

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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canvas MARCH/APRIL ISSUE

This edition's cover celebrates our third Young Collectors feature which sees cutting-edge typography mixed with vibrant colours. As this jam-packed issue marks the largest Canvas produced yet, the cover design decision was unanimously selected to support this issue's major features.



THE YOUNG COLLECTORS:

Hailing from Bahrain, India, Palestine, Iran and the UAE, *Canvas*'s third **Young Collectors** feature profiles nine rising protagonists including His Excellency Omar Ghobash, Dana Farouki, Negin Fattahi

-Dasmal, Abdul Rahman Al-Zayani, Fawaz Kanoo, Farshad Mahoutforoush, Sanaz Ameri, Dina Nasser-Khadivi and Dipesh Depala. They share their experiences in the art world, views on the Middle Eastern art scene, passion for art collecting and ambitions for the future.

UAE GALLERIES:

This issue features a **UAE Galleries Special** which presents the nation's 27 galleries, shedding light on their recent developments – from new spaces, changes in name and location to expansions of artist roster and book publishing divisions, among other issues. The gallerists voice their comments on the local scene and concerns for the future alongside opportunities for growth and widening the scope of the Dubai art market.

THE MUSEUM OF MODERN ART:

World-renowned institution, the **Museum of Modern Art (MoMA)** in New York, boasts works by the likes of Paul Cezanne and Andy Warhol. Within its 150,000+ holdings are 60 works by Middle Eastern artists, including Zaha Hadid (*Canvas* 3.2 and 6.6), Mona Hatoum (*Canvas* 6.1), Shirin Neshat (*Canvas* 3.5) and Walid Raad (*Canvas* 5.2), among others. In 2002, MoMA hosted a groundbreaking exhibition on Arab cinema, marking an important milestone for the museum and reinforced its drive to promote regional talent.

SOURCE: CANVAS MAGAZINE

COLLECTION Spring 2011 issue number 47 is available at all the Middle East bookstores - Enjoy a World of Luxury & Join us on Facebook!

IT'S ALL ABOUT TRENDS!

With every new issue, **COLLECTION** invites you to rediscover beauty, and beauty in this Spring issue 47 has no borders! In fact, during this period the trend's manifestations abound across the globe; watches' manufacturers show a race for distinctiveness in a



wealth of creativity and technical breakthroughs in "Time Hits 2011". The inspiration of the jewellery houses goes beyond beauty and opulence to retrace history and recreate symbolism; from New York, a special interview with Sasson Basha unveils the secrets behind the overwhelming success of the charming brand that spread globally at the speed of light... All in **COLLECTION 47**.

SOURCE: COLLECTION MAGAZINE

WHY SOCIAL MEDIA NOW MAKES BUSINESS SENSE

70% of people have formed a positive perception of a brand though Twitter

Unlike conventional phone-based customer service, Twitter brings the conversation to a public forum, meaning that satisfied customers become brand advocates. (AGENCIES)

Organisations in the Middle East are increasingly choosing to be 'part of the online conversation' with consumers. Once considered to have an exclusively social function, social media is now being used by companies to engage with their customers directly, since it serves as an optimal platform to reach out and communicate with a broad spectrum of people.



In fact, a survey conducted by Facebook recently revealed that 49 per cent of people feel better about a brand after they see its presence on Facebook.

In addition, a Twitter survey demonstrated that 70 per cent of people have formed a positive perception of a brand though Twitter – as well as revealing that 50 per cent of Mena Twitter users are from the UAE - thereby demonstrating that social media has become a powerful tool for companies in this region to enhance the image of their brand.

Using social media for commercial campaigns

The most important goal for any company is to understand and study the need and demand of a respective market. This will allow them to engage with and reach out to their target audience. Researching and understanding consumer insights prior to launching any campaign is imperative, as this serves to demonstrate that a given company cares about consumer needs.

One of the main advantages of launching campaigns via social media platforms is that for small, simple initiatives, it suffices to use social networks to spread the message, rather than paying for advertising on them. And for larger campaigns, companies can even use the networks' own advertising channels.

Furthermore, should a more sophisticated advertising model be required, advertisers can create their own social media applications as well as interactive sites which are promoted on the networks.

