

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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FACEBOOK TO OPEN DUBAI OFFICE WITH EYE ON GCC REGION'S ADVERTISERS -SOURCES

Facebook Inc. (FB), the social networking company that listed last week in one of the largest initial public offerings in U.S. history, will open an office in Dubai next week, a move aimed at capturing more advertisers from the Gulf Cooperation Council, or GCC region, people familiar with the matter said Tuesday.

The office will focus on dealing with advertisers from the Gulf, while digital advertising Solutions Company Connect Ads will continue to handle advertising from Egypt, Iraq and Pakistan on behalf of Facebook, one person familiar with the plans said.

Facebook will set up in Dubai Internet City, one of the emirate's free zone business parks, with an initial staff of three people. It's official launch date is May 30, another person close to Facebook said.

Facebook shares in New York dropped below \$33 in premarket trading Tuesday, hitting a new low before their third session on the public market. The shares recently traded down 3.8% at \$32.73 premarket, 14% below their initial public offering price of \$38.

The fresh low comes after the social network's stock tanked 11% on Monday as more investors and analysts began to question the size of the company's public debut, which initially valued the company at \$104 billion.

SOURCE: ZAWYA

LULUA PUBLISHING LAUNCHES GOOD HEALTH ARABIA MAGAZINE



Dubai-based Lulua Publishing has launched Good Health Arabia, an Arabic language sister title to the health and wellbeing lifestyle title published by ACP Magazines in Australia.

Under license from ACP Magazines, Good Health Arabia aims to fulfill a need in the region for informative, up-to-date, entertaining and relevant information and opinions that empower women in their focus for a healthy and fruitful lifestyle.

The only one of its kind in the region, the publication addresses everyday challenges a woman faces, providing tips and solutions to meet them head on with content rich information to promote a better living and wellbeing.

Good Health Arabia will build on Good Health Australia's extensive expertise and library in providing quality editorial content, including sections covering health, fitness, nutrition and diet, as well as comprehensive analysis by some of the best doctors and specialized writers in the world.

Commenting on the already well-received launch witnessed across the Middle East, Lulua Publishing Founder and Publisher Sheikha Intisar Al-Sabah said: "The region is lacking in reliable Arabic resources in the field of health and wellbeing, and the topical, informative and entertaining delivery Good Health Arabia provides serves our audience on many levels.

"Our objective at Lulua Publishing is to provide our readers with solid yet entertaining information, and the inspiration to use that knowledge to improve their lives. As a result of this, and the absence of a dedicated Arabic-language publication, we have already seen tremendous response to this very credible title appearing on shelves in the Middle East."

Featuring Nancy Ajram on the cover of the May edition, as well as an interview with the Lebanese celebrity focusing on her personal techniques to live a healthy life, the May print run was introduced to the Kuwait market at an exclusive event where readers were able to meet with the star and receive signed copies of Good Health Arabia. In an energetic, vibrant atmosphere, the event immersed the attendees in the character and persona of the publication, imparting them with the knowledge to lead an empowered, spirited and wholesome lifestyle.

Available in the UAE, KSA, Kuwait, Qatar, Oman, Bahrain, Lebanon, Iraq and Jordan, the print edition of Good Health Arabia is to be followed by an Arabic language Good Health website, enabling women in the Middle East to access the publication's rich information on a digital platform.

SOURCE: AME INFO

MANY MEDIA COMPANIES HAVE ADDED VIDEO TO THE PRODUCTION DEPARTMENT'S FUNCTIONS

Digital responsibilities continue to challenge print-centric production departments at b-to-b media companies. Increasingly, online video is one of many digital tasks claiming a larger chunk of production department hours.

The upside, of course, is that publishers are discovering that online video not only builds a larger audience but also creates additional inventory for advertisers. “Video continues to be one of the key drivers of digital media transformation in b-to-b,” said Scott Carr, senior VP-CTO at PennWell Corp., publisher of *Oil & Gas Journal*. “There is a strong value for our audience, and our delivery capabilities make it extremely attractive to advertisers and agency media buyers—who now can reach their critical demographics like never before.”

