

NEW MEPA MEMBERS

Middle East Publishers' Association (MEPA) is delighted to welcome **Akhbar AL Youm Publishing House** and "**International Database & Directory Services (FZC) Ltd (IDDS)**" Comapany as MEPA Full Members (*As of May/June 2008*).

By joining the association you have the opportunity to network with the other publishers in the Middle East area who all share the same interests.

◆ Dar Akhbar AL Youm Organization

Cairo - Egypt

Representative: Eng. Mohammed Ahdi AL Fadli



Akhbar El Yom Publishing House is one of the biggest publishing groups in Egypt and the Arab World. Circulation figures of their publications authentic- acted by international specialized institutions prove that newspapers and magazines published by Akhbar El Yom are the most popular by the readers and decision makers in Egypt and the Arab area. With specialized magazines, and strong daily and weekly newspapers, Akhbar AL Youm publications are focusing on various sectors such as politics, investments, arts, sports, and tourism etc.

◆ International Database & Directory Services (FZC) Ltd (IDDS)

Sarjah - UAE

Representative: Mr. Adil Cardy - General Manager



"**International Database & Directory Services (FZC) Ltd (IDDS)**" is a business directory publishing Company.

The Company is based in the Sharjah Airport Int'l Free Zone (SAIF Zone) , producing several yearly business directories.

The Company's products include, *The Gulf E-Mail & Fax Directory*. IDDS has already completed 9 years by now.

NEWS UPDATE

TAKING A SLICE OF MULTI-BILLION DOLLAR MEDIA MARKET

Abu Dhabi to host dedicated regional trade show for marketing communications industry

The Middle East economic boom is fuelling a multi-billion dollar demand for innovative media solutions. Signage, Imaging and Media (SIM 2008) will take place at the Abu Dhabi National Exhibition Centre from 25-27 November 2008 - a combination of three events under one roof providing access to important decision-makers from across the marketing spectrum throughout the Middle East.



The choice of Abu Dhabi for SIM 2008 is significant. The emirate is investing billions of dollars in theatres, film studios, media academies, TV and radio stations and giant printing plants.

The total spent on advertising across the Gulf Co-operation Council countries is estimated at over US\$5 billion, a substantial element of which goes on signage, imagery and media.

SIM 2008 is a unique opportunity to meet and conduct business with decision makers in three interrelated vertical sectors of the marketing communications industry. The convergence of these sectors under one roof presents an unprecedented opportunity for business synergies.

The media section of SIM 2008 will offer the Abu Dhabi market the first dedicated event for print, electronic, online and exhibition media service providers to showcase their solutions to media buyers and clients from the UAE and the wider Middle East.

The Middle East media industry is growing at an impressive rate. As new and innovative media enter the market, the resulting fragmentation presents media owners with new challenges in demonstrating and delivering, quality and added value.

The focus sectors of SIM 2008 include printing; signage; banners and posters; pre-press; digital imaging, capture, storage and processing; electronic media; advertising production; marketing and public relations; outdoor media; new media; events and exhibitions; and entertainment.

For more information please visit www.sim-expo.com

GÖTEBORG: EDITORS DISCUSS PRESS FREEDOM, DIGITAL MEDIA AT WORLD EDITORS FORUM IN SWEDEN

The first day of the World Editors Forum featured three roundtable discussions, one about freedom of the press, new digital platforms and perhaps the biggest challenge for newspapers these days, how can newspapers attract young readers? The 15th World Editors Forum 1800 participants from 130 countries have gathered.

Integration “is” the Forum's key word. Many newspapers have already begun the process of integrating print and online. Others consider that two separate newsrooms is still better. The 2008 Forum will help editors-in-chief to choose the formula that fits.

The conference “looks” at such topics as newsroom design, new media training, user-generated content, mobile news, trends in hyper-local information and ethical dilemmas.

New features at the 2008 Forum include:

- the release of the latest 'Newsroom Barometer', an international opinion survey focused on editorial strategies, integrated newsroom and the future of journalism
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- some exclusive studies released for the Forum participants, such as **The Associated Press'** survey on new consumption models for news
- a specific session focused on the latest content management systems that fit to integrated newsrooms
- an exclusive lunch with **Garry Kasparov**, the leader of the Russian opposition to Putin's regime
- a very special breakfast with **Anna Efverlund** and **Mia Lundström**, senior Ikea designers, about the future trends of graphic design.

