

PROFILE OF MEPA MEMBER



Dubai Consultancy Research & Media Centre

مركز دبي للإستشارات و البحوث و الإعلام

INTRODUCTION

Dubai Consultancy, Research & Media Centre was established to provide quality services to both the government and private sectors in the fields of consultancy, economic studies and media. The Centre is keen to deliver the best services using the latest theories and applications that satisfy the needs of its clients in the changing economic and commercial environment. The centre attracts highly qualified and specialised experts from inside and outside the country to provide services that satisfy the requirement and expectations of its clients.

Vision

To be the leading provider of expert consulting in the areas of quality management and media services.

Mission

Contribute to the creation of an ideal and highly efficient work environment through providing studies, consultancy and training services.

Team

The centre is established and managed by Mr. Ahmed Obaid Al Mansoori, a U.A.E. national. Mr. Al Mansoori held senior positions in the Department of Economic Development in Dubai where he established and managed some of the major quality projects. He was also Director of Media and Public Relations at The General Exhibitions Corporation in Abu Dhabi . Mr. Al-Mansoori was selected as the distinguished government employee for Dubai Government Excellence Program in 2001

Services

DCRMC provide government organisations and private companies, both in the UAE and internationally, with customised and private advice and assistance in a number of areas.

CONSULTANCY team works with our clients on the problems facing them and then recommends tailor-made solutions. The fields in which we work include the organisational, financial and commercial disciplines within government departments and private companies.

This consultancy work draws on the resources and expertise of our RESEARCH group, which provides the rest of the company and the clients directly with the local, regional and international information that they need. Working closely with the CONSULTANCY team, the RESEARCH group provides the type of analysis that is directly linked to clients' requirements.

For the past five years provided many clients with in-depth TRAINING, via our DuExcel company. This training covers many commercial fields and uses both UAE-based and international experts, all of them carefully selected to provide the delegates with the knowledge that they need.

DuExcel company also organises the group's CONFERENCES and SEMINARS. DCRMC has produced many of these events over the years, some of which have been closed and private and others have been open to all. The fields we have covered include security, defence, commercial and media issues.

Associates

BPA Worldwide - United States

Tel: 203-447-2800

<http://www.bpaww.com>



Jane's Information Group - United Kingdom

Sentinel House, 163 Brighton Road,

Coulsdon, Surrey CR5 2YH

Tel: +44 (0) 20 8700 3700

<http://www.janes.com>



Maritime & Underwater Security Consultants

United Kingdom

<http://www.uscl.co.uk/>



International Federation of Periodical Press (FIPP)

Queens House, 55-56 Lincoln's Inn Fields,

London WC2A 3LJ

Tel: +44 (0) 20 7404 4169

<http://www.fipp.com>



World Association of Newspapers (WAN)

7 Rue Geoffroy St. Hilaire, 75005 Paris, France

Telephone: (33-1) 47 42 85 00

<http://www.wan-press.org>



NEWS UPDATE

IFRA SETS UP UNIQUE COOPERATIVE INITIATIVE IN RESPONSE TO THE EMERGING MOBILE E-READING MARKET

eNews project takes mobile e-reading lead

Ifra is joining forces with more than 20 of the world's leading publishing houses in a unique three-year initiative. The eNews project, which also partners a number of top technology developers in the area of mobile e-reading, has been set up to meet the new and changing needs of mobile media consumers, to create and sustain business, take control of markets and adapt to new technology.



Mobile media consumers today have access to connected devices such as mobile phones, PDAs and laptops, for which business models for content providers are reasonably well developed. However, publishers have generally followed rather than lead in this market. With up and coming e-reading devices, several of which are being launched in the next couple of years, publishers will be presented with new business opportunities, and opportunities to take the initiative.

The eNews initiative will look at what opportunities there are for content providers, such as publishers, in the emerging eNews value chain. The project's first three day seminar opened this week in Eindhoven, The Netherlands. Ifra CEO Reiner Mittelbach said: "Together the member companies will be exploring business opportunities and technologies, tracking consumer behaviour and expectations, exchanging experiences and building know-how. Newspaper publishers are in an excellent position to take advantage of this new market, and through the eNews initiative we aim to take the lead."

Mike Patten, Managing Director Circulation Marketing at the New York Times, explained why the New York Times Company thinks it is important to take part in the eNews initiative: "The newspaper industry needs to act collectively in order to be able to determine what our future should be in mobile e-reading – together we carry a lot of weight."

