

## 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

canvas

THE CUTTING EDGE ISSUE II  
MAY JUNE ISSUE



Our second Cutting-Edge issue features five artists who are making waves with their cutting-edge approaches in Contemporary Middle Eastern art. We chose a detail of the phenomenal multicoloured work, *Hobb*, by Algerian artist Zoulikha Bouabdellah for this issue's cover. The profiled artists – Latifa Echakhch, Mounir Fatmi, Shoja Azari, Jananne Al-Ani and Bouabdellah – are all based in the West and explore themes such as identity, displacement, conflict and politics.

Source: [www.canvas-magazine.com](http://www.canvas-magazine.com)



## MAGAZINE—NEW MEPA MEMBER



Middle East Publishers' Association (MEPA) is delighted to welcome the 2A magazine as new MEPA Member (*As of April 2010*). By joining the association you have the opportunity to network with other publishers, who all share the same interests, in the Middle East region as well as worldwide.

### ◆ 2A Magazine – Dubai - UAE

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## SRMG in deal with Egypt's Al Ahram Establishment

JEDDAH - Saudi Research and Marketing Group (SRMG), one of the largest media organisations in the Middle East, has signed an agreement with Egypt's Al Ahram Establishment, one of the oldest media institutions in the Arab world, for strengthening cooperation in various fields, including printing and publishing.

Prince Faisal bin Salman, chairman of SRMG, signed the deal with Dr Abdul Monem Saeed, chairman of Al Ahram's board of directors, during a function that was held at the SRMG headquarters in Riyadh. The agreement comes at a time when the two organisations have been following the latest trends and developments in the media industry.



Prince Faisal bin Salman, chairman of SRMG, signs the deal with Dr. Abdul Monem Saeed, chairman of Al-Ahram's board of directors, in Riyadh on Monday (May 10, 2010). (AN photo)

According to the agreement, the two companies will cooperate in printing, publishing, digital publishing, media activities, distribution and organising conferences.

The accord follows a number of meetings held by officials from both companies in Cairo and Riyadh. SRMG, whose shares are exchanged on the Saudi bourse, is an integrated Middle Eastern media group. It has huge potentials and plays an important role in Saudi Arabia's publishing, advertising, distribution and printing sectors. Its publications have considerable readership in many countries around the world.

*Asharq Al Awsat*, an SRMG publication, is considered the most influential Arabic newspaper in the world. *Arab News*, the leading English language daily in the Middle East, *Al Eqtesadiyah* business daily and *Arriyadiyah* sports daily are the company's other popular titles. In total, the company has 16 publications in four languages. SRMG's activities are concentrated in Saudi Arabia, and has publishing, printing and distribution centres in seven countries and eight subsidiary companies.

Al Ahram Establishment, which is one of the largest media companies in the Arab world, employs more than 10,000 people.

It publishes Al Ahram daily, which was established in 1875, and 15 other titles.

**SOURCE: KHALEEJ TIMES**

## HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID HONOURS WINNERS OF 9th ARAB JOURNALISM AWARDS

*Abdullah Omran Taryam Wins 'Media Personality of the Year 2009' Award*

His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, honoured (On Thursday, 13 May 2010) the winners of the 9<sup>th</sup> Arab Journalism Awards at a gala ceremony that marked the conclusion of the Arab Media Forum 2010.



The winners were selected from over 3,500 submissions that the Arab Journalism Awards received for all 12 categories from across 19 Arab countries.

His Highness Sheikh Mohammed Bin Rashid Al Maktoum presented the 'Media Personality of the Year 2009' award to Abdulla Omran Taryam, Chairman of the Board of Directors for the UAE-based Dar Al Khaleej Press, Printing and Publishing. Taryam was selected for his contribution to journalism since the 1950s, when he started his career with his brother Taryam Omran in establishing and developing the Al Khaleej newspaper as well as six daily, weekly and monthly publications.

His Highness Sheikh Mohammed also honoured Muhyee Aldeen Amaymoor from the Algerian newspaper Sawt Al Ahrar with the '**Best Newspaper Column**' award.

The winners of the Arab Journalism Awards were announced at the close of the 9<sup>th</sup> Arab Media Forum, which was held at The Atlantis - Palm from 12-13 May. Titled '*Shifting Mediascape: Inspiring Content...Expanding Reach*', the event witnessed the participation of over 2,000 Arab and international journalists, including speakers and attendees.

