

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

MIXED MEDIA PUBLISHING

ABOUT CANVAS YOUNG TALENTS' AWARDS (CYTA)

As part of its ongoing efforts to promote art and culture, and in the spirit of encouraging young adults wishing to pursue artistic careers, Canvas has teamed up with Dubai-based artist Katya Trabulsy to hold a series of workshops that will conclude with an exhibition and competition. Young adults aged between 10–17 are invited to enroll in Trabulsy's art workshops that will take place weekly from 3 October 2009 to 31 May 2010 in Jumeirah, Dubai. The artworks produced will be exhibited at the American University in Dubai and three prizes will be given to the most promising talents by a jury comprised of leading members of the media and arts industry.

ABOUT KATYA TRABULSY

Katya Trabulsy, a self-taught artist, has been painting for the past two decades. She has worked closely with children of all ages at the Lycée Georges Pompidou in Dubai over the past eight years. Trabulsy is a firm believer in the importance of encouraging artistic expression in children and teenagers with artistic potential who are willing to develop their natural talent and nourish their techniques. Since 2001, she has hosted her own workshops in order to allow these talents to paint and express themselves freely. The workshops result in art exhibitions where the artworks produced throughout the classes can be appreciated by the young artists' friends and family. These workshops have pushed many students to pursue artistic careers in design and art. For Trabulsy, workshops are not an activity, but rather, a place where innate talent has the opportunity to emerge through artistic self-expression.

THE JURY

CYTA has carefully selected the following members, each representing different aspects of the art world and thus providing a comprehensive outlook. We believe their rich experience will help select the most promising talents.

1. Fereydoun Ave (Artist)
2. Myrna Ayad (Deputy Editor, Canvas)
3. Malek Ghorayeb (Art Director, Leo Burnett)
4. Roberto Lopardo (Chair of Visual Communication and Assistant Professor of Photography, American University of Dubai)
5. Amel Mekkawi (Founder, Art Sawa Gallery)

THE PRIZES

To encourage these young talents in their first foray into the art world, we would like to award three prizes to the most promising works. Prizes will be announced soon. Watch this space.

For more info: <http://www.canvasonline.com>

THE 8TH WORLD YOUNG READER CONFERENCE

Mariott Hotel Prague, Czech Republic
Monday 28 and Tuesday 29 September 2009

The French Example: Free Newspapers for Young People Jeanne-Emmanuelle Hutin, Ouest France, co-chair of the French Presidential Youth-Press Commission, France

There has been a lot of debate about the French government's decision to give free, one-day-a-week newspaper subscriptions to every 18- to 24-year old in the country as a way to encourage newspaper reading and civic participation.

But those who have dismissed the idea ought to consider that Ouest France and 40 other regional newspapers have been experimenting with the concept since 2006, and Ms Hutin described the project as a success. It's a tremendous opportunity, though she admits that merely giving them away is not enough.

"Is it a good idea? Yes, as long as we don't disappoint the young and succeed in interesting them in the news, with relevant content and approaches, by investing in other platforms and by strengthening links with them," she says. "It's a fantastic opportunity, but a huge challenge."

In the French experiment, the newspapers provide targeted content on the day the newspapers are distributed to young people for free. They also package it with an internet offer: sites, blogs and forums.

At Ouest France, the largest general interest newspaper in France, the number of regular readers among 18- to 24-year olds increased by 22,000 in 3 years, with 12 percent re-subscribing after their free subscriptions ended.

And 65 percent of the young subscribers continue to read Ouest France at least once a week after their subscriptions end.

But it took work, says Ms Hutin, and more needs to be done. The newspapers had to devise special content for the day it distributed the free subscriptions - in the case of Ouest France, it was a "Special Future" recruitment section. A marketing campaign using new media has to be created

--traditional marketing didn't really work. And a strategy to move the free subscribers to paid subscriptions had to be planned. In Ouest France's case, a two-day-a-week paid subscription was offered after the one-day-a-week free subscription expired.

"Studies show that young people not only read content dedicated to them, but this serves as a point of entry to reading the newspaper in its entirety," says Ms Hutin.

"What do the publishers want? They want to thwart the large-scale flight of young readers," says Ms Hutin. "The situation in France is alarming: from one generation to the next, young people are less likely to read newspapers. It is vital to reverse this trend."