Historically, it has been the developers of electronic consumer devices who have aimed, not just to sell the technology, but also to control the consumers, the marketplaces and the distribution. The current increase in mobile media channels offers content providers new business opportunities as well as challenges. The eNews initiative aims to provide publishers with know-how on business models as well as process technology, thereby allowing them to make well-founded strategic decisions. Furthermore, by joining forces, the participants have an opportunity to act as a powerful lobby group vis-à-vis technology and service providers in the area of mobile e-reading. Comments Stig Nordqvist, project leader: "The weight of the participating members means the group will be able to act as a significant lobby group. The project members are all top players in media convergence globally."

The eNews project will run through 2008, during which time activities will include seminars, study tours and commissioning of consumer research.

ACTIVITIES AND OTHER UPDATES



FIPP World Magazine Congress



Unique opportunity to attend the FIPP Magazine Congress 2007 in China!

Digital strategies for magazine publishers is just one of the crucial issues that will be addressed and debated at the **36th FIPP World Magazine Congress on 13-15 May 2007 in Beijing, China**. Delegates will see first-hand how fast the Chinese are building 21st century media businesses by meeting around 500 local publishers and officials. They will also have the opportunity to visit major Chinese publishing houses in Beijing and Shanghai, as well as optional tours to the most important cultural sights in the area.

RESEARCH ARTICLE

Source: IFRA

NEW RESEARCH FROM THE OPA QUANTIFIES THE VALUE OF ONLINE AUDIENCES

The Online Publishers Association (OPA) announced the results of a study that provides marketers with a new guide for understanding and quantifying the best online advertising environments. "The OPA Advantage: Attracting the Most Valuable Buyers" is a detailed analysis of the demographics and purchasing activity of Web users.

"As more ad dollars are spent online, there exists a very real question of which Web environments are best for advertisers," said OPA president Pam Horan. "It is important for marketers to know whether certain sites attract users that engage in the specific activities important to them -- thereby creating the richest advertising environments."

Horan continued, "Using third party syndicated research, this study demonstrates that branded original content sites deliver more valuable buyers than portal and search sites. OPA sites allow advertisers to be where consumers are eager to learn, more likely to buy, and more willing to spend."

The study, which used the research and analysis services of DJG Marketing, leverages the most recent data from Nielsen Netratings' @Plan Summer 2006 index and MRI's Spring 2006 index to measure online purchasing behavior of visitors to OPA branded content sites, portals and search sites. Indices are calculated by dividing a site's percentage of audience for a particular variable by the U.S. online audience percentage (indexed as 100; so if OPA sites attracted an audience that has 20 percent more of a particular variable, the OPA index would be 120).

Finding the Most Valuable Buyers

In examining how often audiences engage in specific activities important to marketers, the study reveals a clear pattern: across a broad spectrum of activities, OPA audiences offer a significant advantage. Because they research more, buy more, engage in more transactions, and spend more money, these audiences offer marketers a richer advertising environment.

This advantage is constant in the key categories, including: Automotive, Entertainment, Financial, Home, Travel and B2B. In each, OPA audiences more actively purchase goods and services, conduct online research and engage in financial transactions -- and often times spend more -- than portal and search site visitors.

The activity of auto buyers is one example from the research that demonstrates the value of OPA audiences. According to the study, OPA audiences are more likely to shop for and purchase vehicles:

The OPA study also considers the unique attributes of audiences that visit specific types of sites. Across the range of key verticals -- Automotive, Business News, Entertainment, Health, Information/Review, Lifestyle, News/Current Events and Sports -- OPA audiences are attractive both for advertising related directly to that vertical and for a wide range of advertising categories.

Again using the auto example, the study shows that OPA automotive sites index extremely high for auto buyers -- but also that wide spectrum of OPA sites (such as health and entertainment sites) index very high for active auto buyers.

With video, the advantage of branded original content sites is once again apparent. OPA audiences actively consume online video, outpacing both general Web audiences and portal audiences. OPA visitors consistently index very high in the most important video categories, including Breaking News (127), Movies/Movie Clips (126), and Pre-recorded TV (129). The study also shows that OPA audiences are more willing to pay for online video and audio.

Middle East Publishers' Association (MEPA).

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