

**News & Updates**

**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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**Mohammed bin Rashid visits Asharq Al Awsat headquarters in London**

Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum acknowledged the strong and close bilateral relations between the United Arab Emirates and Saudi Arabia, and emphasised the UAE's appreciation for Saudi Arabia's role in establishing stability and security in the region. He affirmed the importance of Saudi Arabia's role under the wise leadership of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz

Al Saud. His Highness Sheikh Mohammed expressed his firm belief that Saudi Arabia will play a pivotal role in leading the region to peace and stability.

His Highness's comments came during his visit to the headquarters of Asharq Al Awsat newspaper in London (On 31st August 2015). The visit reflects His Highness's steadfast support for Arab media and his keenness to maintain constructive communication with Arab media leaders.

Editor in Chief of Asharq Al Awsat Salman Aldossary and senior executives received His Highness at the newspaper's headquarters. As one of the Arab world's most influential leaders and a global patron of media and journalism, the newspaper's management and staff welcomed His Highness's visit.

His Highness toured the newspaper's offices and was briefed by its Editor in Chief on work processes, strategies and editorial policies that help the newspaper to maintain the highest professional standards. Salman Aldossary also briefed His Highness on the daily work in the newspaper's London office and its global network in North America, Europe, Asia and Africa.

His Highness also met the newspaper's Assistant Editors-in-Chief Aidroos Abdulaziz and Zaid bin Kami, and conversed with the newspaper's journalists and editors. His Highness Sheikh Mohammed expressed his appreciation for the excellence shown by the newspaper, which has enabled Asharq Al Awsat to gain a leading position among the region's news media outlets. He also commended the balanced editorial policy and the constant growth and development of the newspaper.

The Asharq Al Awsat team thanked His Highness Sheikh Mohammed for his generous gesture and praised his efforts in supporting Arab media by developing the world's largest media city in Dubai. Editor-in-Chief of Asharq Al Awsat Salman Aldossary described His Highness Sheikh Mohammed's visit as "historic" considering it a clear example of His Highness's patronage of media and journalists. The newspaper's editorial team presented a copy of Asharq Al Awsat's first edition to His Highness. During the visit, His Highness Sheikh Mohammed was accompanied by Director General of Dubai Protocol Department Khalifa Saeed Suleiman and Director of Dubai Office in London Abdulla Al Mansouri.



Editor in Chief of Asharq Al Awsat Salman Aldossary received His Highness at the newspaper's headquarters



His Highness was briefed by the newspaper's Editor in Chief on its offices work processes.



The visit reflects His Highness's steadfast support for Arab media and his keenness to maintain constructive communication with Arab media leaders.

## ARAB NEWS: ANOTHER MILESTONE in 1975-2015 JOURNEY

“We knew it all along and this only confirms our long-held conviction,” “Interesting newspaper,” “Reading the newspaper since 1987.” These are among the compliments Arab News received after a global survey listed the newspaper as the top English-language newspaper in the Arab world in terms of readership.

The rating was recently (End of last July 2015) given by 4International Media & Newspapers (4imn.com), an international directory and search engine focusing on newspapers worldwide. The directory includes 7,000 newspapers, ranked by Web popularity, in 200 countries.

According to 4imn.com, the ranking is based upon an algorithm including three unbiased and independent Web metrics extracted from three different search engines: Google Page Rank, Alexa Traffic Rank and Majestic Seo Referring Domains.

According to the survey, Arab News is the No. 1 English language daily in the Gulf, followed by Gulf News (Dubai), The National (Abu Dhabi) and Khaleej Times (Dubai).

Acknowledging the overwhelming reader response to the newspaper’s top ranking, Arab News Editor in Chief Mohammed Fahad Al-Harthi said: “We are committed to serving our readership, and this ranking adds a new element of responsibility on our experienced team of journalists.”

The editorial approach of Arab News has always been to present differing viewpoints on issues in the region and beyond. “Our focus is on ensuring that cultural or ideological differences should not mean disputes and hostility, and that we are part of a richly diverse world,” said Al-Harthi.

