



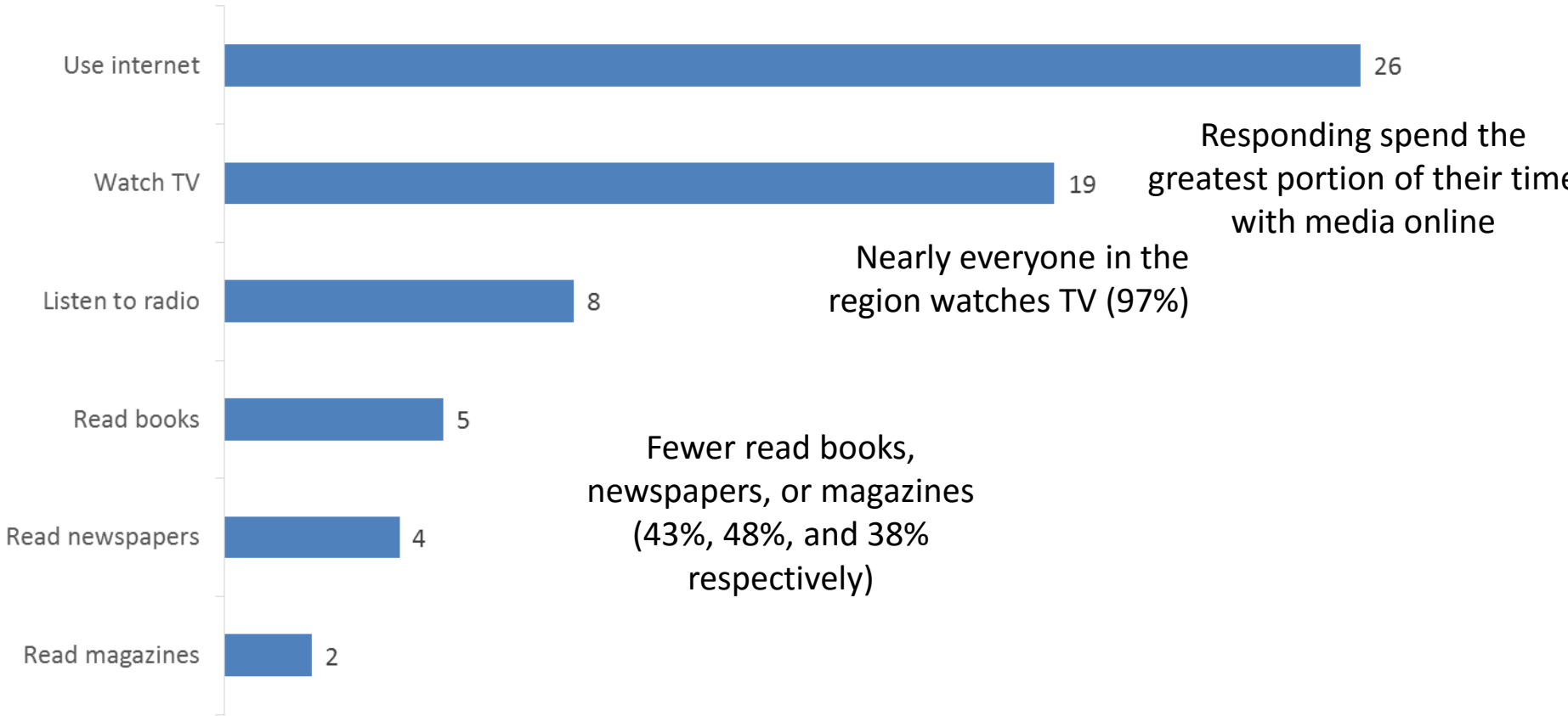
The Relation between Media and Business Community

A Snap shot of the Arab Media

MEDIA USE IN THE MIDDLE EAST, 2015: EGYPT | LEBANON | QATAR | SAUDI ARABIA | TUNISIA | UAE

People spend more time using the internet than any other medium

Average hours spent doing activity per week



Respondents spend the greatest portion of their time with media online

Nearly everyone in the region watches TV (97%)