More and more companies are using social media as part of their brand strategy, and many companies are very active in this field, including du, Aramex, RAK Bank and governmental bodies, to name just a few. The companies who are running the most successful campaigns are putting a lot of efforts and resources into better understanding the market. du has seen the growing power of social media in the UAE and is focused on adopting emerging and innovative social media platforms.

Building relations with clients via social media

Social media provides companies with a two-way communication platform, where they actually have the opportunity to get direct feedback from consumers.

It's more effective than the traditional way of communication in terms of having a direct response straight away, as companies can act on a query or complaint immediately.

Social media is fast creating a new customer care channel, delivering a unique and highly interactive experience to consumers. du has embraced the social media sphere with its '@dutweets' account on Twitter, which has rapidly become a busy interface to receive customer comments, resolve issues and generally strengthen customer relations.

Unlike conventional phone-based customer service, Twitter brings the conversation to a public forum, meaning that satisfied customers become brand advocates. Furthermore, du has recorded a noticeable increase in e-sales as a result of relevant tweets being channeled to du's online store. However, on the flip side, businesses should be wary of using social media when they cannot deliver on a promise, as if a product or service does not live up to the marketing claims, social media opens the door to a floodgate of bad press, harming relations with potential and existing clients.

Just as with PR, it is important to be transparent, consistent and credible, as you can easily lose credibility if you run a campaign where you make a promise to your consumers and you do not deliver on that promise. This will damage your brand and your credibility as a company. The consistency of the communication flow is imperative as this again enhances the credibility of a company.

Also, it is vital to understand the right way to approach customers via the social media platform in order to help a company achieve better and more impactful results.

Source: EMIRATES247

Good Planets Are Hard To Find! Leading Brands launches eco-publishing services

Sunday, 27 March 2011. Leading Brands Publishing, a Dubai-based custom publishing house, today announced a selection of add-on eco-services for its contract magazine clients in an effort to reduce the carbon footprint of its contract magazines. Working with global corporations to produce branded custom magazines, Leading Brands understands today's eco-conscious economy and believes it has a social responsibility as an industry leader to set the benchmark for other regional publishers in terms of running a more environmentally friendly company.



Mags



Paper leaf



Recycle

Mars Mlodzinski, company partner at Leading Brands, spoke of the company's enthusiasm for green-initiatives: "We are seeing a significant rise in the number of marketing managers turning their advertising dollars into branded content and it is our responsibility as a leading custom publisher to keep up with the increasing demand and always offer our clients fresh and innovative ideas which keep them ahead of the competition. CSR and green initiatives are always a hot topic when we talk to companies about their marketing campaigns and the development of their own custom magazines. Our new eco-services offer an immediate greener choice and have already been welcomed by our clients who want their magazines to engage with readers, and we know that readers today prefer brands which have eco-activities in place."

The new eco-range of services includes: soy printing, recycled paper and carbon reduction programs. Clients that have previously had their magazine printed using traditional inks are already seeing the added benefits of printing using the new soy inks and are encouraged when they see the high-quality finish soy inks offer. Traditional ink can contain toxins, including lead, and most of them are petroleum-based; composting and recycling magazines with traditional ink can be quite hazardous to the environment, and the residue is considered industrial waste requiring proper disposal; the waste from soy ink, however, is not considered hazardous and can be treated more easily, completely and cost-effectively.

Recycled paper, which until now has not been well-received by many magazine publishers, owing to the often dull and grainy appearance of the paper, and the higher cost involved, will now be part of Leading Brands' magazine paper selection catalogue after the company sourced new recycled art paper that is ideal for magazine printing, and has successfully come through a series of stringent quality control tests.

The publisher will also encourage clients to offset their carbon footprint by supporting tree planting activities to combat rainforest deforestation - one tonne of coated, higher-end virgin magazine paper uses a little more than 15 trees - or by sponsoring coral reef shelves in the Indian Ocean, which absorb carbon dioxide and other waste. The coral reef shelves will be named and tagged with the sponsor's name, and photo updates will be received twice a year. "As soon as we heard that Leading Brands had started offering these eco-services, we seized the opportunity to support this service which works with our environmental values and falls in line with our corporate responsibility and for our custom magazine, *Pulse*, to show readers how committed Merck Serono, and Concor, is to sustainability," said Amr Moustafa, Therapeutic Area Manager, Merck Serono, who has now been successfully publishing a custom cardiovascular medical journal with Leading Brands for over two years.