“Arab News has become a brand with undisputed credibility because of its objectivity, accuracy and sharp analyses. It has become a prime source of information for policy-makers, professionals and the corporate world,” said Al-Harthi. “The survey results, therefore, come as a pleasant surprise to all of us in the newsroom and beyond.”

The reader reaction on different Arab News platforms was ecstatic. On Facebook, Ahmed Yassin said: “I’m in the United States and I visit newspaper’s website every single minute. The only reason I visit Arab News is to know what is going on in Yemen and the Muslim world. Well done, Arab News.”

Shakir Husain, using the Twitter handle @Husain\_Shakir, said: Congratulations, Arab News. (You) deserve the top slot.” Joel Villanos Tena called the newspaper’s write-ups interesting. “You treat everyone equally. That is what responsible journalism is all about. More power to Arab News.” Olak Adex from Nigeria said: “I read your newspaper just to know more about the world. Congrats.” Jamela Dicaya Tundukan loves the newspaper “because I get to know all the issues. Arab News (reports) true news around the world.”

Rafia Janjua said: “I see my childhood in this newspaper. My father was a mechanical engineer in Madinah. We lived in Saudi Arabia for five years and always read Arab News.”

Abbas Khan, a Pakistani national, said: “What I like the most about Arab News is that it covers matters of other countries adequately.”

For Mohammed Abdul Moiz, “Arab News is one of the best English dailies in the Gulf.”

Khushi Fathima congratulated the newspaper, saying: “Continue by giving your readers the right information.”

Willy Isleta Beasca said: “I have been reading Arab News since 1987.”

Dolly Atif called Arab News the best newspaper. “I want to know about different cities in the Kingdom. So please add a column to tell us about different places in the Kingdom.”

Faiza Kamran called Arab News the best and the most reliable information outlet. “I read the Front Page as soon as it gets uploaded.”

Gordon Moolman said he reads the newspaper every day while Mohammed Ashfaq called the paper simple with true news. Sarah Parael said the daily provides credible and unbiased news, while Faiz said the newspaper is very good. “We can understand what’s going on in the Arab world,” said Faiz.

**Source: ARAB NEWS**



## Digital Media Strategies USA Conference

Digital Media Strategies USA is a two day, content-driven conference addressing the key strategic challenges behind developing a profitable and sustainable media business today. It takes place from 8 - 10 September 2015 at the Millennium Broadway Hotel in the heart of New York City.



Following on from the huge success of Digital Media Strategies Europe, our event brings together over 250 CEOs and senior leaders from news, magazine, broadcast, B2B and digital pureplay media businesses, along with senior advertising and agency executives, to engage in honest discussion about their day-to-day challenges.

Digital Media Strategies USA is a day of work and note-taking, leaving aside PR and buzzwords to deliver transparent, data-rich case studies and discussions covering new business models and revenue streams, mobile monetization, digital video, programmatic and native advertising, advertising metrics, audience development, technology, data and organisational transformation.

**Title: Digital Media Strategies USA**

**Date : 08– 10 September 2015**

**Location : Millennium Broadway Hotel - New York - USA**

## Monetizing Media 2015

Monetising Media will take place on 21 – 23 October 2015 at Millennium Gloucester, London. The annual event brings together a global audience of over 300 senior executives at news, magazine, broadcast, B2B, STM and digital pureplay media businesses.



Broadly, it focuses on how to make money in media today. Specifically, it looks at the monetisation challenges and opportunities to be found in mobile, data, video and digital advertising.

It features case studies, analysis, debates, workshops and trainings from a global set of industry leaders. Every speaker is briefed to tell their story in depth, foregoing PR pitches and buzzwords to offer genuine insights, data, war stories and ideas for action.

