

# LE PLAN FILIÈRE

Plan developed by the Alliance de la Presse  
d'Information Générale (Alliance) and presented  
to the French Government to support  
transformation of the press sector

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distribution committee, Groupe Rossel-La Voix

# What is the Alliance ?

- French Association of General Information Press Editors, launched in September 2018
- Unites associations that represent political and general information newspapers, both national and local
- To be noted : french law recognizes a particular category of press called *Press of Political and General Information* because of its contribution to public debate and democratic issues
  - ✓ Recognition grants access for this press segment to specific subsidies and distribution priority
  - ✓ Specificity validated by the french constitutional court, in the name of pluralism of public debate





# A few newspaper members of the Alliance





# The French Press Sector Plan : 4 strategic axes

- Value editorial investment
- Balance between print and digital advertising
- Adapt and modernize industrial tools (printing, distribution)
- Enhance financial resources of news organizations

# Strategic axis #1 : Value editorial investment

- Implement and negotiate neighboring right law enforcement : publishers' right on digital contents
- Allocate a share of GAFAM new tax revenues to the press of general and political information
- Create a new tax on connected devices and allocate revenues to cultural industries

# Strategic axis #2 : Balance Between Print and Digital Advertising

- Don't allow new advertising capacities for TV and preserve current regulation (e.g.: local TV targeted ads prohibited)
- Restrict advertising in public media
- Favor general and political information press editors for government communication

# Strategic axis #3 : adapt and modernize industrial tools (printing, distribution) <sup>1/2</sup>

- Create an exceptional fund to modernize the french national printing network
- Make non postal channels (home delivery subscriptions) eligible to tax rebate
- Merge all distribution grants and redirect them directly to editors (vs. courier and postal services)
- Encourage synergy between distribution networks (post, courier services)

# Strategic axis #3 : adapt and modernize industrial tools (printing, distribution) <sup>2/2</sup>

- Within the reform of press distribution law (loi Bichet), reinforce distribution regulation of non general and political press (increase choice of vendor towards this press)
- Regulate digital access to general and political press through platforms (transparency, non discrimination, etc.)
- Enhance the number of local press vendors



# **Strategic axis #4 : enhance financial resources of news organizations**

- Apply 0% VAT rate for general and political press (like in the UK)
- Increase budget and improve process for the main industrial and digital subsidy
- Create new financial mechanisms : loans at preferential interest rates, loans with no interest rate, guarantee fund for the press
- End the contribution of press to recycling effort

**12th European Press Distribution Round Table**  
**Berlin,**  
**24th September 2019**

**Alliance**  
de la presse  
d'information  
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# **A few words on the french press distribution system**

