

## 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

### NOVEMBER-DECEMBER ISSUE OUT NOW



This issue's cover features an amalgamation of images related to Zaha Hadid – the 'Z' includes her Swarovski chandelier, the 'A' a portrait of Hadid by Steve Double, the 'H' her newly designed MAXXI museum in Rome (page 100) and the 'A', her *Vortexx chandelier*.

*The cover has been designed by Canvas Art Director Kate Scott as well as fellow Mixed Media Publishing Art Director Nataly Abdelnour.*

**SOURCE:** <http://www.canvasonline.com/>

## WORLD MAGAZINE TRENDS 2010-2011 REPORT PUBLISHED

MEPA is proud to be among the contributors to this important industry reference book.

Although the worst effects of the financial crisis seem to be behind us, the recovery for the magazine industry is expected to be slow, according to new data released from FIPP today from the annual world magazine trends report. The 16th edition of the report forecasts magazine adspend in 2012 to be significantly lower than pre-recession levels in North America, Asia Pacific, Western Europe and Eastern and Central Europe.

*World Magazine Trends* is compiled from contributions from FIPP members (national magazine associations and publishers) across the world and incorporates ZenithOptimedia adspend forecasts and analyses. It provides both detailed local information on the magazine markets in a wide range of countries and also an overview of major trends and developments through regional and international data and summaries.

Now featuring 48 country markets in depth, the new edition of *World Magazine Trends* is available in pdf format from 1 December and printed format mid-December for pre-orders. New tables include a monitor of cross-border launches, online and mobile phone penetration and number of websites. New countries featured include: Bulgaria; Egypt; Estonia; India; Indonesia; Israel; Malaysia; New Zealand; Peru; Portugal and Turkey.

According to Rachel Nacer, editor of *World Magazine Trends 2010-2011*, besides the financial crisis, the magazine industry has been affected by major structural changes to the media market as advertisers and consumers are increasingly attracted by online and digital products. However, these new technologies are increasingly seen by publishers not as a threat but as an opportunity to expand their own activities to reach readers in different ways and provide new services to advertisers.

**Source:** FIPP



## MIDDLE EAST PUBLISHER MEDIAQUEST ACQUIRES TITLES FROM THE MEDIA FACTORY

**Mediaquest also acquired the rights from Haymarket to publish the Middle East version of Autosport.com, the world's leading motor sport website.**

Dubai-based Middle East publisher Mediaquest Corp. (Mediaquest), publisher of the Kipp Report, (on September 15, 2010) announces it has agreed to acquire several long-standing print and on-line media titles from The Media Factory.

The logo for Kipp Report News, featuring the word "kippreport" in a bold, lowercase, sans-serif font, with "NEWS" in a smaller, uppercase, sans-serif font below it.

The print titles acquired by Mediaquest (which is partially owned by private equity group Abraaj Capital) are also published online. They are:

- Autocar Middle East Magazine
- F1 Racing Middle East Magazine
- Policy
- FourFourTwo Middle East Magazine
- The Brief

Autocar, F1 Racing and FourFourTwo were titles licensed to The Media Factory by Haymarket Media Group Ltd, which are now licensed to Mediaquest

Mediaquest also acquired the rights from Haymarket to publish the Middle East version of Autosport.com, the world's leading motor sport website. These market-leading titles will continue to be supplemented by successful events, such as Insurex and the Autocar Awards, as well as numerous print special supplements.

Alexandre Hawari, co-CEO of Mediaquest, said: "The Media Factory is an established and respected publisher of a number of quality titles. The titles we have acquired are all market leaders in their respective fields. Mediaquest has a proven track record of publishing quality magazines and we believe we can develop these titles further by taking them to new markets to exploit fully their potential, particularly in the Arabic-speaking segment."

Tim Bulley, Licensing Director at Haymarket Media Group commented that "Haymarket is very excited to be growing its licensed portfolio with Mediaquest. We have enjoyed a strong relationship with The Media Factory over the last six years who through their unrelenting commitment to editorial excellence have built highly successful local editions of our brands. We look forward to our new partnership with Mediaquest and are excited about their ambitions for our brands moving forward. We are confident that they will build on the strong foundations set by TMF," he said.

Speaking for The Media Factory, Andrea Slater, CEO said: "We have given these titles a good commercial start and we are more than confident that Mediaquest will continue to publish them to the same standard established by The Media Factory. We wish Mediaquest a prosperous and beneficial future publishing these brands as they move forward into an improving economic landscape."

