

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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MEPA Members Latest News

SAUDI RESEARCH & MARKETING GROUP POSTS 230%

JEDDAH — Saudi Research and Marketing Group (SRMG) has posted a net profit growth of 229.9 per cent in the second quarter of 2010 compared to the same period last year.



The company's net profit during the first six months of this year rose 60.5 per cent to SR50.1 million against SR31.2 million during the same period in the previous year, the group said in a statement in Riyadh. SRMG is the parent company of the Saudi Research and Publishing Company (SRPC), which publishes Arab News and 15 other publications, including the London-based Arabic language daily *Asharq Al-Awsat*.

The group said the estimated financial results for the second quarter ending June 30 showed profits of SR35.3 million, compared to SR10.7 million for the same period in 2009, an increase of 229.9 per cent, and SR14.8 million in the first quarter 2010, an increase of 138.5 per cent.

It said total profits of the second quarter 2010 reached SR96.9 million, compared to SR89.8 million during the same period in 2009, a rise of 7.9 per cent.

The group said operating profit during the period under review reached SR38.1 million against SR17.1 million in the same period last year, showing an increase of 122.8 per cent. It said net profits during the first six months of the year amounted to SR50.1 million, up 60.5 per cent from SR31.2 million during the same period last year.

It said profit per share during the first six months of the current year was SR0.63 compared to SR0.39 for the same period last year. The total profit during the first six months of 2010 was SR174.3 million against SR169.9 million for the same period the previous year, an increase of 2.6 per cent.

Operational profit during the past six months was SR58.6 million compared to SR42 million during the same period in 2009, a rise of 39.5 per cent.

The group attributed the rise in first half profits mainly to measures adopted at the end of 2009 and early 2010, including the restructuring of activities, rationalisation of expenditures and a rise in revenue as a result of recovery in the printing and advertising sectors, in addition to the development of the education sector.

SOURCE: KALEEJ TIMES

MARTHA STEWART EYES MIDDLE EAST MAGAZINE EXPANSION

US lifestyle guru Martha Stewart is planning to expand her magazine publishing empire into the Middle East with the launch of several of her namesake titles in several countries across the region, according to Stewart's official website.



Martha Stewart Living Omnimedia (MSLO), the company set up in 1997 by the 69-year-old TV personality and magazine publisher to manage her brand name, has pursued an international expansion programme in recent years.

MEDIA GURU: Martha Stewart plans to expand her publishing empire in the Middle East.

“The launch of the UK edition of Martha Stewart Living further expands MSLO’s growing portfolio of international magazines. In addition to the new UK edition of Martha Stewart Living, MSLO will also be introducing editions of Everyday Food and Martha Stewart Weddings in Dubai beginning in July and October respectively, with distribution in Kuwait, Saudi Arabia, Lebanon, Egypt and Syria,” according to a statement on MSLO’s website.

This follows the recent launch of the Everyday Food and Martha Stewart Weddings in Dubai. “Each issue of MSLO’s international editions features a unique blend of editorial from the US edition along with content created specifically for that region’s audience, reflecting local seasons and interests,” the MSLO website added.

Stewart's media empire extends beyond magazines and her syndicated TV talk show, Martha, is broadcast in more than 70 different countries, including the Middle East. She also has a range of bestselling books and a series of crafts and lifestyle products. "Martha has a real following outside of the United States. We see a lot of opportunity for us in the international marketplace and are strategically focused on expanding our presence overseas," said Charles A. Koppelman, executive chairman of MSLO.

SOURCE: ARABIAN BUSINESS

SOCIAL MEDIA EXPERT CALLS FOR MORE NATIVE ARABIC CONTENT ON THE WEB, WHICH IS NOW JUST 1.4%

A noted social media expert has urged Arab communities to use standard Arabic on the web that will let the outside world to treat Arabs as an integrated community and prevent the Arabic language from getting marginalized on the web through different colloquial versions.

Mohamed Elzubeir, Managing Director, Mediastow who is sponsoring the Click 4.0, the leading digital marketing conference to be held in Dubai from June 20 to 24, 2010, said:

"Arabic is the language of government, media, education and businesses for many countries in the Middle East and North Africa. We were pleased that Saudi Arabia, Egypt and UAE are among the first to get internet addresses in Arabic, following final approval by ICANN. This represents the first major change to the internet domain name system since its creation in the 1980s. However, the real issue lies in using a standard Arabic that everyone understands in the Arab world so that our content on the web becomes bigger in size and usage."

Over 20% of Arabic speakers have internet access, resulting in approximately 100 million users. Arabic is the fifth most widely spoken language in the world and yet, despite dramatic recent growth of internet penetration in the Arab World, only 1.4% of online digital content is in Arabic.

Elzubeir added, "Now names could be registered using the country's Arabic suffix. Arabic websites generally did not have that option because Arabic characters are written right to left, conflicting with Latin suffixes written left to right. This will enhance the web penetration especially amongst people who do not know English so they will be more comfortable using Arabic letters instead."

Elzubeir said, "There is a paucity of native Arabic content in the web. It is not acceptable anymore that Arabs use English alphabet to write Arabic in their chats and social media websites. Adding salt to the wound, the lack of Arabic support in software is a big stumbling block in enhancing the Arabic web presence. We need to encourage people to write in real Arabic terminology and preserve the Arabic alphabet which will result in more Arabic content on the web."

