

presstalis

**Overseas
Territories**

French press

**2010 Key
figures**



French press in overseas territories

At €26 million in 2010, news stand sales in French overseas territories recorded a drop in value of 3.3%.

Sales recovered somewhat in 2010, following the strikes in 2009, which had severely affected distribution in the West Indies. 2010 magazine revenue fell by 3.1% in value and 5% in volume, highlighting the elasticity of local sales prices on these markets.

Sales of dailies continued to decline in both turnover terms (-10%) and in volume (-8.4%), although the market share for this segment is not predominant. The percentage of unsold copies remained under control.

€26.1 million in sales (-3.3%)*

- newspapers €1.2 million (-10%)*
- magazines €24.9 million (-3.1%)*

45,2%
unsold copies

1.3%
of Presstalis
sales in
turnover

Average price
€3.78

6.9 million copies sold (-5.5%)*

- newspapers **641 000** copies (-8.4%)*
- magazines **6.3 million** copies (-5%)*

In 2010, the Guadeloupe and Reunion Island regained their stability. However, Martinique, French Guiana and Saint Martin had a challenging year, with French Guiana suffering from social tensions.

The retail discount system continues to prove effective, delivering significant results at the points of sale involved in the programme (airports, hospitals), both in terms of shelf visibility as well as actual sales.

Distribution and change in turnover by geographical region

Geographical regions	Change*	Market share	Average price
Réunion Island	0,0%	37.0%	€4.00
Guadeloupe	-1.3%	25.3%	€3.70
Martinique	-5.8%	24.9%	€3.63
French Guiana	-12.5%	8.9%	€3.64
Saint-Martin	-7.6%	3.9%	€3.69
Total	-3.3%	100%	€3.78

* versus 2009

Presstalis - direction commerciale export

30, rue Raoul-Wallenberg - 75931 Paris Cedex 19

www.presstalis.fr