

presstalis

The French
press in
overseas
territories

2009
key figures





The French press in overseas territories

In 2009, newsstand sales in the overseas territories dropped in value by 8.4% (12% for dailies).

This strong decline, specifically for the dailies, can be explained by the extensive strikes in Martinique and Guadeloupe, which strongly impacted all economic activity during the first quarter of 2009.

At the height of the strike, all press freighted by air was suspended in Guadeloupe for two weeks. Maritime shipping was halted for two weeks in Martinique and nearly four weeks in Guadeloupe.

Our local distributors did everything in their power to limit the disruptions and resume operations as soon as the industrial actions had finished.

However, the distribution network had difficulty in recovering from the period of instability, to the point where some points of sale remained closed well after the strike ended, mostly due to damaged property.

Yet during the same period, news weeklies showed good results. They were often effectively supported by Promovision poster campaigns as soon as deliveries by air were able to resume.

In general, despite the major disruptions in the Caribbean, publishers and distributors were able to retain control over the level of returns.

The positive performance of French Guyana should be noted, which was due mainly to the development of a new point of sale at the airport.

In this respect, the implementation of a new retail discount system has proven effective, showing considerable results in the relative points of sale, both in terms of shelf visibility as well as actual sales.

Also, approximately 50 retailers in the overseas territories received merchandising certification, allowing them to use this label to add value to their daily task of bringing effective exposure to the press.

Following the events that penalized 2009 so harshly, the outlook for 2010 should be better with a return to growth and the development of sales, that is, if the social climate in these markets does not collapse again.



- **1.1 %** of Presstalis sales
- **27 million** euros in sales (-8.4% *)
 - Dailies: **1.3 million** euros (-12% *)
 - Magazines: **25.7 million** euros (-8.5% *)
- Average price: **3.72 euros**
- **7.3 million** copies sold (-11% *)
 - Dailies: **700,000** copies sold (-14% *)
 - Magazines: **6.6 million** copies sold (-10,6% *)
- **44.1%** unsold copies



Distribution and change in turnover per territory

In %	Department	Change*	Market share	Average Price in Euros
1	Réunion Is.	-6.0%	35.8%	4.01
2	Martinique	-12.0%	25.6%	3.55
3	Guadeloupe	-12.2%	24.8%	3.61
4	French Guiana	7.3%	9.8%	3.56
5	Saint Martin	-13.2%	4.0%	3.61
	Total	-8.4%	100.0%	3.72

*Compared to 2008.