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ABM PRESENTS POWERFUL RESEARCH ON INFLUENCE OF B2B MEDIA

A new study conducted for American Business Media (ABM) in the US by Harris Interactive, shows that top marketing executives find b2b magazines and web sites invaluable for making purchasing decisions.

When executives were asked what source of information they relied on most to perform their job, b2b magazines came out on top as the single most mentioned source, with 41 per cent, well above any general business media. Magazines were also the primary source for executives to learn about new products.

The survey found that trust in online media is growing among b2b and end-users. Executives reported that during all phases of the purchasing process, a synergy of different b2b media offered them the guidance they needed. It was also found that each type of b2b media discussed directly leads to purchase of products and services advertised in that media by at least half of executives.

The survey also uncovered the following:

- Marketers now have the information about the influence of online advertising they seek. Half say these online advertisements lead to making/recommending purchase.

- Almost six in 10 executives say that an advertisement in a b2b magazine prompted them to purchase or recommend purchase of a product or service.

- Trade shows also drive executives to seek additional information either on the web, or by talking to a sales person.

"The fact that the opinions of end-users and buyers of business media agree so thoroughly on the strength of all of media platforms is important not only to illustrate the power of our industry," said Gordon Hughes, president and CEO of American Business Media, "but it also speaks to the fact that print, digital platforms and face-to-face events complement each other when it comes to brand image and lead generation. The fact that our media platforms generate such trust among both groups surveyed is a heartening tribute to the integrity of business media."

A total of 588 interviews were conducted across 21 business categories, between February 2006 and April 2006.

Source: FIPP

CHARM OF NEWSPAPERS STILL LINGERS

How do you like to get your news? Delivered each morning on your doorstep, or beaming out at you from a computer screen?

Like many of the world's top newspapers, *Gulf News* is available either online and as a hard copy, so readers should never have trouble finding out what is going on in the world.

With the paper's website www.gulfnews.com celebrating its 10th anniversary, City Talk took to the streets and spoke to some Dubai residents to find how they get their news.

And we posed the question that is often asked in a nervous whisper when print journalists meet to chew the fat will the internet replace newspapers?

Like many, Indian business administrator Asha Satish, 33, said she prefers real newspapers because you can sit down with them when you have a few moments to yourself.

"The internet is useful for people who are abroad who want to keep up with what's happening in the UAE some of my friends overseas still read *Gulf News* but I like having the actual newspaper.

"You can feel very comfortable with it you can read it when you are sitting down and having a coffee.

"I don't think newspapers will ever disappear because reading them is a pleasure in itself. I read it every day," she said.

Filipino electronics engineer Tony Belleza is certainly not a World Wide Web geek he made no bones about it when he said he was "not interested in websites. I read only the newspaper and that's it. I read it because I want to know what's happening in my home country and also because there are good things to buy I look at the classified ads," he said.

Shahid Shan, holding a copy of the day's paper, said he too preferred the print edition to its online cousin.

The 22-year-old from India, who works in an electronics shop, said: "I just read newspapers I like them. I don't use websites and I don't have any idea about them. Newspapers are better."

UAE national Ali Ebrahim Al Saffar, 70, a retired senior administrative assistant, said he too preferred reading news from a newspaper.

"Newspapers are nice because if there's something interesting you can cut it out and keep it.

"I cannot concentrate on computers. When I need to send an e-mail I get my son or daughter to do it for me. For some people websites are better, but not for older people," he said.

Housewife Susan Dome, 32, from Belgium, said for her it was "definitely" the real newspaper every time.

"I hate being in front of a screen. Sometimes I use the internet, but not for pleasure reading. For longer articles I always read a paper. I like the touch of the paper and I don't think that will ever be replaced," she said.

Air conditioner technician Najeeb Khan, 32, from India, said he only reads newspapers.

"You have to go to a place where the internet is if you want to read a website, but you can carry a newspaper everywhere. I can look at it as soon as I go off from duty."

Although many prefer the feel of a real newspaper, there are plenty who would go for a website any day and one of them is Reny Silveria, 28, from India.

He said news websites were better than their paper equivalents because users can browse through them and choose the stories they want.

"You can store them in a box and go through them later on. However, it's difficult to say if the internet will replace newspapers because some people prefer reading newspapers.

"If a newspaper is available if one of my colleagues has one then I will read it," he said.

Syrian marketing manager Anas Nablisi, 24, said newspapers suited his always-on-the-go lifestyle.

"Newspapers are good because I am so busy. Sometimes you can read the newspaper if you are being driven by car to a shopping mall or something," he said.

Nablisi said what he valued about the internet however was that the news on it was regularly updated. He added: "It won't replace newspapers because not all people want to use the internet. I think newspapers will be around for ever. They won't disappear."

British housewife Helen Rose, 43, said she uses both newspapers and websites to find out what's going on in the world. "It's nice to sit down with a newspaper, but I like to check the news on the internet as well," she said.

Rose added that while major newspaper websites can be trustworthy, much of the information on the internet was not reliable, so some people will always prefer to get their news from papers.

In the end it might be a further development in technology that spells the eventual demise of newspapers, according to British environmental consultant Rob Spence.

"I think newspapers are better than websites because there is only so much that you can get on a computer screen, but with a newspaper you know where everything is. You can catch up very quickly as soon as you start reading.

"In my generation, no, I don't think the internet will replace newspapers, but with this smart paper they are developing it wouldn't surprise me if papers disappear," he said.

Source: Gulf News