Fewer read books, newspapers, or magazines (43%, 48%, and 38% respectively)

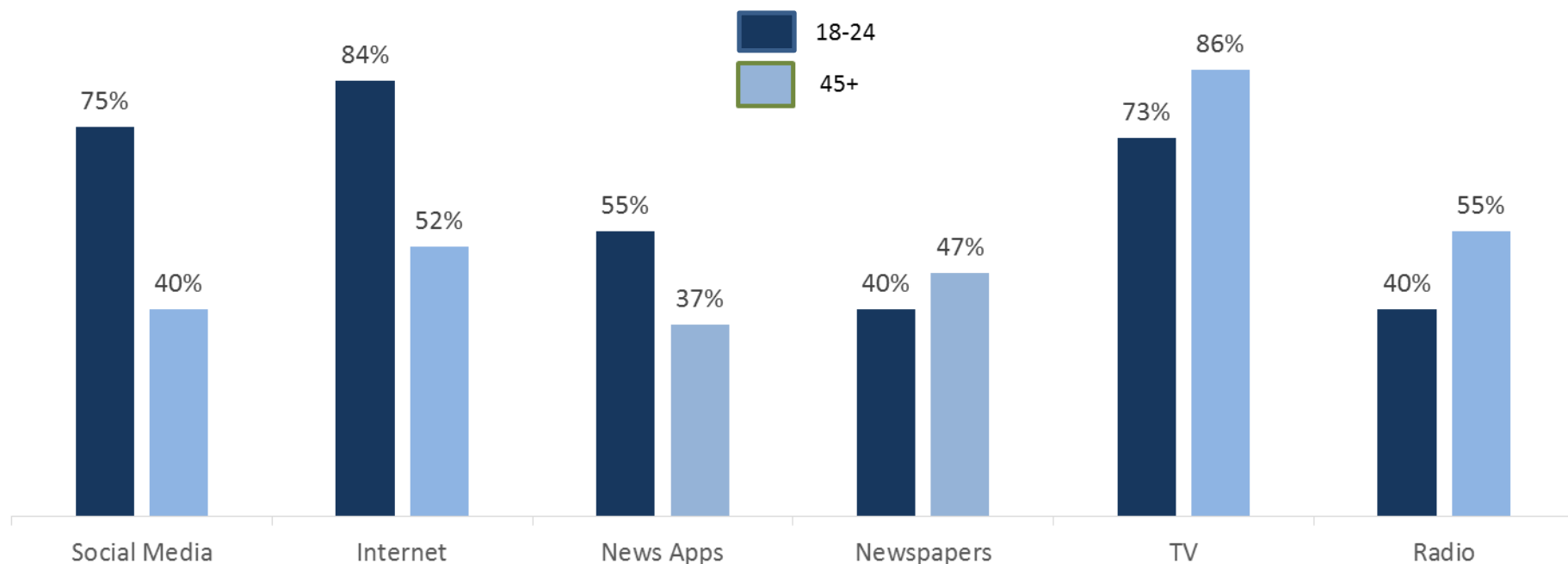
Base: All respondents who use each medium

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MEDIA USE IN THE MIDDLE EAST, 2015: EGYPT | LEBANON | QATAR | SAUDI ARABIA | TUNISIA | UAE

Younger adults are far more likely to rely on the internet – especially social media – for news and information