Carr said PennWell has steadily ramped up its video production over the last two years. The company's investment in video has doubled in that time, he added.

“We are now showing video to our audience not only through our digital media-branded websites but also through our other digital media platforms—specifically our apps on the iPhone, iPad and Android,” he said. “We are seeing strong growth, and the number of active videos we now keep as part of our content distribution is significantly higher than what we had two years ago.”

IDG Enterprise, which publishes *Computerworld*, has its own full studio with HD digital equipment. Clients can choose from different video formats, such as one-on-one interviews or “Skype-style” interviews, according to Terri Sanford-Cook, IDG Enterprise's executive producer of multimedia.

With all of these technology resources and knowledge, IDG Enterprise's production department has the capability to create and distribute the content completely based on a client's needs. The IDG Enterprise video production team is made up of six people who all have broadcast TV, film and interactive backgrounds. “Everyone is able to handle all aspects within the video and/or digital interactive realm,” Sanford-Cook said.

Not every b-to-b media company has the deep pockets of an IDG Enterprise, but even smaller publishers are embracing the possibilities of online video. Blood-Horse Publications, which publishes such titles as *Blood-Horse*, doesn't have the budget to maintain a studio like IDG Enterprise's, but it is boosting its video presence nonetheless.

“We continue to streamline our productions since efficiency is very important in working with a small staff that fills multiple roles,” said Alex Cutadean, a videographer at Blood-Horse. “We've scaled back the production level on certain projects when the expenditure was not crucial in conveying our message.” He said Blood-Horse continues to attempt the highest production values possible, but the company's audience has let it be known that it prefers having more video content available rather than top production values.

Reacting to its readers' demands, the company has built on its traditional coverage in the field by having reporters use iPhones to film and distribute interviews. Cutadean said that this has reduced the time it takes to get the content to end users. It also allows the company to use more employees as correspondents and videographers.

The knowledge barrier is much lower when you're using an iPhone to record than when you've got a full video setup to maneuver. The acceptance level for iPhone-quality video has grown in recent years. As Internet video has become ubiquitous, consumers have, in turn, become more accepting. “In the world of news reporting, it can be more important to show something less than optimal instead of nothing at all,” Cutadean said.

Marco Aguilera, lead art director at UBM Canon, which publishes *Medical Device+ Diagnostic Industry*, said that his group is introducing a few technical upgrades and procedures into its work flow. “We are now delivering our finished videos to branded YouTube channels for all of our publications and divisions,” Aguilera said.

As to the future, IDG Enterprise's Sanford-Cook said that she sees her department as one that increasingly combines online videos, mobile device videos and social media.



Sayidaty Magazine Ipad Screenshots

Engage The Marketing Show Middle East

Improve the effectiveness of your marketing campaigns and CRM processes. Communicating with, selling to and engaging with your customers is a skill that every business must master to get ahead. Especially as your customers expect more for less and are armed with social platforms to broadcast their experiences.



Join marketing, CRM and data analytics executives for Engage The Marketing Show November 28-29, a conference devoted to helping you become a better marketer. Learn how to integrate IT and marketing functions in order to combine digital and offline channels, personalise communication with existing customers and secure ROI on marketing spend.

Whether you are in marketing, CRM, loyalty or data analytics Engage The Marketing Show will provide you with the training you need to improve the effectiveness of your marketing campaigns and CRM processes. Taught by people who are doing this right now, including Cirque du Soleil, N_K_D Pizza, Emirates Airline, Jumeirah Group, Kitsch Cupcakes and Abu Dhabi Commercial Bank – this 2 day conference covers marketing, loyalty and data. Check out the website www.terrapinn.com/engageme for full details.

Register now and join us November 28-29. Use promo code MEPA through September 7 and pay just \$895.