Source: WAN



GÖTEBORG
WAN
1-4 JUNE 2008
SWEDEN

61st World Newspaper Congress
15th World Editors Forum
Info Services Expo 1-4 June



Independent Journalism Training Launching a Global Network (Göteborg, Sweden; 1-4 June 2008)

The International Center for Journalists, a Washington-based nonprofit organization, has partnered with the [John S. and James L. Knight Foundation](#) to convene the first worldwide conference devoted to the future of independent journalism training organizations.



The meeting is entitled Toward an International Network of Independent Journalism Training Organizations: Partnerships and Mentoring, Innovation and Multimedia, Sustainability and Money. It will take place 1-4 June 2008, during the 61st World Newspaper Congress and the 15th World Editors Forum in Göteborg, Sweden.

The conference will offer hands-on workshops designed to help independent journalism training organizations become more digitally innovative and financially sustainable. It will also kick off a yearlong mentoring program that pairs developing- and developed-world participants.

The goal is to provide independent journalism training groups with cutting-edge techniques, practical training, networking opportunities, and new resources to achieve greater impact on news organizations and communities in their countries. For more information about the conference, please visit our website at www.icfj.org.

The World Editors Forum is teaming for a second year with the [John S. and James L. Knight Foundation](#) and the International Center for Journalists (ICFJ) to sponsor the participation of 10 editors from the developing world in the WAN/WEF conference.

Source: WAN

AL HILAL LAUNCHES NEW WEEKLY BUSINESS MAGAZINE FOR THE GULF



The Gulf, a new international weekly business magazine covering the six countries of the Gulf Co-operation Council (GCC), made its debut "last month".

Published by the international division of the Bahrain-based Al Hilal Group, The Gulf aims to fill a gap in the market for authoritative reporting and commentary on the Gulf region, focusing on business, financial and economic developments. "We will be providing high-quality analysis, insight, opinion and data on the core markets of the Middle East," editor Digby Lidstone said. "We are combining a weekly magazine with online news and information resources. The Gulf is an essential source of business intelligence for anyone with an interest in this dynamic region." Lidstone was formerly the features editor of the London-based weekly Middle East Economic Digest (MEED).

The magazine has contributors in Asia, the Far East, Europe and North America. "We have also recruited an experienced international editorial team from around the world who are based in Bahrain giving the magazine a solid and professional base of reporting and analysis," commented Abdullah Jonathan Wallace, The Gulf's publishing director. "Given Al Hilal's 30-year history as a pan-Arab publishing house based in Bahrain, we are drawing on our core competencies and contacts to provide insight and analysis on the booming markets of Saudi Arabia, Qatar and Kuwait in particular, which have been traditionally under-reported elsewhere," he said.

Wallace, who was the owner and editor-in-chief of MEED for 30 years, has put together a controlled circulation base of over 11,000, two-thirds in the GCC. "We have drawn on Al Hilal's huge databank of executives in all areas of industry, government, finance and commerce throughout the region. We shall be circulating copies in a rotating pattern, offering free copies for a month and then soliciting paid subscriptions. Advertisers are guaranteed a weekly circulation of well over 5,500 copies," Wallace added.

The Gulf will also be available on bookstalls throughout the GCC and in key cities elsewhere such as London, Paris, New York, Singapore, Beijing and Hong Kong. However, only subscribers will have privileged access to the magazine's online news portal: www.thegulfonline.com.

The first, 52-page, issue majors on the reality of the Gulf's nuclear ambitions. Other leading stories include the rise of Abu Dhabi, the creeping threat of inflation and growing speculation in the property market.

The Gulf is the latest magazine in a stable of titles that includes: the daily Akhbar Al Khaleej and the Gulf Daily News; Gulf Weekly; Oil & Gas News; Arabian Knight; Arabian Lady; Clientele; Gulf Construction; Gulf Industry; Middle East Medical, Oil & Gas News and Travel & Tourism News.

"Our portal trade Arabia.com is now regarded as one of the region's best for business news and information and is the repository of Al Hilal Group's editorial knowledge going back to the year 2000," said Ronnie Middleton, Al Hilal's Managing Director. "Adding The Gulf to our output will strengthen and develop both trade Arabia.com and all our other titles."

Over the last 30 years, Al Hilal Group has expanded and diversified into a range of ancillary activities. These include Hilal Computers (an IT solutions provider); Hilal Conferences & Exhibitions.

Source: AMEINFO

WHAT'S NEXT FOR IMPZ?



Hamad-Huraiz

The International Media Production Zone (IMPZ) are on the cusp of a major shift of direction. The hard work of laying solid foundations is now beginning to bare fruit and in doing so a whole new set of challenges face the executive director Hamad Huraiz. He explained to ME Printer during an exclusive interview, the background to some of the steps he is planning to take: “Over 6 million square feet of land is 100 percent leased to the companies involved in the graphics arts.

