

**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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**NEW LAUNCHES IN 2015 : SAYIDY WEBSITE**



Saudi Research and Publishing Company, a subsidiary of the Saudi Research and Marketing Group, has launched the Sayidy website aimed at the modern Arab man.

The site at [www.sayidy.net](http://www.sayidy.net) is the result of in-depth research on the Arab market carried out by a team of researchers. The aim is to keep men abreast of the latest developments in the world. It is managed and supervised by Sayidaty magazine.

Mohammed Fahad Al-Harthi, editor in chief of Sayidaty and Arab News, said Sayidy would serve as a companion and guide to the modern Arab man, meeting all his physical and psychological needs including the latest men's products, technological developments and news across the continents — all just a click away.

The Sayidy site will be supported by leading writers and contributors, in print and video, on science, sports, culture and self-development. There would be specific advice provided to assist the Arab man become successful in his chosen field.

The Sayidy site is just one of the many online offerings of the Saudi Research and Marketing Group which includes Asharq Al-Awsat magazine, Al-Eqtisadiyah, Arriyadiyah, Sayidaty magazine in English and Arabic, Hia, Al-Jamilah, and 16 other titles.

The group has over the past 30 years provided content that holds fast to the highest cultural standards and values.

**SOURCE : ARAB NEWS**

## NEW LAUNCHES IN 2015 : NEWSWEEK MIDDLE EAST

The first edition of *Newsweek Middle East* has hit the newsstands featuring an exclusive [interview](#) with His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, on the cover.

The English language magazine has been launched by *ARY Digital Network* as part of an exclusive licensing partnership with *Newsweek LLC*, with plans for an Arabic edition to be introduced in June 2016.



Publisher and Editor-in-Chief, Salman Iqbal, who is also chief executive of *ARY Digital*, said the magazine's launch represents a diversification for the Pakistani television company.

"Print for us may be a new frontier, but we understand that *Newsweek Middle East* requires diligence, and an alertness to the human struggles and vicissitudes of life," he wrote in the magazine. "Through words, we can explore the ideas around us in a way that no other medium can."

*Newsweek Middle East* is the eighth international edition of the magazine, with other international editions published in Japan, South Korea, Latin America, Montenegro, Poland, Serbia and the United Kingdom.

SOURCE : MEDIA SOURCE

**WAN-IFRA'S 11TH MIDDLE EAST CONFERENCE**

WAN-IFRA's 11th Middle East Conference on February 24th and 25th 2016 in Dubai provides publishing executives with an excellent opportunity to discover the latest regional and international top trends and best-practice ideas.

Hear about The Internet of things, Virtual reality, ad blocking, wearables, 3-D Printing, new and emerging business models for newspaper printing companies just to name a few.

**TITLE : WAN-IFRA'S 11th MIDDLE EAST CONFERENCE**

**DATE : 24th —25th FEBRUARY 2016**

**LOCATION : INTERCONTINENTAL HOTEL, DUBAI FESTIVAL CITY, UAE**

**FOR MORE DETAILS : [WAN-IFRA.ORG/MEC2016](http://WAN-IFRA.ORG/MEC2016)**

**FIPP MIDDLE EAST AND AFRICA 2016**

The 2-day programme will bring together leading international, regional and local speakers from inside the magazine media and related industries who will provide delegates with a view on key developments and trends globally and in the Middle East and Africa region specifically. Delegates will leave with a deep insight into media in the Middle East and Africa and will be able to benchmark opportunities and developments against international trends.

**TITLE : FIPP MIDDLE EAST AND AFRICA 2016**

**DATE : 10th —11th FEBRUARY 2016**

**LOCATION : HABTOOR GRAND - DUBAI—UAE**

## Media Scene: Middle East (focus on UAE & KSA): 2015

### Key figures and media overview :

Here are some charts/figures which we extracted from a research revealed by Publicitas—June 2015; and which are based on Ipsos Monitored Figures, 2015. The following extractions are showing key figures and media overview of the Middle East region with a focus on UAE & KSA covering advertising expenditure & top online sites ....

