

MIDDLE EAST PUBLISHERS'

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

MEDIA PERSONALITY OF THE YEAR; AMF HONOURS SAUDI PRINCE FAISAL

The Arab Media Forum announced Saturday it is to honour Saudi Arabia's Prince Faisal bin Salman bin Abdulaziz Al-Saud, Chairman of the Saudi Research and Marketing Group (SRMG) – a giant Middle Eastern media company – as Media Personality of the Year, according to the media executive office.



Prince Faisal Bin Salman

The forum, which will honour a number of distinguished Arab personalities for their contributions to Arab media, will be held in Kuwait between April 5-7, under the patronage of His Highness the Prime Minister Sheikh Nasser Al-Mohammad Al-Ahmad Al-Sabah. Prince Faisal's award, comes in accordance with his support of Arab media institutions and their development, said the forum's Secretary General Madhi Al-Khamees. Prince Faisal on his part expressed his gratitude to the media forum's organizers for its decision, also expressing appreciation to the State of Kuwait and its significant role in the service of Arab interests in all fields.

The SRMG, founded in 1972 is regarded as one of the foremost publishing companies in the world and has issued books and publications for readers in the Arab world and worldwide. The media company is responsible for a number of widely read dailies including: Asharq Al-Awsat, Al-Iqtisadia, Al-Riyadia and Arab News among others. Other SRMG published periodicals include: Sayedati, Bassim, Urdu Magazine, Arrajol, Al-Jamila and Heya. The award date will coincide with the 30th anniversary of London-based Asharq Al-Awsat, the most prominent Arab daily issued outside of the Arab World, which delivers the messages of Arabs living outside their homelands to all quarters of the globe. Other awards will also be presented to icons in the Arab media industry by the forum which was established in 2003, said Al-Khamis furthermore.

Source: ARAB TIMES

POWER OF PRINT CONFERENCE FEATURES NEWS INTERNATIONAL'S NEWSPRINTERS PROJECT

When Rupert Murdoch announced plans for the world's largest printing plant for newspapers, the move was seen as a vote of confidence for the future of print. One year after the 650-million-pound (US\$917 million, €704 million) project began operations, it has become something more – an outsourcing success story and a symbol of print's viability in the digital age.



News International's Newsprinters operation will be the subject of a featured presentation at the World Association of Newspapers first Power of Print conference, to be held in Barcelona, Spain, on 27 and 28 May next.

The presentation, by Ian MacDonald, News International's Managing Director Operations and a guiding force behind the project, will examine how such mammoth operations – larger than 20 football fields -- are a growing printing option for newspaper companies looking to use outsource printing operations to consolidated printing facilities.

Full details of the conference, to be held concurrently with the annual World Newspaper Advertising Conference in the same venue, can be found at <http://www.wan-press.org/powerofprint2009/home.php>

Newsprinter's plant in Broxbourne, England, north of London, contains 12 state-of-the-art, full colour manroland Colorman XXL presses. The largely automated plant can produce 3.2 million newspapers each night. In addition to all of News International titles (including the Times, Sunday Times, The Sun, News of the World and the London paper), the Broxbourne plant and two others print The Telegraph Media's Group's 900,000 copies daily, and 650,000 on Sunday.

Most of the UK national titles have purchased new presses in the past 3 to 5 years, investing both in print quality and in the future of their titles. Some experts say that large centralized printing operations give newspaper companies a growing option to outsource their printing operations now and in the future.

The Power of Print conference is the first global conference for senior newspaper executives to explore new opportunities and successful strategies exclusively for the printed newspaper. Although digital innovation is a primary area of newspaper industry development, print and advertising continue to fund these new ventures, as well as being the profit centres for the vast majority of newspaper companies, even in these tough times.

The Power of Print conference, on 27 and 28 May, will be followed by the World Newspaper Advertising Conference, on the 28th and 29th May, at the Hotel Rey Juan Carlos I in the heart of Barcelona. Full details of the Power of Print conference can be found at <http://www.wan-press.org/powerofprint2009/home.php>.

