter of 2013. The company did not reveal country specific figures of ad spend on its mobile platforms but said that it has grown considerably in the Middle East and has been quite successful in the region.

Vincent Letang, EVP, director of global forecasting at Magna Global, said that an improved economic environment will lead to better marketing and branding budgets in the coming year.

“This will primarily benefit television and digital media where new formats and opportunities are being explored for activation and branding campaigns,” he said.

SOURCE: GULF BUSINESS



9th WAN-IFRA MIDDLE EAST CONFERENCE : 12—13 MARCH 2014

Successful strategies for media houses

And the 9th Middle East Conference on 12 and 13 March 2014 in Dubai offers an ideal opportunity for publishing executives to discover a wealth of regional and international best-practice ideas.

In this case, “The Future Starts Today,” as the conference theme suggests: some of the industry’s most renowned experts and pub-

Further Information

Conference presentations will include:

- Visions for a different future
- Growing print with segmentation and right targeting
- Strategies for new revenues
- Innovating and winning with business models
- Digital news in the age of the platform
- Industrial inkjet – bubble or innovation push for newspapers?
- And many more...

This 9th edition of the WAN-IFRA Middle East Conference will again be accompanied by an exhibition of leading national and international suppliers to allow participants to familiarize themselves with latest trends and innovations from the industry.



Middle East Publishers Association as a supporting partner

Date and Location
12 Mar 2014 - 13 Mar 2014
DUBAI _ United Arab Emirates

CONFERENCE FOR MEDIA PROFESSIONALS "THE POTENTIAL OF MEDIA IN THE PROMOTION OF A CULTURE OF INTERCULTURAL DIALOGUE IN THE ARAB STATES"

This conference is sponsored by Al Arabiya Channel

On 11 May 2011, the Saudi Vice-Minister of Education, Mr Faisal bin Muaammar, and the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO), Ms Irina Bokova, have signed an agreement for the implementation of activities related to the King Abdullah bin Abdulaziz International Programme for the Culture of Peace and Dialogue. This is a global initiative which UNESCO Beirut office is in charge of designing and implementing activities targeting 10 countries and territories, including Bahrain, Egypt, Iraq, Lebanon, Libya, Sudan, Syria, Tunisia, Yemen and Occupied Palestinian Territories.

Within the framework of this programme UNESCO Beirut will be organizing a 2 days conference for media personnel to discuss their role in promoting a culture of peace and dialogue among the public. The role of the media in the presentation of events, which in turn affects the shaping of people's perceptions of those events, is fundamental. In the way they report, the media can create tensions by spreading stereotypes or incorrect information, or ease tensions by explaining carefully social and political events that may create misperceptions between and among communities. Joint efforts to improve this situation across our region would have a positive effect, contributing to a culture of dialogue based on mutual acquaintance and respect. To this effect the conference aims to achieve the following objectives:

- Discuss and identify main existing opportunities and challenges faced by the media sector in relation to the promotion of a culture of dialogue and intercultural dialogue at the regional and national levels of the Arab States.
- Share successful existing experiences/initiatives that contributed to the promotion of a culture of dialogue through the media especially among youth.
- Come up with tangible recommendations for the promotion of a culture of dialogue in the media sector.
- Strengthen and sensitize a media support regional structure for the promotion of a culture of dialogue in the Arab states.

Topics to be discussed

- Introduction to Intercultural Dialogue and the Culture of Dialogue in the context of the Arab States;
- The potential of media in the promotion of ID;
- Related UN and International Declarations and Treaties and UNESCO work in this field;
- Media and its impact on youth – A field study by UNESCO;
- Special Challenges faced by media in divided and conflict affected societies;
- Successful stories and good initiatives from the field;
- Towards setting professional and ethical standards for media outlets to support intercultural dialogue and a culture of Dialogue;

The poster features a central diamond-shaped collage of images related to media and culture, including a camera, a smartphone, a microphone, and various social media icons like Twitter, Facebook, and YouTube. The text is in Arabic and English. At the top, it mentions the sponsorship by the Ministry of Education and UNESCO. The main title is 'دور الإعلام لتعزيز ثقافة الحوار بين الثقافات' (The Role of Media in Promoting Intercultural Dialogue). The dates and location are 'الرباط - المغرب، 20 - 21 شباط/فبراير 2014'. At the bottom, it identifies the organizing body as 'العربية Al Arabiya News Channel' and notes that the event is held under the patronage of the Arab League.

