

## 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

### FORBES SIGNS DEAL WITH ARAB PUBLISHER HOUSE TO LAUNCH FORBES MIDDLE EAST IN OCTOBER 2010

Forbes announced (On 19/07/2010) the signing of an agreement to launch Forbes Middle East in partnership with Arab Publisher House. The magazine, Forbes' latest international edition, will be based in Dubai, UAE.



The launch will be held in Dubai, with the first issue slated to be published in October 2010. Forbes Middle East will have an initial circulation of 25,000, rising to 30,000 within six months.

The contract signing, at Forbes headquarters in New York, was attended by Dr. Nasser Al Tayyar, President of Arab Publisher House; Mr. Miguel Forbes, President of Business Development for Forbes; and Mr. Tom Wolf, Forbes' Senior Advisor, International.

Mr. Miguel Forbes said, "We are thrilled to partner with Arab Publisher House to bring Forbes to the Middle East. We believe that Forbes Middle East exhibits a strong multilingual and multiplatform strategy that mirrors the standards of the Forbes brand."

Dr. Nasser Al Tayyar said, "I want to thank Forbes Media for the confidence and trust it has placed in Arab Publisher House by choosing us out of 20 publishers who bid for this license. We believe in the Forbes brand, the most trusted business brand in the world, and Arab Publisher House will invest extensively in positioning the brand in the Middle East. We have a very strong multinational, multilingual team with a passion for editorial excellence, and we will uphold Forbes standards and quality." He added, "Forbes Middle East will be printed in Arabic starting in October, and also in English beginning in 2011. We will also have a strong online presence."

Arab Publisher House is a newly formed joint venture of influential Saudi Arabian investors with its head office in Dubai Media City; it plans to bring to the region a number of other key publications, including ForbesWoman, ForbesLife and other magazines.

Source: [www.forbes.com](http://www.forbes.com)

## 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 .

## SAUDI MEDIA SHOW 2010



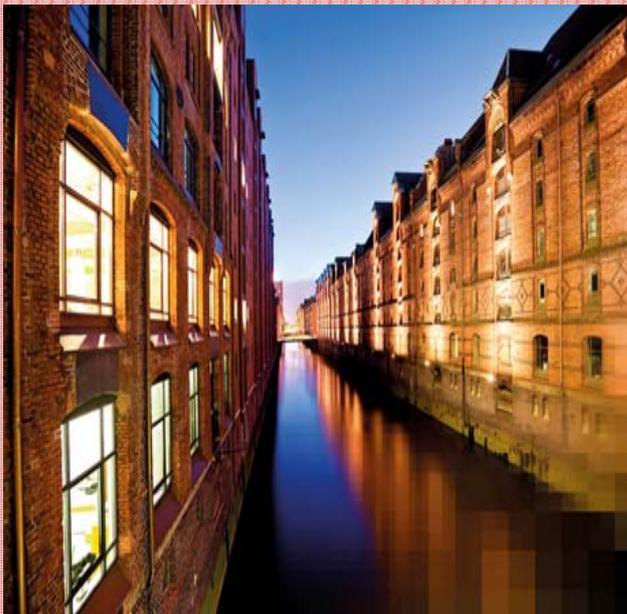
The Saudi Media Show 2010, in its 3rd edition, gives you a platform in an expanding market to present your creativity in advertising, technology in execution, innovation in media management, and enthusiasm in reaching out to people. The Saudi Media Show aims



to attract Saudi designers, Saudi photographers, Saudi advertisers, the Saudi print media, their international counterparts, and other industry professionals. Industry leaders as well as smaller companies still establishing their presence in the Middle East can gain from their presence at the Show. It is an opportunity for professional networking and expanding the industrial resource base.

Date: : 11 - 13 October, 2010  
 Location: : Riyadh International Exhibition Centre (RIEC), Riyadh  
 For more info/ Event url : [www.saudimediashow.com](http://www.saudimediashow.com)

## IFRA EXPO 2010



The leading event of the newspaper and media industry docks in Hamburg with a cargo of innovations on board.