Mohammad Yousuf, Chairman of the UAE Journalists Association and member of the Board of Directors for the Arab Journalism Awards, presented the **Investigative Reporting** Award to Samah Abd Al Mo'ti and Ali Zalat from the Masri Al Yoom newspaper for their report on a human organ trafficking network in Egypt.

Naser Al Dhahiri, the eminent UAE Journalist, awarded the **Political Journalism** award to Bahraini newspaper Al Wasat for a work titled 'Democracy shakes the Middle East'.

Usama Al Sheikh, Head of the Egyptian Radio and Television Union, gave away the **Cultural Criticism** category award to Yahya Al Battat from Dubai Cultural magazine.

Dalia Saudi from the Egyptian magazine Wajahat Nathar received the award in the **Press Interviews Journalism** category for her interview with the French journalist Allan Jreish. She was awarded the distinction by Magida Abu Fadel, Director of Journalists Training Programmes at the American University of Beirut.

Mohammad Al Jokar from the UAE-based Al Bayan newspaper received the **Sports Journalism** award from Ahmad Bahbahani, President of Kuwait Journalists Association.

Abdul Wahab Zghelat, Editor-in-Chief of the Jordanian newspaper Al Ra'i and member of the Arab Journalism Awards Board of Directors, presented the **Photo Journalism** category award to Khalil Abd Al Qadir, a Palestinian freelance photographer for a photo published in the Lebanese newspaper Al Akhbar.

Hisham Allam and Dareen Farghali from the Egyptian newspaper Al Masri Al Yoom received the **Specialized Journalism** award from Dhaen Shaheen, Editor-in-Chief of Al Bayan and a member of the Arab Journalism Awards Board of Directors, for a report on pollution of the Nile river.

The **Outstanding Cartoon Works** category was bagged by Amer Al Zo'bi from Al Bayan UAE newspaper. It was handed to him by the Egyptian writer Sokayna Fouad, member of the Arab Journalism Awards Board of Directors.

Ahmed Abdullah Al Sheikh, Media Escort to His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Director General of the Media Office of the Government of Dubai, presented the **Economic Journalism** award to Ahmad Al Saba'ai of the Ahram newspaper in Egypt.

Khalfan Al Roumi, Chairman of the Arab Journalism Board of Directors, presented the **Young Talent Journalism** award to three winners including Zuheir Mustafa from the UAE newspaper Emarat Al Youm, Ahmad Dalool from the Press Agency in Palestine and Asma' Al Ghool from the Palestinian newspaper Al Ayam.

Submissions to the Arab Journalism Awards were evaluated by a panel of 60 judges comprising media experts from across the world. Each category was assessed by a jury of five to six judges to maintain maximum neutrality in the selection process for which the awards are recognized since their inception.

Instituted in 1999 by the directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Arab Journalism Awards serve as a transparent and neutral competition platform that is supervised by a board of directors comprising an elite group of senior journalists from the Arab world.

**SOURCE: ARAB MEDIA FORUM**

## Nordic Local Media Conference 2010

### Developing local media for tomorrow's readers

#### In focus 2010: Developing local media for tomorrow's readers

- ◆ How can social media become a profitable business?
- ◆ Exploring unique local business benefits in digital media
- ◆ Will eReaders and tablets help reach tomorrow's readers?

Nordic Local Media Conference is an annual conference and meeting point for local and regional media companies in the Nordic region, with an event focus on digital media trends and business. Join us in Stockholm 1-2 June 2010 for the fifth annual Nordic Local Media Conference!



Nordic Local Media Conference is arranged by [WAN-IFRA Nordic](#) in collaboration with Danske Dagblades Forening [DDF in Pressens Hus](#), Norwegian [Mediebedriftenes Landsforening](#), Swedish [TU](#) and Finnish [Sanomalehti Liitto - Tidningarnas Förbund](#).

