

## 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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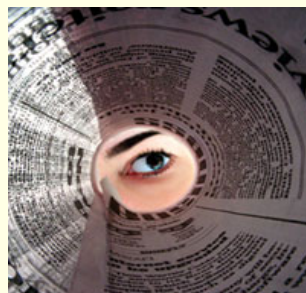
## NEWS UPDATE TIME FOR A CHANGE

Saudi government officials say that change in the media industry is imminent, whether Saudis are ready for it or not.

Listen to readers: This was the core message at the conclusion of a two-day international media conference, "Future of News Publishing," which was held at the King Fahd Cultural Center in Riyadh.

Reiner Mittelbach, CEO of IFRA, the international research and service organization for the news publishing industry, said change in print media is long overdue. He added that newspapers should persist in evolving their tools.

Mittelbach said he does not feel digital media is a threat to the newspaper industry, but the new challenges facing the industry provide an opportunity for print media to evolve.



Abdul Aziz Al Mulhem, deputy minister of information for planning affairs and chairman of the conference organizing committee, expressed a more pessimistic view. "Change is coming whether we like it or not," he said. The threats posed by digital media were discussed from different angles, with some expressing optimism. Muhammad Al Hizan, associate professor at Imam Muhammad bin Saud University, said he believes print media would be affected. He, however, added that the industry would not cease to exist, but would take another form.

Sultan Al Bazie, CEO of Tariq Media, agreed with the pessimists. "Numbers indicate that conventional institutions should reconsider their techniques ... readers are the best judges," he said.

Al Bazie concluded that everyone should stop living in self-denial and face the fact that print media is soon to become extinct, something that he said would happen in one or two generations.

Mohammad Al Fal, managing director of Al Madinah Publishing and Printing, believes there is a great future for newspapers in the new media landscape. "We are still very conventional in our means and tools, especially when it comes to editing," said Al Fal. Publication and distribution of facts and figures, in Al Fal's opinion, are not realistic and could often be false. Al Fal believes that listening to the reader is the real challenge.

"A real evaluation of the situation cannot be made except through studies and syndicated research, something that Saudi media lack," Al Fal said.

Jamal Khashoggi, editor in chief of Al-Watan newspaper, talked about his newspaper's experience in becoming a part of the new media world. "Technology is progressing faster than we can train people to adapt to content management techniques," said Khashoggi. "Newspapers would never disappear, they will just take other forms," he added.

Source: KIPPREPORT (Adopted from ARAB NEWS)



المؤتمر الإعلامي الدولي الأول  
1st International Media Conference

## NEWSPAPER CIRCULATION GROWS DESPITE ECONOMIC DOWNTURN: WAN

Despite the global financial crisis, newspaper circulation grew 1.3 percent world-wide in 2008, the President of the World Association of Newspapers said Monday in a speech that contradicted "misleading" reports predicting the imminent death of newspapers.

"The simple fact is that, as a global industry, our printed audience continues to grow," said Gavin O'Reilly, President of the World Association of Newspapers and CEO of Independent News and Media.

"But you might say that this growth is taking place in the developing markets of the world and masks a continued downward trend in the developed markets. And to a degree this is true, but not the whole story, as newspaper companies in these markets have embraced digital technologies to further improve their audience reach," he said in a speech opening the World Association of Newspapers Power of Print Conference in Barcelona, Spain.

Predicting the death of newspapers "seems to have reached the level of a new sport," said Mr. O'Reilly.

"That this doom and gloom about our industry has largely gone unanswered is, to me, the most bizarre case of willful self-mutilation ever in the annals of industry," he said. "And it continues apace, with commentators failing to look beyond their simple rhetoric and merely joining the chorus that the future is online, online, online, almost to the exclusion of everything else. This is a mistake. This oversimplifies a rather complex issue."

Mr. O'Reilly said:

- 1.9 billion people read a paid daily newspaper every day.
- Newspapers reach 41 percent more adults than the world wide web.