The 40th edition of the leading event for the newspaper and media industry, that will be held this year in Hamburg, will present an abundance of innovations. The duration of this year's event will be shortened by one day, the opening hours have been extended: Monday, 4 October to Wednesday, 6 October 2010, from 9.30 to 18.00 h. The conferences program is planned until 7 October.

The seaport Hamburg is an international metropolis and a media city. The new Messe Hamburg offers optimal conditions for IFRA Expo that will be held in three halls: hall A1 for digital technologies, systems and software, halls A3 and A4 for prepress, printing and finishing.

Date: **4 October 2010 - 6 October 2010**  
 Location: **Hamburg, Hamburg, Germany**  
 For more info: <http://www.ifraexpo.com/>

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

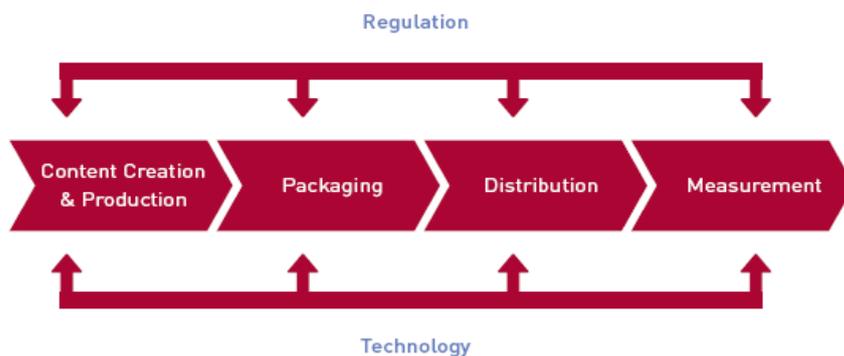
## SECTION THREE: UNLOCKING VALUE – THE TECHNOLOGY CHALLENGE

(PART 13)

In this section we look at how technology has the potential to unlock value right across the content creation and delivery value chain and at the state of the required technology infrastructure in the countries covered by this report. We then consider the role of governments in stimulating investment in these areas. Finally, we look at the implications for traditional media companies in the region.



Figure 3.1



The figure above, which is reproduced from Section One, shows the content creation and distribution value chain starting with the creation and production of media content. This content is then packaged and distributed to viewers and readers and the process is completed with audience measurement. In order to create value, each of the links in the value chain requires the effective working of complex, interrelated processes, which in turn require investment in enabling technologies. Some of these are telecommunications technologies, illustrating the significance of the convergence between the broadcasting and telecoms sectors. Others are specific to the media sector.

Each of the links in the value chain is also impacted by government sector policy and regulation. Government policies, and how those policies are implemented in practice, impact what content can be produced, how and where it is produced, how it is distributed, what devices it is distributed to, and how the resulting audiences are measured.

### Regional developments

We look now at the regional developments in deploying technology across the different elements of the value chain. Some of this is highly visible, “hard” investment in physical technology assets and some is less visible, “soft” investment in processes and skills. Both kinds of investment are equally important to the future success of the region’s media. Without these enabling investments, consumers in the Arab region will not be able to benefit from the developments outlined in this section and both media sector development and broader economic development will suffer.

#### Content Creation & Production

The region’s traditional print and broadcast media have a long tradition of producing high-quality Arabic language content. The relatively recent proliferation of pan-Arab, free-to-air satellite-TV stations confirms that there is no shortage of Arabic television news, sport and entertainment content and much of it is of very high quality. Some markets, such as Egypt and Lebanon, have mature, established content creation capabilities that are adapting successfully to the digital media era. International broadcasting companies are establishing partnerships with regional media companies to provide Arabic language television content.

There is strong demand for Arabic language content and moves are in place across the region to meet this need. In the UAE there is Dubai Media City, a well-established media hub that hosts national, regional and international broadcasters and attracts media talent from Arab countries and further afield. Similar developments are planned in other markets, including Abu Dhabi, which has recently launched the Abu Dhabi Media Zone, known as “twofour54”. (See Box)

#### New media zone

In October, 2008, Abu Dhabi launched the region’s latest media zone. Named “twofour54” in reference to the map coordinates for the UAE capital, this 200,000m<sup>2</sup> media zone will begin operation in 2009, and will provide an international environment for media content creation in the Arab world. The zone will house production facilities, training and infrastructure for a variety of media sectors including film, broadcast, digital, gaming, publishing and music. This new development places a strong emphasis on skills development and includes an academy where young Arabs will receive world-class training in a range of practical skills designed to equip them for successful careers in all media sectors across the region. It aims to foster a thriving and international media environment where media companies of all types, including, the BBC, HarperCollins, Rotana Studios, Comedy Arabia and imagenation abu dhabi can collaborate and cultivate value-added partnerships and develop, finance and produce content for Arabic and international markets.