**Date: 1-2 June 2010**

**Location: Stockholm, Sweden**

**Language(s): English**

## MEDIA AND MARKETING SHOW

#### About the Media and Marketing Show

- Media and Marketing Show is one of the 'world's leading must-attend, networking and educational resource platforms for media and marketing professionals. In addition, it is the only show of its kind in the region.
- Located on the crossroads of the Middle East, Africa and Asia, Dubai is a perfect hub to provide exhibitors and visitors with a truly international business experience.
- The Media and Marketing Show is easily accessible not only by visitors locally but also worldwide. Over 9,000 visitors are expected to attend the event.
- Media and Marketing Show has become a crucial event contributing to the growth of media in the region. Media and Marketing Show is unique as it offers an ideal business and networking opportunity.
- It is THE PLACE to meet and mix with all the key Players who are shaping the future of the industry in the region as well as across the globe.
- The Media and Marketing Show was first organized in 2005 and the show will be celebrating its 6th edition in MMS 2010.



**Date: 13 - 15 December 2010**

**Location: Dubai International Exhibition Centre, Dubai—UAE**

**Language(s): English, Arabic**

**<http://dubaimediashow.com/>**

## ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH

Section Two: Regional Update (PART 11)

## CASE STUDY

## At a Glance:

**Subject:** SNRT**Established:** 2005**Headquarters:** Morocco**Media Type:** National broadcaster**Focus:** Deregulation

The state monopoly of radio and television in Morocco ended in 2002. In January 2005, Moroccan broadcasting was deregulated further by the introduction of a law that changed the investment structure of the media industry. Soon afterwards, the Société Nationale de Radiodiffusion et de Télévision (SNRT) was created as a state-owned limited company from both private and public sector investment.

SNRT immediately invested in technology and personnel to achieve market dominance. In 2006, in collaboration with the NEC Corporation, SNRT commissioned 12 digital, terrestrial-television transmitters, the first full-scale commercial digital terrestrial broadcasting in the MENA region. This launched in March 2007 and by June 2008, 100,000 receivers had been sold and coverage was available to 77% of the population. Morocco expects to finalise its switch from analogue to digital in 2015.

In May 2008, SNRT launched a DVB-H personal mobile-TV service which allows mobile phone users to receive television programmes in real time. The new service was launched in collaboration with Nokia, the phone manufacturer, and carried five Moroccan television channels: two general channels, Al Aoula and 2M; and three specials: Arryadia, Arrabiâ, and As-sadissa. Initially launched in Casablanca and Rabat, a total of 20 cities will be covered by the end of 2009. The service is being implemented on a trial basis for a period of two years and is currently free of charge. Morocco is the second African country to launch personal mobile TV after South Africa, where it is paid for, and the second Arabic country after the UAE.

## Oman

Oman's population is almost 3m and the country's GDP is approximately US\$40 billion (2007 figures).

Total advertising revenues are projected to grow at a CAGR of around 13% over the projection period as shown in Table 2.15.

Table 2.15

## Illustrative projected total advertising revenue by media: Oman

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	10	12	16	16	18	19	20	12%
Newspaper	50	58	81	85	93	101	109	14%
Magazine	1	1	1	1	1	1	1	4%
Radio	0	0	0	0	0	0	0	N/A
Out of home	2	3	4	4	5	5	5	11%
Internet	0	0	0	0	0	0	0	N/A
Total	64	73	102	107	116	125	136	13%

Source: PwC analysis

With a literacy rate of 81%, newspaper is the dominant advertising medium in Oman, accounting for almost 80% of total advertising spend; while magazine ad spend is insignificant. Seven daily newspapers are currently published in the country, three of which are in English and four in Arabic. Most daily newspapers are similar in size, with claimed circulation ranging between 30,000 and 40,000. In 2007, two free weekly newspapers were launched in Oman, Hi!, in English, and Alyoum Alsades, in Arabic. They are available through shopping and service outlets or by free subscription. Within a year, Hi! claimed that its circulation had reached 50,000.

Despite Oman's relatively small and immature media market, both newspaper and television advertising revenues saw double-digit growth in 2007 and are forecast to grow at CAGRs of 14% and 12% respectively over the projection period. The Omani broadcasting sector was government-owned until 2004 when private investment in the broadcasting sector was allowed, although only by Omani nationals. The main government-owned television broadcaster is Oman TV. Satellite dishes are widely available in Oman, and the major, pan-Arab pay-TV/satellite channels are available in the country through the leading pan-Arab pay-TV platforms: Orbit, Showtime Arabia and ART.

As with a number of countries in the region, the media sector with the highest ad spend growth in 2007 was out-of-home advertising, which grew 31% over 2006, albeit from a relatively small base. With out-of-home advertising still mainly concentrated in Oman's capital, Muscat, it currently accounts for only 4% of total advertising revenue, but it is forecast to grow at a healthy CAGR of 11% throughout the projection period.