Details of the Advertising conference can be found at: <http://www.wan-press.org/advertising2009/home.php>

Source: WAN

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SRMG TO PUBLISH 8 NEW MAGAZINES

The Saudi Research & Marketing Group (SRMG) is to publish the Kingdom's first magazine on Islamic banking, which is one of the eight new Arabic magazines to be published by the group.

The group is also to launch its political-affairs title, Al-Majalla, as an electronic magazine starting April 1. "The decision was taken in light of the annual review of the group's publications and projects being conducted by the investment committee of SRMG's board of directors," said the group in an official statement. The decisions have been approved by SRMG's board of trustees.

SRMG has appointed Abdulwahab Al-Faiz as editor in chief of the Islamic banking magazine, which will be published by Al-Eqtisadiyah business daily. Adel Al-Toraifi has been named editor in chief of the Al-Majalla electronic magazine, which will be published from the Saudi Research and Publishing Company's (SRPC) headquarters in London.

Prince Faisal bin Salman, chairman of SRMG, said the new measures were essential for taking the company's publications and projects to new heights, and are in tune with new developments in the publishing industry.

"The publishing industry is expected to witness remarkable changes in the coming years and publishers should be ready for that," he said. The industry is heading toward adopting a variety of means such as the Internet, mobile phones, television and radio to improve the content.

Prince Faisal said the group would continue to focus on investments in publications such as daily newspapers as well as weekly and monthly magazines. It would also focus on investing in specialized magazines in the light of their growing demand.

He said the Islamic banking magazine would be launched in May and emphasized the viability of the genre in the wake of the growing number of Islamic banks, rising global interest in the sector following the financial crisis, and expanding investments in the industry estimated at more than \$1 trillion.

He said the new magazine would discuss vital issues facing the industry and serve as a reference on Islamic banking.

The magazine will be supervised by an editorial board that would include experts from the Kingdom and abroad. "This magazine would remain as a major source of revenue for years," he said.

Commenting on the group's performance last year, he said, "The advertisement revenue of the group in 2008 was the highest in its history as a result of more focus on publications that can mobilize ads."

He also emphasized the need to rationalize expenditure and channel funds to vital areas. "This was the reason we decided to transform Al-Majalla into an electronic magazine," he said, adding that publications that are in need of expansion and have readers in different regions of the world would go electronic. "This is the trend of most publishers in the world," he said.

Speaking about SRMG's plan to expand specialized publications, Dr. Azzam Al-Dakhil, CEO of the group, said the Saudi Specialized Publications Company (SSPC), a subsidiary of the group, is in the process of publishing a number of international magazines in Arabic, including the French women's fashion magazine, Madame Figaro, which will be published next month.

He said the group is also launching the Italian design and architecture magazine, Domus, in April.

For more on this: <http://arabnews.com/?page=1&ion=0&article=119711&d=28&m=2&y=2009>

Source: GULF BASE



المجموعة السعودية للأبحاث و التسويق
Saudi Research & Marketing Group

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37TH WORLD MAGAZINE CONGRESS PROGRAMME The Magic of Magazines



For the first time in 20 years, the FIPP World Magazine Congress is returning to London! With first-class speakers, expert panels and 1000 delegates from around the globe, the Congress will celebrate the 'Magic of Magazines' and demonstrate how in challenging economic times, magazines offer an unrivalled path to engaged consumers. Book now to attend the most important event of the year!

4 - 6 May 2009
Old Billingsgate
London, UK

Source: <http://www.fipp.com/Default.aspx?PageIndex=2002&ItemId=14797>

1ST INTERNATIONAL MEDIA CONFERENCE FUTURE OF NEWS PUBLISHING

The Saudi Arabian Ministry of Culture and Information is organising, in cooperation with IFRA, the First International Saudi Media Conference, under the patronage of H.M. King Abdullah. The event is planned to take place in Riyadh on 18 and 19 May 2009 and will cover all aspects of media publishing.