Date : 28 - 29 November 2012

Location : The Address Dubai Marina, Dubai, UAE

Source: <http://www.terrapinn.com/conference/engage-middle-east/>

Social Media Day 2012



You are cordially invited to attend the
**Social Media Day 2012
Awards Ceremony**

**Venue: Noor Village - Elite Resort & Spa
Kingdom of Bahrain
11am, Saturday 30th June 2012**

RSVP: events@smcbahrain.org / Mob.: 36145666

Message from Mashable:

We're thrilled to celebrate Mashable's third annual Social Media Day! We launched the event in 2010 as a way to recognize the digital revolution happening right before our eyes. We invite you to join fellow social media enthusiasts by hosting or attending a Social Media Day Meetup in your area.

Visit our Social Media Day website for resources and more information: <http://mashable.com/smday> We look forward to celebrating with you!

Date: 30th June 2012

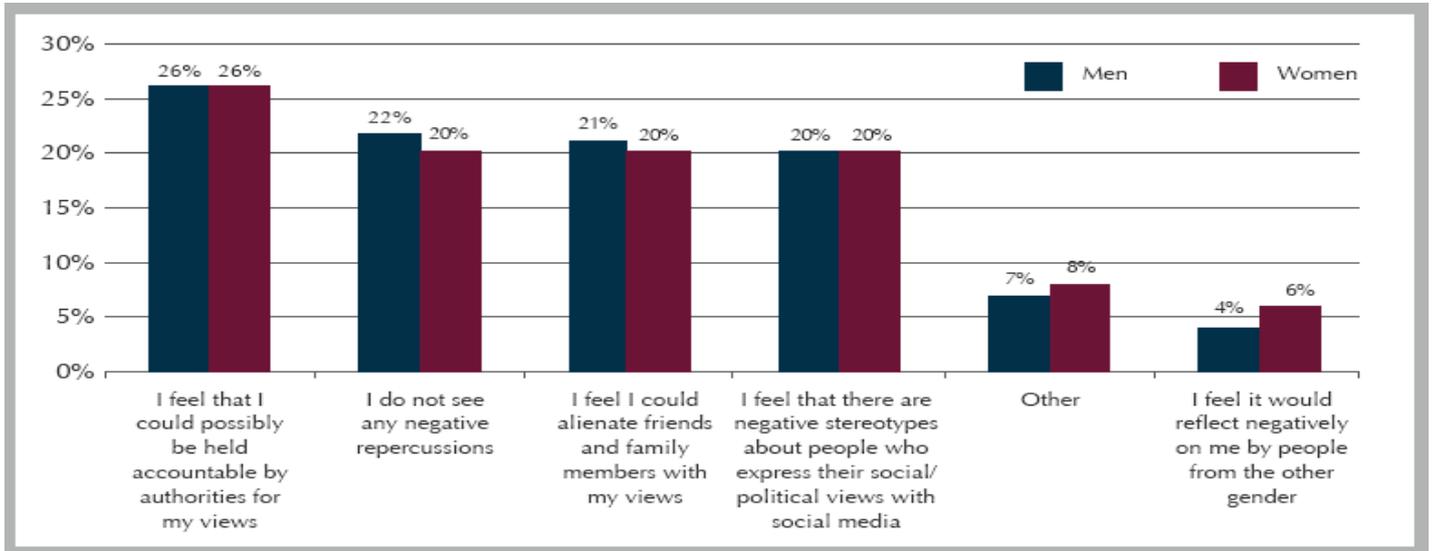
Location: Noor Village—Elite Resort & Spa— Kingdom of Bahrain

Source: <http://mashable.com/smday/>

The Arab Social Media Report The Role of Social Media in Arab Women’s Empowerment PART 2

