

## PROFILE OF MEPA MEMBER

### AWRAQ PUBLISHING

Awraq Publishing is the publishing arm of AMG. It debuted with the launch of two national daily newspapers in September 2005. The aim was to create modern newspapers for the modern UAE. Emirates Business 24|7 the newly launched business daily and Emarat Al-Youm one of the leading arabic dailies will set a new standard for the region in terms of their compact format, fresh design and dynamic content.

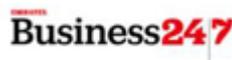


AMG's latest subsidiary, Al-Bayan has been Dubai's official Arabic daily newspaper for 30 years. Awraq has an ambitious expansion strategy and will be looking to launch further publications in 2008, as well as move aggressively into consumer magazines and contract publishing. The company will be defined by its adherence to global publishing standards, the recruitment of world-class journalistic and design talent, and the ability to develop innovative publishing concepts tailored to meet the changing.

### ARAB MEDIA GROUP

Founded in March 2005, Arab Media Group (AMG) is the largest media organization in the UAE.

Its business interests include nine radio stations, three newspapers, television, online, logistics and distribution, printing, events management and outdoor advertising. Its newspaper titles are the English-language compact *Emirates Business 24/7* (formerly *Emirates Today*), its Arabic counterpart *Emarat Al Youm*, both launched in 2005, as well as the Arabic broadsheet *Al Bayan*.



All three titles, which are managed under the AMG subsidiary of Awraq Publishing, have broken new ground in the UAE, set new standards of journalism and changed the way local news is covered in the region.

Also falling under the AMG umbrella is Arabian Radio Network (ARN), which operates eight top rating radio stations, namely Dubai Eye 103.8, Dubai 92, Pulse 95.3, City 1016,

Hit 96.7, Noor Dubai 93.9, Al Khaleejiya 100.9 and Al Arabiya 99. The ninth addition to the stable will be Virgin Dubai, a branch of Sir Richard Branson's Virgin International brand, which is scheduled to launch by the end of 2007.



AMG's most recent ventures include television and online developments. Under its subsidiary Arabian Television Network (ATN), the first channels to launch are MTV Arabia and Nickelodeon.



The online division, Arabian Digital Network (ADN), is in the process of launching up to 18 websites to complement its other business interests by early 2009. Among the first to launch was [www.MTVa.com](http://www.MTVa.com).

Events management has also become a focus for AMG with the formation of another subsidiary, Done Events.



Done Events focuses on delivering a superior level of service from start to finish and handles every kind of event imaginable, from entertainment and sporting events to corporate events and gala dinners.

Done Events has already scored several firsts for the region including being the first to bring a Broadway musical to Dubai, which was *Chicago* in 2006.

In addition to these businesses, AMG also runs an outdoor advertising company (Shoof), a logistics and distribution company (Tawseel) and a printing press (Masar).



With a workforce of 2000 employees, four Dubai-based office premises as well as national locations, AMG's continuous growth and innovation sets this media organisation apart from its competitors.

# NEWS UPDATE

## PRIZE FOR WOMEN JOURNALISTS



RIYADH, 28 January 2008 — Princess Husna bint Salman announced yesterday that she was establishing a prize for outstanding women journalists in the Kingdom. The prize, the first of its kind in the Middle East, will be awarded by the Prince Ahmed bin Salman Institute for Applied Media. There will be three prizes: one for the best woman journalist; second for the best woman writer; and the third for a woman pioneer in print media.

Addressing a press conference at Nayyara Festival Hall in Riyadh, Princess Husna also announced plans to provide scholarships in journalism to two women. “The scholarships are aimed at improving the standard of women journalists,” the princess said. Those who win the scholarship can pursue their higher studies at reputable foreign universities.



Princess Husna said the idea for the prize was first mentioned during the first forum of women journalists in Riyadh. “It was in line with the vision of Custodian of the Two Holy Mosques King Abdullah and Crown Prince Sultan to empower women and enable them to make greater contributions to building Saudi society,” she explained.

Princess Husna said a special panel of media persons would be set up to choose the winners of the three prizes after evaluating the work and contributions of nominated woman journalists and writers.

“In the selection of the winner of the prize for the pioneer, questionnaires will be distributed among different sections of society.”

Princess Husna said scientific methods would be applied to select the winners of journalism prizes. “Media works nominated for the prize should not violate Islamic principles and Saudi norms and traditions,” she added.

Husna thanked her father, Riyadh Gov. Prince Salman, for his support to the prize as an encouragement to Saudi women journalists in order for them to make greater contributions toward the development of their society.

**Source : ARAB NEWS**

# ACTIVITIES AND OTHER UPDATES

## PUBLISH ASIA 2008

### PROFITABILITY THROUGH CUSTOMER-CENTRIC PUBLISHING STRATEGIES



The emergence of interactive media such as the web 2.0 has recently put an end to the newspapers' privilege of defining their contents in a strict unilateral way. Publishers around the world, urged by the revolution of user-generated content or community sites, have been prompted to operate a quick shift from product-centered to reader-centered business models.

**DATE: 2 – 3 April 2008**

**PLACE: Macau, China**

**LANGUAGE(S): English**

For registration : [PAregister@ifra.com](mailto:PAregister@ifra.com)

## NEWS IN PRINTING 2008



Successful print business is a matter of optimized processes, cost efficient production and technology. This conference offers the opportunity to catch up on the latest in print technology, production and management. Meet colleagues and industry specialists from around the world to discuss the latest in newspaper production.