Each time a client uses an eco-service, Leading Brands will include a custom designed eco-logo showing which service the company purchased, so readers can quickly identify what environmental activity the magazine and brand have supported in that issue.

Leading Brands continues to research, test and bring new innovative environmental ideas to the market, which will spur the publishing industry on to be more eco-friendly.

Source: [LEADINGBRANDSPUBLISHING](#)



The Digital Marketing Event FOR THE MIDDLE EAST

Engaging Customers on Multiple Platforms = Increased ROI and Measurable Success

Book and pay before 5 May 2011 US \$300!

Social: The new standard of Marketing

The leading digital marketing event is back for the fifth year **running**. The event will provide innovative technologies for ROI tracking and measurement, strategies for crisis and brand management on social media and effective implementation of mobile marketing and e-commerce solutions.

The transition from traditional marketing to digital marketing is picking up pace in the region, hence the demand for higher ROI on marketing spend. The rise of new technologies and wide-spread usage of PDAs and smartphones such as iPads and Android-phones have also made interaction with consumers more challenging.

This is why companies are exploring strategies and platforms such as mobile marketing and e-commerce to maximise the effectiveness of their channels, – particularly social channels - connect with consumers and reduce costs.

At Click 5.0 - The Digital Marketing Event for the Middle East, you will discover how to achieve best practice methods in implementing world class strategies and fresh solutions which will target and engage your customer, activate dormant legacy clientele and ensure higher social marketing ROI.

Key reasons to attend Click 5.0 - The Digital Marketing Event for the Middle East:

- Learning the importance of quality content and how you could engage your consumers
- **Discovering** how to successfully deploy a marketing strategy that reaches consumers on multiple digital platforms
- **Understanding** how you should track, measure and monitor your appearance on the internet
- **Embracing** strategies for crisis and brand management on social media
- **Exploring** methods of improving consumer interaction on new platforms
- **Networking** with key figures and decision makers from the Middle East region

Following the latest trends from leading international experts



Outstanding executive contributions providing essential insight:

Donald Fleet Chief Communications Adviser BBC, UK	Yasser Al-Kharabi Head of Corporate Marketing Rotana Media Group, KSA	Noah Chanoelior Senior Advisor Marketing Saudi Telecom, KSA	Ashish Panjabi Chief Operating Officer Jacky's Elefrontos, UAE

Other leading speakers include:

- Jad Hindy, Head of Brand and Communication, GfK – Virgin Mobile, Qatar
- Arfour Severinov, eCommerce Director MEA, Hilton, UAE
- Ravi Nair, Senior Vice President and Head of Customer Experience Management, Abu Dhabi Commercial Bank, UAE
- Manish Parashar, Head Corporate Sales & E-Retailing, Sharaf DG, UAE

Key benefits include:

- Learning how to reach consumers on multiple digital platforms
- Calculating ROI on social media activities
- Increasing revenue by exploiting e-commerce opportunities
- Understanding why you should track, measure and monitor conversations on the internet
- Designing a successful mobile marketing strategy
- Incorporating social media into your crisis planning
- Implementing online strategies that enhance your brand

Event partner: 	Supported by: 	Business community partner:
Media partners: 		

For more information or to register – Tel: +971 4 364 2975 Fax: +971 4 363 1938 Email: enquiry@iqpc.ae
www.clickmarketingsummit.com

Event partner: 	Supported by: 	Business community partner: 	Media partners: 						Researched and developed by:
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International conference: 27 – 28 June 2011
Interactive workshops: 26 & 29 June 2011
Arjaan by Rotana, Media City, Dubai, UaE

GCC NEWSPAPER PUBLISHERS NEED TO FIND A WAY TO SHIFT TO DIGITAL, SAYS STUDY

Overall print circulation in the U.S. and Europe has fallen substantially over the past five years, while the global ad spend market on newspapers contracted by 3% in the first half of 2010 compared to the same period in 2009. At the same time, digital ad spend grew by 8%. In the GCC, print newspaper publishers now stand on the edge of a major shift in the digital space that will transform their business models.