### Advertising Expenditure in Middle Eastern Countries by Media, all Markets 2014

Media	Amount in Mio US\$	Amount in %
TV	18 349	75
Newspaper	3 362	14
Outdoor	1 332	5
Radio	742	3
Magazine	666	3
Cinema	63	0
<b>Totals</b>	<b>24 514</b>	<b>100</b>

#	Top 10 Brands	#	Top 10 Sectors
1	Pepsi	1	Foods
2	Dabur	2	Hygiene & Beauty Care
3	Dettol	3	Entertainment & Leisure
4	Coca-Cola	4	Servicing Companies
5	Etisalat	5	Non-Alcoholic Drinks
6	Sedar	6	Telecommunication
7	El Hassan & El Hussen Group	7	Property & Building & Acc.
8	Samsung	8	Medicine & Health Care
9	Honest For Real Estate Dev.	9	Automotive
10	Saudi Telecom	10	Upkeep Products

Source: Ipsos Monitored Figures , 2015

### Advertising Expenditure in Middle Eastern Countries all Markets, all Media 2014

Media	Amount in Mio US\$	Amount in %
Pan Arab	8 328	34
Egypt	7 760	32
United Arab Emirates (UAE)	2 199	9
Kingdom of Saudi Arabia (KSA)	1 500	6
Lebanon	1 582	6
Kuwait	912	4
Iraq	682	2
Pan Asian	443	2
Qatar	493	2
Jordan	312	1
Oman	237	1
Bahrain	163	1
Syria	3	0
<b>Totals</b>	<b>24 514</b>	<b>100</b>

Source: Ipsos Monitored Figures, 2015

## Advertising Expenditure and Top 10 Brands Pan Arab 2014

Media	Amount in Mio US\$	Amount in %
TV	8 089	97
Magazine	159	2
Newspaper	79	1
<b>Totals</b>	<b>8 327</b>	<b>100</b>

#	Top 10 – All Media
1	Dettol
2	Sedar
3	Pepsi
4	Dabur
5	Almarai
6	Mobily
7	Saudi Telecom
8	Coca-Cola
9	Head & Shoulders
10	Dove

#	Top 10 – Press
1	National Bank of Egypt
2	Dior
3	Chanel
4	Bulgari
5	Cartier
6	Rolex
7	Louis Vuitton
8	Dolce & Gabbana
9	Gazzaz
10	Fendi

#	Top 10 – TV
1	Dettol
2	Sedar
3	Pepsi
4	Dabur
5	Almarai
6	Mobily
7	Saudi Telecom
8	Coca-Cola
9	Head & Shoulders
10	Dove

Source: Ipsos Monitored Figures , 2015

## Advertising Expenditure and Top 10 Brands Egypt 2014

Media	Amount in Mio US\$	Amount in %
TV	7 300	94
Newspaper	357	5
Radio	89	1
Magazine	14	0
<b>Totals</b>	<b>7 760</b>	<b>100</b>

#	Top 10 – All Media
1	57357 Hospital
2	El Hassan/El Hussen Group
3	Honest Real Estate Dev.
4	Afandina
5	Sama Marena
6	Sina Cola
7	Coca-Cola
8	Magdi Yacoub Asw. Heart C.
9	Zanussi
10	Loloaa

#	Top 10 – Press
1	National Bank of Egypt
2	El Sallab
3	Mobinil
4	Banque MISR
5	Degla Palms
6	Samsung
7	Te Data
8	El Arabi
9	Porto October
10	Arabtec Holding

#	Top 10 – TV
1	57357 Hospital
2	El Hassan/El Hussen
3	Honest Real Estate Dev
4	Afandina
5	Sama Marena
6	Sina Cola
7	Coca-Cola
8	Magdi Yacoubi Asw. Heart C.
9	Zanussi
10	Loloaa