Take Young People Seriously

Joanna Parczyńska, Director of Free Press Division, Agora, and Waldemar Paś, Editor in Chief, Metro, Poland

Creating News Sites for Young People

Michael Smith, Executive Director, Media Management Center, USA

Today's newspaper web sites are great for news junkies, but they turn off teen-agers.

They're too dense, there are too many choices, there is no clear hierarchy, they assume the reader has a familiarity with the news and with newspaper jargon, according to research carried out by the Media Management Center at Northwestern University for the Newspaper Association of America.

"We need to create special websites for young people, not just take our main websites and make them less complicated, because our main sites attract people interested in news," said Mr Smith. "If you are a news consumer, you can find it satisfying. If you're a teen-ager who just wants to know what's going on today, it's overwhelming."

The study suggested ways to create news websites to attract teens. Mr. Smith said the future depends on doing so.

"The role of the newspaper is to get young people interested in news. Because if they develop an interest, they get the habit. There are democratic imperatives in this going forward."

While complicated websites overwhelm teens, becoming too simple will bore them. Mr Smith presented ten tips for developing web sites for teens:

- Don't overload them.
- Create home pages that satisfy.
- Entice them to keep reading.
- Summarize stories on the home page.
- Rank stories by importance in a clear hierarchy.
- Beware of too much scrolling and clicking.
- Provide background and context.
- Provide text in manageable chunks.
- Get rid of clutter.

The study results are available at <http://www.mediamanagementcenter.org/research/teensknow.asp>

What Can Traditional Media Learn from Social Media Anna Holmquist, Chief Editor, and Ylva Hvarfner, Managing Director, Familjeliv.se, Sweden

Perhaps nothing defines the differences between social media and traditional media as their attitudes toward the separation of advertising and editorial.

Where traditional media maintains credibility by keeping a clear wall between the two, their relative positions in social media is not so defined.

Ms Holmquist and Ms Hvarfner believe some of the practices of social media can be beneficial for traditional media - including breaking down the wall between advertising and editorial. While some of his advice is controversial, some of it is not.

Familjeliv, owned by the Stampen Group, is Sweden's largest family social networking site, reaching half of all Swedish women 25- to 35-years olds every month. Some advice, based on the experiences at Familjeliv:

-Involve your user. "The younger generation wants to integrate! Sometimes they want to read editorial material, but very often they want to write themselves, comment, vote and give their opinion! Open up channels to involve your users."

-Base the editorial content on the readers' needs and interests. "Instead of editorial ideas based on what the reporter believes that the user wants to read about, Familjeliv assumes that the user tells us what she wants to read more about/know more about via voting, forum posts, etc. Our users often write to us and tell us what they would like to read about, but most of all we follow the activity in our forum, blogs and galleries."

-Tear down the walls between sales and editorial. At Familjeliv, advertisers act as experts - for example, Nestlé can provide advice about babyfood, Pampers about diapers. The site sells sponsorship and advertising packages that includes not only traditional advertising but advertiser involvement in advertorials, customer surveys, expert forums and more.

-Involve customers in business development. "Users are our most important asset. They also feel a great commitment to the site and many even think that it is "their" site. When we develop new products and services it is obvious for us to involve users in the process."

"The most important thing of all is to try new approaches. The media world is changing quickly and the younger target group has needs that are different from earlier generations. Creativity, flexibility and speed become important success factors. You have to dare to test boundaries - without fear of failure. You have everything to gain."

Remaking NIE For An Online World

Angelo Melone, Deputy Editor, of La Repubblica, Italy

For the past nine years, the Italian daily La Repubblica not only provided copies of the newspaper to schools, but also provided an on-line system that allowed classes and teachers to create and print their own school newspapers. The project ultimately involved nearly 1.5 million young people and 8,500 schools.

It wasn't enough.

"In nine years, many things changed in the relationship between young people and the means for receiving information, and consequently in the relationship with their computer," says Mr Melone. So the newspaper completely transferred the project to the internet, allowing young people to create their own personal websites, under the supervision of their teachers.

But even that wasn't enough. The project has subsequently pulled together all the online creations into a national website, "a site of factual information written directly by the young people and, taken as a whole, a community of students who confront each other over topical themes, culture and entertainment, directly stimulated by items appearing in Repubblica." To help that stimulation, Repubblica supplies them with free online subscription to the newspaper.