Broadband penetration is very low at just 5% of households so internet revenue does not yet account for any material share of total domestic advertising revenues. However, recognising the future market potential of online advertising several domestic media companies are starting to invest in new technologies. One notable example is a major newspaper in Oman that is reported to have an investment plan in the range of US\$8m allocated to develop its electronic newspaper business over the next five years.

Given current mobile penetration of over 100%, the future of internet advertising via wired and mobile means looks positive, especially with the wireless local-loop project currently being undertaken by Omantel which aims to increase broadband penetration in rural areas of Oman, and the continual development of 3G mobile services by mobile operator, Nawras.

As the smallest advertising market in the Gulf, advertisers tend to opt for pan-Arab media such as satellite channels in order to reach a broader audience. The government sector, financial services and the automotive industry currently account for the largest advertising categories in Oman.

### Qatar

Qatar has a population of around 1m and a GDP of US\$73 billion (2007 figures). With an estimated per capita GDP of US\$80,000 in 2008, Qatari consumers are amongst the wealthiest in the world.

Total advertising revenues are projected to grow at a CAGR of around 25% over the projection period as shown in Table 2.16.

Table 2.16

#### Illustrative projected total advertising revenue by media: Qatar

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	6	9	16	21	26	29	32	30%
Newspaper	112	145	228	272	343	381	417	23%
Magazine	1	2	3	3	4	5	5	26%
Radio	1	1	2	2	2	2	2	6%
Out of home	2	4	6	8	12	14	17	37%
Internet	0	1	3	6	9	11	13	82%
Total	123	161	257	312	395	442	486	25%

Source: PwC analysis

Growing at 30% in the period 2006-2007, Qatar's advertising revenue had the highest year-on-year growth of all the countries we measured, and is also forecast to achieve the highest CAGR over the projection period. Much of this growth can be attributed to the Asian Games, held in Doha in 2006, which significantly boosted local and even international ad spend in the country.

Since the country formally lifted media censorship in 1995, Qatar's press has relative freedom from government influence; however, as in most other Arab countries, self-censorship is common practice. With a literacy rate at 89%, Qatar's advertising revenue is dominated by newspapers which account for 90% of total media advertising spending. Qatar currently has six daily newspapers, all of which are privately owned.

Television is the second largest media sector and accounts for 6% of total advertising spend, followed by out-of-home, magazine and radio. Owing to the limited number of television households, there are only two terrestrial television channels, although Qatar's pay-TV penetration rate is amongst the highest in the region at 41%. Pay-TV platforms such as ART and Orbit are widely available through Qatar Cablevision's pay-TV services. The government-owned satellite-TV news channel, Al Jazeera, continues to raise the country's international broadcasting profile significantly.

Qatar Telecom (Qtel) is the major telecoms operator and the only ISP in the country. Despite the country's high household broadband penetration rates of around 70%, internet advertising has only just started to emerge, although it is forecast to grow at a rapid CAGR of over 82% between 2007 and 2012. Much of this advertising spend on the internet is expected to be generated from mobile, as penetration has already surpassed 150%. 3G penetration of mobile is forecast to grow rapidly from a small base of 70,000 (5% of total mobile subscribers as of June 2008) as Qtel expands coverage of its 3G network. A surge in mobile data usage and mobile internet browsing is also likely when the iPhone 3G enters the Qatari market. Apart from expanding its 3G coverage, Qtel is currently in the process of developing value-added services. These include IPTV, which is based on its existing telecoms network and mobile broadcast television services based on DVB-H technology. It is currently seeking partners to launch commercial mobile-TV services.

Other media owners are expanding their businesses to provide online services. Qatar-based Al Raya newspaper has plans to develop its newspaper business beyond its current print format and offer round-the-clock online news. Al Jazeera has also developed its online presence with podcasts, contributions to YouTube and its sophisticated website, Aljazeera.net.

In 2007, Qatar's largest advertising spenders came from the government sector, the financial services industry and retail.

### Saudi Arabia

Saudi Arabia's population of 25m had an estimated GDP of around US\$382 billion in 2007, making it by far the highest GDP in the region.