The quantum of Arabic content on the web is very low. This has created a vicious cycle, where the lack of content discourages people to search, which in turn de-motivates content creators from publishing in Arabic.

Standard Arabic is what brings the Arab world together, and what makes knowledge transfer easy between Arab countries. The usage of standard Arabic makes the published content understood by everyone in the Arab world and, most importantly, easily searched for.

"On the other side, colloquial Arabic will hinder the development of the Arab web by having 22 versions used on the web, instead of having one language used by 22 countries, reducing the impact of our language with the outside world," added Elzubeir.

Regional and international organizations and government institutions agree that this lack of Arabic language material online inhibits the ability of Arabic speakers to effectively use the internet to gain information and exchange ideas.



Mohamed Elzubeir, Managing Director, Mediastow.

SOURCE: AMEINFO

MEDIA & ADVERTISING EXHIBITION 2010

AWARD CRITERIA



25th - 28th September 2010

Timings: 10 am to 1 pm & 4 pm to 9 pm,
Venue: Oman International Exhibition Centre



- 1. Deadline for Entries:** The Final Deadline for entries was August 19, 2010. For more information call + (968) 24 700 656, E-Mail: mail@alnimrexpo.com
- 2. Eligibility:** To be eligible for the 2010 competition, entries must have been published or aired, with the knowledge and approval of the advertiser, between June 1, 2009 and 1st July 2010.



WAN-IFRA Study Tour: Emerging Digital Media

Emerging Digital Media

28 August – 4 September 2010
San Francisco, Chicago, New York



Date: 29 August - 4 September 2010
Location: San Francisco, Washington, New York (USA), USA
Language(s): English

ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH

Section Two: Regional Update (PART 12)

YEMEN

Yemen has a population of around 23m and in 2007 its GDP was estimated at around US\$22 billion.

Total advertising revenues are projected to grow at a CAGR of around 19% over the projection period as shown in Table 2.20.

The Yemeni government heavily controls print and broadcast sectors. Radio and television broadcasting networks are operated by the government through the Public Corporation for Radio and Television.

With one of the youngest populations in the region (49% younger than 14), Yemen has the lowest literacy rate of all the countries studied for the Arab Media Outlook. At 50%, it explains the dominance of television and radio as the primary information sources for Yemenis. The World Bank has been working to help Yemen raise its literacy levels, but progress has been slow and major changes are not anticipated in the near future. Out-of-home advertising currently accounts for the vast majority of advertising spending in Yemen, an estimated 88% in 2007. While internet connection is virtually non-existent in Yemen, other media such as radio, print and television are showing solid double digit growth over the projection period, albeit from an extremely small base.

Table 2.20

Illustrative projected total advertising revenue by media: Yemen

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	0.5	0.6	0.9	1.2	1.5	1.9	2.4	31%
Newspaper	0.1	0.2	0.3	0.4	0.6	0.8	1.2	42%
Magazine	0.1	0.1	0.1	0.1	0.2	0.2	0.2	21%
Radio	0.1	0.1	0.1	0.2	0.2	0.2	0.2	21%
Out of home	6.5	7.3	9.0	10.9	12.4	13.8	15.5	16%
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A
Total	7.4	8.3	10.5	12.9	15.0	17.0	19.5	19%

Source: PwC analysis

Major advertising revenue drivers in Yemen are the telecom and financial services industries.

PAN-ARAB REGION

Pan-Arab regional advertising is predominantly spent on the satellite-TV operations that cover the region from the Arabian gulf in the east, to the Atlantic Ocean in the west. Advertising revenues are projected to grow at a CAGR of around 12% over the projection period as illustrated in Table 2.21.

Television accounts for the large majority of pan-Arab regional advertising spend, accounting for 88% of total media spend. given that the current lack of content censorship by local governments remains, and assuming good coverage of satellite Tv, growth will remain robust at a CAGR of 12% from 2007-2012.

Table 2.21

Illustrative projected total advertising revenue by media: Pan-Arab

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
Satellite TV	550	702	819	914	1,012	1,123	1,242	12%
Newspaper	19	11	12	13	13	13	13	3%
Magazine	107	80	95	109	120	132	149	13%
Radio	7	8	11	15	19	23	29	29%
Internet	0	1	1	1	4	4	5	45%
Total	683	802	939	1,051	1,167	1,295	1,438	12%

Source: PwC analysis

Regional print media currently accounts for 12% of total regional ad spend, with magazines accounting for the bulk of this category. Pan-Arab newspapers published out of London are targeted at Arab expatriates in Europe as well as the larger Arab markets. Communication technologies have enabled pan-Arab newspapers such as Al Hayat, Asharq Al-Awsat and Al-Arab, which are all based in London, to be published across the Arab region, while domestic newspapers, including the Egyptian Al Ahram, have made international editions available.

With increased access to the internet, online ad spend is forecast to grow at a CAGR of 45% between 2007 and 2012. It should be noted that pan-Arab internet advertising spend refers to internet advertising campaigns that are targeted to the region as a whole, rather than to any individual domestic market.

Major pan-Arab regional advertisers are multinational companies in the fast moving consumer goods market; the food, beverage and tobacco sector and telecommunications industries. Very rarely do domestic brands use satellite TV as the medium is expensive and few local brands could justify the cost.

(To be continued in the next issue with: SECTION THREE: UNLOCKING VALUE – THE TECHNOLOGY CHALLENGE...)

Source: DUBAI PRESS CLUB



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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**