

NEW MEPA MEMBERS

We welcome the following companies as new MEPA Members (as of 1 July 2007):

- ◆ **Awraq Publishing – Dubai - UAE**

Representative: Mr. Ahmad Mohammed Al-Hammadi (GM)

Tel: 00971-04-4064222

Fax: 00971-04-4064684

www.awraqpublishing.com



- ◆ **Grand Media Group – Dubai - UAE**

Representative: Mr. Khaled AL Mutairi (CEO)

Tel: 00971- 04-3616959

Fax: 00971- 04-3686812

www.borouzmag.com



- ◆ **Creative Media Services - FZ LLC- Dubai - UAE**

Representative: Mr. Joseph Rahal (MD)

Tel: 00971-04-3911681

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www.latestmagazine.com



NEWS UPDATE

EUROPEAN PUBLISHERS AND POLITICIANS DEBATE MAGAZINES IN A DIGITAL AGE

The annual European Federation of Magazine Publishers (FAEP) AGM and dinner brought together 100 magazine publishers and influential politicians from all over Europe to discuss the topic “magazines on the move – the periodical press in the digital era.”



Introducing EU Commissioner for information, society and the media “Vivian Reding”, FAEP president “David Hanger” said: “Tonight is another occasion to extend our trustful relationship by bringing up the challenges we perceive and discuss ways to overcome them: Amongst others bans and restrictions on advertising, infringements on copyright, restrictions on freedom of speech.”



In her speech, Commissioner “Reding” drew a picture of media convergence and its implications for European regulatory framework: “My view is that we have to make sure that policy makers encourage innovation and new business models, not holding them back by heavy regulation – for example you know my position against advertising bans.” She encouraged publishers to continue the open dialogue with herself and other policy makers in Europe.



“Didier Quillot”, CEO of LagardèreActive Media, the world’s largest magazine publishing house, described the ongoing digitalization of me-



dia and the changing consumption habits of the readers. He concluded that the future role of magazine publishers was as high quality content providers and added that this development required a legal environment that fostered the long-term prosperity of the sector. Freedom of advertising, harmonization of copyright law and the overall protection of freedom of expression should be the goals of regulators with a flexible framework, based on self-regulation.

Source: PPA (Periodical Publishers’ Association)

ACTIVITIES AND OTHER UPDATES

FIRST TIME IN ASIA!



CITIZEN MEDIA SUMMIT

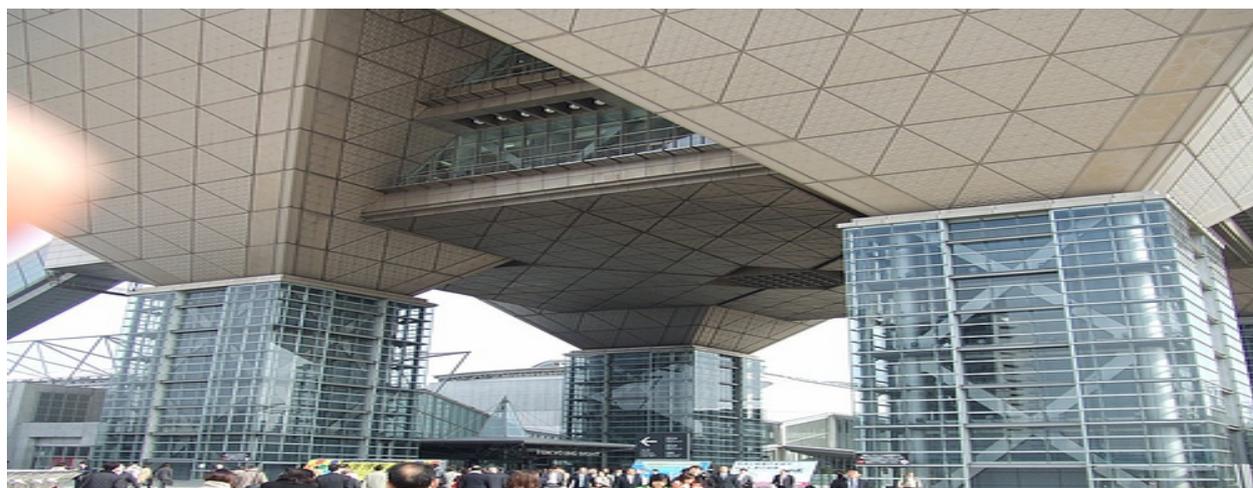
How to Ride on the Wave of the Digital Deluge