Mediaquest's Julien Hawari added: "We are fortunate to have created a talent pool of multilingual and experienced publishing professionals in our editorial, design, sales and marketing teams. This gives us the great confidence to launch these titles into new markets, and provide readers and advertisers with a wider choice of quality media."

Mediaquest is a publishing house founded in Paris in 1987. Today it publishes in three languages with operations on three continents. It has offices in Dubai, Riyadh, Jeddah, Tunisia, Algeria, Lebanon and Paris, and owns or represents more than 25 consumer and trade titles covering business, marketing, communications, women's interests, lifestyle and entertainment. These include Trends, Saneou Al Hadath, Arabies, Communicate and GMR.

Abraaj Capital is the biggest private equity group in the Middle East, North Africa and South Asia (MENASA). With its headquarters in Dubai, the Abraaj Group operates eight offices in the region. Since 2002, it has raised close to US\$ 7 billion and distributed almost US\$ 3 billion to its investors.

**Source: Kipperreport**

## REGION'S MEDIA RALLY FOR MEDIA AND MARKETING SHOW 2010

The Domus Group today announced a record increase in confirmed exhibitors for this year's Media and Marketing Show 2010 with exhibitor numbers set to surpass last year's attendance by over 30%. Media partners from across the region including Dubai Media City, Al Arabiya News Channel, Creative Media Solutions, and Sharjah TV will be joined by leading players from Europe including Deutsche Welle at what is set to be a high profile platform for leading media professionals.



The Media and Marketing Show.

The upturn in exhibitors for the show is reflective of the renewed confidence within the media industry after the economic downturn in 2009.

Publishing houses within the UAE have begun to refresh their stables with National Geographic, Rolling Stone and Sports 360 all set to launch in the later part of 2010. Broadcasters have also reiterated their commitment to expansion with reported advertising revenues figures up by over 20% between January 2010 and June 2010\*.

"This is indeed a great opportunity to partner with MMS 2010 considering its reputation as a leading business, networking and educational resource platform for the media and marketing industry in the region." said Mr. Yahia Al Masri, Orient TV's Executive General Manager.

He continued: "Orient TV is a satellite channel with Syrian and Levant roots, in the heart of the Arab world and GCC, which makes it essential to serve the Middle East market as a whole."

Over 10,000 people attended the media show in 2009 and the organizers are looking forward to a greater turnout for 2010 with workshops and announcements expected from all sections of the industry.

"The MMS is the most crucial event that made it possible for all of us media key players to meet and share our industry experiences and products in an ideal setup. Creative Media Solutions is a proud participant and supporter of the 2010" said Mr. Ghasan Alasad - CMS Dubai Managing Partner. He added, " MMS as we have always focused on creating and developing our own programming content, and we aim to make the MMS the only show of its kind in the region in terms of offering unique and improved programming content suitable for either TV Channels or Producers in this region and we intent to benefit from the MMS as a visible medium to promote our content improving strategies and continue our growth in the region and internationally."

MMS 2010 will also be including a greater number of exhibitors from outside of the GCC with major investors such as Deutsche Welle confirming their participation.

A spokesperson from Deutsche Welle announced: "Deutsche Welle is renowned for being one of Europe's leaders in news, background information and interesting magazines. It provides a European perspective to audiences around the world and promotes intercultural dialogue. Our Arabic language desk is of critical importance to our expansion and we see MMS 2010 as one of the key launch pads for us in the region."

The Media and Marketing Show, is the Middle East's leading event for the media and marketing industry. This thrilling event will bring media buyers and providers altogether in a one-of-a-kind display for the latest industry schemes, developments and technologies.

The 6th edition will be held at the Dubai International Convention and Exhibition Centre from 13th - 15th December 2010 at the Sheikh Saeed Halls S1, S2, S3, from 10.00 - 19.00 daily.

Domus Group, the organizers of the Media and Marketing Show (MMS) proclaimed that the event will once again solidify MMS is a major event that constantly aims to influence the future of the media and marketing industry in the region .

6<sup>th</sup> Middle East Conference  
Featuring international and local case studies



6<sup>th</sup> Middle East Conference  
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8 – 9 February 2011, Dubai

[www.wan-ifra.org](http://www.wan-ifra.org)

## MEDIA & MARKETING SHOW—2010

Organiser

**WEDOMUS GROUP**  
INTERNATIONAL EXHIBITION SPECIALISTS

PO Box 5196, Dubai, UAE  
Tel: +971 4 328 5666  
Fax: +971 4 328 5777  
E-mail: [info@dubaimediashow.com](mailto:info@dubaimediashow.com)

**MMS** MEDIA AND  
MARKETING  
SHOW 2010



•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.

