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.

SRMG Launches Android Apps by KnowledgeView

As featured in KnowledgeView Connect iPad App, Saudi Research and Marketing Group (SRMG), the holding company of some of the prominent media companies in ME such as Asharq Al-Awash, Arriyadiyah, and ArabNews, is amongst the latest media companies to expand their digital presence on Android mobile and tablets benefiting by the advanced KnowledgeView app technology. The android Apps by KnowledgeView have the same state of the art features available for the iPad and iPhone devices such as PDF edition view, dynamic channel view, photo and video galleries, search facility, offline browsing and support for Google DoubleClick advertising management system. These apps are powered by "Publish live mobile" technology, a powerful tool to publish digital content on various mobile and digital platforms such as social media and other communication devices with few easy clicks!KnowledgeView continues to advance its App technology and make it available at its best to all the publishing media out there!To download all SRMG Android Apps, please visit: https://play.google.com/store/apps/developer?d=Saudi+Research+and+Publishing+Company .

Source:KnowledgeView

Dubai Media City, Dubai Press Club host panel discussion on ways to develop local content

Dubai Media City, a member of Tecom Investments' Media Cluster, in conjunction with Dubai Press Club (DPC), hosted a panel discussion on 'Local Content and Migration to Digital Platforms'.

The event focused on the growing importance of digital platforms, their impact on the global print media industry, and the penetration of digital media in the GCC countries.

The initiative comes as part of a series of discussions organized by DPC to highlight the key outcomes of the fourth edition of Arab Media Outlook 2011-2015. Examining latest trends in the media sector across 17 Arab countries, the report particularly studies the media consumption pattern in the UAE, Saudi Arabia, Egypt and Morocco.

(R-L): Mamoon Sbeih, Managing Director, APCO Worldwide - Arab Region; Santino Saguto, Partner and Consultant, Deloitte; Shadi Al Hasan, Managing Director and Founder, Flagship projects; Bilal Hijjawi, Managing Editor, Fortune Arabia and Mohammed Burhan, CEO, CNBC Arabia

The panel discussion featured Santino Saguto, Partner and Consultant, Deloitte; Shadi Al Hasan, Managing Director and Founder, Flagship Projects; Bilal Hijjawi, Managing Editor, Fortune Arabia, and Mohammed Burhan, CEO, CNBC - Arabia. The session was moderated by Mamoon Sbeih, Managing Director, APCO Worldwide - Arab Region.

Shadi Al Hasan said, "Unlike other sectors, local content primarily relies on topics relevant to local communities. Such content cannot be imported from the overseas media. Therefore it is imperative for media decision makers and content providers to work together to create quality and distinctive local content. In response to the growing demand for such programming, the industry is witnessing a steady increase in the output of regional media organizations, as well as investments from foreign broadcasters."

Al Hasan added, "Tracking some early results on the commercial returns of local content, we believe that the success achieved to date can be widened in scope and shared with international markets. A good example of this is Rufoof, the first mobile platform for Arabic e-books."

Bilal Hijjawi said, "We cannot separate content from language as each relies on the other for successful indigenous local programming. In order to distinguish themselves from the competition, several countries and media companies are in the process of developing a distinct presence on the internet: an essential move given the phenomenal reach of digital content. The trend has opened doors for active economic and investment opportunities and contributes to enriching the region's information and knowledge economies."

Santino Saguto commented, "The report encompasses a thorough examination of the Arab media scene, providing valuable insights into sector trends that exist in this region. Deloitte's role has been to gather and analyze, from multiple sources and stakeholders, a broad range of region-specific quantitative and qualitative data, to be able to give the Arab reader significant results. The industry has greatly benefitted from this report, particularly the accurate results that it offers. Transition to digital platforms is analyzed in detail with total advertising spend in the region estimated to grow from 4% in 2011 to 10% in 2015."