Giants of the industry such as Heidelberg, Man Roland, KBA and Gimpex have committed themselves and development is continuing across the project with many of the phases completed and the rest are largely on target.”

This is the way things are now; the responsibility for ensuring the progress continues falls squarely on the shoulders of Mr. Huraiz, but he doesn't seem overly fazed at what to many would be a rather daunting task.

The initial concept of creating a number of ‘Cluster Environments’ for print production is very much in place and this has been the driving force behind IMPZ since it was first conceived. This strategy is set to continue to play an important role in the long-term future of the region. While having a clear strategy is important, Mr. Huraiz is savvy to broader issues that have an effect on the IMPZ development. He says: “IMPZ is moving out of its start-up stage and because the industry is undergoing enormous change, some of the IMPZ adopters may be inclined to sit on their hands, in effect play a waiting game to see what direction the industry is moving.

This is something he cannot allow to happen, for while it is recognized that those who have signed up will be paying rent, this is not really what the IMPZ is all about. Unless these adopters develop their sites they will fail to make a contribution to the overall growth and economic well being of the region.

How does Mr. Huraiz plan to encourage those ‘hand sitters’ to stop sitting on them and put them to work? “It obviously has to be a bit of carrot and a bit of stick,” beams Mr. Huraiz, but not unreasonably, he wasn't prepared to allude to quite what the mix would be, but he did make an observation that is probably being overlooked by major entrepreneurs around the world.

IMPZ is playing an important role in the greatest single regional development the world has seen and it is clear that the broad developments taking place in Dubai in particular and the Emirates as a whole, is well run, generally on target and with almost none of the shambolic goings on that has marked London Heathrow's chaos. Mr. Huraiz suggestion is that the region has now built up an intellectual pool of knowledge and experience of bringing on large infrastructure projects unparalleled anywhere else in the world.

“We have learned that developments such as IMPZ are practical elsewhere in the world and we see big opportunities in Africa and Lebanon as examples, provided that the project is ring fenced in terms of ensuring that there is compliance across all the issues that affect the development, whether it is logistics, providing education, utilities and so forth. What I am saying is that there must be a sense of community.”

The future appears very bright for the IMPZ; initially in the UAE, but as a model for development in emerging economies elsewhere in the world.

Source: MEPRINTER

ACTIVITIES AND OTHER UPDATES



The 3rd World Digital Publishing Conference & Expo



"The Digital Revenue Gold Mine"

The Digital Conference for Publishers, Editors, Business Development and other Senior Executives

TIME: 15-16 October 2008

VENUE: Amsterdam, The Netherlands

LANGUAGE: Dutch, English, Spanish, French and Russian

For more information: <http://www.wan-press.org/digital2008/home.php>

GLOBAL COMMUNICATION ASSOCIATION CONFERENCE Globalization and Media in the Middle East



DATE: October 20 -21, 2008
LOCATION: Muscat - Sultanate of Oman
EVENT TYPE: Conference

For Details and Updates, Visit www.globalcomassociation.com

RESEARCH ARTICLE

NEW HORIZONS: A GUIDE TO NEWSPAPERS' ONLINE ADVERTISING OPPORTUNITIES

(Chapter 3, 4, 5, 6 & 7/Conclusion)

3- Online Display Advertising

Display Advertising

Display is not as exciting as other advertising formats like paid search and online video, but it remains a mainstay of the internet advertising marketplace and is still able to attract the investment community's attention. While much of Microsoft's recent bid for Yahoo is centred on search advertising, Yahoo's leading position in display advertising was also a consideration.

In 2007, Yahoo captured almost 20 percent of the U.S. display advertising market, according to data from Nielsen Online and JPMorgan. Its CPM was an impressive US\$12.65, nearly three times the U.S. average in 2007. That's also three times as much as Microsoft's MSN, half again as much as MySpace, and four times AOL's rate. However, Yahoo's revenue-per-impression rate of US\$0.09 fell short of other, more targeted web sites such as ESPN.com (US\$0.15), About.com (US\$0.12), and IMDb.com (US\$0.11).

According to eMarketer, display advertising accounted for just under 22 percent of U.S. online advertising spending in 2006 and 2007. It is expected to fall to 19.5 percent by 2011, but marketers are still receptive to display advertising.

In a survey of U.S. marketers by Datran Media in 2007, display advertising placed third, behind e-mail marketing and search marketing, on a list of most important advertising tactics.