Listen to interesting project reports, industry analysis and business experiences.

**Date: 24 - 25 April 2008**

**Location: Copenhagen, Denmark**

**Language(s): English; German**

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

## RESEARCH ARTICLE

### MEDIA COMBINATIONS DRIVE PURCHASE INTENT: MAGAZINES PROVE VITAL THROUGHOUT THE PURCHASE FUNNEL

New findings from marketing research and consulting companies Marketing Evolution and Dynamic Logic, along with the latest research from other third-party sources, offer a comprehensive view of the role of media in influencing consumer purchase decisions and online behaviour.

The report analyses cross-media accountability data from 32 studies to determine each medium's effectiveness through the purchase funnel. The overall findings indicate that:



- Media synergy is important. Three media were better than two, and two media were better than one in generating results
- The combination of TV and magazines provided significantly more lift than did TV plus online
- TV and magazines produced the greatest lift in ad awareness, with each medium contributing significantly more impact than online
- Magazines were by far the most effective in increasing purchase intent, with a significantly greater point increase compared to the next highest ranking medium in both studies
- Magazines were the most consistent performer in producing positive results in the most campaigns at all stages of the purchase funnel

Marketing Evolution's analysis of nine client-commissioned studies examines, among other things, how magazine ads contributed to building web traffic. Specifically, the study compares the number of online visits among consumers who saw magazine ads to those of consumers who read different issues of the same magazines without any exposure to the ads.

Key findings include:

Magazine ads had a major impact on building web traffic, with a lift averaging more than 40 per cent over the control group

- Magazine ads generated web traffic at each stage of the purchase funnel, especially purchase intent
- Including a URL address in magazine ads significantly increased web visits. When the URL was included, the percent change in visits triple
- For the automotive category in particular, magazine ads had significant impact in driving traffic to the auto brands' websites with an average increase of seven points, representing an 85 per cent lift over the control group

Multiple surveys now document the vital role magazines can play for marketers looking to drive website traffic or search.

Additional web-related findings cited in the MPA's Accountability guide include:

- Offline media perform well in driving web traffic and search, often better than online media
- Each medium influences online behaviour differently and plays a distinctive role
- Qualified search offers different and informative results vs. total search results
- When looking at the role individual media play in driving web results, magazines most consistently drive web traffic and search

The Millward Brown/Dynamic Logic study mirrors other independent studies whose results conclude that magazines play a prominent role in influencing consumer buying decisions, especially in the area of purchase intent.

**Source: FIPP**

## SELECTED TOPIC

### IMEDIA ARTICLE

In house local development or partnership with global brands. Two themes that are emerging as drivers of our industry's growth.

First back to Scotland to my old stomping ground Glasgow, and a bit of missionary work for an old employer. The Record, for a long time Scotland's absolutely dominant national newspaper is now under threat by an under-priced, Murdoch owned Sun replete with a new printing plant. It is under pressure to expand at a time when UK newspaper advertising revenues are falling faster than the country's already dismal circulations (the worst in Europe).

The Record management are working hard at local innovation and product development, outsourcing, which I wrote about last month, and versioning.

A year ago they launched Record pm, a free distribution evening "*editionet*", of the daily. While the version has no cover price, it has little additional cost, relying on its current editorial, advertising and circulation resources, serving to expand readership, retain, and more importantly attract advertising, and also attract a new younger generation to its ageing readership. The idea has already been adopted by newspapers in England and Germany, and in most cases is proving to build on each of these factors.

The company's second move was to launch a free weekly business paper. Two journalists were transferred from the newsroom (saving redundancy costs), and two were recruited. Most interestingly the newspaper's pages are designed, subbed and laid-out in India, greatly reducing editorial production costs in a city where journalists are very well paid. In readership terms, the paper has been widely welcomed. In commercial terms it is already a success.

Newspapers are an astonishingly powerful and enterprising factory. But until now we have been obsessed with retaining our single version of what we do, and secondly over-protective of competencies which in truth can be done just as well, elsewhere at a proportion of the cost. (Another weekly business paper in London even outsources all its news content, retaining only opinion and analysis within its own newsroom).

What the Record in Scotland have realised is that having established the core company resource base the cost of innovation is little more than coming up with a good idea.

The two things that drive the leverage in the market are the strength of the core local brand, and the depth of local marketing penetration.

At the other extreme, many local newspapers in North America are striking deals with Yahoo and Google, to partner for the local marketplace in the digital space, and most of the feedback I have received is very positive. Yet suspicion remains. “They are trying to destroy us?” “They’re stealing our content!” “We need to establish rules of engagement!” It’s all nonsense.

There’s room for all of us out here, as long as we’re prepared to become as fast, flexible and innovative as our competitors.

Other industries are discovering the need to recognise where it’s right to do it yourself, where to outsource and where partnership, often with competitors where necessary, is more advantageous.

The newspaper view of one solution (us), one product (ours), one company (mine) is moribund. Our customers are as anxious for a range of solutions from us as they are from Colgate and Mercedes. They are seeking solutions in time and place, and they won’t all be branded as our newspaper brand. (I note that the Mars bar isn’t the only brand from Mars). Outsourcing is a central industrial theme that we’ve been slow in adopting. Partnership is a version of that.

Maybe our partnership deals with Google and Yahoo are outsource deals for them. But if they help us grow our business in our local franchise, they are as important as versioning and diversity.

*Source : iMedia*



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