

International Media Production Zone expects over Dh.1.5b

Dubai's International Media Production Zone (IMPZ) has attracted 40 companies and expects total investment in industrial facilities to exceed Dh1.5 billion upon completion of the project in 2007.

IMPZ has been set up as an exclusive industrial zone catering to companies involved in printing, publishing and packaging.

The initiative is part of Dubai's efforts to make itself into a media hub. The government is spending Dh1 billion on providing basic infrastructure.

Heidelberg, Man Roland, Kimpex, Thomson, Al Ghurair and Galadari Investments, Saudi Research and Publishing, Librias and Dar Al Watan are among the companies setting up their facilities, IMPZ executive director Hamad Huraiz said.

Land is made available on long-term leases and 100 per cent foreign ownership of companies is allowed in the zone.

However, companies operating in IMPZ need to follow similar national printing and publishing laws as applicable to companies outside the zone, Huraiz told Gulf News.

"They cannot print offensive and pornographic material," he said.

Huraiz said work on the infrastructure is progressing well. By mid 2007, the first phase of pre-built units for printing and packaging companies will be completed.

By the last quarter of 2007, land for publishing companies will be ready for occupation.

"Seventy-five per cent of the project has already been sold out," he said.

It covers a total land area of 43 million square feet, while built up area will be 50 million square feet.

In the residential area, 33 towers and other housing complexes will be built. Huraiz said real estate developers Damac, ETA and Fortune are working on various projects.

Source: Gulf News

Times of India Wins Top World Young Reader Prize

The Times of India has been awarded the 2006 World Young Reader Newspaper of the Year prize by the World Association of Newspapers.

In addition to taking the top award, The Times of India was also awarded the World Young Reader Prize in the Newspapers in Education category, which honoured its effective use of the newspaper as a teaching tool.

Newspapers from Spain, Panama and the United States took top honours in the other categories.

El Correo of Spain won a World Young Reader Prize in the Public Service category for promoting citizen journalism among young readers.

La Prensa of Panama won in the Brand category for a project that introduced the newspaper to the very young.

The Virginian-Pilot in the United States was awarded a World Young Reader Prize in the Editorial category for a strategy that turned a print youth section into a innovative multimedia component for the paper.

Special Jury Commendations were awarded to Fairfax Newspapers in New Zealand for Newspapers in Education, Neue Osnabrucker Zeitung in Germany in the Editorial category, the Hindustan Times in India in the Public Service category, and The Straits Times of Singapore in the Brand category.

The young reader strategies of the winning newspapers and other best cases will be presented at the 7th World Young Reader Conference and Expo, to be held in Washington, D.C., from 25 to 28 March 2007.

WAN awards the World Young Reader Prizes annually to the newspapers that devise the most innovative projects to develop young readership. This year's awards were sponsored by the Norwegian paper producer Norske Skog.

The Times of India was named World Young Reader Newspaper of the Year for the re-launch of its student edition, which reaches more than 2,000 schools and achieved a 50 percent increase in circulation after the re-launch. The newspaper used extensive market research to determine what students wanted -- and then provided it to them.

In making the award, WAN said: "This is more than a student newspaper. It is an excellent example of how a great project can be extended and enhanced in many interesting ways."

The Times student edition is built around and alongside a range of extensions, including a student privileges programme and school reporter and star correspondent programmes. More than 4,000 young people participate in writing their own newspaper and receive many extra benefits in travel, leisure and recreation. The overall impact was to instil the regular newspaper reading habit among students.

The Virginian-Pilot won the Editorial category for 757, a youth section that combines print, podcasts, online videos and a presence on myspace.com. The project also provides a youth editorial for the newspaper's opinion page.

El Correo took the Public Service category for Enlace, which opened the newspaper to citizen journalism among young people using new technologies. Enlace takes contributions from youngsters through a wide variety of media, and prints them on two facing pages every Sunday.

La Prensa of Panama, a past winner of the World Young Reader Prize, was honoured this year in the Brand category for "No Clowning Matter," which used clowns and story-telling in a multimedia show to promote the newspaper among children as young as six. The show introduced La Prensa's main trademarks and content while fostering reading in a fun and joyful atmosphere.

Full details of the winning entries and more will be presented at the World Young Reader Conference in Washington.

The Paris-based WAN, the global organisation for the newspaper industry, represents 18,000 newspapers; its membership includes 73 national newspaper associations, newspapers and newspaper executives in 102 countries, 11 news agencies and nine regional and world-wide press groups.

Source: WAN

Middle East Publishers' Association (MEPA).

Dubai Media City, Office No. 6, Media Business Center, 2nd floor, Building No. 2,
P O Box: 502038, Dubai, UAE. Email: mepa@mepa.cc, website: www.mepa.cc