The project was an immediate hit - 850,000 students from 5,300 schools signed up in the first three months.

For a list of participants and other information, consult <http://www.wan-press.org/prague2009>

Source: WAN

MMS MEDIA AND MARKETING SHOW 2009

3rd - 5th November 2009,
10:00 a.m. to 7:00 p.m.
Zabeel Hall, Dubai International
Convention and Exhibition Centre, Dubai, UAE

Be the **CHANGE!**



NEWSLETTER

www.dubaimediashow.com

Media and Marketing Show 2009 welcomes CNN as its International News Partner

The region's prime media and marketing event, the Media and Marketing Show 2009 partners with the international broadcasting giant CNN as the International News Partner for MMS 2009. The new partnership is aimed at making the event a rewarding, enriching and successful venture.

The show features innovative resources such as workshops, seminars, knowledge sharing discussions and extensive networking opportunities for members of the industry. MMS 2009 is the ideal forum for communications professionals, producers, service providers, specialists and media and marketing executives.

A must-attend international conference for media and marketing professionals in the region, the conference - held along-side the MMS 2009, brings leading international experts to speak on burning topics. Speakers include CEOs and Executives from different tele-communication companies.

CNN - the world's leading international news provider



Launched in 1980 as the world's first 24-hour news channel, CNN has become synonymous with fast, accurate and impartial coverage. CNN's branded networks and services across television, radio, mobile services and the Internet are available to more than one billion people in more than 200 countries and territories, and has global and local reach through 47 bureaus worldwide. One of the leading online news and information sites, CNNArabic.com provides the latest international and regional news in Arabic. Launched in 2000, the website is produced in Dubai.

Organiser



Official Patron



Strategic Partner



CNN International News Partner



In Cooperation With



Research Partner



Production Market Partner



Broadcasting Partners



Event Sponsor



Publishing Partner



MMS Daily News Publisher





Harness the power of social media to increase reach

The power of social media is tremendous. Paris Hilton's recent endorsement for Emirates Airlines is esteemed to be worth US\$ 1.5 million.

Social media is more than Twitter, Facebook and MySpace; it's about brands having conversations and engaging with audiences. It's about the permanent change in the region's marketing, PR and news landscape.

IIR's Social Media Forum taking place on 18 – 19 October 2009 in Abu Dhabi National Exhibition Centre, explores how you can use social media more effectively within your overall strategy and discusses what social media can do for your business.

Probably the best and largest social media example comes from Barack Obama's campaign – Obama For America in which he used social networking sites, blogs, video-sharing and Twitter to spread the views and organise supporters.

Andrew Bleeker, Director Internet Advertising for Obama's election campaign and New Media Director, Obama Inaugural Committee, is keynote speaker at the Social Media Forum.

Be ready to explore regional social media case studies as well, with top-notch speakers including:

Martin Newland, Editorial Director, The National, UAE

Khurram Hamid, Global Head Mobile Marketing Innovation, Procter & Gamble, UAE

Husni Khuffash, Country Business Development Manager, Google, UAE

Joel Berger, Managing Director, MySpace, Germany

Arshad Khan, Senior Executive, Dubai Department of Tourism and Commerce Marketing, UAE

If you (like so many others) are confused by all the social media challenges and opportunities, now is your chance to discover it all! For US\$ 199 per day, or US\$ 349 for both days, you simply cannot afford to miss this event.

Take a close look at the programme and secure your place now by calling +971-4-335-2437, emailing register@iirme.com or clicking [here](#).

Event Type: **Exhibition**

Period : **Annual**

From : **18-Oct-2009**

To : **20-Oct-2009**

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ARAB MEDIA OUTLOOK: COLLABORATING FOR GROWTH

Section Two: Regional update (PART SEVEN)

CASE STUDY

At a Glance:

Subject: Maktoob.com

Established: 2000

Headquarters: Amman, Jordan

Media type: Internet community

URL: www.maktoob.com



Maktoob, meaning “letter” or “destiny” in Arabic, was launched in 2000 as the first Arabic web-based email solution. Called Maktoob Mail, users could send and receive e-mails in both English and Arabic. Its development constituted an important milestone in the region’s internet development.

