

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.

IN THIS ISSUE:

MEPA LATEST NEWS

- ◆ **NEW PARTNERSHIP TO BOOST PUBLISHING INDUSTRY** 1

NEWS UPDATE

- ◆ **INNOVATIONS IN ADVERTISING: NEWSPAPERS DEMONSTRATE FLEXIBILITY.** 3

- ◆ **COPYRIGHT BATTLE GOES DIGITAL** 4

ACTIVITIES & OTHER UPDATES

- **THE 63rd CONGRESS AND 17TH FORUM IN LEBANON FROM 7 TO 10 JUNE 2010.** 5
- **WAN-IFRA EXPO AFRICA**
The biggest exhibition for the French-speaking newspaper publishing and media groups in Africa.

RESEARCH ARTICLES

- ◆ **ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH— Section Two: Regional update (PART TEN)** 6

MEPA Latest News

NEW PARTNERSHIP TO BOOST PUBLISHING INDUSTRY

The Middle East Publishers Association – MEPA- an independent, non-profit organization has achieved a lot as far as promoting the regional publishing industry is concerned and its partnership with WAN-IFRA in the Middle East will further boost the industry.



Dr Azzam AL Dakhil while addressing Participants of WAN-IFRA Middle East Conference

Speaking to the Gulf today, the CEO of Saudi Research and Marketing Group and Chairman of MEPA, Dr Azzam AL Dakhil, said the association aims at providing a variety of benefits to its members through this new merger.

"These include a clear understanding of or industry requirements in the Middle East and increased interaction with executives from other regions and cultures. We also would like to establish accredited training programmes in the region, and gain increased access to global research studies." He said while speaking on Wednesday (4th February 2010) at the sideline of the WAN-IFRA Middle East Conference in Dubai.

He welcomed the new partnership adding that it will foster further interest and consider it a main driver to develop the media business in the region.

"In a modern publishing environment, especially in the Middle-East, editorial and commercial development often goes hand in hand, and with the greater spectrum of WAN-IFRA services, the needs of local publishers are likely to be met more comprehensively." Dr AL Dakhil said.

He explained that the publishing is currently going through major restructuring, and in certain parts of the world it is facing critical obstacles.

"So far the Middle-East fortunately has been affected the least by these changes, partly because the total economy in many countries is doing quite well, and partly because the transition to new media channel is still in its development phase," AL Dakhil said.

MEPA was formed under the patronage of International Media Production Zone of Dubai Media City, which granted the association a location in its headquarters, Dubai Media City based MEPA covers 15 countries in the Middle East, from Yemen to Turkey, Egypt to Iran, has 33 members, and has local administration staff and contacts to all major publishers.

Dr AL Dakhil said that by combining the local contact network and infrastructure of MEPA with the content, technology and business of WAN-IFRA, everyone would benefit from partnership.

The association calls on member companies and organizations in the publishing industry of the Middle East to develop the publishing industry in the region, and overcome any obstacles facing the industry by holding courses, and workshops.

According to Dr AL Dakhil, the association aims at providing a variety of benefits through its activities. "These include a clear understanding of our industry requirements in the Middle East and increased interaction with executives from other regions and cultures. We also would like to establish accredited training programmes in the region, and gain increased access to global research studies, Dr AL Dakhil added.

He said that as an association, MEPA would also like to enhance credibly and lend a professional voice to the various governments in the Middle-East.

MEPA's activities in the region include promoting by all legitimate means the publishers' interests in the specific region. The association also proposes to collect market statistics on the publishing industry and to conduct surveys and comparative studies on issues of interest to its members.

SOURCE: GULF TODAY



Some of MEPA members logos

INNOVATIONS IN ADVERTISING: NEWSPAPERS DEMONSTRATE FLEXIBILITY

Copenhagen, Denmark, 5 March 2010

Newspapers around the globe are innovating their advertising practices in many ways, both big and small, and the best examples were on display this week at the World Newspaper Advertising Conference in Copenhagen, Denmark.

As advertising and sales revenues are hit both by recession and increasing competition, newspaper companies are rapidly developing a wide array of new revenue possibilities. The World Newspaper Advertising Conference, which closed on Friday, examined many of the new trends - and some unusual projects that show just how flexible newspapers can be.