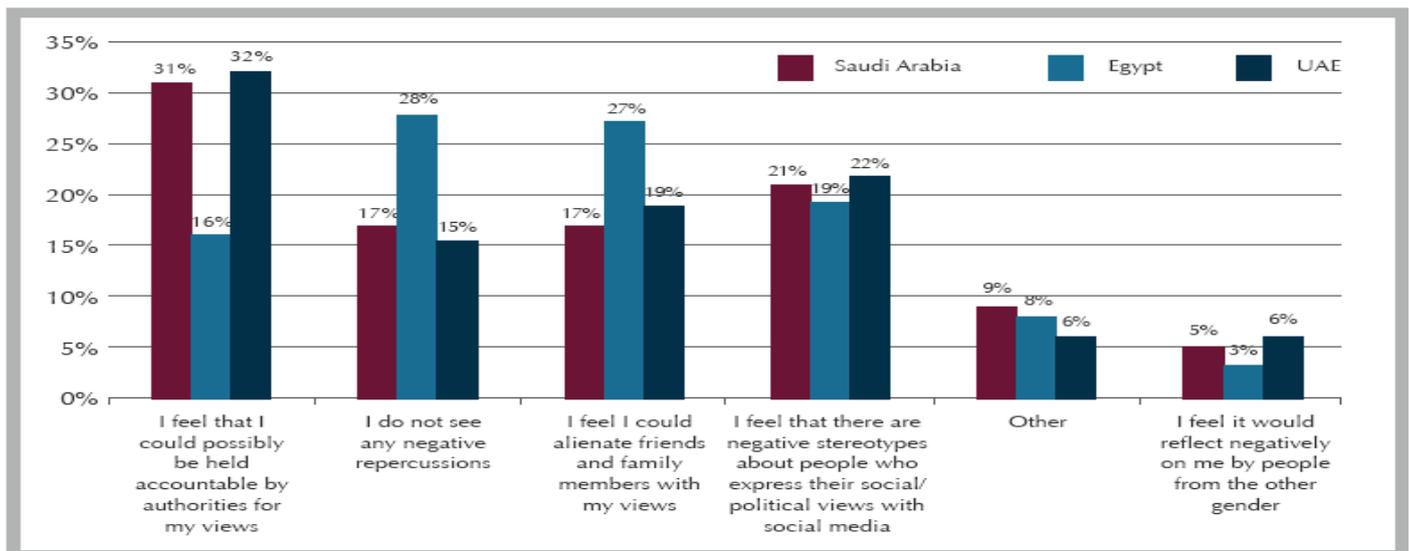
On a regional level, men and women indicated that expressing their social and political views using social media could have negative repercussions, the main one being the fear of being held accountable by authorities, followed by negative reactions from family, society and the opposite sex. However, 20% of respondents indicated that there were no negative repercussions to using social media at all (see Figure 5).

Figure 5: “What do you see as possible negative repercussions of expression of social/political views using social media?” (Regional gender breakdown)



On a national level, responses varied slightly across the three countries, in that one third of Egyptian respondents thought there were “no negative repercussions” to expressing one’s social and political views using social media, whereas the percentage was lower in Saudi Arabia and the UAE. In the latter two countries, a third of respondents were concerned about being held accountable by authorities, whereas only 16% of respondents in Egypt shared that concern (see Figure 6).

Figure 6: “What do you see as the possible negative repercussions of expression of social/political views using social media?” (National Breakdown)