Being an important and major market for advertisers in the region, total advertising revenues for Saudi Arabia are projected to grow at a CAGR of around 16% between 2008 and 2012 as shown in Table 2.17.

Saudi Arabia has one of the most tightly controlled media environments in the Arab region. The country currently has nine Arabic-language daily newspapers. All newspapers are privately owned and can only be established by royal decree. Print is Saudi Arabia's dominant advertising media (the literacy rate is 79%) with newspaper advertising accounting for 78% of total ad spend.

With one of the largest consumer markets in the Gulf, Saudi Arabia's local media is expected to continue its historical growth. Out-of-home advertising is projected to grow significantly at 20% between 2007 and 2011, partly because the country is so vast and partly because there are many opportunities to place outdoor advertising. However, due to the difficulty of working out how many "eyeballs" the outdoor signage has attracted, out-of-home is not generally favoured by media agencies as the media price is difficult to determine scientifically.

Television advertising growth is expected to slow down over the projection period. Despite the fact that the country pioneered the development of pan-Arab satellite-TV, the television industry is rigidly controlled and private television and radio broadcasters are not allowed to operate from within Saudi Arabia. This has led to large investments by Saudi investors in pan-Arab satellites, and by pay-TV broadcasters who operate from outside Saudi Arabia. Analogue and digital terrestrial television, as well as FTA satellite and pay-TV services are available.

Due to a lack of local commercial radio stations, share of radio ad spend remained low at around 2%. With new radio stations scheduled to open in 2009, radio advertising is forecast to grow at a healthy rate of 9% while maintaining its share of total media spend at around 2%.

With a low broadband penetration (15% of households) and strong government security systems in place to restrict access to websites deemed to contain sensitive content, internet advertising has not yet made any significant impact on Saudi Arabia's media advertising environment and online revenues are generally negligible. For example, for a Saudi media conglomerate with multiple publications and advertising companies, online revenues accounted for only 0.2% in 2007. However, both Al Watan and Al Riyadh newspapers have plans to enhance their websites to integrate print and online services and extend their advertising offering, while Al Riyadh has plans to offer news services via mobile phones.

Major advertising revenue drivers in Saudi Arabia include the government sector, the telecommunications and utilities sector and the financial services industry.

### Tunisia

Tunisia has a population of around 10m and a GDP of US\$35 billion (2007 figures).

Illustrative advertising revenue projections for Tunisia are shown in Table 2.18.

Television has historically been Tunisia's dominant advertising media, accounting for almost 60% of total media advertising spending in 2007, and it is expected to grow at around 4% CAGR over the next five years. Almost all Tunisian households receive terrestrial television, and more than one-third of television households are able to receive satellite television. Tunisian Radio and Television Establishment (TRTE) is the incumbent state-run broadcaster and it operates national television channels and radio stations. Television channels are financed by advertising revenue and government subsidies.

Tunisia's major publishing houses publish daily newspapers in both Arabic and French. Print media ad spend is still comparably low, with the newspaper and magazine sectors accounting for 11% and 5% of total media advertising spend respectively. As with the broadcasting sector, newspapers receive financial support from the Tunisian government in the form of custom exemptions and subsidies.

Table 2.17

#### Illustrative projected total advertising revenue by media: Saudi Arabia

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	44	45	59	58	60	63	65	8%
Newspaper	504	550	763	808	905	1,025	1,158	16%
Magazine	45	47	65	67	75	82	92	14%
Radio	12	13	19	21	23	26	30	19%
Out of home	46	54	75	84	97	117	137	20%
Internet	0	0	0	0	1	1	2	N/A
Total	650	710	982	1,037	1,162	1,315	1,484	16%

Source: PwC analysis

Table 2.18

#### Illustrative projected total advertising revenue by media: Tunisia

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	14.4	16.3	19.2	19.6	20.9	22.5	24.1	8%
Newspaper	2.6	3.1	3.9	4.2	4.7	5.3	5.9	14%
Magazine	1.2	1.4	1.6	1.7	1.8	2.0	2.1	9%
Radio	1.0	1.0	1.0	0.9	0.7	0.5	0.3	-21%
Out of home	4.8	5.6	6.9	7.4	8.2	9.1	10.2	13%
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	N/A
Total	24.0	27.4	32.7	33.7	36.2	39.4	42.6	9%

Source: PwC analysis

Out-of-home advertising currently makes up for a large portion of Tunisia's total media spend, accounting for 20% in 2007. Out-of-home advertising is forecast to grow at a CAGR of 13% over the projection period.