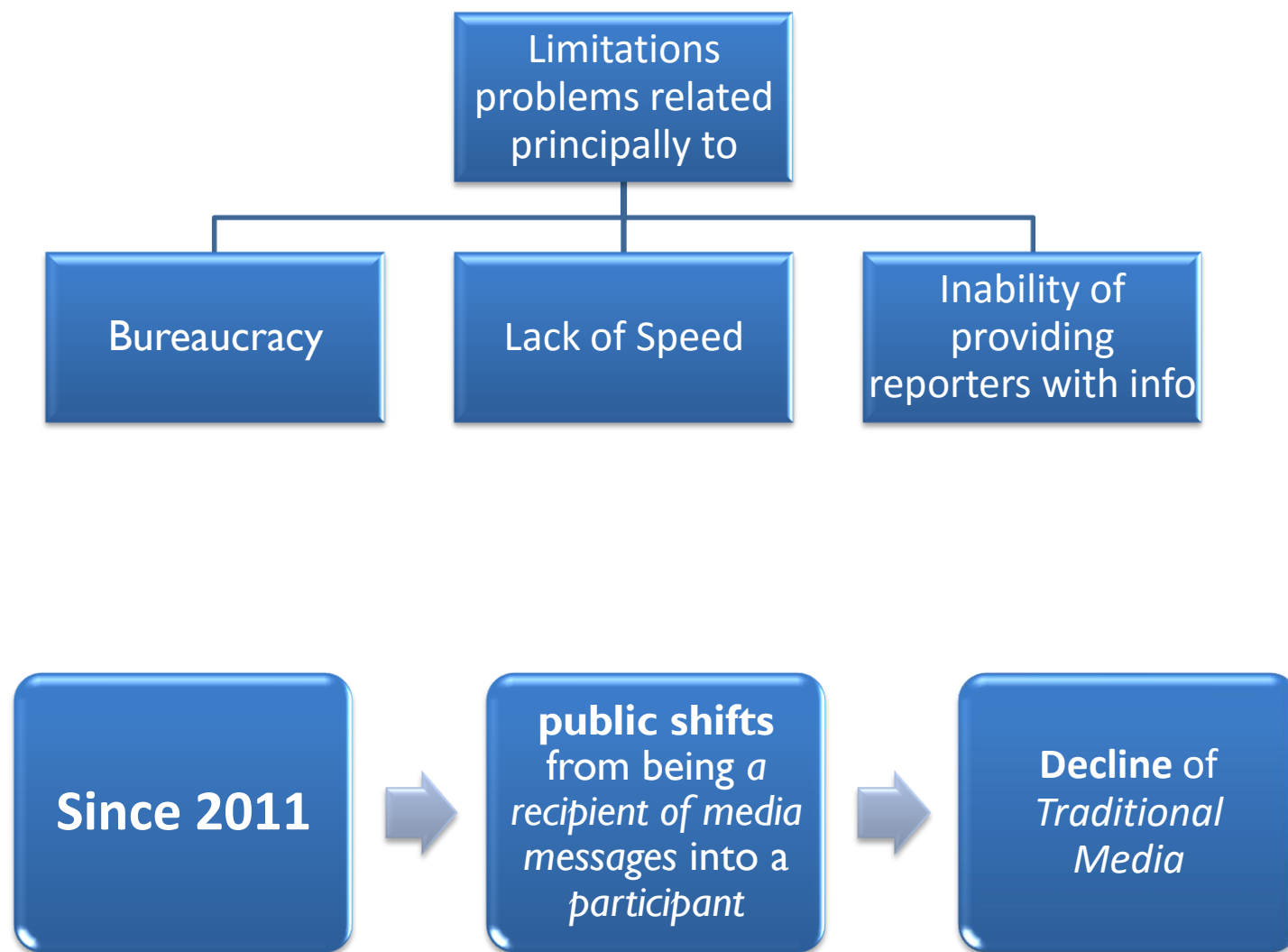
Percent who say source is important for news and information