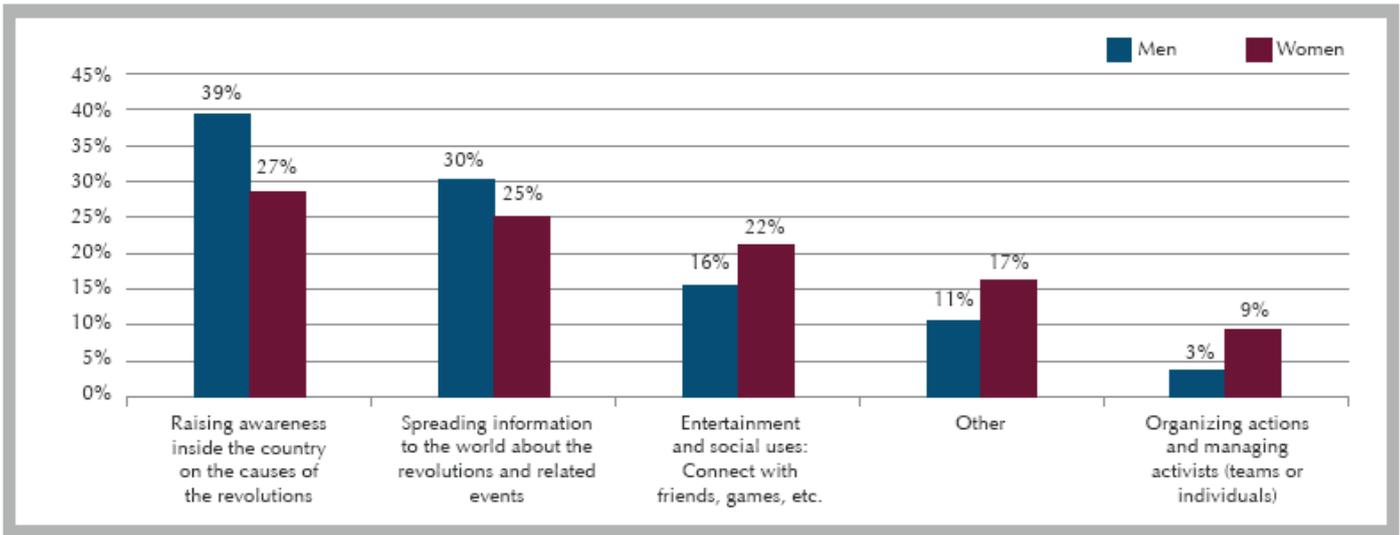


2.2.3 Uses of Social Media in the “Arab Spring”

On a regional average, in countries that witnessed uprisings or popular movements²¹- there are slight gender differences between men’s and women’s uses of social media during the “Arab spring” according to the survey respondents. While the top two uses of social media were for the purpose of raising awareness and spreading information about the events related to uprisings and revolutions, a slightly larger percentage of men than women used social media for these purposes. Although this was the lowest ranking use of social media on a regional level, a larger percentage of Arab women among the survey respondents said that they used social media to organize actions and manage activists (see Figure 7).

Figure 8 further highlights examples of social media usage during the Arab Spring in selected countries.

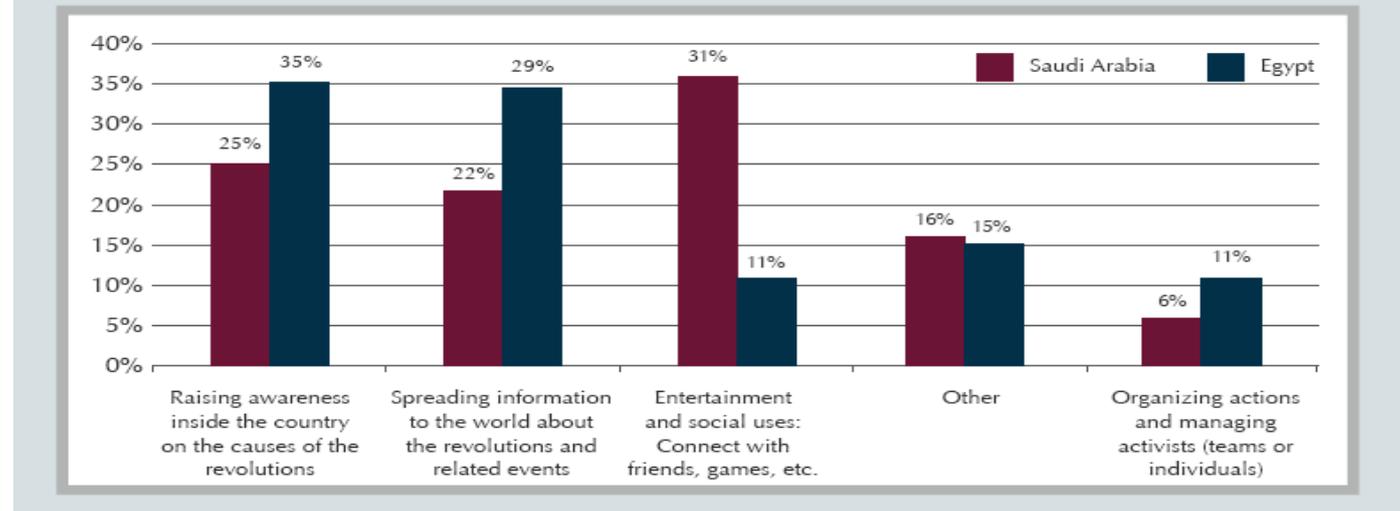
Figure 7: “What was your primary use of social media during the uprisings/revolutions/civil movements in your country?” (Regional gender breakdown)