Furthermore, multi-media advertising campaigns typically perform better than those that are based on a single medium. A Yahoo study released in December 2006 found that campaigns that combined search and display advertising were more effective than campaigns that relied on one or the other. Viewers exposed to both types of advertisements registered a 68 percent increase in page views compared to competing sites and spent 66 percent time viewing them. More tellingly, consumers that saw both the search and display advertisements purchased 244 percent more often online and 86 percent more often offline.

4 - Online Classifieds

The Online Classifieds Environment

Classified advertising is in flux. The traditional print model is eroding quickly, undermined by shifting consumer habits and highly competitive online entrants into the space. To keep relevant newspapers are investing tremendous resources in establishing their classified businesses online, often to the detriment of the category's print iteration. It seems every few weeks, a newspaper announces that it is cancelling the publication of some or all of its print classified advertising and shifting its efforts to the online side.

At a Society of Editors conference in Glasgow, Scotland, Guardian Editor Alan Rusbridger predicted that by 2020, classified advertising was likely to have disappeared completely from the print edition.



At many newspapers, print classifieds are still viable businesses that earn solid, if diminished, revenues each year. “Don’t under-estimate the fact that print is still very strong,” said Peter Zollman, founding principal and executive editor of Classified Intelligence based in the United States. “Last year, print classified advertising was about US\$14.5 billion in the U.S. at daily newspapers. That’s a lot of money and still a lot more than online gets. The issue is how fast is it going to come back at all newspapers — the short answer is “not very much” — and with those kinds of things. Don’t under-estimate the fact that newsprint is still paying a lot of bills and selling a lot of ads.

But the migration from print to online is very strong, and that is not likely to change.”

Classifieds’ centre of gravity is moving online. “Classifieds are moving pretty steadily and aggressively online because online works better,” Zollman said. “It is less expensive,..”

5 -Online Search

The Search Environment

More and more online advertising revenue is moving toward the search model. Search advertising is a method that places advertisements on a web page based on the results of the search query. This contextual approach to advertising assures a highly contextual relationship between what the web user is viewing online and the advertisements run on the page.

Search advertisements are targeted to match keywords entered into search engines. An advertiser “buys” certain keywords. Keywords prices are relative to the demand for the term. For example, “mouldy bread” would sell for less than “automobile financing.”

Advertisers are spending a lot of money on the format. Research by eMarketer revealed that in 2007, the U.S. search marketing business took in more than US\$8.6 billion. This is up from a relatively minute US\$299 million in 2001. By 2011, eMarketer predicts the marketing channel will be an almost US\$16.6 billion business. Search advertising spending grew 27 percent in 2007 and while spending will continue to grow, forecasts suggest it will slow somewhat over the next few years. Search advertising account for 40 percent of internet advertising revenues during the first half of 2007 the Interactive Advertising Bureau said, making it the most lucrative online advertising vehicle.

Globally, search is an even larger business. In a report released in January 2008, JPMorgan said that search was a US\$22 billion business in 2007 should rise 38 percent to US\$30.5 billion in 2008. Looking ahead, the company forecasts that by 2010, online search advertising should be a US\$50 billion business.

6-Video Advertising

The Rise of Online Video

In recent years, broadband’s accessibility has grown by leaps and bounds. In the United States, more than 50 percent of the adult population has broadband access in their homes. Carried along by high-speed internet’s growth has been online video. The most high-profile example of this has been the emergence of YouTube.com — a site that only launched in February 2005 — as a high-profile player. And a valuable one as well; Google paid US\$1.65 billion for the company in November 2006.

Burst Media’s Online Insights report, conducted in December 2007, found that more than 70 percent of U.S. adults had watched online videos. More than half of respondents in the 65 or older category had seen an online video. Online video has made strong inroads with younger consumers, especially males between the ages of 18 to 24 — 79.4 percent of the group watches a video at least once a week.

BurstMedia also found that more than half of those surveyed recalled in-stream advertising in the video they watched. However, most considered it an irritation and about a half said it interfered with their web viewing. About half of the respondents said they stopped watching the video once they encountered the advertisement, although this again varies by age.

“For newspapers, the galloping use of legal online video content opens up an important new revenue source,” said Dan Willstrand, director of sales and marketing for Swedish mobile and online television programming distribution company Kamera. “For many portals the most attractive advertising space is sold out, months in advance.

