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News & Updates

MIDDLE EAST PUBLISHERS' ASSOCIATION

MEPA'S OBJECTIVES:

- To encourage the widest possible spread of publications throughout Middle East and beyond.
- To promote and protect by all lawful means the publishing industry in Middle East
- To protect members by dealing collectively with problems.
- To cooperate for mutual benefits with other organizations concerned in the creation, production and distribution of publications.
- To promote the development of public interest in publications in association with other publishing organizations with similar objectives.
- To serve as a medium for exchange of ideas with respect to publication, sales copyright and other matters of interest.

IN THIS ISSUE:

FIPP's 2015 Magazine Media Predictions

Though it seems like only five minutes ago I was asked to give my thoughts on what the big issues for the magazine industry would be in 2014, it's already time to gaze into the crystal ball and set out what I think 2015 will deliver.

We all have to think Millennial
As someone from the 'boomer' generation, it appears I must now bow out gracefully and hand centre-stage to that rather scary creature, the Millennial. Aged between 18-35 and making up about a quarter of the world's population, they are now the power grouping that all marketers want to engage with. But they are a very different breed. They have never known a world without connectivity. They use social media rather than traditional news sources. They create their own content. They share. Clever media companies are working very, very hard to understand how to target this audience.

Video content will become a magazine media 'must have'
Every piece of research I've seen demonstrates the power of video content in engaging the consumer. Research from Forrester has calculated that one minute of video is equal to 1.8 million words. It's quite a claim, and to be fair whilst I haven't looked at the minutiae of their methodology, it feels right. Studies have demonstrated that the consumer spends double the amount of time watching video content online (desktop or mobile devices) than they do in reading text online. Further studies have shown that video advertising generates four times the leads of non-video advertising. It explains why Meredith, Condé Nast, Hearst et al have created, one way or another, video production units, and why more and more magazine media companies will follow.

'Print is dead' will be dead
The launch of MPA's 360° in the USA has changed the narrative regarding the health of the magazine media industry. This bold attempt to demonstrate the breadth of reach of a magazine brand beyond its traditional print base has generally been well received though is not without its critics. It's a given that all audit methodologies have their own peculiarities, even those that claim to be measurable – what after all is the value of a 'like' or a 'friend' or even a 'click' – but they are discussions that will now see the end of the redundant 'print is dead' debate.

The consumer will pay for content
Axel Springer and the New York Times have both recently invested in Blendle, a Dutch based content kiosk whose micro-payment software enables individual articles to be bought by the consumer. Another sign that the paid content opportunity has moved on a notch. There will be more experimentation in this area.

Frequency will move 'from months to moments'
Duncan Edwards, CEO of Hearst International, talked earlier this year about how the consumer's expectations had changed and that editorial teams had to move their thinking from 'months to moments'. This will have massive implications for the creation, curation and sharing of content for all magazine media brands and all the production processes that surround it. As he further said, "If you don't have something new for your audience at 6am or 7am in the morning, you are out of the game. We are seeing extraordinary growth in our digital audiences as a result of that." Think about that.

Source: FIPP

NINE PREDICTIONS FOR SOCIAL MEDIA IN 2015

THE YEAR 2015 looks like it's going to see a change in some attitude overall toward social media and might even see an overall shift in paradigm from some marketing outlets. As we move into the New Year, there are a few things we are likely to see from social media, both in terms of the content they provide and how marketers use it to promote their products.

1- More love for YouTube.
If there's one thing that social media has taught us it's that viral video marketing is one of the most effective ways to reach out to an audience.

2 - Interconnectivity will grow exponentially.
Interconnectivity is a key factor in user experience, since social media has now been able to create seamless links between accounts that are hosted separately on tablets, phones and PCs. As the year 2015 progresses, we should see a change in paradigm of user interface with connected devices. Already, a handful of companies (most notably Samsung and Apple) have brought out their wearable prototypes that allow for a projected screen surface that can be used off the skin, like a watch. Such futuristic devices might not take off completely in 2015, but there is a very likely possibility that their presence will boost the research and development into current phone technology.

3- .Movement away from traditional social media business policies.
When Facebook was incorporated and users began using it, the behind-the-scenes working of the media giant was unknown. Eventually it came out that for offering a free service, Facebook allowed companies that invested certain sums information that would allow them more effective targeted advertising to the people who are most likely to want or need their product. Many have claimed that Facebook's business practice of marketing users' information is unethical, but there hasn't been much choice for social media alternatives like Facebook. Until now, that is. A revolutionary new idea in social media termed Ello places itself as the "anti-Facebook" promising a similar user experience with interaction on the same level but without advertising. Ello also promised to never you're your information to third parties. In 2015, as more and more users become concerned with the commercial aspect of Facebook becoming harder and harder to ignore, it is likely sites such as Ello will see an influx of users that want to enjoy social media but aren't willing to give up their privacy to do so.