Base: All respondents

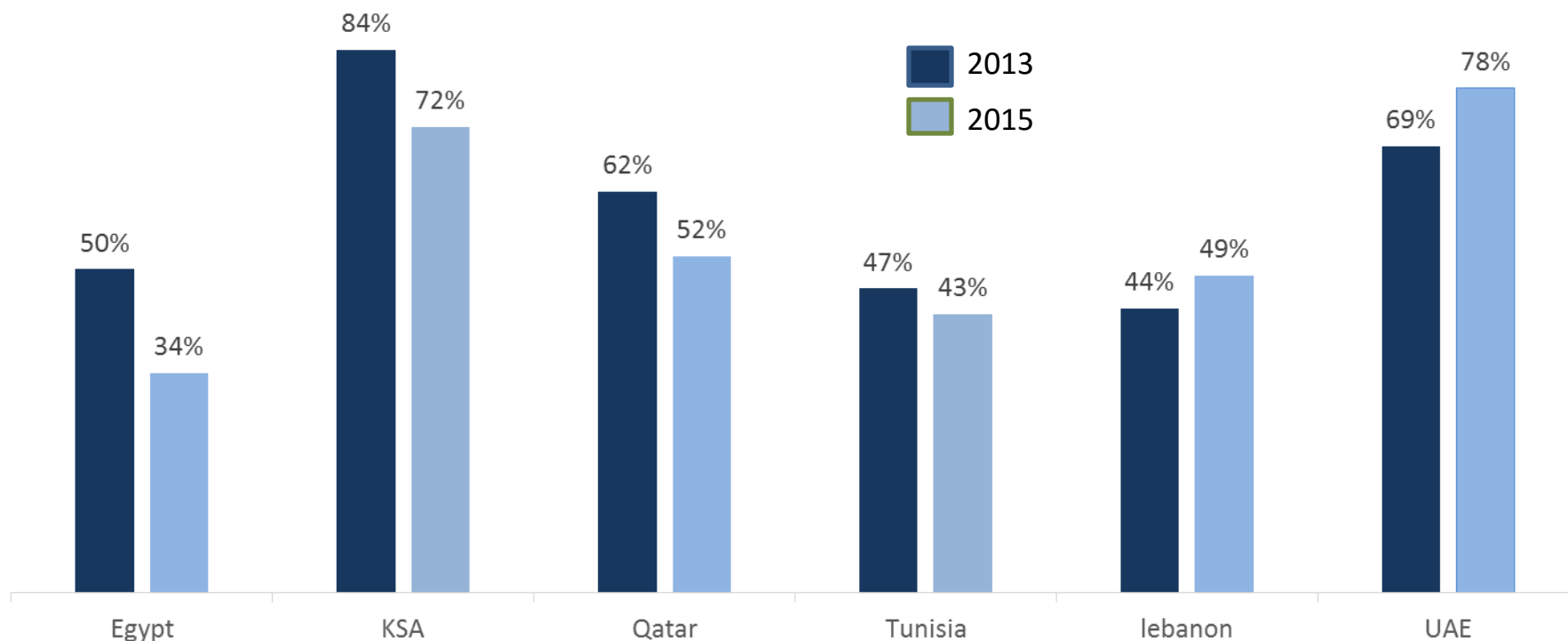
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Arab Media: Outlook 2011-2015 Dubai Press Club & Deloitte



Fewer people in Egypt, Saudi Arabia and Qatar say the quality of news reporting in the Arab World is improving

Percent who agree: “The quality of news reporting in The Arab world has improved over the past two years”



Base: All respondents

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***So what's the relationship
between the media and the
business community??***

There is a *win-win* relation between the business sector and the media.

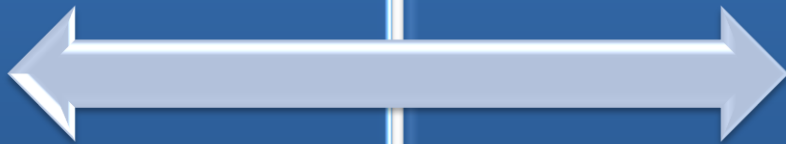
Communication experts
are the main source of
news for media reports.

Representing:
50% for the print
15% for the broadcast

Media is used as a tool
and a gateway to the
general public.

