

NEW MEPA MEMBERS

Middle East Publishers' Association (MEPA) is delighted to welcome the following companies as new MEPA Members (*As of February 2008*). By joining the association you have the opportunity to network with the other publishers in the Middle East area who all share the same interests.

♦ **Mixed Media Publishing – Dubai - UAE**

Representative: Mr. Ali Khadra (Publisher & Editor-in-Chief)

Tel: 009714 3671693

Fax: 009714 3672645

www.canvasonline.com



♦ **Dar AL Hikma LLC – Dubai - UAE**

Representative: Mr. Osman Cheikh Hassan (Managing Director)

Tel: 00971 4 2665394

Fax: 00971 4 2669827

alhikma@emirates.net.ae



♦ **Jerboa Publishing and Distribution LLC – Dubai - UAE**

Representative: Ms. Isobel Abu Lhoul (CEO)

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NEWS UPDATE

KHALEEJ TIMES WINS SILVER AT DUBAI PRINT AWARD

DUBAI — Khaleej Times, published by Galadari Printing & Publishing, has won the silver award in web offset printing for the daily newspaper category at the Dubai Print Award 2007, which recognised the excellent printwork in 21 categories, including winners in other Gulf countries.

The gold award went to Emirates Business 24/7 published by Masar Printing & Publishing while the Al Ghurair Printing & Publishing was awarded the bronze medal on Monday night, the first time that the award-giving body included publishers in all six Gulf Cooperation Council members.



Ahmed bin Hassan Al Shaikh (centre), chairman and Tariq Jawhari (left), vice-president, Printing and Publishing Group, presenting the silver award to Anneler Heinz, general manager, Technical, Khaleej Times. — Photo by Mukesh Kamal

A pioneering benchmark for quality printworks in the GCC, the awards body is tasked to honour companies and individuals in the printing industry for their innovative design and ground-breaking work in management efficiency, control and technological advancement.

“This has had a dynamic impact on all sectors, especially the printing sector,” Ahmed bin Hassan Al Shaikh, chairman of the Printing and Publishing Group (PPG) at the Dubai Chamber of Commerce and Industry, said in a message.

“Quality and service have become the key words, thanks to the efforts of the team of Dubai Chamber’s PPG by acting as a guiding force for maintaining a qualitative outlook within the industry.”

Al Shaikh, who is also the managing director of Modern Printing Press, said that most PPG members had experienced growth of more than 20-30 per cent of what had been expected last year.

“Recent statistics and analytical study show that investments are coming into the printing sector by acquiring advanced machinery that use digital technology,” he added.

Hisham Al Shirawi, a board member at Dubai Chamber of Commerce and Industry, said the UAE’s printing and publishing sector, which has more than 500 printers, would grow by 12 per cent over the next three years. Dubai alone has 300 registered media houses with more than 80 publishers.

He added that the printing and publishing sector would be worth Dh6.24 trillion by the end of 2008, presenting a great incentive for companies to improve their work.

NEWS UPDATE

“We salute the winners, who have shown their dedication to this dynamic industry, and we are pleased to witness the large interest in our event in light of the sector’s capacity for further growth,” he said at the second annual Dubai Print Award.

The gold award for innovation, given to extraordinary jobs adjudged as “unique and different”, went to Delta Printing Press for Ajman Corniche Publication while Zabeel Printing Press captured the silver and Color Lines won the bronze.

Winners for the six GCC countries awards were Zabeel, for the UAE; Dar Akhbar Al Khaleej, Bahrain; British Industries Printing & Packaging, Kuwait; Oman Printers, Oman; New Printing Company, Qatar; and Sarawat Printers, Saudi Arabia.

PPG said in a statement that the winners were chosen by a diverse and elite panel of international judges including, among others, Nicholas R. Jung, scheme director at London College of Communication, and Hemant Ranadive, production head of FCB Ulka India. FCB is the fourth-largest marketing communication group in India.

“Beyond the awards, this event provides a welcome opportunity for members of the region’s printing and publishing industry to share their experiences and gain insights into important industry trends,” Al Shaikh said.

Tarek Jawharji, CEO of Color Lines Group, said the event would inspire companies to work for a better environment. “Our industry still faces a lot of challenges,” he said.

“The Print Award points us towards the right direction, showing how our industry peers have been able to overcome adversity and achieve beyond expectations,” Al Shaikh said.

The other gold winners were Al Ghurair, for the flyers category; Power Print, POP materials; International Printing Press, poster; Emirates Printing Press, magazines; Zabeel, books; Al Ghurair, annual reports; Zabeel, cards; Emirates, calendars, directories and boxes; Al Mawrid Printing Press, brochures and catalogues; Zabeel, newsletter; and Sir Speedy Digital Printing, digital printing.

Source: KHALEEJ TIMES

ACTIVITIES AND OTHER UPDATES



World Newspaper Advertising Conference

13-14 March 2008
Budapest, Hungary

Reaching New Audiences and Building New Revenues

<http://www.wan-press.org/budapest2008/home.php>

RESEARCH ARTICLE

CONFERENCE TO FOCUS ON BOOSTING NEWSPAPER AD REVENUES

How Guardian Unlimited of the United Kingdom uses "total audience research" to develop its readership and increase the appeal of its multi-media advertising packages will be examined at the 18th World Newspaper Advertising Conference & Expo, to be held in Budapest, Hungary, on 13 and 14 March next.

The Guardian has been exceptionally successful in using its on-line presence to reach new audiences and develop advertising opportunities. Its traffic has topped 18 million visitors per month, it is read by as many people overseas as it is at home (particularly in the US), and its overall weekly reach in the UK is 25 percent higher than it would be with newspaper sales alone.