Maktoob currently has 13m users and has expanded from a mail program into a diverse community, creatively exploiting a wide range of Web 2.0 services including email, discussion forums, news, blogs, instant messaging, games, mobile services, content for women, etc. Maktoob’s success has been achieved by organic growth and through acquisitions of regional sites that showed potential for growth, including but not limited to, CashU (2003), an electronic payment card; Souq.com (2006), an Arabic-language auction facility; Araby.com (2006) the first Arabic search engine; and Maktoob Research (2006), the first online research service in the region. Maktoob owns some regional websites such as al-mobile.com, a Saudi website specialising in downloadable mobile content. It also has a majority stake in Sport4ever.com, the online Arab sports community.

As the premier web community in the region it is a popular choice with advertisers. An audit conducted by UK-based ABC Electronic certified that Maktoob.com received a total of 9.6 million unique users who visited over 224m web pages in April 2008. These figures confirm Maktoob’s position as the most visited website in the Arab world. Maktoob sees these figures as evidence of even greater potential for the internet and its growing place within the Arab community and has set itself an ambitious target of attracting 50% of all online Arab users to Maktoob products.

Notwithstanding the large proportion of young consumers in the region, traditional media still play an extremely important role in this region, because of the established newspaper reading culture in some Arab countries, which is demonstrated in the second part of this section where we examine the dynamics between different advertising media and trends of growth.

However, literacy is clearly a key enabler for meaningful access to many kinds of media, especially print, and there are wide differences in literacy across the twelve countries covered in this outlook. These range from about 50% in Yemen and Morocco to over 90% in Kuwait. While significant progress is being made in some countries, the overall pattern of literacy levels in the region is predicted to improve slowly. Therefore, the literacy level of a country continues to be an important indicator of the level of print media adoption, including circulation and print-advertising revenues in each market. In those markets where print media have limited reach due to the low literacy levels and where oral traditions are strong, television is likely to be the main source of information and entertainment.

As telecoms and media converge, consumers have the option of accessing news, current affairs and entertainment content over televisions (free or pay), personal computers or their mobile phones. As shown in Table 2.5, pay-TV adoption in most of the region is still at an early stage and penetration of households ranges from 0.4% in Morocco to 6.7% in Saudi Arabia. This illuminates the dominant position of free-to-air television in most of these markets and the high level of consumer satisfaction with the current free-to-air channels available via satellite. Nevertheless, in some of the wealthier GCC countries such as Qatar, the UAE and Kuwait, pay-TV has started to gain traction and is being accessed by more sophisticated television viewers with household penetration of 41%, 24% and 10% respectively. On the other hand, broadband subscriptions as a percentage of households remains extremely low throughout the region, at below 10% in seven of the 12 countries. Broadband penetration of population is significantly higher in the three GCC countries mentioned above, where Qatar has the highest reported broadband penetration at 70% of households, followed by Bahrain with 60% and the UAE with 53%.

Low broadband penetration and slow broadband speeds remain major constraints on the distribution of content via the internet, on the development of Web 2.0 services, on the growth of online advertising and on making voice calls over the internet. The reasons for the relatively slow development of consumer broadband vary across the region but they include: cultural barriers, high retail pricing and poor telecommunications access network infrastructure outside high-income countries and urban areas.

PAY TV AND BROADBAND PENETRATION IN 2007

(Thousands)	Pay TV Households	Household Penetration	Broadband Connections	Household Penetration
Bahrain	30	10 %	72	60 %
Egypt	485	3 %	437	3 %
Jordan	32	5 %	57	5 %
Kuwait	116	18 %	31	6%
Lebanon	18	2 %	180	23 %
Morocco	19	0 %	470	8 %
Oman	21	6 %	19	5 %
Qatar	43	41 %	74	70 %
Saudi Arabia	271	7%	595	15 %
Tnisia	21	1 %	130	6%
United Arab Emirates	176	24 %	382	53 %
Yemen	N/A	N/A	20	1 %

Source: Informa Telecoms and Media, Point, Topic.

For many developing countries with a large and sparsely distributed population, broadband delivered via fixed infrastructure is not an efficient way to increase broadband penetration as the amount of capital investment required is significant and may not be justifiable given the large geographic area. For this reason, mobile technology and mobile phones are rapidly emerging as rival means of broadband access to internet content and, with new developments in technology, are also developing as an alternative means of watching television. In Section Three we examine another possibility, a satellite initiative, which hopes to bring broadband access to remote areas of the world.