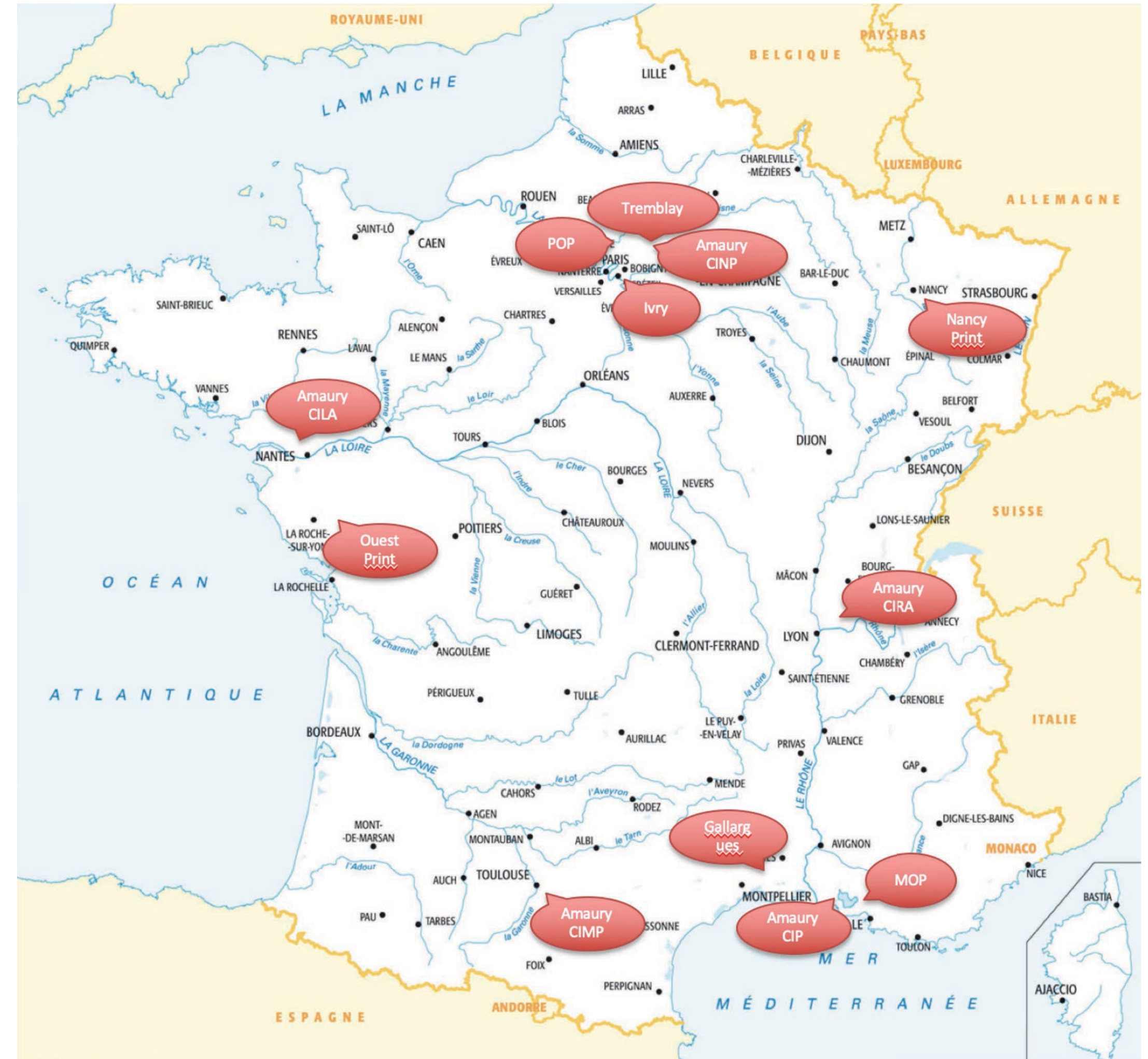
# Governed by the april 2<sup>nd</sup> 1947 “Bichet” law

- Edicted after WW2 to enhance pluralism of opinions and encourage public debate
- A press editor is free to organize distribution of his publications to points of sale on his own but is compelled to join a cooperative whenever he decides to pool distribution with other editors
- A dual system where local press editors own their distribution network on the one hand, and national editors are on the other hand split into two cooperatives : the daily newspaper cooperative and the magazine cooperative



# National daily newspapers

- Distribution operated by dedicated courier service (Presstalis), while magazines are distributed either by Presstalis or by MLP (around 50% each)
- A dozen printing facilities across the country to organize newspaper distribution all over national territory

