

## News Updates

### UAE ADVERTISEMENTS OF OLD HIGHLIGHT A DIFFERENT WAY OF DOING BUSINESS

It's not just old photographs and newspaper stories that tell the story of how we lived. Often the advertisements in between can also remind us of how much society has changed.

On the 40-year-old pages of local papers are some smug-looking children drawn in comic-like form and smirking at a head lice medicine called "DDT Emulsion", which promises to kill "the tiny creatures". So what if DDT, a powerful insecticide, was virtually banned worldwide for agricultural use in the 1960s over fears that it was destroying the environment?



Filling half of another page, the advertising men are trying to persuade the reader that a new fridge proves that "beauty is not just skin deep". The Kelvinator stands formidably next to an overdressed woman who is embracing the fridge tenderly. Then there is the more artistic approach with a touch of landscape. Parked in the middle of a desert, a scantily clad woman leans against a television set incongruously perched on the bonnet of a Lancer car. Buyers are promised that this is what they will get by buying the car ... the television, that is. This was an age when almost anything could be advertised in the newspaper.

A "ditch witch" heavy duty construction machine that does anything from digging to cutting to ploughing shares space with a model wearing Max Factor make-up that stays on while you "shower or swim".

What was acceptable in a UAE in 1974 looks strange and sometimes inappropriate in 2014. Persuading customers to part with their dirhams 40 years ago reflected an era of marketing that today seems sexist, less conservative and with much looser standards.

"I really loved the old ads. They were somehow more honest in their directness and less confusing than today's ads," says Ahmed Al Ali, 72, an Emirati retired engineer from Abu Dhabi who has always read a newspaper with his morning qahwa.

"One thing that lasted to this day is that ads still have a beautiful woman posing with their products." Mr Al Ali recalls how readers would recognise the same blonde woman in different adverts, and how she would be "Jenny" in one and "Amanda" in another. In the 1970s, adverts in newspapers such as Al Ittihad, Gulf Monitor and Abu Dhabi News show an emphasis on machines and gadgets that are taken for granted today, such as fridges, air conditioning, washing machines and batteries, which four decades ago were the signs of progress.

Air-conditioner ads were the "coolest", promising businesses that fitting units could "help double your sales". Customers would feel more comfortable lingering around a cool store, it was claimed, while diners would dally in your air-conditioned restaurant. Colour-television sets were a "luxury that only the best" people could afford. "Watch the games in colour", one advert says, referring to the FIFA World Cup in West Germany and explaining how to receive the Bahraini channel RTV, which had the rights to show them.

Arabic-language newspaper tended to give more space to car advertisements, including Datsun - "the best of what Japan makes" - along with Toyota, Lancer, Dodge and BMW. Cigarette adverts were still permitted, with Rothmans International taking an entire page claiming to produce the "first in the world". But the most common adverts were related to air travel, seeming to be aimed at the growing expatriate population rather than nationals. Airlines such as Gulf Air, Air India, Iraqi Airways, British Airways, National Airlines and Swiss Air would promote themselves in the same issue of a newspaper, often just a page apart.

While Arab carriers such as Iraqi Airways would emphasise "guarantees" of reaching your destination safely, other airlines would play up the glamour angle, almost outrageously. "I fly the easy route to Houston every day. I'm Jennifer. Fly me, fly National Airlines," says one attractive stewardess.

Source: THE NATIONAL

### 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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## AFTER BREAKUPS, NEWSPAPERS SEEK PATH FOR-

*Following an unprecedented series of spinoffs by major US media companies, the print news industry now faces a rocky future without financial support from deep-pocketed parent firms.*

The wave of corporate breakups comes with newspapers and magazines struggling in a transition to digital news, and shareholders of media conglomerates increasingly intolerant of the lagging print segment. Gannett, publisher of USA Today and dozens of other newspapers, became the latest to unveil its plan, splitting its print and broadcast operations into two separate units in a move to “sharpen” the focus of each.

This follows the recently completed spinoff by Tribune Co. of its newspaper group, which includes the Los Angeles Times and Chicago Tribune, and Time Warner’s separation of its magazine publishing group Time Inc. Two other newspaper groups, EW Scripps and Journal Communications, announced last month they would merge and then spin off their combined newspaper operations while creating a separate entity focused on broadcasting and digital media.

The trend arguably took hold last year with Rupert Murdoch’s split of his empire into separate firms focused on media-entertainment and publishing — 21st Century Fox and the newly structured News Corp. The wave of spinoffs “certainly plays into the perception that these are children being cast out of the house by their parents,” said Mark Jurkowitz, associate director of the Pew Research Center’s Journalism Project.

Newspapers were snapped up by media groups in an era when print was hugely profitable, but other segments of the media conglomerates are now driving profits, such as local television. “The market doesn’t think much of the newspaper industry’s future,” Jurkowitz said.

Industry consultant Alan Mutter argues that publicly traded newspaper firms still produce an average profit margin of 16 percent, higher than that of Walmart and Amazon. But Mutter said on his blog that profits and newsroom staffing have taken a huge hit in recent years, and that newspapers have failed to do enough in the digital arena.

“Rather than reliably ‘owning’ their audiences as they once did in print, the internal metrics at every newspaper show an increasing dependence on the likes of Google, Facebook and Twitter to generate the traffic that is the lifeblood of any media enterprise,” he said.

Dan Kennedy, a journalism professor at Northeastern University, said newspapers are recovering from the negative impact of earlier corporate tie-ups. “It’s really corporate debt and the expectations of Wall Street that have done as much to damage the newspapers business as Craigslist,” Kennedy told AFP.