More adults read a newspaper every day than people eat a Big Mac every year.

"Whilst it may be true to say that in some regions, circulations are not a boom sector, newspapers continue to be a global mass media to be reckoned with, achieving a global average reach of over one third of the world's population," he said. "So if we are a declining industry, the definition of declining is a strange one. We are an industry with massive reach of the global population and one that achieves massive revenues."

And while the financial crisis has clearly had a serious impact on newspaper revenues, the downturn is not worse for newspapers than for other industries. "This is not to deflect the seriousness of the situation, and it is very serious, but it remains a fact - all major media are suffering alongside our colleagues in other major business sectors," he said.

Mr O'Reilly's speech was based largely on preliminary data to be included in World Press Trends, the annual report from WAN to be published next month.

The data shows:

- Global newspaper circulation increased +1.3 percent in 2008, to almost 540 million daily sales, and was up +8.8 percent over five years. When free dailies are added, circulation rose +1.62 percent in 2008 and +13 percent over five years. Europe is the hotbed for free newspaper development - 23 percent of daily newspapers in Europe were free in 2008.
- Newspaper circulation increased +6.9 percent in Africa last year, +1.8 percent in South America, and +2.9 percent in Asia. It decreased -3.7 percent in North America, -2.5 percent in Australia and Oceania, and -1.8 percent in Europe. But in many mature markets where circulation is declining, newspaper reach remains high -- many European countries continue to reach over 70 percent of the adult population with paid newspapers alone. In Japan, it's 91 percent. In North America, it's 62 percent.
- Circulation gains are not only occurring in the emerging markets of China and India; 38 percent of countries reported gains in 2008, and 58 percent saw circulation increase over five years.
- Though newspaper advertising revenues were down -5 percent in 2008, print media still takes 37 percent of world advertising revenues.
- While the digital explosion has a global impact, it is not a uniform impact. The United States and the United Kingdom are most affected; the UK accounts for 38 percent of digital revenues in all of Europe. And compared to all of Europe, the United States has 62 percent of the total market.
- In the United States, combined print and online newspaper audience grew 8 percent. Fifty-two percent of online newspaper readers spend the same amount of time as they did previously with newspaper content, 35 percent say they spend more time overall with newspaper content, and 81 percent of online newspaper readers say they've read a printed newspaper in the same week.

Although falling newspaper circulations are routinely blamed on the internet, the evidence paints a more complex picture, said Mr O'Reilly. "Why is it, that something as sophisticated as media consumption always get relegated to an oversimplified spat between print and online? Why must it always be a case of either or? Is it just possible that the consumer is capable of multi-tasking; is capable of consuming a multitude of media and that it need not necessarily be just online? "

The Power of Print and the World Newspaper Advertising Conferences have drawn hundreds of newspaper executives from 50 countries in Barcelona to exchange ideas on business strategies for the future. Full details at <http://www.wan-press.org>.

Source: WAN





# MMS MEDIA AND MARKETING SHOW 2009

Be the **CHANGE!**

3rd - 5th November 2009  
 10:00 a.m. to 7:00 p.m.  
 Zabeel Hall, Dubai International Convention and Exhibition Centre, Dubai, UAE



## NEWS LETTER

[www.dubaimediashow.com](http://www.dubaimediashow.com)

### DUBAI MEDIA CITY & O3 PRODUCTIONS - STRATEGIC PARTNERS FOR THE MMS 2009 O3 PRODUCTIONS, MBC GROUP TAKES OVER AS THE PARTNER FOR PRODUCTION CATEGORY



The announcement was made at a press conference held at Dubai Media City in the presence of: Mr. Mohamed Abdulla, Executive Director of Dubai Media City, Mr. Fadi Ismail, General Manager, O3 Productions-MBC Group, Mr. Abdulla Abulhoul, CEO of Domus Group, and Ms. Maysoon Abulhoul, Managing Director of The Domus Group.