The Kingdom of Saudi Arabia is one of the most reliable and affecting countries in media industry in the Middle East region. It has many experiences and successful journalistic corporations in both journalism and media industries.

This era is considered very crucial in forming the future of the media industry; it is considered either meeting or parting point of two main elements: the rapid development of technology and the international financial crisis.

These two factors are internationally looked upon, and the Middle East being part of the international labor system; it affects and is affected by these two factors.

Thus in these critical times, holding such a specialized conference in Media and publication in particular is of great importance.



المؤتمر الإعلامي الدولي الأول
1st International Media Conference

18 - 19 May 2009
Riyadh, Saudi Arabia
Language(s): English

Source: <http://www.ifra.com/website/ifraevent.nsf/wuis/14DB4C747E48E1F0C125756E004BDCC9?>

ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH

This groundbreaking report, released by the Dubai press club in conjunction with PricewaterhouseCoopers, reviews the current state of Arab media across twelve Arabic-speaking countries. Supported by Dubai Media City, Dubai Studio City and International Media Production Zone, the Arab Outlook focuses on the impact of the global media trends on the Arab Media and predicts the course of events for many aspects of the industry over the next five years.

Developments in digital media and the emergence of broadband access and TV delivered directly to mobile devices present exciting growth opportunities for media companies across the Arabic-speaking world. Yet in order to benefit from these opportunities, certain factors must be addressed: the relatively limited availability of affordable broadband access across much of the region; and the lack of reliable audience and readership figures: Conclusions outlined in this report enable us to take an accurate view of the Arab media industry both in quantitative and qualitative terms.

Source: PricewaterhouseCoopers

EXECUTIVE SUMMARY

We are pleased to present the second edition of Arab Media Outlook. In this year's edition, Arab Media Outlook 2008-2012, we have expanded the publication to encompass the vibrant media markets in twelve Arab countries from the Atlantic to the Arabian Gulf: Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, the UAE and Yemen. We also look at developments relating to Arab publications and television broadcasters that cover all, or part of, the region.

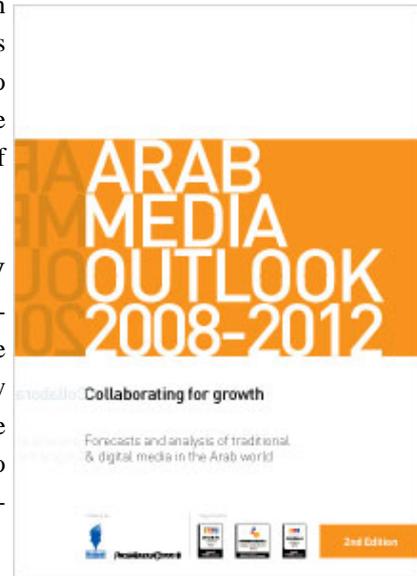
As in the first Arab Media Outlook, our focus is on "the business of media". In particular, we look at how global technology developments are impacting the media business in the region and at the opportunities that these developments present for media companies to unlock value across the content creation and delivery value chain.

In the first edition we also looked at a number of factors affecting revenue and profitability growth in the global media sector and how these impacted the media sector across the Arab region. Our study included demographic and economic forces that impact all areas of the economy, as well as the forces of convergence that are specific to the media, entertainment, telecoms and technology sectors. In particular, we focused on the rapid development of Web 2.0—the emerging second generation of internet services—which is being powered by various forms of user-generated content (UGC) and the growth in mobile telecoms as this is likely to be the future preferred means for accessing the internet in most countries in the region.

This year, in Arab Media Outlook 2008-2012, we build on these themes. In Section One:

Worldview, we consider the development of Web 2.0 business models and web-enabled technologies that facilitate collaboration between content owners, software developers and the end user. UGC, as both a contributor and a rival to conventional news and entertainment media, is one high-profile aspect of this. We look at how traditional print and broadcast media are responding to these developments.