Examining the strategies deployed by the media in the UAE and the region to deal with content, Mohammed Burhan said, "Local content has witnessed a growing interest from domestic players represented by media institutions in the Arab world. This is obvious from the increasing number of joint projects that are being implemented by regional broadcasters in conjunction with international media groups. Moreover, the investment strategies of some global players are increasingly focused on specialized sectors of the market, which currently suffers from a lack of local content."

In a departure from earlier editions, the fourth Arab Media Outlook included the youth market in its research study, alongside the organizational sector. This inclusion results from recent correlations established between youth and the media industry. In an effort to identify the main challenges currently faced by the media industry, numerous surveys covering a broad range of topics were conducted. Additionally, 140 senior representatives from prominent media organisations across the Arab world were interviewed in order to build as accurate a picture as possible, and to ensure expert viewpoints were incorporated in the research results.

SOURCE: AMEINFO

Engage The Marketing Show Middle East

Improve the effectiveness of your marketing campaigns and CRM processes. Communicating with, selling to and engaging with your customers is a skill that every business must master to get ahead. Especially as your customers expect more for less and are armed with social platforms to broadcast their experiences.

Join marketing, CRM and data analytics executives for Engage The Marketing Show November 28-29, a conference devoted to helping you become a better marketer. Learn how to integrate IT and marketing functions in order to combine digital and offline channels, personalise communication with existing customers and secure ROI on marketing spend.

Whether you are in marketing, CRM, loyalty or data analytics Engage The Marketing Show will provide you with the training you need to improve the effectiveness of your marketing campaigns and CRM processes.
Taught by people who are doing this right now, including Cirque du Soleil, N_K_D Pizza, Emirates Airline, Jumeirah Group, Kitsch Cupcakes and Abu Dhabi Commercial Bank – this 2 day conference covers marketing, loyalty and data. Check out the website www.terrapinn.com/engageme for full details.

Register now and join us November 28-29. Use promo code MEPA through September 7 and pay just $895.

1. Discover how to secure emotional loyalty
2. Learn how to fuse offline and digital channels
3. Build and cultivate a social community of brand fans
4. Understand how to extract customer insights from volumes of data
5. Discover how big data can inform product development
6. Launch a loyalty programme to recognise, reward and retain customers
7. Establish performance metrics and secure ROI on marketing and loyalty spend
8. Network and learn from a cross-industry gathering of the leading brands

Date : 28 - 29 November 2012
Location : The Address Dubai Marina, Dubai, UAE
Source: http://www.terrapinn.com/conference/engage-middle-east/

Tweeting in Ramadan
When are the best times for companies to engage on Twitter during Ramadan?

Why read this report?

As more brands in the Middle East engage on Twitter, they are becoming increasingly accessible to audiences in the region. Twitter users are using the channel to share their customer service inquiries, grievances and issues. As a result, a few brands are often delivering friendly and timely service. Other consumers are finding that following their favorite regional and local brands is a practical and easy way to keep up with the latest news, updates and at times, even offers from these companies. **However, with more users adopting the platform, it is increasingly challenging for brands to predict the best times to engage with their audiences.** These challenges are more pronounced during the Holy Month of Ramadan where consumer habits change drastically both online and off.

For brands that are interested in communicating in a more relevant and timely manner, this report will give you a peek into some of the changes we observed in a few countries in the region. It will also serve to offer you a variety of tools that can give you a more accurate assessment of the timings of your community.