Businesses
promote their
activities
through
advertisement

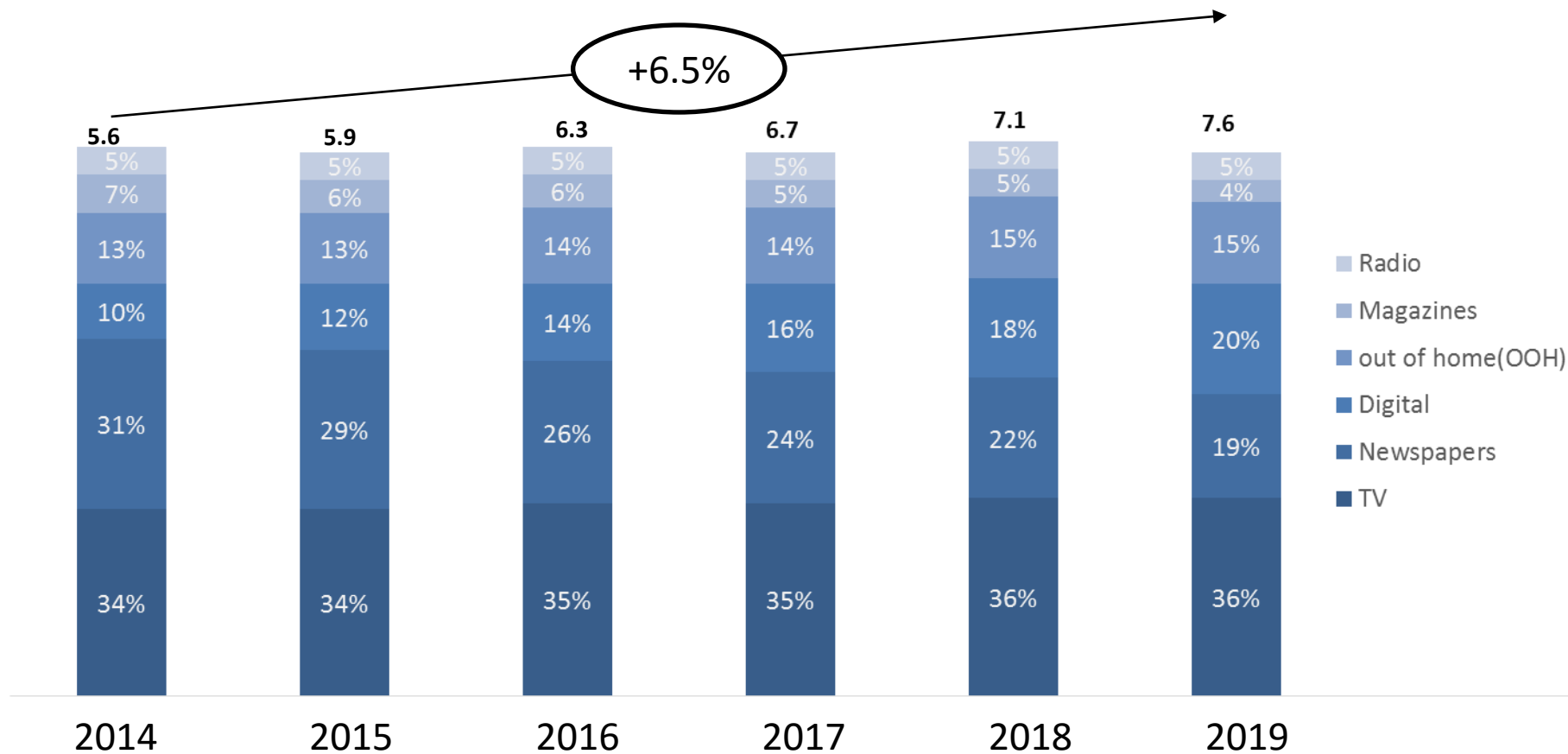
The Media
profits



The Relation Between Media & the Business Community

We all use media to promote our business through its various means; the below graph shows you current and forecasted demand of business sector advertising in Arab world media.

MENA ADVERTISING MARKET (IN US\$ BILLIONS & CAGR %, 2014-2019)



Source: Strategy & analysis and forecasts

Arab Media: Outlook 2011-2015 Dubai Press Club & Deloitte

In any relation there is its positivity



➤The relation between the two sectors may take a positive form, which is the normal pattern, when media announces the economies of the business sector, whereby it contributes in promoting it and achieving profits for both parties.

And its negativity...



The relation between them may be challenging when the media starts to publish ***negative information*** regardless of its **validity** as such:

1. Disseminating false news about economic decisions provoking negative impacts, on the Stock Market Investors.
2. Circulating negative rumors about the activity of corporates without having solid proofs.
3. Attacking prominent economic figures in the context of political conflict which we call “Character Assassination”.
4. Creating boycotting campaigns against organizations with the aim of putting pressure to achieve certain objectives.