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**Date:** 13th —15th December 2010 2010

**Location:** International Exhibitions Center—Dubai—UAE

**For more info:** <http://www.ifraexpo.com/>

## ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH 2008—2010

### ANNEX: METHODOLOGY

#### Methodology for advertising-spend projection 2008-2012



We developed illustrative projections for each of the twelve countries and a pan-Arab category. These covered newspaper circulation and advertising market expenditure for each country and the breakdown of advertising revenue among the main categories of media: television, newspapers, magazines, radio, out-of-home (outdoor and cinema) and the internet.

For revenues, the projections cover the period 2008 to 2012. The 2007 figures are estimated based on the 2006 base-year figures. For circulation, 2007 estimates of actual circulation were used as the base year and projected for the years 2008-2012. For each country, newspaper circulation projections were developed based on the historic 2007 circulation data and considerations of the maturity of the print media, literacy levels and competition from other media, particularly television. Advertising market projections for each country were then developed based on assumptions regarding the relationship between GDP growth and advertising spend growth in each market. These assumptions were derived from considerations of the current macroeconomic environment, the maturity of each market and the probable development of the mass-market consumer sectors that are likely to drive advertising growth.



Because of the potential impact on regional media markets of the global economic crisis which emerged during 2008, and the associated fall in oil prices in the second half of 2008, we have used relatively conservative assumptions, particularly with regard to the relationship between advertising expenditure and GDP growth.

It should be noted that the advertising revenue data shown in the tables in Section Two are net of estimated discounts and commissions given to advertising agencies by media owners and hence correspond to revenue from the standpoint of the media owners. The magnitude of these discounts varies across markets and media and is highly commercially sensitive which indicates that publicly available data may not be reliable. This implies that, while the projections provide a useful indication of trends, individual figures are subject to considerable uncertainty and hence comparisons between countries may not be valid.

For the projections we have established different discount rates to be applied to different advertising media including television, newspaper, magazines, out-of-home (outdoor and cinema) and radio. Such information was derived from in-depth industry interviews with media agencies, advertisers and media owners, and aims to provide a more realistic view of the magnitude of the market size and revenues from the standpoint of media owners. We have applied this media-specific discount to all the countries covered, based on the specific country's advertising media split.

We note that public revenue estimates for advertising spend (or revenue) published in the region are generally in gross terms (i.e. before adjusting for discounts). Gross measures are, however, of very limited usefulness as they correspond neither to revenue nor to market spending and therefore we have decided to adjust for the discounts while recognising the uncertainties inherent in this estimate. The 2006 historic data that form the base years for our projections are based on gross figures published by ZenithOptimedia and pan-Arab Research Centre (PARC). These are then adjusted for discounts as explained above. The estimated figures for 2007 and the projected revenue figures for 2008 to 2012 are extracted from the PWC projection model developed for this project.

The projections for market advertising spend for each of the twelve countries were then analysed among the main categories of media. This was based on a qualitative assessment of the advertising market share prospects of each category of media in each national market. The underlying assumptions were specific to the background of each market and were informed by the country interviews. Online, although not yet well developed in the region, is treated as a separate category except for online newspaper advertising which is included with newspapers.

As robust and consistent data across the twelve countries for the historic revenue breakdowns for 2006 and 2007 (the base years for the projections) are not available, we emphasize that our projections are solely designed to highlight trends and that detailed comparisons of projected figures between countries may not be valid. The projections should certainly not be used as a basis for any form of investment decision. The sources for other data used in this report (nominal GDP, inflation, population, age profiles, television penetration, broadband penetration and mobile penetration) are taken from publicly available sources that are credited in the relevant tables. In some cases it has been necessary to use multiple sources, which means that comparisons across countries may not be valid. For macroeconomic data (nominal GDP and inflation) we have used data published by the IMF as a reputable source of consistent international data.

PricewaterhouseCoopers welcomes comments on the projections and the base year data and, where appropriate, will incorporate suggestions into next year's Arab Media Outlook. Please address any comments to [ian.sanders@ae.pwc.com](mailto:ian.sanders@ae.pwc.com).

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By:



**PRICEWATERHOUSECOOPERS** 



**MIDDLE EAST PUBLISHERS'  
ASSOCIATION**

**Dubai Media City;**

- Media Business Center, 2nd Floor, No 06**
  - 5th floor, No. 506**
  - Building No. 2, CNN**
- P O Box: 502038, Dubai, UAE.**

*Tel: +971-4-3916559*

*Fax: +971-4-3918019*

**E-mail: [mepa@mepa.cc](mailto:mepa@mepa.cc)**

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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