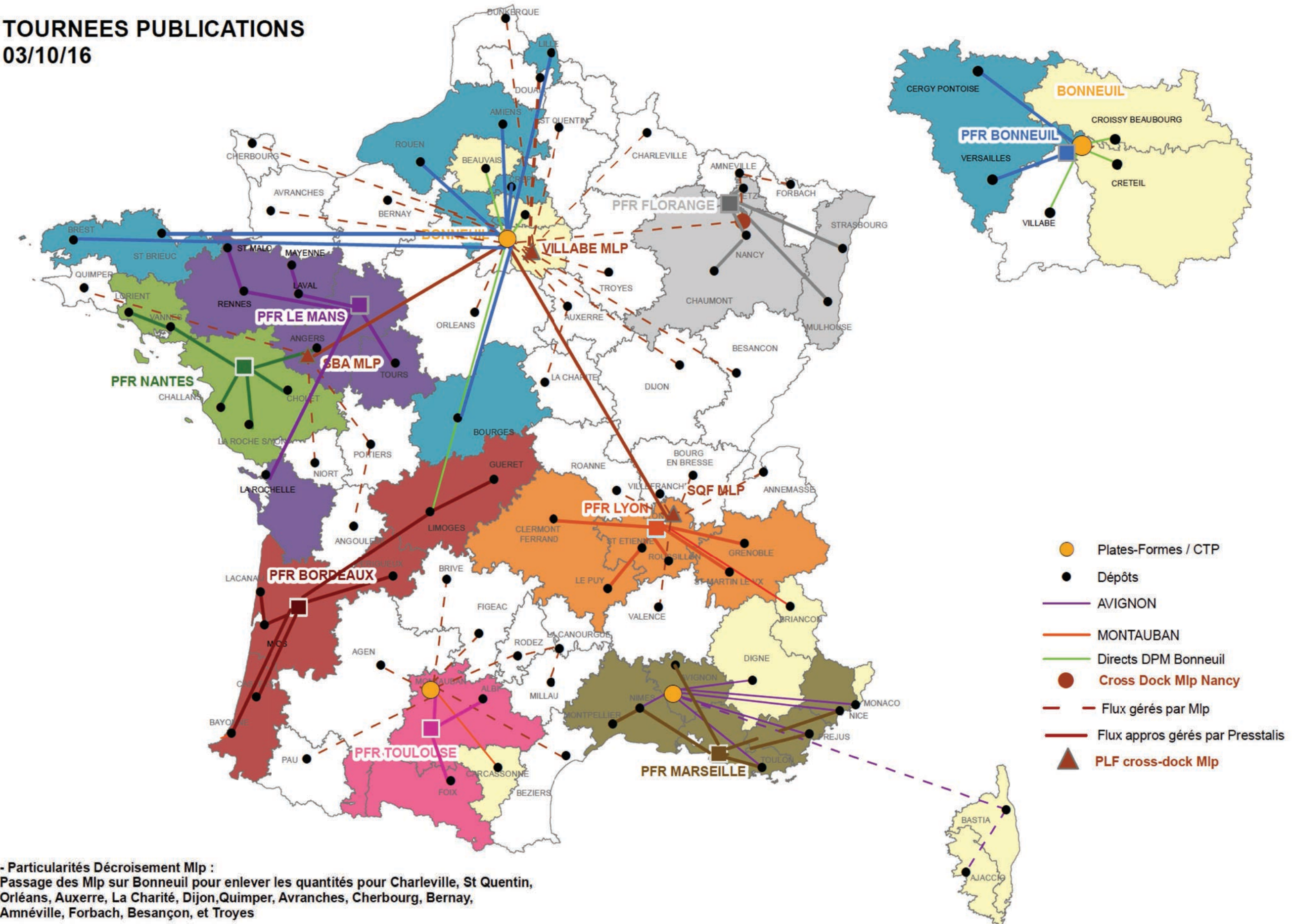




# National daily newspapers

- Presstalis assembles national newspapers in platforms nearby printing sites...
- ... then organizes transportation to 60 local platforms
- ... which supply 23 000 retail outlets