Date: 2 - 4 July 2007

Location: Kuala Lumpur, Malaysia

Language(s): English

DIGITAL PUBLISHING FAIR



Start Date 05-JUL-07 **End Date** 08-JUL-07

Venue	City / State	Country
Tokyo Big Sight	Tokyo	Japan

RESEARCH ARTICLE

CAPE TOWN, SOUTH AFRICA, 4 JUNE 2007

WORLD PRESS TRENDS: GLOBAL NEWSPAPER CIRCULATION, ADVERTISING ON THE UP-SWING

Newspaper circulations world-wide rose 2.3 percent in 2006 while newspaper advertising revenues showed substantial gains, the World Association of Newspapers announced today (Monday).

WAN said global newspaper sales were up +2.3 percent over the year, and had increased +9.48 percent over the past five years. Newspaper sales increased year-on-year in Asia, Europe, Africa, South America, with North America the sole continent to register a decline.

When free dailies are added to the paid newspaper circulation, global circulation increased +4.61 percent last year, and +14.76 percent over the past five years. Free dailies now account for nearly 8 percent of all global newspaper circulation and 31.94 percent in Europe alone.

Advertising revenues in paid dailies were up +3.77 percent last year from a year earlier, and up +15.77 percent over five years, WAN said. No figures were available for free daily advertising revenues.

"Newspapers in developing markets continue to increase circulation by leaps and bounds, and in mature markets are showing remarkable resilience against the onslaught of digital media. Even in many developed nations the industry is maintaining or even increasing sales," said Timothy Balding, Chief Executive Officer of the Paris-based WAN. "At the same time, newspapers are exploiting to the full all the new opportunities provided by the digital distribution channels to increase their audiences.



"As the digital tide gathers strength, it is remarkable that the press in print continues to be the media of preference for the majority of readers who want to remain informed."

Mr. Balding added: "These results are even better than we expected from provisional data available a few months ago. Once again we can see that far from being an industry in decline, as the ill-informed and short-sighted continue to contend, newspapers are alive and well and exhibiting enormous innovation and energy to maintain their place as the news media of preference for hundreds of millions of people daily".

The new data, from WAN's annual survey of world press trends, was released to more than 1,600 publishers, editors and other senior newspaper executives from 109 countries attending the 60th World Newspaper Congress and 14th World Editors Forum in Cape Town, South Africa. The main figures showed that global circulations and advertising revenues are increasing world-wide. In addition, the free daily market is giving renewed impetus to newspaper reading, and newspaper web traffic continues high growth.



The figures showed:

- ▶ Paid circulation grew +2.3 percent worldwide in 2006 from a year earlier, taking global sales to a new high of more than 515 million daily. With free dailies added, daily circulation increases to nearly 556 million, a +4.61 percent increase from the total of paid and free dailies in 2005.
- ▶ The total number of paid-for daily titles was up 3.46 percent in the world in 2006 and up 17.67 percent since 2002 to a record 11,207 titles. The total number of paid and free titles increased by +4.33 percent in 2006 and by +19.63 percent since 2002.
- ▶ Newspaper advertising revenue increased 3.77 percent in 2006 from a year earlier, and was up 15.77 percent over five years.

The survey, which WAN has published annually since 1986, this year includes information on all countries and territories where newspapers are published -- 232.

More details on what "the 2007 World Press Trends report reveals" can be found at: <http://www.wan-press.org/article14362.html>

Source: WAN