Two major themes emerged from the conference, organised by the World Association of Newspapers and News Publishers (WAN-IFRA): better audience and advertising effectiveness research is essential, and the traditional business model for newspapers - gaining revenue from advertising and sales - can be enhanced in a modern media company.

For example:

- In Portugal, where the property market has collapsed, developers have no money for advertising. So Impresa Classificados returned to a barter economy - exchanging a 300,000 Euro advertising campaign for a three-room apartment, which is promptly offered in a lottery. People registered through a special number and paid 72 cents per call - raising 300,000 Euros in net revenue for the newspaper company. "So, in the end, we managed an income that corresponds to the real value of the campaign," said Geert Van Hassal, Managing Director of Impresa Classificados.

- In the Czech Republic, the chain of hyper-local Nase Adresa weeklies and websites are supported, in part, by a chain of "news cafés" that serve as the offices of its editors. Those cafés also provide 18 percent of total revenue. "It's not because we like coffee so much that we created this chain of cafés. It's because we saw a potential revenue stream," said Bozena Rezabova, Marketing Director for PPF, the parent company of Nase Adresa.

- The accepted on-line advertising metric of clickthroughs is "fatally flawed" and should be replaced with measures that better reflect brand recognition and return on investment, said Matthew Dodd, Vice President for Research and Analytics for Nielsen Online's EMEA. "There is zero correlation between clickthrough and ROI. The click through measure is anachronistic. So why do we continue to use it? Because we're lazy, because brand owners are lazy. We're working to move brand owners away from that measure."

- Discussions about how they interact with online advertising played a large role in the conference, with several presentations focused on new, more effective ways to measure media reach and advertising effectiveness. One of them, the Touchpoints survey in the United Kingdom, combines information about consumer behaviour with usage data from both online and offline media.

The result is a detailed picture that allows accurate targeting of people during the day, and an understanding of how they use media at any time - "what they're doing, who they're with, how much time they spend in single and multiple activities - the whole depth and breadth of real life," said Belinda Beefink, Associate Director for Media Research at the Institute of Practitioners in Advertising in London.

- Newspapers are learning to engage with social networks - and even creating their own - to take advantage of the new web ecosystem. They're also finding alternatives to Google for successful advertising solutions on the web. "You don't need to wait for Google to eat more of your lunch, you can do it yourself," said Moritz Wuttke, Founder of NextMedia Initiatives and former CEO of Publicitas in Asia and China. He provided conference participants with advice on how to develop sales channels, pricing methodologies, research and development, contextual and local advertising, and sticky content.

Summaries of all presentations at the conference, which drew publishers, advertising directors and other senior newspaper executives from nearly 40 countries, can be found at <http://www.wan-press.org/advertising2010/home.php>.

SOURCE: WAN/IFRA

COPYRIGHT BATTLE GOES DIGITAL

ABU DHABI — The battle for intellectual property is now fought from a new frontline — the digital market!

The UAE is adamant to win the battle and there is no better statement for it than hosting, for the first time, the annual conference of International Publishers Association (IPA).

Taking place in the Capital on the eve of Abu Dhabi International Book Fair, the two-day conference started on Sunday with a strong statement from Mohammed Ahmed bin Abdul Aziz Al Shehhi, director general of the Ministry of Economy.



“UAE will not be reluctant to follow violations of copyright infringement,” said Shehhi. Protecting copyright it is not just a moral obligation, but a financial incentive too.

“The UAE’s commitment to fighting piracy is attracting foreign investment into the country,” he also said, adding that the Emirates are perfectly safe for authors, translators, publishers and distributors.

Herman Spruijt, president of IPA, stressed that the future of publishing depends on copyright and the biggest challenge now is the e-books.

Internet is now the fastest and easiest means of publishing and reading books, but can copyright policies be adapted to protect authors and publishers in this new environment?

“Can we turn the Internet, the place of greatest piracy and of great publishing innovation, into a safer, fairer and healthier digital marketplace?” asked Spruijt.

“At the same time, how can we grow publishing in the Arab region and the UAE?”

