

MEPA Newsletter

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ABC TO INTEGRATE REPORTING OF DIGITAL AND PRINT EDITIONS ON B2B CERTIFICATES

Following discussion and consultation within the ABC Business Press Specialist Committee, the ABC Council has ratified the recommendation of a change to the way digital editions are reported on B2B certificates. The change will enable print and digital edition circulation to be combined on B2B certificates, and is a response to industry demand for integrated reporting of digital editions in the business and professional magazine sector.

The current rules, in place since June 2004, allow publishers to include figures for a digital edition, defined as a replica of a print publication distributed electronically, to be included on their certificates, although they must be separate from the headline print figure.

The changes in the business and professional sector mean that publishers auditing their digital edition distribution can show integrated circulation figures on their certificates. A new class of certificate called the "Print and Digital Edition Certificate of Circulation" has been introduced.

It remains a fundamental principle of ABC rules that business readers must have asked to receive their copies as digital editions for them to be accepted as valid circulation.

Robust publicity rules have been approved and are in place to ensure accurate and transparent use of the figures by publishers. The change in reporting will take effect from the next B2B reporting period for those publications that are auditing digital editions.

Source: Periodical Publishers' Association

ARAB MEDIA COURSES ARE NOT PRODUCING COMPETENT JOURNALISTS

Dubai: A senior Arab journalist yesterday said media departments in Arab universities should be scrapped because they fail to produce graduates who can meet the demands of the real world of journalism.

Qinan Al Ghamedi, former editor-in-chief of Saudi newspaper *Al Watan*, said the departments should be shut as graduating students are not equipped to make the grade in their profession.

During a one-day forum called, "The challenges: Academia and Media", media experts and academics discussed the challenges facing the media and the relationship between media organisations and universities.

Media professionals felt that there was a gap between the demands of the market and the professional quality offered by media departments in the Arab world, an indication the universities have failed in their mission.

"The problem that the majority of the universities face is that many of the educationists have never worked in the media field. Hence, they are incapable of giving their students the skills to succeed after graduating," said Reda Naji, Director of the Arab African Centre for training journalists.

Other experts, while admitting there are deficiencies in educational establishments, said universities gave students the basic skills and knowledge. They said all that the graduates needed was an opportunity to gain experience and acquire skills.

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Shared responsibility: 'Standards must be lifted'

Media organisations and academic establishments share the responsibility for the gap between theoretical learning and practical training, Shaikh Nahyan Bin Mubarak Al Nahyan, Minister of Higher Education and Scientific Research, said yesterday.

Delivering the inaugural speech at the first Al Arabiya forum The Challenges: Academia and Media, he said the gap must be filled and this requires immediate action to be taken on both sides.

"Universities are primarily responsible to define the demand for highly skilled media reporters and provide training. Academic institutions should collaborate with media organisations to provide students with the knowledge and understanding that is required for them to perform. This will help elevate the standards of the Arab media industry to international levels," said Shaikh Nahyan.

Source: Gulf News

PRINTING INDUSTRY TO GENERATE \$1.7 TRILION WORTH BUSINESS

DUBAI — The regional printing industry is booming. Recent studies estimate \$1.7 trillion worth of business will be generated in the printing and publishing sector in the Middle East by 2008.

The printing industry in the UAE and especially Dubai is also experiencing growth rate of 15-20 per cent per annum prompting many printers to plan expansion, according to Ahmed bin Hassan Al Shaikh, Chairman of the Printing and Publishing Group.

The Printing and Publishing Group is one of the eighteen business groups operating under the umbrella of the Dubai Chamber of Commerce and Industry (DCCI).

According to the Chairman of the Printing and Publishing Group: "In order to streamline growth and sustain ever increasing potential of the printing industry, DCCI Printing and Publishing Group was established to bring together individual printing houses to function as a group which has created trust and goodwill among its members to initiate healthy competition based on friendly business relationship."

Many people feared that the advent of Internet would adversely affect the printing industry, but it was proven beyond doubt that the Internet supports and complements printing.

Last December, Delta Printing Press based in Dubai opened its new Dh25 million facility at Al Quoz Industrial area and is already utilising upto 80 per cent of its production capacity.

Delta currently undertakes a range of commercial printing jobs.

Apart from this, Ajman Rashid Printers is also upgrading the production facility progressively and have installed the latest machines. The company produces brochures, catalogues, annual report, diaries to name a few.

Yesterday, a meeting for the Printing and Publishing Group was held at DCCI premises to discuss the group's future strategy, programmes, plans, events and activities submitted in the agenda.

Ahmed Bin Hassan Al Shaikh, presided over the meeting with the attendance of the chief executive officers, directors and representatives of the Printing and Publishing companies under the Group.

The DCCI's initiative of founding the Printing and Publishing Group comes in accordance with its vision and strategy in developing the trade and economic sectors, delivering value-added services to its members and enhancing their competitiveness.

In addition, the chamber, based on this initiative, is committed to meet different trade and economic sectors' needs, activating the ties with the members, following up on their affairs and needs, and contributing to develop businesses through keeping pace with the local and international latest events in the economic arena.

Source: Khaleej Times

KEEP PUBLISHING, AL ADIYAT

DUBAI — Shaikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance and Industry, said he would like the 'Al Adiyat' magazine to be published around the year and not be restricted to the racing season alone.

According to Obaid Saif, director of the Dubai Horse Race Information Centre, the publishing authority of the specialised magazine was asked by Shaikh Hamdan to make the necessary arrangements to have the magazine published even during the lay off months.

Shaikh Hamdan issued his directives during the opening ceremony of the ongoing Dubai International Arabian Horse Championship after visiting the Al Adiyat stand.

The Dubai Horse Race Information Centre presented a special trophy to Shaikh Hamdan as a gesture of appreciation of his strong support and encouragement of horse racing in the UAE.

Source: Khaleej Times