Ramadan, by nature, is a highly sociable month; we wish you the best of luck in extending this tradition online by 'socializing' with your followers and customers on Twitter.
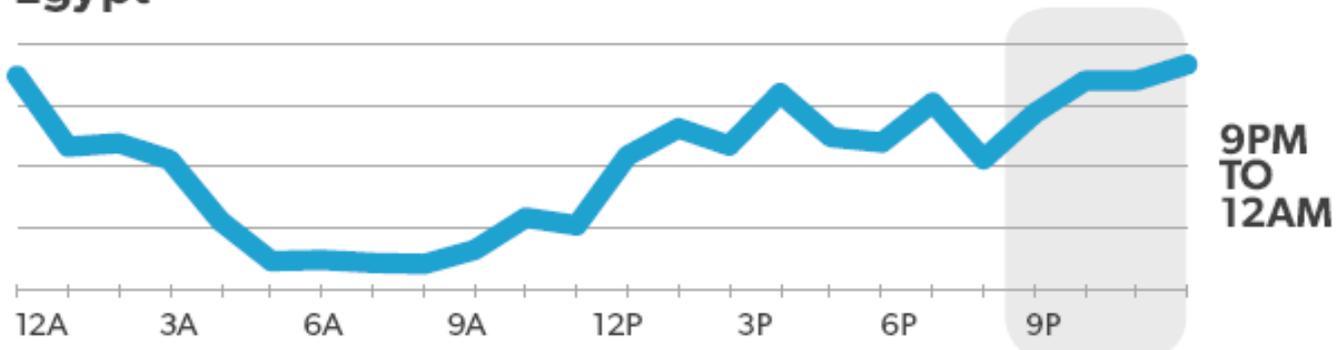
How to make use of this report

The data and observations in this report are meant to serve as a broad overview of trends in only a few countries in the region on a macro level. This data will not reflect the habits and trends within smaller communities in each of those countries; therefore, we recommend you make the most use out of it by using this as a starting point.

1. Recognize the overall differences in each country.
2. Look for your own trends within your region of interest, and specifically within your community's habits.
3. Experiment with different times for your content and observe the reactions using the tools mentioned in this report. Remember to keep records by utilizing measuring tools to assist in monitoring and analyzing data.
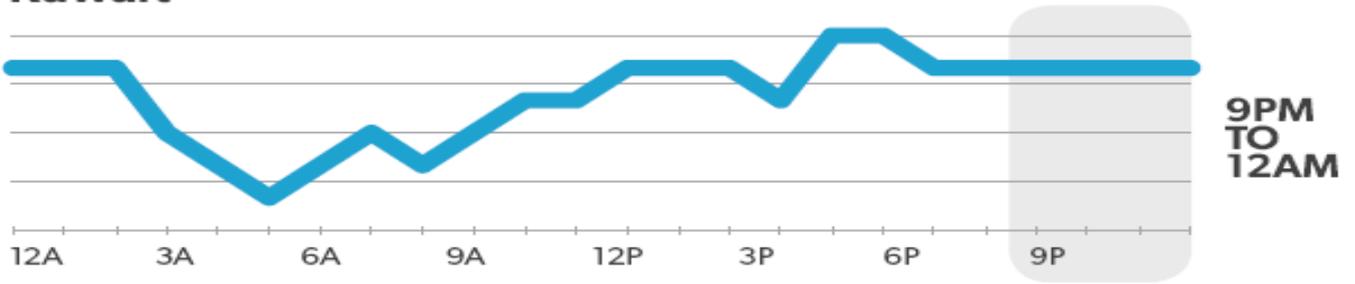
Findings