4- Twitter's business advertising model will rise in popularity.
With the fee restructuring that was done recently, Twitter's business advertising model is likely to be a massive favorite of businesses in 2015, with many established businesses realizing exactly how good their current pricing plan is compared to what they get for it. The new beta features will only serve to make it easier to pore over the data for clicks, retweets and other engagement factors while at the same time offering more flexibility in terms of calculation of clicks and conversions. Twitter is finally beginning to look like a twenty-first century media creature.

5- The fall of Google+.
It's not often that the mighty Google fails to deliver, but in this case it was a case of too much too late. After the success of Facebook, Google decided to capitalize on the use of social media by implementing their own social media networking solution. Google+ was linked seamlessly to all other Google services, including mail, cloud storage and even YouTube. The problem was that people didn't use it. In order for social media to be usable, there must be enough users willing to utilize it. As it is now, with the decreasing number of users that actually utilize Google+ in practical terms, it may be in the company's best interests to give it up as a lost cause and focus their efforts elsewhere.

6- LinkedIn will leave competitors behind.
If you ask any millennial today about the best place to host their resume to be seen on the Internet, their response will invariably turn to LinkedIn. It has two things that other competing sites lack: Longevity and credibility. Their algorithms are unique in allowing certain employers to see only what they want to see for potential hires, as well as giving job seekers the opportunity to contact employers in the hope that they might be considered for an open position. Because of these things, in 2015 LinkedIn is likely to leave the competitors they have in the dust as they grow even further.

7- Less means more.
The nature of social media today has a lot to do with the short attention spans of the people we are most likely dealing with. Keeping it short and sweet goes a much longer way towards creating content that users are able to identify with. Creating a connection in this day and age depends less upon the accuracy of the content than it does about the way it is presented. The increase in the use of image-based marketing strategies allows for a whole different level of utilization for social media sharing outlets.

8- More faces, less companies.
Many large companies and quite a few smaller ones have social media outlets and accounts that distribute official information about their products, services and promotions. However, what researchers have found out is that people are more likely to associate with other people as opposed to a nameless, faceless entity that is an official account. In 2015, we are likely to see more CEOs place their faces on their brands or at least move toward establishing a more personal flair for their official pages, most likely by changing their official page account names to a more personal nature.

.9- Specialization of social media.
In 2015 we are likely to see social media start adopting this type of segmentation in order to focus their advertising better. Key among the sites that will adopt this type of decentralization will be Twitter and Facebook. Eventually the others will follow, or else their advertising will simply stagnate and their growth will fall short of expectation.

SOURCE: ARAB NEWS

IBC Content Everywhere MENA Conference & Exhibition

MEPA AS MEDIA PARTNER FOR THE EVENT

Title: IBC Content Everywhere MENA Conference & Exhibition

Date : 20– 22 January 2015

Location : Madinat Jumeirah—Dubai –UAE

10th WAN-IFRA Middle East Conference

Connecting Content, Reach and Revenue

Perception and reality. It's trendy these days to deride our industry as "allergic to change". When in fact, the future of publishing is indeed taking shape – and thanks in large part to this industry's initiative. Let's peer deeper into the crystal ball during our 10th WAN-IFRA Middle East Conference which will take place on 18 and 19 February in Dubai.

The use of "native advertising," or advertising designed to look like editorial content, has been growing in popularity during the past couple of years with newspaper publishers including The New York Times and The Wall Street Journal. While popular with advertisers, the practice has also caused controversy, especially in newsrooms, which fear that readers won't be able to tell the difference between advertising and their journalism.

In this conference a representative of the UK's Telegraph Media Group will share their experiences using native advertising. Register now and find out more about this success story during this exciting event!