Source: Ipsos Monitored Figures, 2015

## Advertising Expenditure and Top 10 Brands United Arab Emirates (UAE) 2014

Media	Amount in Mio US\$	Amount in %
Newspaper	791	36
Outdoor	615	28
Magazine	315	14
Radio	272	12
TV	151	7
Cinema	56	3
<b>Totals</b>	<b>2 199</b>	<b>100</b>

#	Top 10 – All Media
1	Etisalat
2	DU
3	McDonalds
4	Samsung
5	Carrefour
6	Toyota
7	Arabtec Holding
8	Emirates
9	Emirates NBD
10	Volkswagen

#	Top 10 – Press
1	Carrefour
2	Emirates NBD
3	Lulu Hypermarket
4	Mashrek Bank
5	Etisalat
6	Samsung
7	Volkswagen
8	Du
9	Emirates
10	Mitsubishi

#	Top 10 – TV
1	Arabtec Holding
2	X Hose
3	Sedar
4	Adnoc
5	Etisalat
6	Armed Forces
7	Senaat
8	Abu Dhabi Comm. Bank
9	National Bank Abu Dhabi
10	Definitelydubai.com

Source: Ipsos Monitored Figures , 2015

## Advertising Expenditure and Top 10 Brands Kingdom of Saudi Arabia (KSA) 2014

Media	Amount in Mio US\$	Amount in %
Newspaper	859	57
Outdoor	276	18
Radio	266	18
TV	66	5
Magazine	32	2
<b>Totals</b>	<b>1 500</b>	<b>100</b>

#	Top 10 – All Media
1	Saudi Telecom
2	Mobily
3	Zain
4	Toyota
5	Samsung
6	Ford
7	Nissan
8	Chevrolet
9	National Commercial Bank
10	McDonald's

#	Top 10 – Press
1	Ford
2	Toyota
3	National Commercial Bank
4	Saudi Telecom
5	Hyper Panda
6	Gazzaz
7	Nissan
8	Chevrolet
9	Saudi Arabian Airlines
10	Zain

#	Top 10 – TV
1	Tam
2	Drosh
3	Saudi Telecom
4	Saudi Arabian Airlines
5	Daffah
6	Prujath
7	Toyota
8	Bab Rizq Jameel
9	Mobily
10	Lipton

Source: Ipsos Monitored Figures , 2015

## Online Top Online Sites Kingdom of Saudi Arabia (KSA)

#	Site	Visitors (Real Users)	Trend (%)
1	google.com	13 899 551	-2.7
2	youtube.com	9 746 830	-2.2
3	facebook.com	6 919 135	6.4
4	live.com	5 542 509	10.8
5	twitter.com	4 248 434	5.7
6	msn.com	3 561 928	15.9
7	yahoo.com	3 404 827	2.8
8	microsoft.com	3 370 093	-11.0
9	wikipedia.org	3 296 447	0.6
10	ask.com	3 052 059	2.4
11	hao123.com	2 908 879	5.1
12	hafiz.gov.sa	2 687 704	1.6
13	moi.gov.sa	2 306 923	-26.1
14	sabq.org	2 131 722	-9.9
15	alrajhibank.com.sa	2 073 849	-10.8

Source: Gemius, Ipsos/Gemius Audience, March 2015

## Online Top Online Sites United Arab Emirates (UAE)

#	Site	Visitors (Real Users)	Trend (%)
1	google.com	5 540 406	2.4
2	youtube.com	3 930 760	15.0
3	facebook.com	3 422 003	-0.2
4	yahoo.com	2 808 010	20.2
5	wikipedia.org	2 033 600	34.0
6	souq.com	1 653 592	32.1
7	ask.com	1 393 979	29.9
8	alibaba.com	1 278 507	-24.5
9	live.com	1 152 072	-29.5
10	etisalat.ae	959 496	73.4
11	dubizzle.com	946 895	-4.5
12	microsoft.com	940 903	-16.5
13	linkedin.com	872 065	6.3
14	about.com	830 994	32.3
15	msn.com	794 369	-45.6

Source: Gemius, Ipsos/Gemius Audience, March 2015



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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)**