As shown in Table 2.6 below, an important feature of the region is the very high market penetration of mobile phones, particularly in the higher income GCC countries where 2007 penetration levels exceeded 100%, such as the UAE (169%), Bahrain (146%), Qatar (118%) and Saudi Arabia (116%). For the other countries in our study, all except Lebanon and Yemen are expected to reach and pass 100% mobile penetration by the end of the projection period. Lebanon's mobile penetration is expected to reach 51% by 2012, while Yemen is projected to have 88% mobile penetration by 2012—up from its current 18%. This makes Yemen the fastest growing mobile market in the region at a CAGR of 41%, while Egypt is the second fastest with mobile penetration expected to grow at 26% CAGR from 2007 to 2012.

While penetration data should be interpreted with some caution because of differences in the way in which the numbers of prepaid mobile customers are recorded, the overall trend of growth is clear and represents a great opportunity for the sector across the region.

Delivery of content via new media channels, UGC and the collaboration between media players and consumers along the media value chain

As noted in Section One, there is a trend towards the generation of personal content on the internet. Last year we looked at the ways in which citizen journalists were using blogs to bring the latest information from communities affected by war to the attention of the wider world. Recent developments now permit ordinary people to upload information from their mobile cameraphones straight into local newsrooms or cable television companies. Celebrities and world leaders have all adopted the new media to make conversations with the world, one person at a time. In the region this occurs through sites such as Maktoob, Facebook and YouTube or through personal blogs or websites. The region is starting to see the emergence of news and current affairs websites that rely on input from citizen journalists. An example is jaridtak.com in Lebanon which was founded in March 2008 and carries a wide range of user-generated news content in Arabic, English and French. The site is open to contributions on a wide range of social topics and encourages users to collect and create print, audio, and video content.

Table 2.6
Illustrative mobile subscriber projections – 2008 to 2012

(Millions)	2006	2007	2008	2009	2010	2011	2012	CAGR 07-12
Bahrain Penetration % of population	0.9 115 %	1.1 146 %	1.3 165 %	1.4 174 %	1.5 180 %	1.5 184 %	1.6 185 %	7.0 %
Egypt Penetration % of population	17.7 25 %	30.6 42%	44.5 59 %	58.4 76%	72.3 93%	85.3 107 %	97.2 120%	26.0%
Jordan Penetration % of population	4.2 74 %	4.8 84 %	5.3 91 %	5.9 98%	6.4 104 %	6.9 110%	7.4 116%	9.1%
Kuwait Penetration % of population	2.5 79%	2.8 84%	3.0 87%	5.9 90%	6.4 93%	3.6 95%	3.8 97%	6.6%
Lebanon Penetration % of population	1.0 27%	1.2 31%	1.4 36%	1.5 40%	1.7 44%	1.8 46%	2.0 50%	10.9 %
Morocco Penetration % of population	15.9 52%	21.1 68%	25.7 83 %	1.5 92 %	1.7 100 %	32.7 103 %	33.6 106 %	9.7 %
Oman Penetration % of population	1.8 72 %	2.5 97 %	3.3 126 %	3.9 150 %	4.4 166%	4.8 178 %	5.1 187 %	15.3 %
Qatar Penetration % of population	0.9 107 %	1.1 118%	1.4 130%	3.9 133 %	4.4 130%	1.9 124 %	1.9 116 %	11.9 %
Saudi Arabia Penetration % of population	19.8 83%	28.2 116%	32.4 130%	35.1 138%	37.0 141 %	38.4 143 %	39.4 143%	7.0%
Tunisia Penetration % of population	7.3 72%	8.9 87%	9.4 91%	1.6 97%	1.8 102%	11.1 103 %	11.4 105%	5.1%
United Arab Emirates Penetration % of population	5.5 130%	7.6 169 %	9.0 189 %	10.0 200 %	10.7 203 %	11.2 199%	11.4 193 %	8.5 %
Yemen Penetration % of population	3.0 14%	4.1 18%	5.7 25%	10.0 34%	10.7 47%	16.1 64%	22.7 88%	40.7%

Source: Informa Telecoms and Media
Business Monitor International (BMI) forecast, Pwc forecast.



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