Like the hundreds of publishing industry professionals present at IPA conference in Abu Dhabi and staying on for business opportunities during the Book Fair starting on February 2, Spruijt believes that the Middle East holds great promise in the publishing market.

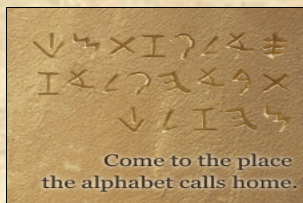
“We are here to listen, to share and to learn,” he said.

As many as 270 delegates from 53 countries came along to the seventh IPA symposium. Among them, Marybeth Peters, register of Copyrights at the Library of Congress of the United States, believes that copyright issues are at a critical time, as the digital technology has changed the balance.

“If you don’t engage in finding solutions, solutions will find you in courts and law disputes, and these are not the solutions you want,” warned Peters.

Speaking on her behalf, but echoing opinions of most other participants present in Abu Dhabi, protecting copyright is not just a matter of protecting an individual’s rights, but a nation’s cultural assets.

SOURCE: KHALEEJTIMES



The 63rd Congress and 17th Forum in Lebanon from 7 to 10 June 2010



The World Association of Newspapers and News Publishers (WAN-IFRA) invites the world's press to attend the 63rd World Newspaper Congress, 17th World Editors Forum and Info Services Expo 2010, to be held in Beirut, Lebanon, from 7 to 10 June 2010.

This year, the Congress takes the theme "In Search of the New Business Model," while the Forum will examine "The Year Of The Tablet: Why Mobile Distribution Will Change News Reporting".

For the first time in history, WAN-IFRA will hold the summit meetings of the world's press in the Arab world, an opportunity not to be missed by the professionals of the region. WAN-IFRA is pleased to offer to MEPA members the discounted conference fee of 1700€, 250€ off the regular price. To learn more about the evolving conference programme, and to register, please visit www.wanlebanon2010.com

Date: 7 - 10 June 2010
Location: Beirut, Lebanon
Language(s): English, Arabic

The 63rd World Newspaper Congress, World Editors Forum and Info Services Expo, Beirut Lebanon, 7-10 June 2010, <http://www.wanlebanon2010.com/home.php>

WAN-IFRA Expo Africa

The biggest exhibition for the french-speaking newspaper publishing and media groups in Africa

Participez à la plus grande exposition pour la presse et les médias d'Afrique.

ENTRÉE GRATUITE

- Rencontrez les fournisseurs majeurs de l'industrie de la presse,
- Découvrez un panorama complet des différents matériels et logiciels disponibles sur le marché,
- Assistez à des formations et des conférences gratuites sur des thématiques éditoriales et techniques,
- Venez échanger et partager vos expériences avec vos confrères d'Afrique Francophone.

Plus d'informations sur :
www.ifra.com/afrique-expo



1 - 2 April 2010
Casablanca, Morocco
Language(s): French

ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH

Section Two: Regional Update (PART TEN)

JORDAN:

Around six million people live in Jordan. It has a GDP of about US\$16 billion (2007 figures). Low incomes, unemployment and a large foreign debt remain problems for Jordan, however, improvements begun in 1999 have been noted.

Total advertising revenues are projected to grow around 13% CAGR between 2008 and 2012 as shown in Table 2.11.

Table 2.11

Illustrative projected total advertising revenue by media: Jordan

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	5	5	6	7	7	8	9	10%
Newspaper	61	68	82	91	102	113	124	13%
Magazine	4	5	6	6	6	7	7	10%
Radio	2	2	3	3	4	4	4	15%
Out of home	5	6	7	8	9	10	11	13%
Internet	0	0	0	0	0	1	2	N/A
Total	77	86	104	116	129	143	157	13%

Source: PwC analysis

Despite historically tight government controls over media content, the majority of Jordan's print media market is privately owned. The highest circulated daily newspaper is the Arabic-language Al Ra'i, with a total circulation of 85,000. With 90% of the population literate, newspapers remain by far the most dominant advertising sector in Jordan, accounting for around 79% of total media advertising revenues. Magazines account for around 6% of total ad spend.