We then look at the repackaging and delivery of news and entertainment services via lowcost, mobile computing devices connected to the internet via WiFi and third-generation mobile networks. These include smartphones, vehicle navigation devices, UMPCs (ultra-mobile PCs), Apple iPods (and similar devices) and e-book readers. We point to the emergence of mobile television—the delivery of broadcast television to mobile devices—as a powerful means of distributing premium content. Mobile television represents an attractive commercial opportunity for content producers and owners and for mobile-network operators. The power of mobile internet and mobile television is that it allows consumers to be connected to their content "anytime, anywhere". This is particularly relevant to the "net generation", the new generation of young consumers who have grown up with the internet and for whom mobile phones are an essential part of life.



"In this year's edition, Arab Media Outlook 2008-2012, we have expanded the publication to encompass the vibrant media markets in twelve Arab countries from the Atlantic to the Arabian Gulf: Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, the UAE and Yemen. We also look at developments relating to Arab publications and television broadcasters that cover all, or part of, the region."

In Section Two: Regional Update we analyse how global and regional developments are impacting Arab media. We focus on factors that directly drive revenues and profitability for the sector. First, we look at the economic and demographic trends that affect all sectors of the economy but which have a particularly strong impact on the media, and then we assess the effect on the region's media sector of the global trends considered in Section One. Among the issues which we cover are the impact of mobile and broadband penetration on the delivery of digital content, the effect of literacy rates on the development of the print media, the impact of changes in press legislation and the strong growth in outdoor advertising across the region.

A common feature across all twelve of the markets that we studied is that young people make up a relatively high percentage of the population. In some countries, over 50% are less than 21 years old and all countries have a large youth segment that is particularly receptive to new media. PricewaterhouseCoopers global media and entertainment research indicates that the "net generation", regardless of its geographic location or cultural background, tends to behave in a very similar way when they are online. They are comfortable with new technologies and prefer the speed and variety of content delivered through online and mobile channels. All they need is the right broadband infrastructure in place to access the internet. The positive news for media owners and advertisers is that younger media consumers are also likely to spend a higher proportion of their income on media consumption and their mobile phone is considered a necessity, not a luxury item.

In the same section, we show illustrative projections for future circulation and advertising revenues for the twelve national media markets covered in this outlook. For each country, we comment on how the market trends are impacted by global developments and by factors specific to the individual national markets.

A key question now facing the region's media sector is the extent to which it is exposed to a potential slow down in economic growth resulting from the global financial crisis and lower oil prices. The region's economies have recently enjoyed very strong growth, particularly in the oil-producing GCC countries that benefited from the historically high oil prices that peaked early in 2008-Q3. The nonoil sectors have benefited in turn from the impact of oil-financed public spending and from policies to diversify economies and reduce dependence on oil revenues. The most obvious manifestation of this growth (and one of its main drivers) was the surge in activity across the property sector throughout much of the region that has been closely linked to cheap and readily available bank credit. Along with telecommunications and financial services, the property sector is the largest spender on advertising across the region. All three sectors are likely to be impacted by a downturn in economic growth.

The projections in Section Two were produced before the impact of the global financial crisis on the regional economies, and hence on the media sector, had begun to be felt. The impact of the crisis and of the associated fall in oil prices in the second half of 2008, on the region's economies is likely to be complex and both the extent of the impact and its timing are as yet unclear. A full analysis of the impact is well beyond our scope for the Arab Media Outlook 2008-2012, but it is clear that it will affect the economies of every country examined in this publication and it is likely that this impact will be uneven, with economies most closely linked to the global economy and most exposed to movements in oil prices being affected the most. Given the current uncertainty, we have based the projections on relatively conservative assumptions compared with those used in last year's publication.

In the light of the global developments outlined in Section One and the review of national markets in Section Two, we focus in Section Three: Unlocking value—The technology challenge on how technology has released value for both digital and traditional media. In this section we look at how technology has the potential to unlock value right across the content creation and delivery value chain, and at the state of the required technology infrastructure in the countries covered by this Outlook. We then consider the role of governments in stimulating investment in these areas. Finally, we look at the implications for traditional media companies in the region.

Source: ARAB MEDIA OUTLOOK 2008-2012

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