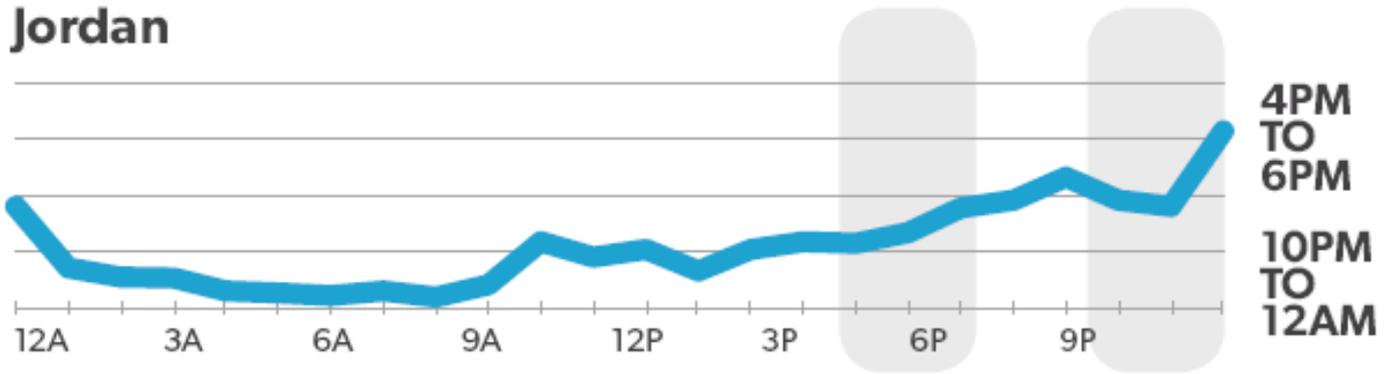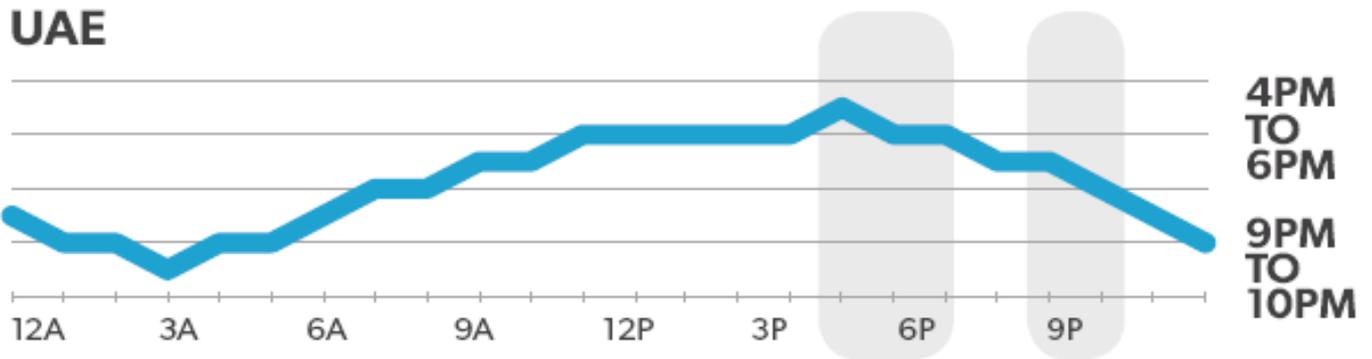The best times to Tweet in each country during Ramadan