Since its liberalisation in 2003, Jordan's broadcasting sector has seen the launch of several commercial radio stations, although there are no commercial television stations yet. In fact, the opening of Jordan's first private television broadcaster, ATV, has been delayed since late 2006 but is expected to drive growth in local television revenue when it is finally launched. The country's incumbent state-operated, terrestrial TV-broadcaster, JRT, has been facing strong competition from numerous free-to-air satellite channels available in the market. At 6% of total ad spend in 2007, television advertising in Jordan is projected to maintain its share of overall advertising revenue and grow at a CAGR of 10% between 2007 and 2012, while radio and out-of-home advertising are predicted to see more solid growth at 11% and 8% CAGRs respectively.

At just over 1% fixed broadband penetration, Jordan's internet advertising market is at an early stage. Despite plans by newspapers such as Al Ghad and Ad-Dustour to enhance their current websites, online revenues are still predicted to be negligible over the projection period.

However, with mobile penetration of over 90%, and the recent issuance of several technology-neutral broadband wireless licenses in 2006 and 2007, wireless broadband is expected to take off soon, which will potentially stimulate internet advertising via mobile access of the internet.

Telecommunications companies and public utilities remain the major contributors to Jordan's media advertising revenue, especially after the liberalisation of the Jordan telecoms sector, which has led to intensified competition and increased advertising spend amongst the four major mobile operators. These sectors are followed by financial services, real estate and the retail industry.

KUWAIT:

Kuwait has a population of almost 3.3m and GDP of around US\$112 billion (2007 figures). The country's economy remains heavily reliant on oil, with over 95% of export revenues being derived from petroleum.

Total advertising revenues are projected to grow at a CAGR of around 13% over the projection period as shown in Table 2.12.



Table 2.12

Illustrative projected total advertising revenue by media: Kuwait

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	14	15	22	21	22	24	25	10%
Newspaper	231	267	385	388	416	450	489	13%
Magazine	30	33	45	43	46	50	51	9%
Radio	4	4	6	5	6	6	4	0%
Out of home	34	39	57	58	62	67	73	13%
Internet	0	0	0	0	0	2	4	N/A
Total	312	359	514	515	552	599	647	13%

Source: PwC analysis

Kuwait's new press law in 2006, which lifted a 30-year old ban on granting publishing licenses for daily newspapers, the domestic market has seen the launch of several new titles (See Case Study). Advertising revenues from newspapers are expected to grow at a robust CAGR of 13%, accounting for about 76% of total ad spend by 2012. The country currently has 15 major daily newspapers in Arabic.

Kuwait's local television sector is largely state owned. Alrai TV's entrance into the market in 2004 as the first private Kuwaiti broadcaster put an end to the monopoly of the state-owned television broadcaster. Around 50% of terrestrial television households in Kuwait also have access to a variety of channels via satellite pay-TV operators: Showtime Arabia, Orbit and TVLand. Due to its geographic location, Kuwait has become the home to many regional satellite transmission companies who uplink and distribute both free-to-air and pay-TV satellite signals to the Arab region.

As most Kuwaitis watch television on regional satellite-TV channels, advertising on the local television channels remains limited and only accounts for 4% of total media advertising revenue. In addition to print media, out-of-home advertising is seen as another driver of overall advertising spend over the projection period. The sector has seen 11% growth in 2007 and is forecast to grow at a CAGR of 13%.

With current broadband penetration remaining low at under 1%, online advertising remains insignificant and currently has little impact on overall advertising in Kuwait.

The country's top advertisers are in the retail, government and financial services sectors.

LEBANON:

Lebanon's population is around 4m and the country has a GDP of around US\$25.3 billion (2007 figures).

Total advertising revenues are projected to grow at a CAGR of around 10% over the projection period shown in Table 2.13.

Table 2.13

Illustrative projected total advertising revenue by media: Lebanon

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	82	89	101	108	115	125	136	9%
Newspaper	28	29	31	31	31	32	32	2%
Magazine	25	28	32	36	40	45	50	13%
Radio	10	12	13	15	17	18	21	13%
Out of home	26	29	34	38	42	48	54	13%
Internet	0	0	0	1	2	3	4	81%
Total	171	186	212	230	246	270	298	10%

Source: PwC analysis

Lebanon has a high literacy rate of 87% and newspaper and magazine advertising account for around 30% of overall advertising revenue, while 48% of advertising spending goes to the vibrant, terrestrial television sector.