“Newspaper margins are still pretty good. And when you have newspapers owned by private companies without debt, some of them are doing pretty well.” Some analysts say that the breakup of big media firms may force publishers to create ways to connect with readers online. “The real problem with newspaper industry has not been with the dead tree part, it is the failure to monetize the digital eyeballs,” Jurkowitz said. “Unless there is an increase in digital revenue streams it’s hard to imagine them getting out of the situation they are in.”

The industry is closely watching the efforts of newspapers like the New York Times, which is experimenting with new digital access plans, and the Washington Post, which under new owner Jeff Bezos has boosted online readership to record highs. Kennedy said that while newspapers may be profitable and an important part of the community, they may not be able to meet Wall Street’s expectations for growth. “It’s not a growing business,” Kennedy said. Private owners can still keep the business in the black, said Kennedy, citing the record of Boston Globe’s new owner, sports magnate John Henry.

But he said that newspapers need to make considerable investments “to make a smart transition to digital” in the coming years. Peter Copeland, a former Scripps Howard News Service editor and general manager who now is a media consultant, said the breakups are logical and generally positive for newspapers. “It’s better for the newspapers and TV to be separate,” Copeland said. “They were never a match. They are very different businesses.”

Now, he said the owners “will be able to focus 100 percent on the newspapers.” Copeland said newspapers may end up severing their corporate ties and going back to their roots of local and private ownership. “Newspapers always had difficulty” being part of corporate empires, said Copeland. “I think newspapers are entering another phase. It’s not the death phase, it’s just another phase in the life cycle.”

**Source : KHALLEJ TIMES**



## INMA MIDDLE EAST PUBLISHERS CONFERENCE



Revenues from print remain strong, yet the digital tsunami is near. How to get the most out of print while accelerating digital revenue streams? In an extraordinary two days, the International News Media Association (INMA) will conduct its first-ever Middle East Publishers Conference featuring top executives from the world's leading media companies:  
**Dates:** November 18-19, 2014

**City:** Dubai, United Arab Emirates

**Venue:** J.W. Marriott Hotel Dubai

- **Audience:** Publishers from Middle East, North Africa  
In the unique INMA case study approach, learn from publishers who have gone through the print to multi-media transformation. INMA has more than 6,000 members in 80+ countries. Members who are re-thinking their value propositions and are growing audience and revenue in new and different ways. The INMA Dubai conference is your opportunity to personally connect with peers from the biggest name media companies from Europe, North America, Asia/Pacific, South Asia, and Latin America — together on one stage in Dubai discussing “Growing Audience and Revenue in the Age of Transformation.”

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- Paid content
- Mobile strategy
- The new multi-media brand
- Integrating newsrooms
- Print advertising innovation
- Revenue diversification
- Developing digital capabilities
- Culture change
- How to innovate routinely
- Understand new consumer

### Key companies

- New York Times
- Times of India
- Schibsted
- News Corp
- Axel Springer
- Bonnier
- Digital First Media
- Jagran Prakashan
- Media 24
- Jang Group

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Join the INMA Middle East Publishers Conference November 18-19 in Dubai

For more information & registration : <http://www.inma.org/modules/event/2014Dubai/index.cfm?action=home#ixzz3Ese8uIQq>



AS MEDIA PARTNER FOR THE EVENT

**Title: Growing Audience and Revenue in the Age of Transformation**

**Date : 18 - 19 November 2014**

**Location : J.W. Mariott Hotel, D UAE**

## MEA AV MARKET SET TO SURGE

The Middle East and Africa (MEA) region's audiovisual market is set to reach \$4.63 billion by 2016, according to trade association InfoComm International.

Driven by large infrastructure developments such as the World Expo 2020 in Dubai and the 2022 FIFA World Cup Qatar, the MEA audiovisual market is projected to grow from \$2.79 billion in 2012 to \$4.63 billion by 2016, posting an annual growing annually at rate of 13%, according to the recently released InfoComm 2014 Global AV Market Definition and Strategy Study.

The UAE's audiovisual market is projected to grow from \$700 million in 2012 to \$1.24 billion in 2016, making it the fastest-growing and second-largest in the Middle East, according to the InfoComm study. Thanks to a wealth of professional audiovisual expertise, the UAE and Dubai are the region's audiovisual hubs, serving other Middle East markets and beyond.

"Boosted by Dubai, the Middle East and Africa region offers strong audiovisual market potential, thanks to strong investment, a young online population, and a low penetration of audiovisual adoption," said Richard Tan, executive director, InfoCommAsia Pte Ltd.

InfoComm MEA 2014 is a regional trade exhibition and summit on the audiovisual market, organised by InfoCommAsia and the Dubai World Trade Centre.

InfoComm MEA 2014, held under the theme of "See. Hear. Touch. The Future of Your Business." returns for a fourth year, from 13-16 October 2014, and will be co-located at GITEX Technology Week 2014 at the Dubai World Trade Centre.

"Audiovisual and IT are increasingly becoming integrated across the Middle East and Africa, with InfoComm MEA 2014 visitors able to learn about how audiovisual technology is being used in various verticals, from entertainment to government," Tan said.

In Dubai, World Expo 2020-related developments are driving demand for audiovisual solutions, especially in entertainment, venues, and events. Mohammed bin Rashid City, to be completed in 2019, will feature the world's largest shopping mall, a theme park, and more than 100 hotels.

Hotels and shopping centres are heavily investing in the audiovisual solutions to enhance the visitor experience, as the region's retail and hospitality sectors boom. Dubai is the region's leading retail destination, with the Dubai Mall hosting more than 30 million visitors per year.

Government audiovisual spending is also increasing with infrastructure projects such as rail networks and ports. The education market is also extremely important, with universities and schools deploying new technology to meet the digital needs of students and staff.

Source: Digital Media Production ME



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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](http://WWW.MEPA.CC)**