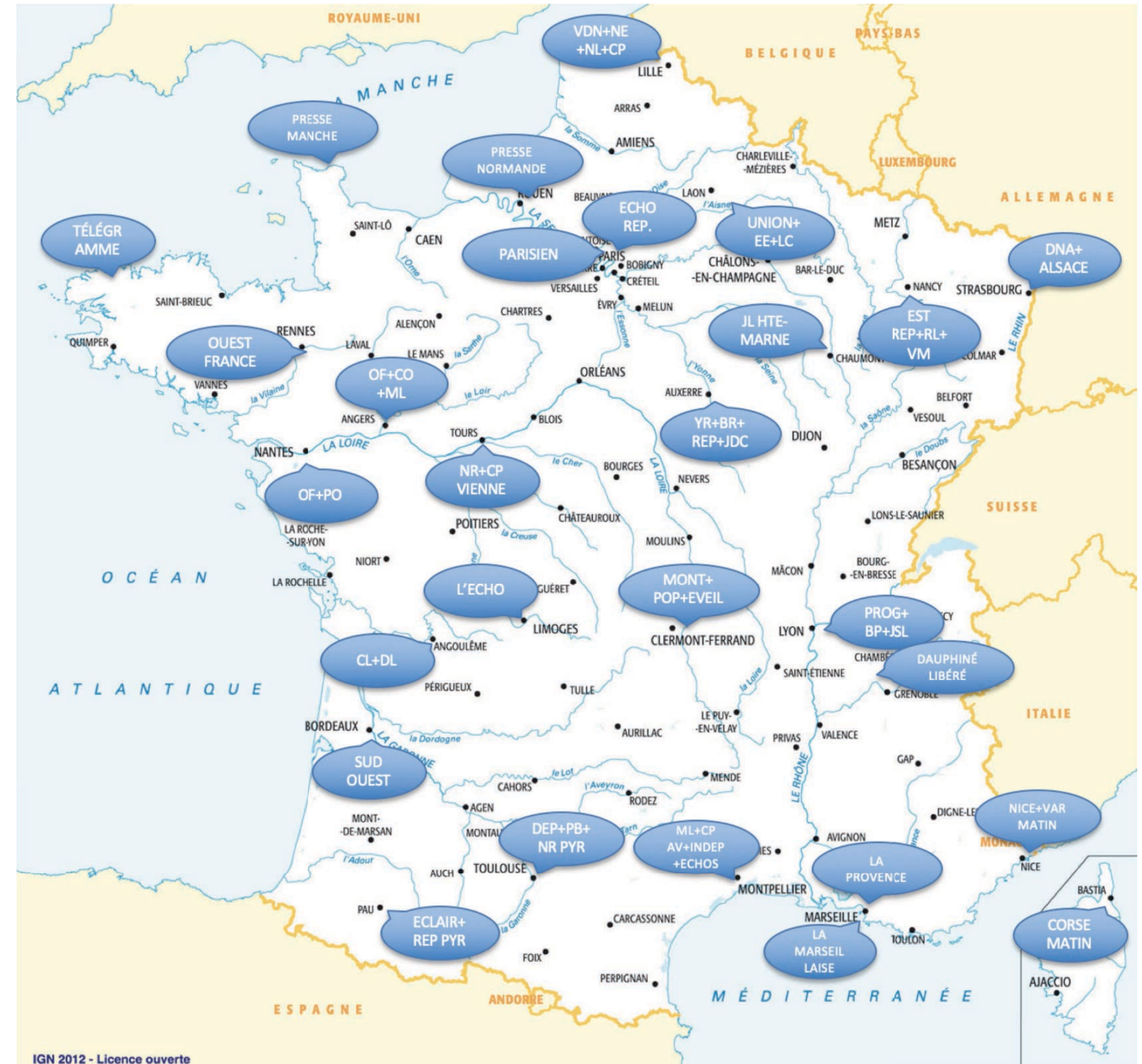
TOURNEES PUBLICATIONS  
03/10/16





# Local daily newspapers

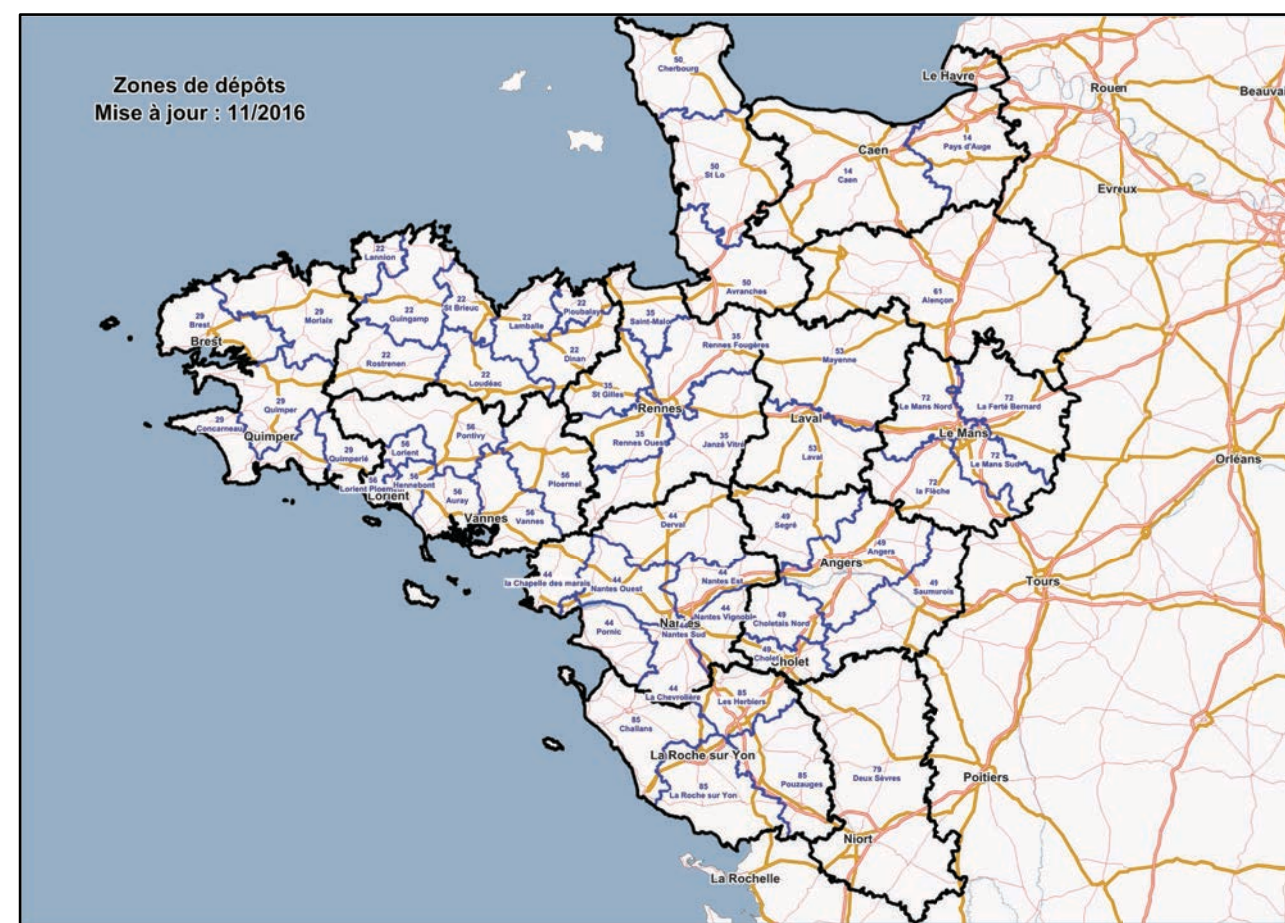
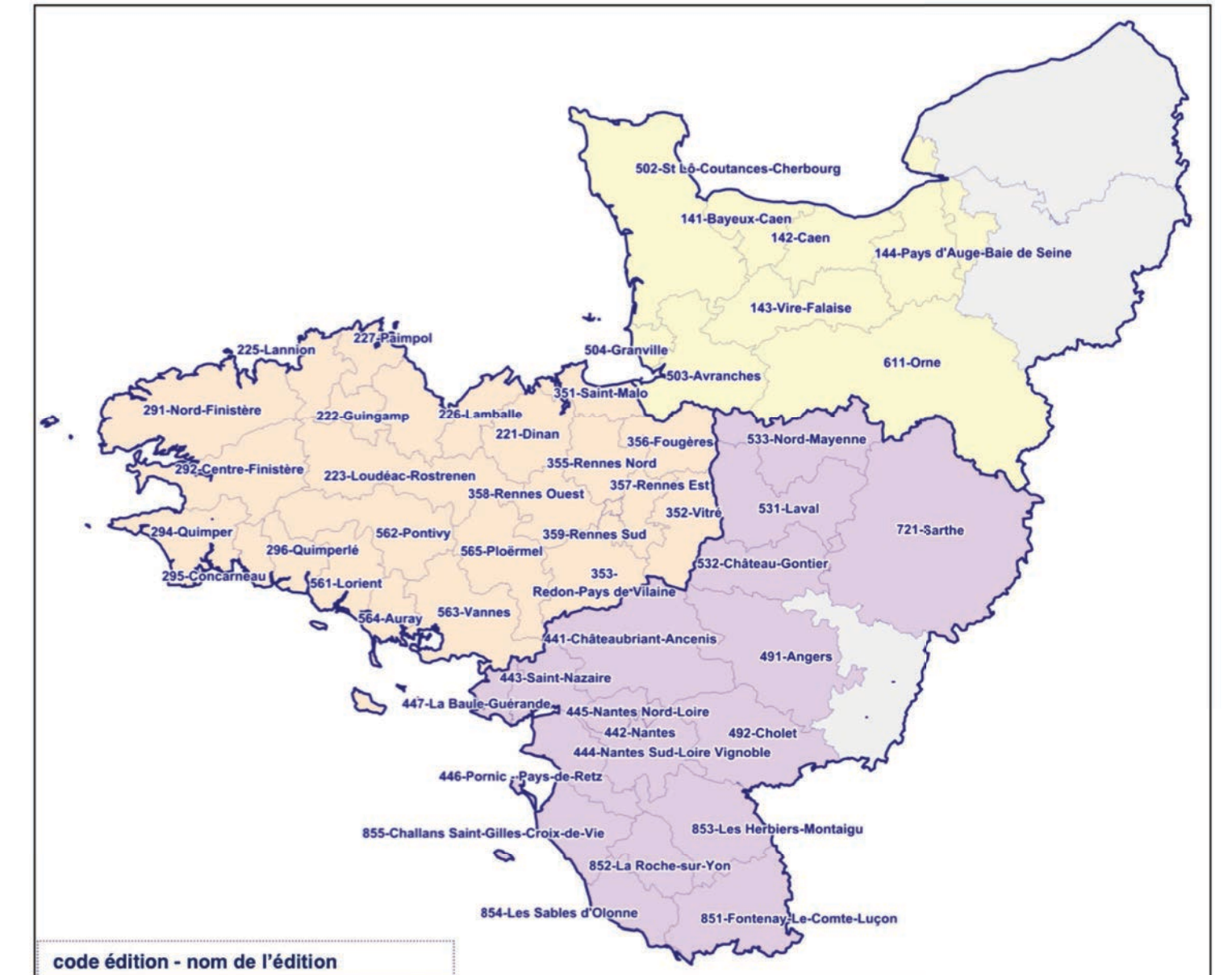
- Around 30 private-owned printing units serving (sub)regional living areas
- All titles of a single local media group may pool their distribution with no obligation to form a cooperative (as they have common shareholding)





# Example :

- A presence in 3 regions, 12 departments
- 52 local editions
- 3 printing facilities (Rennes, Nantes, Angers)
- 50 local agents (logistics hubs) organize point of sale & home (to subscribers) deliveries





# A few thoughts

- “Bichet” distribution law currently being revised at the Parliament in order to loosen distribution regulation and empower retailers
- National newspaper distribution has become an economic nonsense (fixed cost economy vs. declining retail sales volumes)
- Editors are in search for synergetic options (local+national newspapers, partnership with french post or other logistics specialist)

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***Vielen Dank !***