For full programme details, see our conference website:

WAN-IFRA.ORG/MEC2015

MEPA MIDDLE EAST PUBLISHERS' ASSOCIATION AS Supporting Partner

Title: 10th WAN-IFRA Middle East Conference
Date : 18– 19 February 2015

Location : DWTC, Convention Tower, Dubai, UAE, Venue: Zabeel 2

GLOBALLY, TOTAL MAGAZINE REVENUE WILL RESUME GROWTH IN 2015

As growth of the world economy is getting smaller each year (slipping from 5.1% in 2010, 3.7% in 2011, 3.1% in 2012 and just 2.9% in 2013) and world inflation is still around 4.0% (3.9% in 2013) times are still prudent and careful. But the future shows a more optimistic perspective as GDP is forecast to grow around 5 or 6% year-on-year. The media industry also sees growth figures of around 5 to 6% per year, although the challenges to be faced are still big. Technology is moving on fast and media developments follow as quickly. Terms like 24/7, the consumer in control, anyplace-anywhere-anytime, the connected consumer, always on, convergence and programmatic advertising should sound familiar. With an overall media spending of US$89 per capita in 2013 the investments to reach the consumer grew 3% year-on-year compared to 2010 (US$82) and will even increase to a 5% growth year-on-year to a level of US$102 in 2016.

Internet still emerging:

Around 40% of the world population has an internet connection today. The number of internet users has increased tenfold from 1999 to 2013. The first billion was reached in 2005, the second billion in 2010 and the third billion will be reached by the end of 2014. In 2014 nearly 75% of all internet users in the world live in the top 20 countries.

The remaining 25% is distributed among the other 178 countries, each representing less than 1% of total users.

China, the country with the most users (642 million in 2014), represents nearly 22% of total, and has more users than the next three countries combined (United States, India, and Japan). Among the top 20 countries, India is the one with the lowest penetration: 19% and the highest yearly growth rate. At the opposite end of the range, USA, Germany, France, UK and Canada have the highest penetration: over 80% of the population in these countries have an internet connection.

The biggest challenge is monetizing the digital consumer:

Looking at the global media market, revenues will continue to grow in line with global GDP. But this apparently consistent picture masks deep discontinuities, as digital drives revenue growth and spending diverges across different segments and countries. In 2016, non-digital media will continue to account for the largest share of global spending, TV will still be the biggest advertising medium, and the US will be the world's biggest entertainment and media market. But digital revenues and internet advertising will have narrowed the gap as will the eight high growth markets (China, Brazil, Russia, India, Mexico, South Africa, Turkey, Argentina and Indonesia) which are collectively forecast to account for 21.7% of global entertainment and media revenue in 2016.

Although consumers are embracing digital content experiences, consumer revenue from digital sources – excluding internet access – will reach only 17% in 2016 from 10% in 2013. More must be done to encourage not just consumers' digital behaviours, but their digital spending. Therefore advertising will outpace consumer spending in the migration to digital.

The growth of 24/7 access and micro transactions suggest that the key to monetizing the digital consumer is to adopt flexible business models that offer more choice and better experiences.

Digital success is not just about technology. It's about applying a digital mindset to build
the right behaviors: not just quicker, but more targeted, experimental, experiential, inclusive and collaborative. This shift towards a more personalized customer-centric organization is maybe the single biggest change since the advent of digital media.
And hence the challenge for the magazine industry still continues.

Magazines, now and the future:

Globally, total magazine revenue will resume growth in 2015. Although there was still a decline in 2013 (-0.7% compared to 2012), in 2015, the magazine publishing industry will reverse years of decline to record 0.2% year-on-year growth as overall digital gains outweigh falling print revenue. In 2016, total magazine revenue will reach US$97.3 billion, up from US$97.1 billion in 2013.

Digital magazine circulation revenue will see the fastest growth. Global digital magazine circulation revenue will rise at 43.4% year-on-year reaching US$5.2bn in 2016. As companies see more success in turning digital magazine consumption from free-of-charge websites to paid-for digital editions, digital will move from accounting for 4% of total consumer magazine circulation revenue in 2013 to 11% in 2016.

Currently advertising is centered on magazine websites, but, as digital circulations increase, electronic editions will become increasingly popular for advertisers. In 2013 total digital advertising accounted for US$8.4 billion, 17% of total advertising revenue. Global digital magazine advertising revenue will be US$13.4 billion in 2016, which means more than a quarter of total advertising revenue (27%).

Emerging economies such as China, India, Russia and South Africa will see the fastest growth in B2B magazines. As businesses in all types of economies look to grow and increase market share, both advertisers and readers will find their way towards B2B magazines and therefore increase total revenue.

SOURCE: FIPP

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Middle East Publishers Association MEPA is a FZ. LLC organization with the motto of building a society of publishers that will think and act for the benefits of the publishing industry.

The aim of MEPA is to serve, promote and protect the interest of press and electronic publishers, whilst raising the future standards of the publishing industry in the Middle East.

WE ARE ON THE WEB :
WWW.MEPA.CC