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WRITERS TO EXPRESS SOLIDARITY WITH WAR VICTIMS IN LEBANON

DUBAI — Writers from different countries will gather for a special reading at the Dubai Knowledge Village on August 12 to express their solidarity with the victims of war in Lebanon.

The literary event called "In Solidarity" will feature stories, poems, memoirs and essays on war and its aftermath.

It will be held from 6pm to 9pm at Block 2A, Executive Room G31 at the village.

The reading has been organised by the International Literary Society of Dubai (ILSD), a voluntary, non-profit organisation that celebrates and encourages a love for reading, writing and books in a wider community.

Nusrat Ibrahim, Founder of ILSD, said: "The writers at the reading have either been personally affected by war or have family and friends who have been affected by such conflicts. Literature has the power to soothe and instil courage even at the worst of times. In fact, crises like war have often produced great literature that inspires hope."

The event is being hosted by the International Media Production Zone (IMPZ), an eco-friendly media production zone being developed to meet the unique needs of the global media production industry.

Hamad Huraiz, Executive Director, IMPZ said: "We are very happy to host this unique reading. At times of war, literature can help us come to terms with the extreme distress and anguish that it causes. IMPZ is keen to promote a literary culture in Dubai and events like this reading will help make literature part of our life."

Source: [Khaleejtimes](#)

UNDERSTANDING AUDIENCE IS KEY TO THRIVING B2B PUBLISHING THE WORLD OVER



"We must rediscover how our customers' business works" was the resounding cry on the opening day of FIPP's International Business Magazine and Professional Media Conference in London.

As more than 300 delegates from 30 countries congregated at the London06 event, a distinguished panel of international speakers paid homage to the power of magazine brands to carry business and professional publishing through a new wave of challenges, including digital opportunities, search engines, mobile technology and the ever growing demand for advertising return on investment (ROI).

In his rousing opening keynote speech, David Levin (pictured), group chief executive of United Business Media, promoted the core values of business-to-business (b2b) publishing – high quality journalism, with editorial teams embedded in their industries.

"You need to deliver a publication which your readership needs to read," said Levin, who also touched upon the need to integrate and the importance of vertical publications, as opposed to horizontal ones, which merely "push out information on a broad basis. In the vertical world information is essential and it needs to be of relevance to communities." He told delegates how "publications have to share the passions and interests of that audience. They not only have to feel the pulse, but they need to feed it," he told delegates.

He noted how "the publishing industry has always had to be dynamic, to embrace change" and praised the b2b sector as having constantly been successful at reinventing itself.

The other overriding theme at London06, alongside the vital need for publishers to engage with their customer base, was the subject of moving ahead onto the internet, in a measured and highly controlled way. Helen Alexander, chief executive of the Economist Group, summed it up in a succinct way. Moderating a panel on 'Leading in the information world' she said: "I see a humble person, getting out of their walled garden and not carrying all their eggs in one basket." Alexander was referring to comments made by Geert Linnebank, editor in chief of Reuters UK. He told delegates: "There has been a significant realignment of power. New voices are emerging. The old ways no longer reign supreme. We have video mashing, citizen journalists, bloggers – many more participants. The number of blogs is doubling every five months. We must learn to be humble – to know our market and our place in it."

Fellow panellist Joseph Kasputys, chairman, president and CEO of Global Insight, US, also emphasised vertical industries but said that strong b2b brands must "redefine what their brands mean on the web. You need to ask the questions: who are the customers; what do they want; what does the brand promise; what attributes do you have to deliver on these promises?"

He continued: "You need new levels of relevance and to do things in real time, delivering instant gratification to your audience." Kasputys warned that b2b publications could lose 25 per cent of their ad revenue if they didn't effectively "embrace the internet".

But there was only one question on delegates' lips and the session on 'Making money online: what's the model?' was one of the most highly anticipated. Jonas Bonnier, CEO/president, Bonnier Business Press, Sweden raised eyebrows with his call to package and sell information, rather than be "creative". He said: "If 500 people have covered a story, why be the 501st?" And where ad sales are concerned, he had an equally direct approach: "It's not complicated – we offer our customers the largest banner ad. And we have to keep making it bigger because the competition is now doing the same."

In the same panel session Henry Elkington, director of corporate development, M&A, United Business Media, UK, pointed out the dominance of Google, presenting research that shows that 69 per cent of people use

Google to start researching a subject. He said that 39 per cent of people said that they found it the most useful media source for information. "People don't actually see it as a search engine but as a source of information – a solution to a problem." He said that people actually use it to revisit sites – as a way of bookmarking sites.

Search continued to be a hot topic with the session 'Search: should you sleep with the enemy?' providing stimulating debate. "Clients are demanding ROI like never before and the publishing industry must respond," stated Tim Weller, CEO of UK company, Incisive Media. Weller strongly recommended fusing must-have content with transporting more and more readers online. His warning that leveraging relationships by understanding the dynamics of the sector was fundamental to publishers' continued survival echoed similar observations delivered throughout the day.

Stephen Taylor, MD of Yahoo! Search and Yahoo! Search Marketing, placed search firmly in context by saying: "We have never even suggested that search would see the death of print. It's simply a front door to online content, the ultimate user-driven environment – a remote control to navigate through online content". On the subject of search optimisation Taylor admitted that "it's an incredibly complex discipline," but called on publishers to continue hosting "original and useful content" on their websites to guarantee a constant flow of users. John Benson, CEO of eFinancial Careers concluded the session with a stark message: "Don't view search as the enemy."

Source: FIPP