**Title: Monetizing Media 2015**

**Mobile—Data—Video—Digital Advertising**

**Date : 21– 23 October 2015**

**Location : Millennium Gloucester Hotel London Kensington - London—UK**

## Digital dominates the conversation, but for the publishing industry in 2020, print will still dominate revenues

Ovum's new Digital Consumer Publishing Forecast is published tomorrow. It takes a five year view at how this sector will change. Ahead of publication, Ovum analyst Charlotte Miller gives TheMediaBriefing an exclusive look at some of the key findings related to publishing's revenue mix.

It is rare for an executive in the publishing industry, when contemplating the next five years, to talk positively about print. Digital dominates industry conversations as publishers seek to transform their businesses and engage an audience of connected, if fickle, readers.

Yet according to Ovum's new Digital Consumer Publishing Forecast, which quantifies the prospects for the global consumer publishing industry in the next five years, the resilience of print, despite the growth of mobile and digital consumption, may still be underestimated.

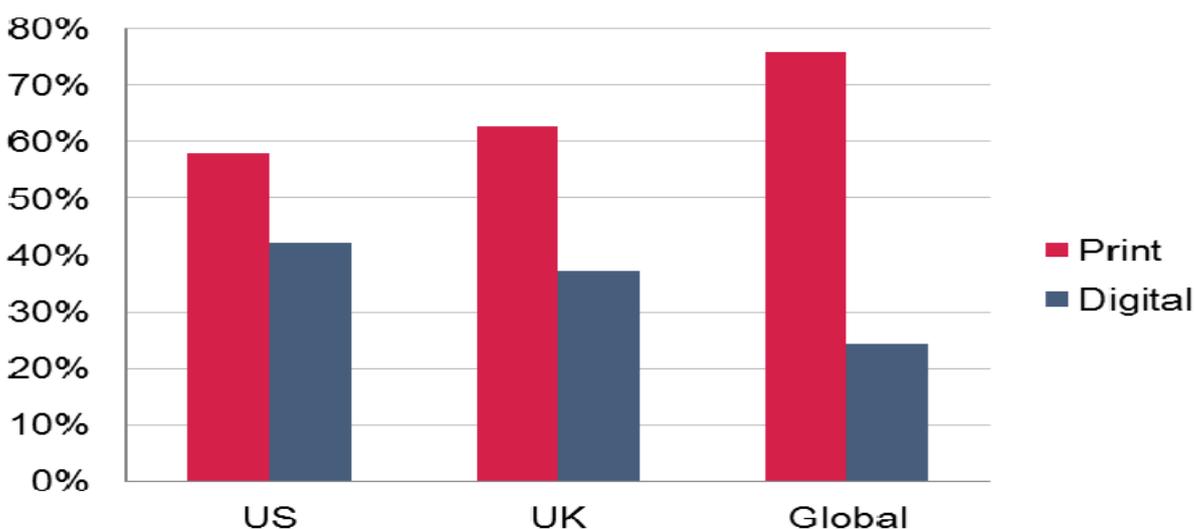
### Digital is growing, but not as fast as you might think

At an aggregated level, combining revenues from the newspaper, book, and magazine industries across more than 50 markets worldwide, we forecast that just 24% of revenue will come from digital in 2020, up from 14% in 2015. Digital revenues from publishing will grow at a CAGR of 13% to reach US\$74bn in 2020, up from US\$41bn in 2015.

But, in terms of both consumer and advertiser spend, despite a decline in print revenue and all the investment in (and noise around) digital, print will continue to dominate.

So the printing presses won't be closing anytime soon, even in the US and the UK, where the transition to digital is more rapid. Even in these two markets, digital will still only account for a minority of overall revenue in 2020, with shares of 42% and 37%, respectively.