Box 1: Social Media Usage during the Arab Spring: Spotlight on Saudi Arabia and Egypt

Honing in on countries where there were popular movements on the ground, we picked two countries, Saudi Arabia and Egypt, to highlight the contrasting responses to this question. While Egypt was in line with the regional views, having ranked ‘raising awareness about the events related to the revolutions’ as the top use of social media during the revolution there, Saudi Arabia, which witnessed limited popular uprisings, ranked that second, with “entertainment and social uses” being the top use (see Figure 8).

Figure 8: “What was your primary use of social media during the uprisings/revolutions/civil movements in your country?” (National breakdown)

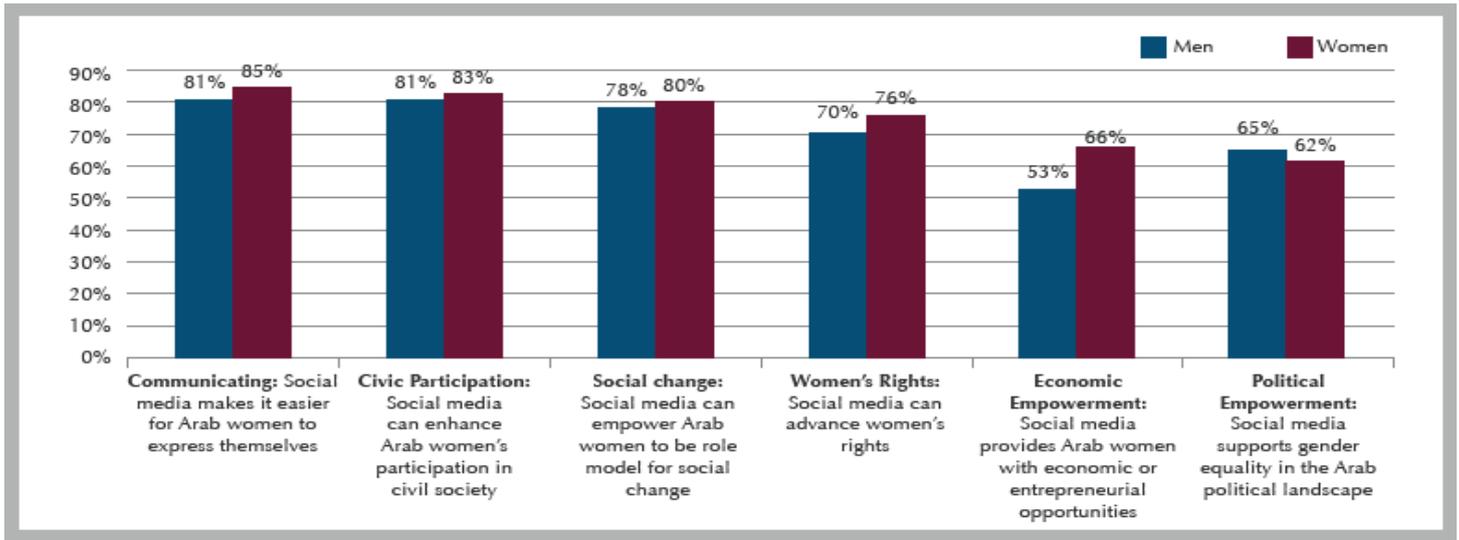


“ A high percentage of respondents felt that social media could be an empowering tool for women, enhancing their participation in several facets of their lives, including the legal (by promoting women’s