The O3 Productions, MBC Group will be the strategic partners for this year's Media and Marketing Show 2009 (MMS), whereas Dubai Media City continues to be the official patron. Being the region's premier event for the media and marketing industry, MMS 2009 will feature the region's leaders in the media and marketing field, content producers, service providers as well as present exciting knowledge-sharing opportunities including various seminars and conferences.

"We are in the process of signing new agreements and will soon announce partnerships with leading media research companies, publishing houses, and outdoor media providers who have shown great interest in taking part in this year's event," said Ms. Maysoon Abulhoul, Managing Director of The Domus Group who are the organisers of MMS.



Mr. Mohamed Abdulla, Executive Director of Dubai Media City

"The media industry has evolved tremendously in Dubai and the UAE since the launch of Dubai Media City – the first project in TECOM Investment's media cluster. Hosting more than 1,400 companies, Dubai Media City has played an instrumental role in the industry's growth. Through its past four editions, the Media and Marketing Show has proven to be an effective networking platform for local, regional and international media players and the event has served as a catalyst for the industry's progress in Dubai and the region."

"We are part of the MBC Group specializing in production and post-production services, and as the leading producers and distributors of content in the region. With this agreement we are glad to partner with MMS to promote and benefit not only the production industry but also the media and marketing industry as a whole. Dubai has already become the destination for international film-makers like Warner Brothers who are setting operations in the region. We are going to see a huge boom in the production industry."



Mr. Fadi Ismail, General Manager, O3 Productions



Ms. Maysoon Abulhoul, Managing Director of The Domus Group

"We are very glad to celebrate the 5th edition of the Media and Marketing Show. Every year we incorporate new segments and features that we believe are essential for both our partners and visitors. Over the past couple of years we have seen phenomenal progress in both content and quality of the TV production industry. O3 Productions have been there at the forefront of this trend and we are delighted to have them on board as the strategic partner for MMS 2009."

Organiser

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Official Patron



Production Market Partner



Member Of



Research Partner



In Cooperation With



Publishing Partner

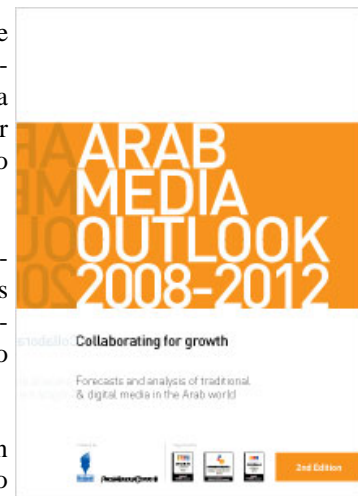


## ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH SECTION ONE: WORLD VIEW (PART THREE)

Much of the recent focus of attention on Web 2.0 content has concentrated on the tremendous volume of creation, posting and viewing of video content on media marketplaces such as MySpace, Orkut, YouTube and Facebook. In 2007, this activity led to a number of high-profile transactions including the purchase of YouTube by Google for US\$1.65 billion and the US\$250 million advertising commitment from Microsoft to Facebook.

With tens of millions of unique visitors a day, social networking sites have become important marketing channels. This has transformed many of these new start-up companies into serious competitors for advertising dollars. Furthermore, telecommunication companies are expanding their business models beyond voice and internet gateway services into the delivery of high definition (HD) video via internet protocol television (IPTV).

During 2008, media companies increasingly embraced Web 2.0 for content production and delivery as well as teaming with new media companies and device manufacturers to take their programmes beyond the TVscreen. As consumers continue to “snack” and maintain a greater constant online presence as they “multi-task”, industry participants must address how they can measure, and then turn, the value of the massive amount of content being generated into a profitable business. The following sections of this report will explore these issues.



*During 2008, media companies increasingly embraced Web 2.0 for content production and delivery as well as teaming with new media companies and device manufacturers to take their programmes beyond the TVscreen. As consumers continue to “snack” and maintain a greater constant online presence as they “multi-task”, industry participants must address how they can measure, and then turn, the value of the massive amount of content being generated into a profitable business. The following sections of this report will explore these issues.*

### Snacking

Habit of net generation to self-package content from the internet or TV and consume it anywhere they want.