7-Conclusion

The commonly held logic is that the internet is the future of the newspaper, from the perspectives of audience growth and advertising revenues. There is little evidence to dispute the belief that newspaper web sites’ roles will grow. The internet, along with bringing new avenues and techniques to reach readers where ever, whenever, and however they want, also delivers a diverse selection of advertising opportunities of varied strengths and level of adoption.

Newspaper’s print advertising mainstays — the display advertisement and classifieds models — are thriving online. Newspaper web sites represent new territory for fresh advertising sales against content both republished from the print edition and original to the Web. Online classifieds serve audiences that have become accustomed to turning on their computer to shop or hunt for a job. And newspapers’ brands, established over decades within their markets, are giving them an identity in an often crowded online market.

Yet newspapers are facing significant challenges with these advertising models online. One of the most fundamental challenges might be the self-induced myopia of tradition. The straightforward transition of the display advertising model may blind newspaper sales staff to look beyond their print habits to bring new and different advertisers and advertisements to the online space. And the internet is already thick with display advertisements, anesthetising users to much of their effectiveness. Some have gone so far as to install software on their computers that strips out advertisements from their web browsing. While display advertising is expected to remain a standard part of the online advertising mix into the foreseeable future, newspapers cannot remain complacent if they want to maintain them as an effective model.

The internet is a highly competitive arena for classified advertising. While many newspapers hold onto print classifieds in some form or the other...

Source: INMA

IMEDIA ADVISORY SERVICES

WHERE DO EDITORIAL AND ADVERTISING BEGIN AND END

So editorial and advertising will have to work together eh? And the nature of the advertising will be dictated by the story? Or who it's targeted at?

Once upon a time this was an anathema. Over the years I recall many spats regarding the advertising people being able to use forthcoming editorial content as a tool to coerce advertising.

How the world has changed. In the digital world, most advertising is geared to the content it surrounds. The whole Google business model depends on it.

And you just need to take a look at how ads are served on gmail – a subject that Google are sensibly sensitive about – to realise how pervasive, but potentially dangerous such an approach can be. I received an email from a friend of mine in which he described how terribly unhappy he was in his new job, and how he did not fit in with the people around him. All the ads were for shrinks and counsellors!!!! Creepy or what?

Google's success is a demonstration of the power of the capability. But it raises a number of questions to the heart of what we newspaper folk do.

OK so I do search for a holiday in Spain and the ads are for hotels and flights.

But what if I regularly read stories about Manchester City Football club. Should I receive ads for hotels in Manchester or from counsellors? And what if my interest is investment trusts? Or the motor industry? Or Paris Hilton (definitely counselling required)? Where should it end?

It is a wonder of the internet, and tomorrow mobile, that increasingly advertising is targeted to its audience, their profile, their interests and now their location. We can all turn the cookie off to prevent profiling, but what when the target is a mobile number? And what about the degree of targeting that occurs at the point of distribution?

Who should decide the degree of this pervasiveness. The consumer? The Medium? The regulator? Let's agree that the regulator is everyone's least favourite choice. But where does the debate live in the Media House.

In the digital world, there is a real danger that the rightly held values of editorial independence can be diluted by over-zealous advertisement serving? And as the revenues and profits of online advertising become increasingly disconnected from the high costs of editorial, the pressure is going to be on news sites to generate revenue to pay for quality more than ever before.

I've written before about the misuse of the word convergence, but one area in which we are seeing convergence, of a sort, is in editorial and advertising systems. As more and more digital content is served with tailored advertising, and as search increasingly integrates primary content, with third party content with advertising, so the assumption of blending will become a given.

As always, the technologists will deliver. But newspaper people need to decide how far to take it. Where and when.

© **Jim Chisholm, May 2008**

Jim.Chisholm@imediaadvisory.com



Jim Chisholm has spent more than three decades in the world of publishing, as an analyst, manager, executive, and advisor. With an unrivalled knowledge of the industry, he is widely held to be the industry's leading expert on corporate and business development strategy. Chisholm began his career as an analyst at The Guardian newspaper in London. He spent his early years in research and strategy before moving into general management with the Thomson, Mirror Group and Bonnier newspaper companies. From 2001 to 2006, Chisholm was strategy advisor to the World Association of Newspapers, where he directed the Shaping the Future of the Newspaper programme. Jim is joint principal of iMedia Advisory Services Ltd. (<http://www.imediaadvisory.com>) the leading advisory service to the publishing industry.

Middle East Publishers' Association (MEPA).

Dubai Media City, Office No. **506**, Media Business Center, 5th floor, Building No. 2,
P O Box: 502038, Dubai, UAE. Email: mepa@mepa.cc, website: www.mepa.cc