rights), economic (enhancing entrepreneurial and employment opportunities), political (increased political participation), and social (through self-expression and promoting social change) aspects. ”

2.3 Social Media as a Tool for Women’s Empowerment

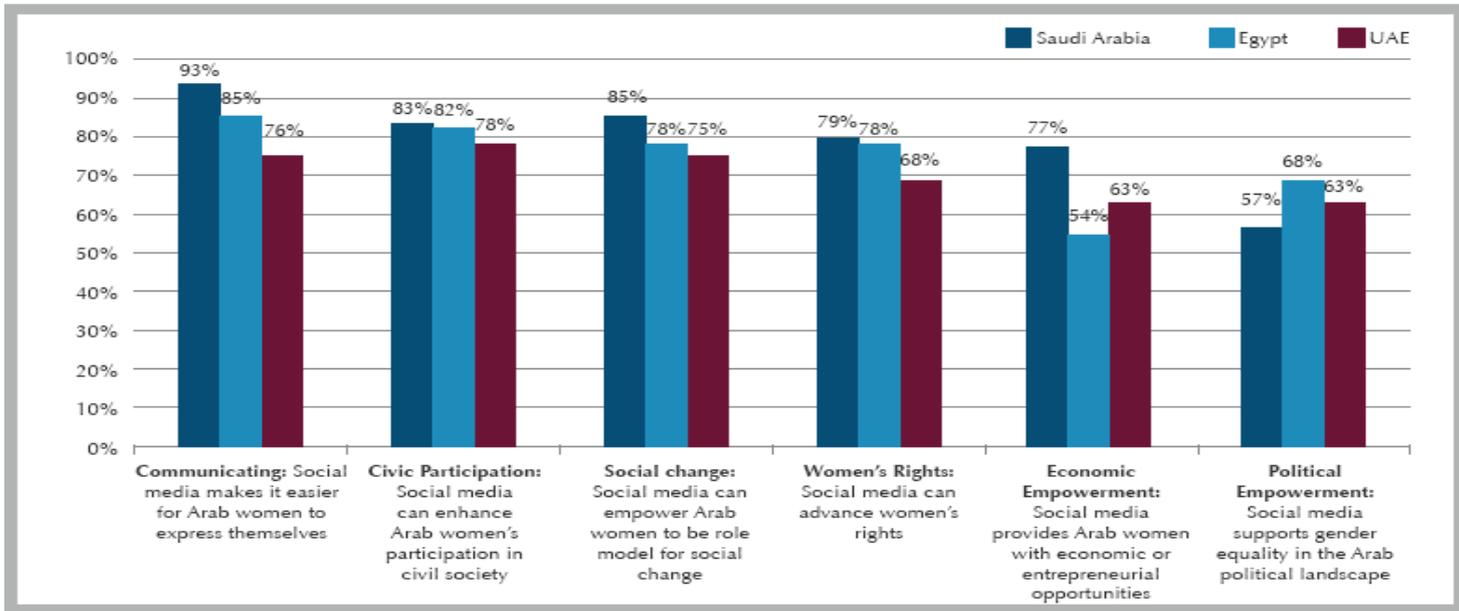
On a regional level, a high percentage of respondents felt that social media could be an empowering tool for women, enhancing their participation in several facets of their lives, including the legal (by promoting women’s rights), economic (enhancing entrepreneurial and employment opportunities), political (increased political participation), and social (through self-expression and promoting social change) aspects (see Figure 9). Interestingly, although by a negligible margin, the only response where a slightly larger percentage of men than women agreed that social media can play a positive role in gender equality was “social media allows for greater gender equality in political participation.”