### Multi-tasking

Consuming different types of content simultaneously. For example, watching TV and surfing the web at the same time.

### Mobility and the new generation of convergent services

The steady pace of convergence has led to a series of new services where mobility, **time- and place-shifting** are the keys to growth. During the last few years, we have seen the adoption of subscription services that allow consumers to time-shift and place-shift music, games, movies and television programmes. Services such as TIVO and iTunes allow consumers to record or download content to their personal computers for consumption at their own convenience. Meanwhile, Sony has begun to offer its massive content library for purchase through the Sony Playstation 3 gaming/home media center platform.

### Time-shift

Recording and watching content at a time convenient to the individual. For example, by recording a TV show on a digital video recorder.

### Place-shift

Copying television content to digital media to watch anywhere. For example, downloading a favorite television program to watch later on an iPhone.

Recent developments have expanded the range of mobile devices that feature broadband wireless data connectivity, featuring faster processors, Wi-Fi connectivity, wide-screen touch-sensitive (haptic) screens and GPS functionality. Devices such as the Blackberry and the iPhone are examples of the commercial acceptance and success of mobile-enabled content. The trend is clear: manufacturers, operators and content providers are testing new ways to capture value from the “net generation” consumers that are willing to pay for content “anytime and anywhere”.

### Pure play

Where users of the service create all the content produced.

### **Current TV - Pure play UGC**

Short form television programs such as, "America's Funniest Home Videos", or "You've Been Framed!" have existed for well over ten years but have never expanded beyond TV.

While the commercial success of broadcasting pure-play UGC has yet to be fully validated by the market, industry participants continue to experiment. Cable channel startup, Current TV, (founded by former US Vice President Al Gore) is one of the first to create an entire channel around UGC. Current TV is unique in that it provides free training to all its content contributors. The site provides extensive training for young producers on the ins and outs of content production from storyboarding to sophisticated film techniques.

Established in 2005 in the United States, it has expanded into the UK on satellite. In a similar move, CableFox is running MySpace video content on their FX branded channels.

The "net generation" comprises young consumers born after 1977 who have grown up with the internet and mobile communications and have a strong and diverse appetite for content. This is both a result of convergence and one of its main drivers. Members of the net generation have come to expect services that give them control over the times and places where they consume content. They have the ability to self-package content and services into "bite-size" pieces for future consumption. Recent studies conducted by PricewaterhouseCoopers in the United States provided several insights into consumer viewing behaviour. Where parents consume 20 hours a week watching television, members of the net generation can consume 20 hours of media every day, all of it consumed in parallel

over a seven-hour period. Statistics are even higher for the technologically competent and well-equipped youth of Asia Pacific. These consumers actively multitask their way through social networking sites, UGC, music listening, video games, television and other content

### **Potential for traditional media**

By 2007, time-shifting and place-shifting of content became commonplace. With a wide range of mobile-enabled devices available to the consumer, it became possible for the consumer to take content anywhere and view it at their convenience. This potential still remains largely untapped by traditional media and represents a tremendous opportunity for industry participants to take on the challenges of customising content for the mobile environment.

### **The importance of a commuter culture**

Cities with high population densities, such as Tokyo and Seoul, have large portion of the population who regularly use mass transit. Commuters represent a population of consumers who typically have idle periods ranging from a half an hour to an hour each day.

Capturing this idle time is a significant opportunity. The initial success and continuing success of NTT DoCoMo's iMode mobile data services can be attributed to the service's ability to capture idle time by meeting the news & entertainment needs of this segment. Consequently, for the next generation of services, which includes mobile television, many mobile operators with high-density populations are actively optimising these services and their programming offering for their commuting consumers.

