

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.

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Forbes highlights King Abdullah's global influence

Custodian of the Two Holy Mosques King Abdullah is the most powerful person in the Arab and Muslim world, according to the 2012 ranking of the World's Most Powerful People by Forbes magazine.



King Abdullah ibn Abdul Aziz in 2002 (Photo credit: Wikipedia)

He also ranks seventh among the top 10 most powerful people in the world, according to Forbes' latest list.

UAE President Sheikh Khalifa bin Zayed Al-Nahyan also featured 33rd on the list, which included 71 personalities in total.

The only other representative from the GCC was Petroleum and Mineral Resources Minister Ali Al-Naimi, who was placed in the 32nd position.

US President Barack Obama topped the Forbes list for a second consecutive year.

The annual list selected what Forbes said were the world's 71 most-powerful people from among the roughly 7.1 billion global populace, based on factors ranging from wealth to global influence.

Obama was joined in the top 10 by German Chancellor Angela Merkel, Russian President Vladimir Putin and British Prime Minister David Cameron.

To create the rankings, which Forbes readily concedes bore a measure of subjectivity, editors graded candidates on four criteria for power and averaged the four grades:

- ◆ Power over many people.
- ◆ Control over financial and other valuable resources.
- ◆ Power in multiple spheres or arenas.
- ◆ Active use of power.

GOOD NEWS FOR MEDIA COMPANIES: TABLETS STIMULATE USAGE

Before the advent of tablets, publishers and media companies had long struggled to monetize their online offerings beyond advertising. When the tablet was first introduced, it sparked major excitement, and tablets started to be seen a potential savior of news and magazine publishers. The hopes were that this new device category could persuade consumers to pay for content they had formerly obtained for free on the open web.



Tablets might not have been a cure-all for media companies so far, but evidence supports reason for hope and points to tablets starting to make good on part of their initial promise: tablets are actually boosting news readership. The latest research indicates that 30 percent of tablet users actually spend more time reading news than they did before purchasing their device, while only 4 percent spend less. This is because most consumers find it more enjoyable to read newspapers and magazines on their tablets. One survey reveals that consumers who formerly spent about 45 minutes (per issue) reading a magazine "in print" boosted their time to 160 minutes on the tablet.

Beyond this, tablets are actually pulling in new users who had previously expressed no interest in the print products. One international news magazine developed an app users were willing to pay for content, compared with only 5 percent of browsers. Amazon similarly found that customers who purchased Kindle e-book reader tended to increase their book purchases more than threefold.

As a result, sales of e-books in the US, the UK, and Germany are expecting to increase 30, 59, and 77 percent respectively through 2015.

Source: McKinsey&Company

(Cyber boom: Why tablet domination has only just begun)

WAN-IFRA: The 8th Middle East Conference on 26 and 27 February 2013

THE SKY IS NOT THE LIMIT

Successful strategies for media houses



There is no doubt that today's newspaper industry is experiencing unparalleled change: publishers are leaving no stone uncovered as they strive to transform their businesses and thrive in the new ecosystem of true multimedia publishing.

And the 8th Middle East Conference on 26 and 27 February in Dubai offers an ideal opportunity for publishing executives to discover a wealth of regional and international best-practice ideas.

In this case, "The sky is NOT the limit," as the conference theme suggests: some of the industry's most renowned experts and publishers will share their successful strategies and participants will have ample opportunity to network with them and other colleagues from all over the world.

- Experience a virtual tour around the Middle East as senior executives from the region share the latest trends.
- Hear how print is still thriving and driving much of the business.
- Explore new revenue streams from both digital and print.
- Find out who will pay for your content.
- And much more.

Date : 26– 27 February 2013

Location : JW Marriott Hotel Dubai, Dubai, United Arab Emirates

Source: <http://www.wan-ifra.org/events/8th-middle-east-conference>

DIGITAL MEDIA STRATEGIES 2013: THE TABLET REVOLUTION IN NUMBERS

In February 2013 we are hosting [Digital Media Strategies 2013](#), the year's premier event on media business models for publishers. As part of the buildup to the event we're highlighting four key issues affecting the media. Read part one, on paywalls, [here](#).

Despite phenomenal sales of the iPad since its launch - 100 million globally - the buzz around tablets has been disproportionate to the market opportunity they've created for media owners. Publishers have put energy into tablet products, but so far they've mainly been targeting a niche audience.

In the last few months that has started to change, and Christmas is set to push tablets firmly over the edge and into the mainstream.

And the growth has been phenomenal:

- **2010:** It's easy to forget that the iPad only launched in January 2010. By January 18 the next year, [it had sold 14.8 million](#).
- **2011:** Enders Analysis research from April that year saying 6 percent of UK mobile phone users claimed to own a tablet (via [Ofcom, 2011](#))
- **2012:** In July, Ofcom quoted new figures saying 11 percent of the UK population now has a tablet PC. Another survey from [YouGov](#) put the figure at 20 percent this September.

2013: Benedict Evans of Enders Analysis has crunched the numbers and tells us that the UK's tablet ownership of 7 to 8 million right now and could reach **8 to 10 million in the [New Year](#)**. Let's just spell that out - we could be looking at something like *one fifth* of the UK adult population owning a tablet some time soon.

-- YouGov predicts that by August next year there will be more than 10 million tablets in the UK. [Apple Loading...](#) companies apple-inc alone has sold 100 million iPads worldwide.

And now this Christmas, tablet sales are expected to go through the roof. It's always best to take retailer forecasts with a pinch of salt. Any retailer who says "we expect to sell a tablet [every two seconds](#)" is probably investing in marketing rather than reality.



Yet a constant feature of reports into tablet ownership has been the high numbers of people who plan to buy a tablet, or at least want one. Christmas is the obvious time for that demand to be satisfied.

On top of that, the far lower prices of tablets from firms such as [Google](#) and [Amazon](#), and the promotions such as [The Times Loading...](#) products the-times offer of a [massively discounted](#) Nexus 7 with an 18-month subscription.

Show me the money

Of course, for publishers it isn't just about the penetration of tablets in the market, it's about making money out of them. There is *some* evidence publishers, particularly consumer magazines, are making money out of tablets.

-- **Future Publishing:** has revealed tablet edition sales are running at \$1 million a week.

-- **Conde Nast:** is [selling 520,000 digital replica editions](#) of its magazines each month.

-- **Hearst:** is [selling 600,000](#) tablet editions per month.

On the flipside, tablets haven't been the panacea some hoped, especially for news organisations.

-- **The Daily:** [Rupert Murdoch's](#) iPad-only experiment came to an abrupt end after failing to build up nearly enough subscribers to cover its gargantuan costs.

-- **The Guardian :** The Guardian iPad app only [has 17,000 paying subscribers](#) - enough to generate £1.4 million a year, but not enough to make a significant dent in its losses.

It's also worth noting that while most analysts predict iPads will remain the most common form of tablet PC for the near future, many of the new tablet users will be using cheaper Android-based devices.

There's a stack of evidence that Android users tend to spend less money on digital content, so there's every chance that additional audience isn't as easy to tap as the early adopters who have hit the market.

Nevertheless, whether you are part of this revolution or not - this is the fastest-moving trend in your audience is consuming and paying for content.

Source: *TheMediaBriefing*



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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**