



NettResults Public Relations Middle East

October 2010

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Dear Dianne,

Greetings from NettResults, your Middle East public relations partner.

The rush is on for commercial organisations to hit the 2010 sales forecast, and PR is up there as a driver.

It used to be in the world of PR that most said, "PR is great, but don't depend upon it for sales". Seems like most were wrong. Today the PR message is, "Credibility and reputation is everything in today's economic climate, and therefore PR is your driver for sales in 2010 and beyond".

I can teach a monkey to make money in an economic upturn, but making it work when the economy is heading in the other direction takes considerable more talent. So in today's buyer's market its important to ensure your purchase (product or service) comes from a reputable company, that's going to be around in the long term and can deliver quality today. And yes, that is the job of PR to promote.

There is also one stupidly obvious reason why budget has to be found for PR more so today than ever before. No company ever wants to loose a sale and then hear from the purchaser, "Oh... umm... you're still in business? Who knew? We hadn't heard anything from you for so long we just assumed you went out of business like so many others in the past year".

Need credibility and reputation?

How can NettResults help ?

Happy PRing,

Nick Leighton

The real truth about a Middle East recovery...

The world seems to have forgiven Dubai - or at least accepted it for what it is - post the default. There is a gushing piece on the front of the International Herald Tribune

titled 'Dubai rises from the ashes of debt crisis', counting the Emirate's virtues as a centre for international finance, while lauding it for "getting back to basics... rumours of its demise were greatly exaggerated."

At last there is talk of renewed confidence in Dubai amongst the international investment community. The new sovereign bond issue was four times oversubscribed - a far cry from previous bond issues for which the only buyer has been Abu Dhabi - meaning the government will raise in the region of \$1.25bn.

The \$23.5bn restructuring of Dubai World's debts is coming to a conclusion, too. And then there's the recent announcement by the government that over half of its property projects have been scrapped since 2008 - the kind of admission that once might have been very hard to make, now sends out the right message to potential investors.

Of course one of the biggest drivers to the Middle East economy (and recovery there of) is the price of oil. At over \$80 a barrel, regional economic leaders are happy. Better still (for this region) oil may rise to the second-highest annual level on record next year. West Texas Intermediate crude, the US benchmark grade, will average \$85 in 2011, compared with \$77.70 this year, according to the median of 23 analyst forecasts in a Bloomberg News survey, the highest price for any year except for \$99.75 in 2008.

Islamic bonds are poised to advance for a fourth straight quarter and post their longest stretch of gains since 2007. Regional stock exchanges are recovering. Add to that, recent M&A stories, significant sovereign wealth fund activity, not to mention large deals being inked - it is all looking pretty bullish.

Perhaps the big question is still about real estate. The only thing that's clear about the region's property market is that nothing is clear. In the same week that a bank reports prices are down 60 percent in the year, a property consultant reports Q4 figures are positive - and that the year drop may only be 30 percent. No doubt for the right investor there are plenty of bargains.



Country Profile - Oman

The oldest independent state in the Arab world, Oman is one of the more traditional countries in the Gulf region and was, until the 1970s, one of the most isolated.

Occupying the south-east corner of the Arabian peninsula, it has a strategically important position at the mouth of the Gulf.

At one time Oman had its own empire, which at its peak in the 19th century stretched down the east African coast and vied with Portugal and Britain for influence in the Gulf and Indian Ocean.

Oman under Sultan Said bin Taimur, who came to power in 1938, experienced decades



of international isolation, a society run along feudal lines and internal rebellion. After deposing his father in 1970, Sultan Qaboos Bin Said opened up the country, embarked on economic reforms and boosted spending on health, education and welfare.

As with other Gulf nations, oil is the mainstay of the economy, providing a large chunk of GDP, but compared to its neighbours Oman is a modest producer. Agriculture and fishing are important sources of income.

Tourism, another source of revenue, is on the rise. Oman's attractions include a largely-untouched coastline, mountains, deserts and the burgeoning capital Muscat, with its forts, palaces and old walled city.

Most Omanis follow the Ibadi sect of Islam - the only remaining expression of Kharijism, which was created as a result of one of the first schisms within the religion.

The country has so far been spared the militant Islamist violence that has plagued some of its neighbours.

A little about the media we work with in Oman...

The government operates the main broadcasters. The first private radio station launched in 2007.

The use of satellite receivers is permitted, and stations from Saudi Arabia, the UAE and Yemen may be picked up. The BBC broadcasts on FM in Salalah, in the south.

A press act allows the government to censor publications for political or cultural reasons.

There are more than 20 publications, including dailies and weeklies.

There were 1.2 million internet users by June 2010 (Internetworldstats.com). There is extensive filtering of pornography and material concerning politics and Islam.



The press

- Al-Watan - daily
- Oman Daily - Arabic daily
- Oman Observer - English-language
- Times of Oman - English-language
- Muscat Daily - English-language

Television

- Oman TV - state-run

Radio

- Radio Oman - state-run, operates Arabic and English-language networks
- Hala FM - private, Arabic music
- Al-Wisal - private, Arabic music
- Hi FM - private, English-language

News agencies

- Oman News Agency - official, English-language pages

Media in the Middle East...

Russia-focused Arabic language newspaper re-launches in UAE

An Arabic-language newspaper covering Russian affairs has been re-launched in the UAE. RiaNovosti, the Russian news agency that publishes 'Anbaa Mosku', is considering increasing its production schedule from publishing twice a month to a new weekly edition. Printing of Anbaa Mosku stopped shortly after the collapse of the Communist regime in 1991 but resumed in October 2009 to help bridge long-standing ties between Russia and the Arab world.



International Herald Tribune set for Middle East section



The International Herald Tribune (IHT), part of The New York Times, has launched a dedicated Middle East section produced in cooperation with the news agency Reuters. The section, called 'Middle East with Reuters', is to be published on Thursdays and will be printed with the IHT in Kuwait City, Doha, Cairo, Dubai and Istanbul, and distributed in Egypt,

Turkey and across the region.

UAE partially lifts ban on Flickr

The ban on image hosting and video hosting website Flickr in the UAE has been partially lifted by the Telecoms Regulatory Authority (TRA). "A partial block will remain active on some sections that provide improper content that contradicts with the UAE society values and tradition. Flickr was previously blocked by the TRA as it included some images which oppose the values and culture of the society," the regulator said.



Al Jazeera inks broadcast deal with Yahoo



Yahoo and Al Jazeera news satellite channel have signed an agreement to publish the Qatar-based TV channel's broadcasts on the search engine's regional portal. Yahoo is also in talks with the BBC and the Abu Dhabi Media Co to reach similar deals, Hosam el Sökkari, the head of audience for Yahoo Middle East, said. The latest follows an agreement with the Saudi media giant Rotana to publish more exclusive content in a bid to boost online traffic and advertising revenue.

ITN to launch ITV news bureau in Dubai

UK-based Independent Television News is to open a new ITV News bureau in Dubai, its first new overseas operation since the opening of its China bureau in 2006. The move aims to improve ITV's longer-term newsgathering and ability to get teams on the ground for breaking stories in a wide area from Pakistan to Southern Africa, news deputy editor, Jonathan



Munro said.

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