Infrastructure has been key to this development. The wide availability of high-speed broadband internet access allows consumers to download and share their favorite television programmes, movies, music and related content via their PCs or mobile devices. Deep broadband penetration in North America, Europe and Australasia has created a generation of consumers that has been educated to go online to meet their content needs. Driven by lifestyle considerations, consumers are repackaging content taken from traditional channels and digitalising the content for their anytime, anywhere lifestyles.

Until recently, content consumers were essentially tied to their TVs, PCs or game consoles but with the advent of personal video/gaming platforms such as the Apple iPod Touch and convergent mobile phones from vendors such as Nokia, Samsung, Sony-Ericsson and Apple, the transportation and viewing of content during free time has been made considerably easier. The following section provides an overview of how consumers and the market are changing.

### **Repackaging of content**

Mass digitalisation of content has quietly revolutionised how consumers access content. For several years the use of free media players such as Windows Media Player and Realplayer has enabled the portability of content that started with the proliferation of MP3 music files.



Open-source software products with easy-to-use interfaces are widely available on the internet and have made it possible for consumers to “rip,” i.e. digitise, content from various sources. For example, a wide range of music and video content can easily be found online using peer-to-peer file-sharing tools such as BitTorrent. Despite a number of high-profile lawsuits against network providers and individuals by the Recording Industry Association of America and the Motion Picture Association, and the widespread use of digital rights management software, the availability of copyrighted content and the software to repackage it remains easily available and piracy continues unabated. Computers networked over the internet continue to distribute games, music, film, and television content that meets a wide range of consumer niche interests. This desire for control is well known to operating system software corporations who also provide commercial versions of repackaging software found on the internet and often integrate them into their operating software. Examples include Microsoft’s Windows Media Center and Apple’s iTunes and AppleTV offerings that allow users to share their content within a discrete wireless network or amongst friends.

### Changes in behaviour

The effort to make the repackaging of content easier is a key focus of content owners as they attempt to wean users away from the freeware/shareware tools that they currently use to self-package content and shift those potential consumers toward corporate content channels. While some companies have forgone the expense of implementing digital rights management on their content, the important change in behaviour is how they are selling content. Industry participants have begun to do away with the sale of content online in an album or series format. In most cases, consumers can now purchase individual songs or television episodes. Industry participants have also focused on developing user interfaces that assist in the search for content through the creation of customised playlists that rely upon the extensive use of meta-tagging. For example, in 2007, Nike and Apple collaborated on the Nike+ music player for runners. This device featured software that shuffled music into playlists specific to the sport enthusiast’s lifestyle or training needs. From movies to games to music, consumers are only limited by data storage, battery life and the bandwidth of their mobile devices.



## CASE STUDY

### At a Glance:

Subject: Apple iPhone

Introduced: June 29, 2007, 3G version July 11, 2008

Headquarters: California, USA

Media type: Internet-connected mobile smartphone

Focus: Anytime, anywhere connectivity

URL: [www.apple.com](http://www.apple.com)

The Apple iPhone has revolutionised the mobile phone industry by demonstrating how rich media content can be delivered on a size-limited device. It is expected that 12 million iPhones will be shipped out within its first year, generating hundreds of millions of dollars in music sales as well as from the other applications sold in their latest offering.

The iPhone permits internet browsing and email and operates as a camera, a portable media player (equivalent to an iPod) as well as providing text messaging and visual voicemail. It has local Wi-Fi connectivity.

The iPhone’s Application store commercialises third-party development by providing open-source access to the iPhone application development software tools. Thousands of user-generated applications are created and then sold through Apple’s iTunes stores allowing consumers to personalise their handsets to their individual needs. Through the App Store, Apple has increased the frequency of use and deepened the interaction of the consumer at a marginal cost to their organisation.

The success of Apple’s iPhone is only possible through the broadband infrastructure (wired and wireless) found in developed broadband markets. Deep penetration of Wi-Fi hotspots makes it possible for Apple’s iPhone to download music and applications directly to the handset over the open internet.

*.....to be continued’ in next issue*

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