**Figure 1: Even in 2020, print will be the format of choice for consumers**



Source: Ovum, PwC

### The book industry leads the way in the transition to digital revenues

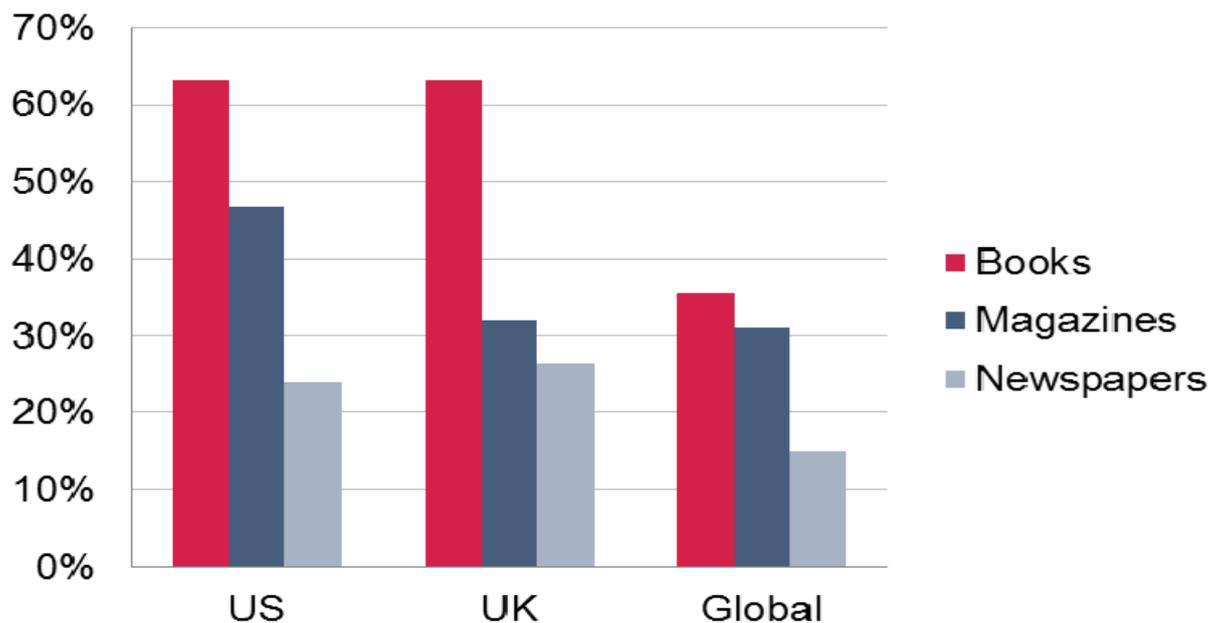
In the UK, the book industry generated 20% of its revenue from digital in 2015 compared to 16% for magazines and 14% for newspapers, and these shares will rise to 63%, 32%, and 26%, respectively by 2020.

In the US, we see digitisation levels of 41% for books, 24% for magazines, and 17% for newspapers in 2015, rising to 63%, 47%, and 24% in 2020.

But both markets are ahead of the global trend, which sees the book industry making 17% of its revenue from digital compared to 14% for magazines and 8% for newspapers.

By 2020, globally, we will see digital's share of revenues rise to 35% for books, 31% for magazines, and 15% for newspapers.

**Figure 2: By 2020, eBooks will account for more than half of consumer book revenues but magazines and newspaper readers will still prefer print**



Source: Ovum, PwC

### Print's resilience

So even for the book industry in the US – the most digitised publishing industry in the most digitised market – print will still account for over a third of all revenue in 2020.

Consumers are still going to buy print books in 2020 but they will supplement that with digital reading, saving print for special occasions such as gifting, where digital can't compete.

Of course print may be resilient across books, magazines, and newspapers, but (with a few notable exceptions, such as India) it continues to decline in nearly every category and nearly every market: digital is where the growth lies, with mobile as the major driver of change.

The challenge for publishers, then, is about maximising legacy print revenues while seeking to grow those from digital as rapidly as possible. But are publishers too quick to kill off their legacy businesses?

Publishers must continue to innovate in the digital space and respond to evolving consumer demands. But they can't afford to abandon print just yet.

Source: TheMediaBriefing



**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.

**WE ARE ON THE WEB :  
[WWW.MEPA.CC](http://WWW.MEPA.CC)**