Tunisia was the first Arab country to connect to the internet and it is available throughout the country. However, with current broadband penetration remaining low at around 6% of households, online ad spend has yet to gain significant levels and currently has little impact on overall media ad spend.

### United Arab Emirates (UAE)

UAE has a population of around 5m and the Emirates have an estimated GDP of US\$191 billion (2007 figures).

Total advertising revenues are projected to grow at a CAGR of around 16% between 2008 and 2012 as shown in Table 2.19.

The UAE has developed an effective media hub which provides regional headquarters for a number of international media companies as well as regional and national media. The country has a complex media-planning environment which has arisen because of the country's diverse population (UAE is home to around 160 different nationalities). However, a strong economy and solid economic growth enabled UAE's advertising spend to grow 18% in 2007. The UAE's constitution guarantees freedom of speech, however, self-censorship concerning topics deemed culturally sensitive is commonly practiced. A new Press and Publication Law is currently being drafted.

As over 78% of the UAE population is literate, and the local television industry has historically been less compelling than its regional satellite counterpart, print is the country's dominant advertising media, accounting for 88% of total advertising spend in 2007. Within print media, newspapers still account for the largest slice of the advertising pie at 73% of total spend. In April 2008, a new 80-page, quality English-language broadsheet was launched in Abu Dhabi to cover national and international news. In addition to the print edition, The National was launched with a sophisticated interactive website. The publication employs around 200 journalists and has 30 foreign correspondents. The launch of The National represents another step in the development of the UAE as a media hub.

In terms of magazine advertising, the increasingly fragmented magazine market with its many new launches is likely to reduce the average media price of magazines and increase the difficulty in planning for magazine media buying. However, the availability of niche and specialist magazine titles still provides advertisers with specially targeted platforms.

Radio is projected to experience particularly strong growth of 61% CAGR between 2007 and 2012 as most media agencies see radio as an important supplementary channel. It is considered particularly effective during traffic-jam hours in Dubai.

Out-of-home and the internet are also on the rise. In particular, the price of outdoor advertising is reported to have gone up significantly in recent years, with property developers being major advertisers. Despite the fragmented nature of the outdoor media segment, which makes outdoor advertising more difficult to buy, outdoor advertising revenue is projected to continue to grow at a CAGR of 22%. This growth will be boosted by new business opportunities such as the Dubai Metro Network. The Dubai Road and Transport Authority (RTA) put out a tender in 2008 for the advertising rights in the Metro Network. This attractive business opportunity led to a number of collaborative ventures between local and international firms to complement their capabilities: AMG's Shoof with Ströer Concept Outdoor; Kassab Media with Wellmark and SMRT from Singapore; and Right Angle Media with Singapore's SBS Transit Ltd. and JCDecaux Middle East.

Recent investments by media companies in the UAE have focused on investments in internet and mobile technologies that are expected to continue to fuel advertising spending on the internet. The launch of 3Gmobile-TV by mobile operators, Etisalat and Du in 2007 has not only provided its 3Gmobile consumers with a new means of viewing television, it also offered advertising potential for advertisers via the 3G networks.

With pan-Arab satellite television being more attractive than local television channels, domestic television currently accounts for only 3% of total media ad spend in the UAE. It is projected to grow at the modest rate of 3% CAGR over the next five years.

Major advertising revenue drivers in the UAE are the government sector, financial institutions and the real estate and retail industries.

*To be continued in next issue ..*

By:

**DUBAI PRESS CLUB**



**PRICEWATERHOUSECOOPERS**

PRICEWATERHOUSECOOPERS

Table 2.19

Illustrative projected total advertising revenue by media: UAE

(US\$ Millions)	2006	2007	2008	2009	2010	2011	2012	"CAGR 07-12"
TV	27	27	33	31	30	29	32	3%
Newspaper	553	650	913	971	1,085	1,218	1,366	16%
Magazine	113	129	177	182	197	213	239	13%
Radio	2	5	11	11	29	51	57	60%
Out of home	15	19	30	37	41	47	52	22%
Internet	8	9	10	11	12	13	14	9%
Total	755	892	1,263	1,348	1,513	1,705	1,913	16%

Source: PwC analysis



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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](http://WWW.MEPA.CC)**