Egypt — 9PM TO 12AM

Kuwait

9PM
TO
12AM

12A   3A   6A   9A   12P   3P   6P   9P

Jordan

4PM
TO
6PM

10PM
TO
12AM

12A   3A   6A   9A   12P   3P   6P   9P

UAE

4PM
TO
6PM

9PM
TO
10PM

12A   3A   6A   9A   12P   3P   6P   9P

Percent of increase in the volume of tweets **during** vs **after** Ramadan

231%   495%   223%   135%

100%   100%   100%   100%

Egypt   **Kuwait**   **Jordan**   **UAE**
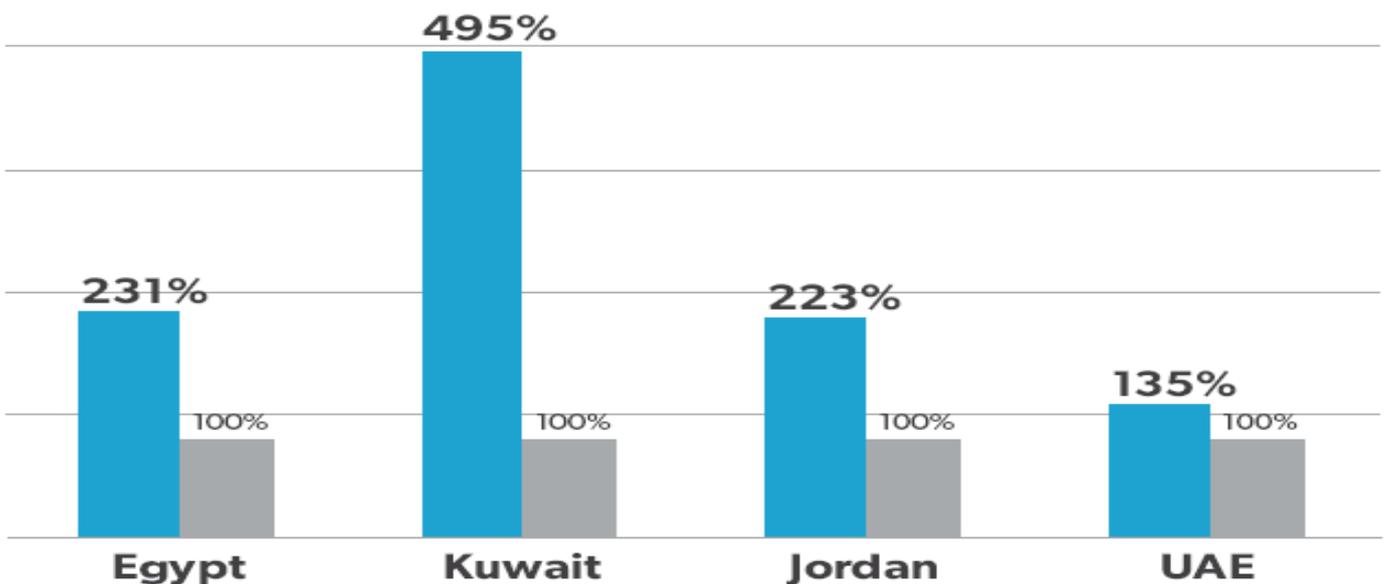
The Key Takeaways

• The volume of tweets increased significantly during last Ramadan, implying that people are even more keen to connect virtually during this month.
•The volume of tweets increases sharply post-Iftar in most observed countries, with the exception of the UAE.
• There is a notable lull in tweets during the hours of Suhour (dawn) and immediately following.

Recommended Tools

While we have noticed overall macro trends in each country, these trends might not be applicable to the idiosyncrasies within communities that develop around a specific brand. For example, while the majority of people in a country might tweet at 8 AM, followers of a specific music band for example might have a tendency to tweet around midnight more often.

Because the differences vary so sharply between communities, we recommend using some of the below tools to get a deeper understanding of your own community's habits, which will allow you to communicate at more relevant times.

Content Scorer*
Want a tool that will tell you what the best time to tweet to your community based on how they interact with you? Content Scorer ranks each of your tweets based on how much of a reaction they received. The tool also analyzes what time your followers are most likely to retweet or engage with your content and then recommends the ideal time based on your own historical data.

Twenty Feet
This tool tracks multiple social media channels, in addition to several accounts per channel, and can deliver the performance results of your channels via email and RSS.

Crowd Booster
This tool analyzes your tweets and performance, then recommends optimal times for posting, in addition to churning out user insights.

Tweet Reach
If you need to find out the reach for a specific hashtag or keyword, then Tweet Reach should prove useful.
It's a good tool to assist in finding the most effective words to incorporate in your tweets.

My Top Tweet
TwitSprout developed a tool that helps you analyze your latest tweets and find the most successful ones based on the number of retweets it received.

Conclusions

The times at which users tweet varies greatly from one country to the other; where possible, brands should look at this data as an indication of the benefits of separating country specific channels.

The volume of tweets increases significantly during Ramadan, indicating that there are more opportunities to connect with consumers during the Holy Month.

Brands can and should take advantage of the increased volume of tweets post-Iftar to launch their campaigns for Ramadan then.
Finally, a quick look into the insights provided by the tools mentioned in the "Recommended Tools" section should remind brand managers to take a deeper look into their sub-communities and analyze their own communication trends and habits.

SOURCE: THEONLINEPROJECT

![MEPA - Middle East Publishers' Association]

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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.

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