Printed Newspapers&Magazines Distribution Trends in Italy

2023 DistriPress Annual Congress

Seville, 24th–27th of September

SO.DI.P.

Local Distribution Operators Trend

Current versus previous 20 years

In a 20Y span:

100+ discontinuances

In the last 6Y:

They have <u>halved</u>

Source: internal datas

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Point-of-Sales Trend

Current versus previous 20 years

In a 20Y span:

12k+ discontinuances

In the last 10Y:

1-in-4 closed down

Current Italian PoS typologies

	Large-Scale Retails	Stations Airports	Others	TOTAL
North West	560	12	7.837	**8.409**
North East	508	13	2.930	**3.451**
Central	175	17	4.510	**4.702**
South + Islands	67	25	5.304	**5.396**
ITALY	**1.310**	**67**	**20.581**	**21.958**

Source: internal datas

Newspapers' Sales Trend

Current versus previous 21 years

Source: AgCom

In a 20Y span:

Reduced to $^{1}/_{4}$

In the last 8Y:

They have <u>halved</u>

Source: ADS

Global Newsstand Sales Trend

Estimated – since 2010

In a 10Y span:

Shrinked to half the market size

Since 2020:

Declined by $^{1}/_{5}$

Which magazines' themes seem to perfom better (or worse) in the first half of 2023?

Crosswords +1%

Sudoku&Puzzles +1%

Food&Cooking -18%

Home Forniture -12%

Science -12%

Automotive -9%

Current Affairs -14%

Source: internal datas

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Expected Average Sales

Previous 13 years

Source: internal datas