Situation of French Press distribution market

European Press Distribution Round Table

Alliance
de la presse
d'information
générale

September 2023

Alliance Publications

Alliance de la presse d'information générale

REGIONAL TITLES

NATIONAL TITLES

Le Monde · Les Echos · l'Humanité

Le Journal du Dimanche · Libération · Aujourd'hui en France · LA CROIX

LE FIGARO · L'ÉQUIPE · 20 minutes · l'Opinion

ULTRAMARINE TITLES

FA (www.franceantilles.fr) · DÉPÊCHE de TAHITI · Le Quotidien · Le Journal

Alliance 2022 key figures

National & regional dailies

TOTAL CIRCULATION
5,6M COPY / DAY

DIGITAL SUBSCRIPTIONS
1,3M COPY / DAY

DIGITAL CIRCULATION
50,3M VISITS / D

Part of Alliance' publications in the global press market in 2022

PRINT CIRCULATION

DIGITAL CIRCULATION

■ ALLIANCE ■ TOTAL

Source : ACPM – 545 paid-for titles – Average circulation (excluding third party sales)

Alliance 2022 key figures

PRINT SUBSCRIPTIONS	SINGLE COPY SALES	B2B SALES	DIGITAL SUBSCRIPTIONS
2,7M COPY / DAY	**1,3M** COPY / DAY	**0,3M** COPY / DAY	**1,3M** COPY / DAY

Postal deliveries : 26%

0,7M COPY / DAY

Home deliveries 74%

2M COPY / DAY

- DIGITAL SUBSCRIPTIONS
- PRINT SUBSCRIPTIONS
- SINGLE COPY SALES
- THIRD PARTY SALES

Alliance 2 main issues

- ✓ Copy sales continue to decline
- ✓ The decrease in home deliveries is important since 2022

National & local newspaper
2012 to 2022 – Average print circulation

Source : ACPM

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The overview of press distribution

September 2023

PRINTERS
NATIONAL DISTRIBUTORS
LOCAL DISTRIBUTORS
RETAILERS
Magazines
National dailies
Regional dailies
MLP
Messagerie Lyonnaise de Presse
EQUALIZATION
FM
France Messagerie
La Poste
National distribution channel
Local Distributors for National Press
Local Distributors / Regional Press
Regional distribution channel
Additional
Retailers
Kiosk – Supermarkets – Tobacco shops – Specialized shops – Relay
Home deliveries
Postal deliveries

National Market Point of sales repartition

By distribution channel

Number of point of sales evolution 2022 vs 2021

Source : France Messagerie, 2023

National Market **Evolution of points of sales**

Source : CSMP / France Messagerie / Culture Presse

National Market **White areas**

White areas : Part of municipalities without point of sales. In this geographical areas it is more difficult to access to printed publications.

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Action plan for copy sales

September 2023

Alliance 2022 turnover

National dailies

-9,6%

2022 vs 2021

12% of total circulation

Regional dailies

-9,2%

2022 vs 2021

21% of total circulation

Local weeklies

-7,1%

2022 vs 2021

50% of total circulation

2012

- DIGITAL SUBSCRIPTIONS
- POSTAL DELIVERIES
- HOME DELIVERIES
- SINGLE COPY SALES
- DIGITAL THIRD PARTY SALES

2022

- DIGITAL SUBSCRIPTIONS
- POSTAL DELIVERIES
- HOME DELIVERIES
- SINGLE COPY SALES
- DIGITAL THIRD PARTY SALES

5 focus

Communicate more

Add value to the newspaper market and retailers

Preserving the points of sales

Protect the existing distribution network. Identify fragility index and dead zones.

Driving new opportunities

Follow the consumer where he usually buy goods

Be more data driven

Gather national data to better monitor and identify trends

Market intelligence

Monitor shopping behaviour, identify brakes and levers

Communicate more

Action plan

Create and share communication tools to relevant retailers

- ✓ to set up a communication kit to promote the press distribution business
- ✓ to support sellers in their profession
- ✓ to set up trainning

Preserving the points of sales

Action plan

- ✓ to identify white areas with potential such touristy areas
- ✓ To define a retailer fragility index to avoid the churn
- ✓ to draw up a commercial plan and prioritize sales staff in these areas.
- ✓ to launch tests with distributors by the end of the year

Driving new opportunities

Action plan

- ✓ Create a new offer to win new types of distribution channel
- ✓ to identify opportunities to sell press, new place where the customers are.
- ✓ to change the offer : less publication, simple logistics, simple invoicing. ..
- ✓ to launch tests with distributors and regional newspapers to see

Be more data driven

Action Plan

- ✓ Create a global and shared database

Market Intelligence

Action plan

- ✓ Identify the industry needs to put together a research study about shopping behaviour
- ✓ to work about the customer insight

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French Government Efforts

September 2023

To support distribution :

Press Distribution Support:
Funds for the retailers and distributors, to avoid the closing of newsstands to encourage modernization / and to slow down the rise of distribution costs.

For publishers, since 2023 there are 2 new programs to help lower the distribution costs.

Publishers in France can benefit subsidies depending the distribution channel. It is calculated on the number of copies distributed.

- ✓ **Postal subsidies** for copies distributed by postal delivery
- ✓ **Home delivery subsidies** for copies distributed by home delivery

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Thanks for attention

Any questions ?

Stay in touch

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