Kuwait has a relatively open media environment with less government control than many other countries in the region, although restrictions relating to religious and political topics are in place.

With a 93% literacy rate, newspapers are the country's dominant advertising media, accounting for 74% of total advertising spend in 2007.

After the introduction of Ku-

Strongly affected by the 2006 war and political turmoil, Lebanon's media market saw a double-digit decrease in overall advertising spend in 2006. The country has very active print media with dozens of newspapers and hundreds of periodicals published in Arabic, French, English and Armenian. Advertising is the primary revenue driver for the country's domestic media industry. However, other revenue sources from sales and subscriptions for print media, as well as DVD sales and outsourced productions for television companies, are also robust.

Lebanon was the first Arab country to open its broadcasting sector to private investment. The current media market reflects the country's political and cultural diversity and stations are often affiliated with political factions. Known as a production hub for local television content, TV-advertising revenues are projected to grow at a healthy CAGR of 9% throughout the projection period. LBC and Future TV are the dominant players in the FTA market, taking the lion's share of advertising revenue. Both LBC and New TV have plans to further invest in technologies and partnerships with ISPs and mobile operators enabling IPTV and mobile television.

Accounting for 15% of total media ad spend, out-of-home advertising takes a significant share of the overall advertising pie, while internet advertising is currently insignificant, accounting for less than 1%. There are signs that popular Lebanese newspaper websites such as Al Balad's are starting to run banner ads and Google-powered advertising boxes which are expected to increase their revenue source from internet advertising. Although it is from a small base, internet advertising is projected to grow at the rapid rate of 81% CAGR over the projection period.

The fast moving consumer goods and food, beverage and tobacco sectors are currently the largest advertising spenders in Lebanon.

MOROCCO:

Morocco has a population of around 31m and a GDP of US\$75 billion (2007 figures).

Total advertising revenues are projected to grow at a CAGR of around 11% over the projection period as shown in Table 2.14.

Television remains the dominant medium in Morocco, accounting for an estimated 55% of advertising spend in 2007. This share is expected to continue to increase as the local television sector sees the introduction of IPTV—one of the first in the region—by Maroc Telecom in May 2006 and the launch of digital terrestrial television (DTT) by national broadcaster, SNRT, and 2M in 2007. As a result, television-advertising revenue is projected to grow at a CAGR of 14% over the projection period. Against this background, mobile television is expected to be a successful advertising medium and the country is one of the first in the region to launch commercial mobile-TV services (See Case Study).

Table 2.14

Illustrative projected total advertising revenue by media: Morocco

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	105	128	162	178	200	227	250	14%
Newspaper	22	23	25	24	23	24	26	2%
Magazine	18	18	19	18	16	16	18	-1%
Radio	10	12	13	15	15	11	12	1%
Out of home	45	50	59	60	67	74	82	10%
Internet	0	0	0	0	1	1	1	N/A
Total	200	231	278	295	322	354	389	11%

Source: PwC analysis

Print advertising currently accounts for about 18% of overall ad spend in Morocco and is projected to be flat with CAGRs of 2% for newspapers and -1% for magazines over the next five years. This is mainly due to the fragmented nature of the newspaper sector in Morocco where a very wide range of publications in both Arabic and French exist and over 20 national daily newspapers compete for advertising budgets. Furthermore, the low literacy level and the country's strong television culture further drive advertisers away from the print industry. In 2007, Eco-Media, a leading news and financial information publisher, launched Radio Atlantic, thus leveraging their print content onto the airwaves (see Case Study, Section Three).

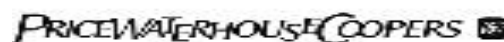
To be continued in next issue ..

Created By: **DUBAI PRESS CLUB**



نادي دبي للصحافة
DUBAI PRESS CLUB

PRICEWATERHOUSECOOPERS





**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**