But it isn't only about size. The Guardian knows much about the habits and lifestyles of its readers: how many of them plan to buy a car in the next year; how much champagne they consume; what percentage of readers own iPods; how many own stocks and shares; how much they spend on computers; and much more, all of it compelling to advertisers.

Andre McGarrigle, Director of Research and Customer Insights for the Guardian, will make the conference presentation and explain how the Guardian collects, analyses and uses this information.

The conference, organised by the World Association of Newspapers and hosted by the Hungarian Newspaper Publishers Association, will gather publishers and advertising executives from around the world to assess new advertising opportunities.

For the evolving conference programme, click the following link:
<http://www.wan-press.org/budapest2008/home.php>

Other confirmed speakers include: Maureen Duffy, CEO of the Newspaper Marketing Agency in the United Kingdom; Jean-Christophe Francet, Senior Project Manager & Deputy Head of Business Development for PubliGroupe in Switzerland; Christian Gartmann, Director of Media Partner Relations for Publicitas in Switzerland; Mort Goldstrom, Vice President for Advertising for the Newspaper Association of America; and Robert Ray, Marketing Director for the Newspaper Society in the United Kingdom.

The conference, to be held at the Novotel Budapest Congress & World Trade Centre will showcase:

- ▶ Newspaper companies that have built clever, responsive multi-media advertising businesses.
- ▶ A special Shaping the Future of the Newspaper session on the new classified gold mine and how to mine it.
- ▶ The partnerships that are emerging with pure play digital companies and the impact they will have on the newspaper market in the longer term.
- ▶ How to package and sell the new aggregated audiences.
- ▶ Print advertising is still king - The new value of the newspaper advertisement.
- ▶ What will the 21st century newspaper ad-salesperson look like?
- ▶ Advertising agencies in a turmoil of change.
- ▶ and much more.

The Paris-based WAN, the global organisation for the newspaper industry, defends and promotes press freedom and the professional and business interests of newspapers world-wide. Representing 18,000 newspapers, its membership includes 77 national newspaper associations, newspaper companies and individual newspaper executives in 102 countries, 12 news agencies and 11 regional and world-wide press groups.

Source: WAN



SELECTED TOPIC

IMEDIA ARTICLE

Are mobile services at last becoming a viable revenue stream for the newspaper industry. I believe a number of factors are turning on media on the move.

A number of factors are driving this. The first is the extraordinary developments in devices. The new iPhone is spectacular, and what strikes me most about it is how everyone who has one, has to show off their internet access, something which many other phones could do, but tended not to. The interface truly encourages innovative usage. And other manufacturers are rapidly gearing up to compete.

Another is the ubiquity of wireless and its linkage to mobile devices. This is not only enabling users to access the internet free – by passing the still expensive mobile networks – but also in turn is another encouragement to the mobile telcos to reduce their prices to more reasonable levels for consumers. Look to the countries where mobile has really taken off – Japan, South Korea and Norway - and the common feature is low pricing. Where access to and communication of data and images is cheap, so the market for and growth of mobile services is enormous.

Now all this is changing in the consumers', and therefore the communicators' interests.

My own belief is that one day mobile will be a far bigger proposition for publishers than the current internet services. Why because ultimately mobile is the next newspaper medium. Available on the move in proximity and context. At last a digital medium for the street, transport work and home.

But like the internet the starting point is to realise that the medium is different, and its use, and content are different. Mobile is not about detail. Mobile is about instant gratification. It is about communication, and increasingly it is a multi-media experience.

Yes some newspapers are successfully transmitting content via the mobile device, but this is not where the main opportunities lie. Current success stories include:

Newspapers receiving sometimes tens of thousands of messages, images and comments from readers. Video clips appearing on newspaper websites, of great stories, that have been recorded by readers often in harrowing or hilarious situations.

Newspaper companies are now establishing mini-audiences based around communities of interest or geography, enabling their customers to share information or hyper-local news with their neighbours, village or interest group. Material is sent via a short code to a content management system that redistributes to that chosen group, taking the concept of relevance to the smallest possible denominator, profitably.

And of course mobile is an excellent revenue generator for digital classified listings which are increasingly free to place and receive. Readers are being encouraged to send their listing phone, thereby deriving a small revenue stream, but more importantly to be notified when relevant items, such as a suitable job or home, become available, again for a small fee.

In terms of display, newspapers are reporting massive increases in response levels to printed display advertisements, where a short code notifier is included in the advertisement, encouraging readers to respond immediately for more information.

Another opportunity is the locatability of a mobile phone. So I recently received a blue-tooth message as I entered a shopping Mall advising me of a sale in a men's clothes shop. A message that was clearly demographically as well as geographically targeted.

The strength of mobile lies in its immediate interactivity. It is in this area that the majority of opportunity lies. Bringing readers and writers together, but equally importantly, bringing readers and readers together in new focussed media concepts, but also sellers and buyers together. As has happened so often in our industry's history. If we don't do it someone else will. At our expense.

But it is not only in the market that the mobile revolution is now accelerating. There are also a string of benefits within our industrial process.

Photo-journalists can now send pictures, videos and interviews back to the office as they are being recorded. Distribution systems – both in terms of trunking and home delivery - are being made more efficient and effective, through the use of GPS and other locators. Mobile devices are being attached to copy counters, bar code readers and even newspaper stacks and vending machines sending notifications of sales and sell-outs in real time.

Mobile phones have been around for longer than the internet. Most of us spend more time on our phones than we do on our computers. But their true potential has been slow in coming. It has just arrived.

Source : iMedia



Middle East Publishers' Association (MEPA).

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