Globally, the industry is moving to the production of high-definition (HD) digital content, a development that brings many new challenges. While HD equipment is readily available, the content production process is notoriously difficult to manage efficiently. HD cinematography places demands not just on the director but also on the entire production crew, all of whom must work closely together to produce good quality high-definition content.

Mobile television will also require new approaches to content creation, with the need for content that works effectively on the small screen and for very short average viewing times. A point strongly made in one of the interviews for this publication was that because mobile is a very personal medium, viewers are less “forgiving” of mobile content than of content viewed on large screens. This means that content has to be consistently of a higher standard. Another issue is that some of the most popular large screen content, including some sports, can be difficult to watch on a small screen. Once mobile-Tv services are in commercial operation in the region there is likely to be a period of experimentation during which television channels seek to establish what works best for their target Arabic language viewer markets.



Packaging refers to the pairing of advertising content with news, sports and entertainment content in a way that advertisers hope will be attractive to audiences. In the Arab region this is an area where old-established business models dominate. Corporate advertising budgets in the region are shared among a number of participants across the sales and distribution channels for advertising space and the resulting commercial arrangements tend to be somewhat opaque. It is likely that these arrangements will ultimately

be challenged by the advent of online media. Experience from those markets that have been most successful in developing online advertising suggests that the online distribution of premium mass-market online content can generate significant advertising revenues. Content owners and advertisers can also benefit from the long-tail effects discussed in Section One .

Figure 3.2



The distribution element of the value chain represents the largest amount of required investment in technology. Distribution includes three distinct value chain elements: backbone networks, access networks and internet access devices, each of which employs different technologies and each of which is crucial to the value creation process.

The Saudi owned Rotana group is an example of how media organisations in the region are forging cross-boarder alliances and leveraging technology to maxi-

mise the value of their content through new distribution channels. The Rotana Group has a substantial content library with over 100 music stars from the MENA region and over 2,000 Arabic films. In addition to its traditional means of content distribution through its six, free-to-air television channels (Rotana Mousica, Rotana Clip, Rotana Tarab, Rotana Khalijiyya, Rotana Cinema and Rotana Zaman), and the recently announced merger with the Lebanon based LBC, the Rotana group is seeking new ways to distribute its content through new partnerships and alliances. In October 2008, Rotana signed a new deal with UAE-based mobile operator Du to offer music downloads to customers from PCs and mobile devices. This move to a new digital delivery platform is made possible through an earlier initiative taken by the Rotana group to digitise its content library in conjunction with IBM.

**Backbone networks**

Backbone networks primarily comprise overland and undersea high-capacity fibre-optic cables, augmented by satellite capacity. These networks are used to connect sources such as broadcast studios and hosting centres, to other backbone networks and to access networks. The region’s reliance on undersea fibre-optic cables for access to the global internet was highlighted early in 2008 when a number of cable systems in the Arabian Gulf suffered damage causing severe disruption to all internet services, including access to the websites of regional media companies.

For markets with limited access to fibre-optic cable systems, including some of the less developed markets covered in this report, satellite provides the main connection to the global internet. The recent announcement by O3B, a US-based consortium, of planned satellite services to provide broadband backhaul internet access services to telecoms operators in emerging markets in Africa, Latin America and the Middle East promises to extend broadband access to presently underserved areas. (See Case Study.) Within the region, satellite operator yahsat from the UAE recently announced plans to offer a satellite broadband service from its Yahsat 1B satellite scheduled for launch in 2011. The “YahClick” service will be able to provide broadband to millions of people who are either underserved or have no internet access, at costs comparable with terrestrial services. Their service area will include the Middle East, north Africa, sub-Saharan Africa and southwest Asia.



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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)**