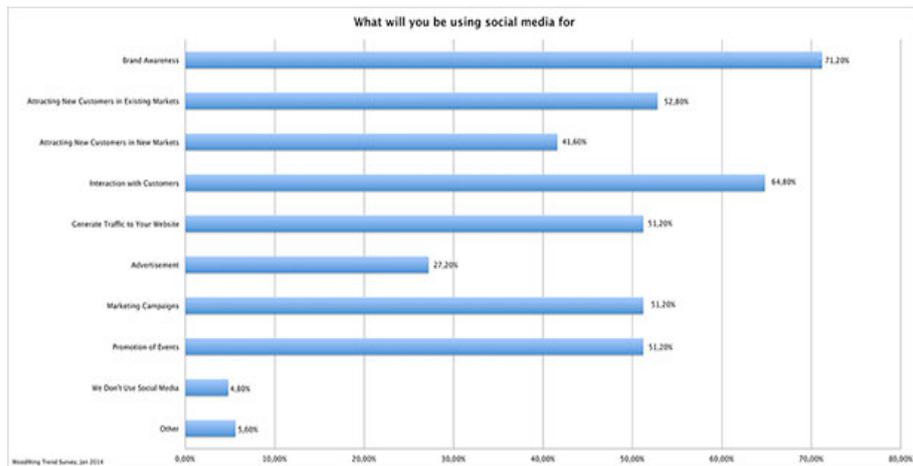
Date and Location

Feb 20/21, 2014

Amphitrite Palace Hotel and Spa - Rabat

WOODWING SURVEY “TRENDS 2014”: MULTI-CHANNEL TOP OF THE AGENDA – PRINT TO SURVIVE

A study conducted by WoodWing Software from mid-December to mid-January examined relevant publishing technology trends for 2014. A total of 125 participants – mainly from the Americas, Europe and the Asia-Pacific region – answered four multiple-choice questions about their publishing strategies and the use of social media. The submissions came mainly from newspaper, magazine and corporate publishers as well as advertising agencies and marketing departments. Of these, 59% plan to implement a comprehensive [multi-channel](#) strategy this year. A full 22% still focus on print above Web and Mobile. In [social media](#), Facebook (77%), Twitter (61%) and YouTube (53%) clearly dominate, while the high interest in LinkedIn (32%) is also noteworthy. With social media, 71% want to increase brand awareness, while 42% want to address new markets. A [summary of the results](#) is available for download.



WoodWing's survey "Trends 2014" showed that brand awareness and customer acquisition are key objectives of the use of social media as a publication channel (click to enlarge).

A study conducted by WoodWing shows that publishers, agencies and marketers have recognized that modern communication must address the variety of publishing channels to reach its audience. The majority, 59.2%, favor a combination of print, Web, mobile, tablet and social media. The "first" approaches are of less interest – only 5.6% vote for Web first and 4.8% for Mobile first, while 21.6% vote for print as the key channel.

Brand awareness and new business are main social media goals

The main reasons to communicate via the various social media channels is to increase brand awareness (71.2%) and to interact with customers (64.8%). Social media also plays an important role in customer acquisition – 52.8% aim to reach new customers in existing markets, and 41.6% use it to make inroads in new markets.

Social media still dominated by Facebook, Twitter and YouTube

With regard to the relevance of the various social media channels, Facebook, Twitter and YouTube still have the lead. In the evaluation of other channels such as Google+, Instagram, Pinterest and Vimeo, the participants were less enthusiastic – only 17.7% were planning to use Pinterest (Google+: 23.58%, Instagram: 19.51%), while 31.7% rated Pinterest as not relevant (Google+: 18.7%, Instagram: 21.5%).

Some of the comments on expected trends reflect the participants' thoughts and strategic approaches in more detail. Some examples:

- Among the new models for tablet publishing, Flipboard and Zinio will succeed (corporate publisher)
- Sharing and recycling information (corporate publisher)
- Design once, publish to multiple formats (advertising agency)
- Channel-neutral authoring workflows; streamlining/improving efficiency of workflows that feed Web, blog, mobile and social channels (magazine publisher)
- Shifting away from print replicated on tablets (magazine publisher)
- A combination of all possibilities – text, video, music and photo. The newsletter in magazine form (magazine publisher)

No royal road in modern publishing

“On one hand, the results of our trend study show that publishers of all kind have recognized the importance of providing their content via various channels,” said Roel-Jan Mouw, CEO of WoodWing Software. “On the other hand, the broad variety of strategic approaches has also revealed that there is no royal road to reach the relevant audiences. In the light of these findings, we are pleased to see confirmation that publishing and DAM solutions should be open and flexible enough to support each and every publishing strategy and workflow. That's exactly the philosophy behind our [multi-channel publishing](#) system Enterprise and our [digital asset management](#) solution Elvis DAM.”

Source: WOODWING



**MIDDLE EAST PUBLISHERS'
ASSOCIATION**

Dubai Media City;

- Media Business Center, 2nd Floor, No 06
 - 5th floor, No. 506
 - Building No. 2, CNN
- P O Box: 502038, Dubai, UAE.**

Tel: +971-4-3916559

Fax: +971-4-3918019

E-mail: mepa@mepa.cc

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**