The traditional advertising spend with the regional publishers is stagnating, and the inflection point at which there is mass exodus towards digital consumption of news is likely to arrive in the next few years. Maintaining status quo is no longer an option.



Spared so far

Print publishers in the GCC may take some comfort in the fact that they have thus far been spared the fate of their peers in other markets. Since 2007, media analysts have been predicting that the inflection point between print and digital would come soon, as broadband penetration rates in the region continued to rise and catch up with those of more developed media markets.

However, in hindsight this argument has not held up. Broadband penetration is already high enough in the UAE, Qatar, and Saudi Arabia to make it comparable with Western countries'.

"However, despite this penetration, the print media business in these markets has been able to withstand the threat of digital migration. Newspaper publishers in Qatar, Saudi Arabia, and the UAE sold an aggregate 3.23 billion copies in 2010, an increase of roughly 2 percent per year over 2008," said Gabriel Chahine, partner Booz & Company.

In Saudi Arabia, print newspapers have penetration rates exceeding 70% of the reading population. Print advertising has remained strong as well. Newspapers in Saudi Arabia had a 54 percent share of total net ad spend in 2010. In short, GCC consumers and marketers still use traditional print media, despite growing broadband accessibility.

Why was the conventional wisdom about the timing of the transition to digital incorrect? Three factors have thus far hindered the shift: limited digital news content, digital devices are with early adopters and sophisticated users, and inadequate fixed broadband infrastructure. But the next few years will bring changes in each of these areas. From the growth of digital advertising to the decrease of smartphones prices, there are elements in to play certain to feed the unavoidable shift to digital.

Short term and long term priorities

"This may seem like bad news but news publishers in the region should take comfort in one fact. They are fortunate that unlike their counterparts in mature markets, they will not be surprised by the advent of digital news. In fact, they have an opportunity to see what is coming and prepare accordingly," said Jayant Bhargava, principal Booz & Company. Most significantly yet, GCC publishers do not need to be digital pioneers—forced to invest substantial time, capital, and attention in a trial-and-error approach to determine what does and does not work in digital. Instead, they can adopt and localize strategies from the lessons already learned by print publishers in other geographies.

The priorities for GCC publishers in the next couple of years fall into two categories: reallocating resources from traditional to digital media by optimizing editorial and production costs, and investing into resources to build capabilities in digital content and ad sales.

Long term priorities on the other hand fall into two categories; seeing what does not work and seeing what does.

What Does Not Work

There is a clear consensus on what does not work. "Almost certain to fail is the minimalist strategy of simply posting content digitally and trying to charge for it. Our survey of digital news consumers found that 74 percent refused to pay for content, outside a few key categories such as sports and breaking news. This finding is backed by the experience of publishers in other markets," said Amer Lahham, Senior Associate Booz & Company.

What Does Work

Experience from other media markets shows that publishers have four ways to differentiate digital content, and thus convince readers that it is worth paying for.

- 1- Pure content play. If content is to have value, it must be differentiated from free offerings. To that end, publishers can specialize by creating highly specific vertical offerings that focus on specific areas of interest, such as specific business vertical, health, or sports.
- 2- Content and related applications. A further means of differentiating content and justifying its price tag is to offer essentially the same content with a substantially better user experience.
- 3- Content and complementary services. Adding premium and complementary services that meet individual needs on top of the content can significantly increase perceived value.
- 4- Content and partner products and services. Publishers can partner with outside providers of add-on products and services to create innovative, integrated offerings.

In conclusion

As traditional news publishers in the region set their agenda for the coming years, they have the opportunity to watch the digital news market evolve in other parts of the world. Print publications in those regions have suffered significantly by not adapting fast enough to meet the demands of digital media. They have seen major erosions in their readership and share of advertising spending, and revenue has fallen accordingly.

This process has been painful for employees, executives, and shareholders. GCC publishers have a rare opportunity to avoid repeating this experience. However, if they wish to protect their market positions, maintain profitability, and compete in the digital universe, they must start preparing for the future from today, concluded Chahine.

Source: MEDIAME



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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**