Figure 9: “To what extent do you agree with following statements regarding women and social media?” (Regional gender breakdown)



On a national level, responses showed some variation. However, overall, results showed that the majority of men and women respondents thought that social media can be a tool for women’s empowerment in their countries. Given the low ranking of most of these countries on gender equality and women’s empowerment indices²², the participants’ optimistic responses indicate that social media users in the Arab region view this media as a potential catalyst for changing gender inequalities in the region (see Figure 10).

Figure 10: “To what extent do you agree with following statements regarding women and social media?” (National breakdown)



However, 40% of respondents at the regional level felt that social media could present new concerns for Arab women’s civic participation in particular. This ambivalence is also reflected in some of the comments made by respondents (in Box 2), highlighting two of the selected different points of view.

“ Barriers to Arab women using social media are predominantly environmental and require efforts in addressing discriminatory attitudes and cultural constraints on women. ”

2.4 Social Media and Arab Women’s Empowerment – Key Findings and Conclusions

Social media is increasingly viewed as an important tool for women’s empowerment in the Arab region. Indeed, the *Arab Social Media Report* regional survey findings show that many of the responses of male and female social media users were similar, indicating that social media may be a “gender equalizer.” The existing gap in Arab women’s usage of social media compared to men and to the global average is primarily a result of perceived societal and cultural constraints Arab women continue to face in the region. The key conclusions of the regional survey findings are as follows:

Explaining the social media gender gap in the Arab world In the Arab world, men remain twice as likely as women to be users of social media. The barriers to women's utilization of social media can be divided into two categories: Environmental and Personal. Environmental factors constitute the largest barriers to Arab women's use of social media, specifically "societal and cultural constraints," in addition to "access to ICT" and "lack of relevant content for women." These factors have more to do with the environment in which female social media users operate. On the other hand, the personal factors, which have more to do with the skills or abilities of female social media users themselves, such as "levels of education," "ICT literacy," "confidence in social media" as a means for communication, and "levels of trust in ICT's security and privacy" are all viewed as barriers, but with smaller impact (highlighted in red in Figures 7 and 8).

How can this "virtual" gender gap be closed? If the barriers to gender equality in social media use are mainly personal, then any interventions to address this gender gap should be focused on "fixing the women" by introducing more training for women or increasing their education, for instance. However, the regional survey results clearly show that barriers are predominantly environmental, and require efforts in addressing discriminatory attitudes and cultural constraints on women.

Social media as gender equalizer

The findings of the survey show clear similarities in the views of male and female social media users in the Arab region.²³ Arab men and women largely agree on issues related to social media and its implications for women and civic participation. They use social media in similar ways and have similar opinions on the role that social media can play in women's empowerment. Whether this is a result of using social media, or has more to do with the typical profile of a social media user, warrants further research.

Social media and changing perceptions about women and civic participation

Perhaps the most important finding of this research is the shared view of social media as a tool for women's empowerment. The majority of respondents felt that social media had the potential to be an empowering and engaging tool for women, whether in social, economic, legal, political or civic arenas. These perceptions contrast with the reality of gender inequalities that persist in the Arab region when it comes to these domains. In that sense, social media can potentially be a "change agent" towards women's empowerment in Arab societies. It is positively viewed by many social media users, whether men or women, as a medium that can trigger changes and offer new approaches for addressing these inequalities.

“ Arab men and women largely agree on issues related to social media and its implications for women and civic participation. They use social media in similar ways and have similar opinions on the role that social media can play in women's empowerment. ”

Next Issue: 3. Mapping Facebook in the Arab World – Q2 and Q3 2011

Issue after next: 4. Mapping Twitter in the Arab World – Users, Tweets and Trends

SOURCE: Arab Social Media Report By Dubai School of Government



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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.

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