Example from Egypt

- In October 2015, An Egyptian girl was physically assaulted in a mall by a strange man; her story went viral and known.
- A well-known TV host interviewed the girl on her show that is aired on one of the prominent private broadcast channels

- The TV host was not convinced by the girl's story so she decided to provoke her and showed personal photos of the victim on the programme without her previous knowledge or consent which was an unethical and unprofessional behavior.

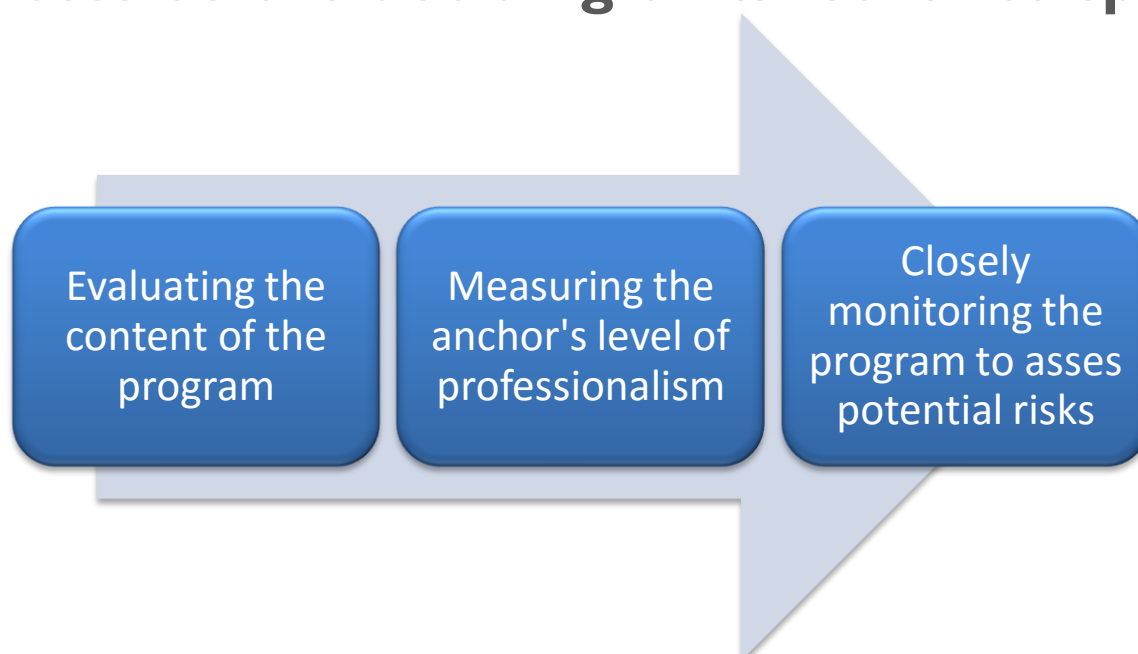
- It became a trending topic on Facebook whereby number of #Hashtags were created
- Many called for a ***boycott of the products/services of the sponsors*** of the program. A Facebook page was created. It started with 6,000 Likes and quickly grew to 20,000 likes.
- The hashtag was spread and started trending across the Arabic-speaking world not only in Egypt.
- A key social media influencer, with 5 million followers, who was named among the "100 most influential people in the world" by Time magazine, had condemned the anchor's actions and played a key role in forcing the sponsors to stop their advertisements.

- On the heels of the public condemnation of the program, major sponsors withdrew their sponsorship of the program and announced that they are not responsible for the content.
- Reactive statements were drafted by all sponsors one after the other and posted on their official pages/accounts.

Hence, what is the role of the business community ..
Is it censorship, control or sponsorship ?

In my opinion all corporates advertising on TV talk shows and various media means need to identify their ultimate objective behind their sponsorship to ensure that this partnership is a *win-win* relation.

The corporates should follow the below screening process before deciding on whether to sponsor or not :



As a communicators we should support the ethical and honest media behavior when we link our brand to any media mean



2 Simon Bolivar Sq, Garden City , 8th floor

Tel: (202)2796 1494 Fax: (202) 27962821

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