

WAN-IFRA Italia

Bergamo – June 26/27 2013

Distribution Case Studies
Distripres President Tony Jashanmal

TORONTO  **2013**

58th Distripres Congress, October 7–10, 2013

BRINGING THE WORLD OF PRESS DISTRIBUTION TOGETHER

 **DISTRIPRESS**

Hungary

-
- Population 9.9m
 - No of Dailies 30 (national and regional)
 - Relatively new democracy and free press distribution since 1990
 - Domestic circulation decline since 2008 of 15.4% but 9.4% decline in the past 12 months
 - Growing magazine sectors are food, health, creative and handicrafts
 - Foreign press market hit hard by decreasing number of (largely German) tourists and by new reading channels
 - Foreign press sales of newspapers down 39% since 2009 and consumer magazines by 27%
 - The declines across the reading market are accelerating
 - Sources - Matesz/WPT/Hungaropress

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 **DISTRIPRESS**

Czech Republic

- Population 10.5m
- Dailies 85 (including national and regional titles)
- Relatively new democracy and the country has had free press distribution since 1990
- Domestic circulation decline of 16% since 2008 but 6.7% between 2011 and 2012
- Foreign press distribution falling fast with newspapers down 65% in three years and Magazines down 41% over the same period (2009-12)
- Sources ABC CR, CZ Press and WPT

France

- Population 65.4m
- Dailies 95 (national and regional) have declined 7.8% since 2008 and 3.7% since 2011.
- National newspapers alone have declined by over 10% since 2011
- Total Magazine sector has declined by 7.6% over the same period
- The big and growing magazine sectors are news, television and women's interests and between them these three categories account for 75% of total circulation.
- The other growth area in 2013 is for Ludique magazines (Puzzles and crosswords)
- Source SPQR/WPT/Presstalis

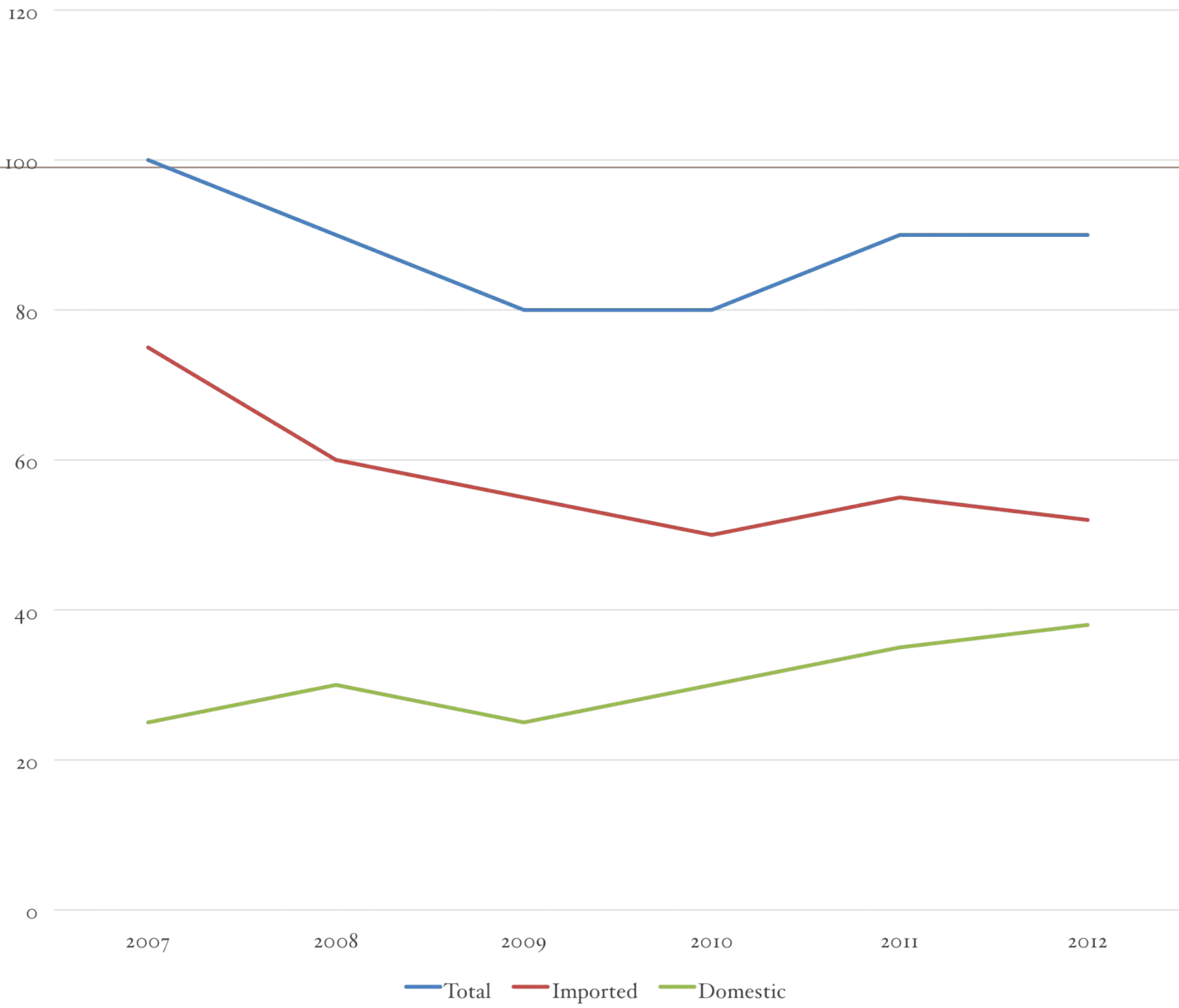
Germany











- Population 81.7m
- Dailies 358 (national and regional)
- Domestic circulation decline for German dailies is 10.2% since 2008 and 2.7% since 2011
- International newspapers down 20% in volume since 2008
- International magazines down 7.3% in volume since 2008.
- Source ZMG/WPT/DPV

UAE Print Media Trends 2013

Presented by Tony Jashanmal

Overall Sales



Category	Trend
News & Current Affairs	
Women's Interest & Celebrity	
Fashion	
Automotive	
Technology	
Men's Interest	
Puzzles & Games	
Special Interest	
Travel	
Independent/Niche	

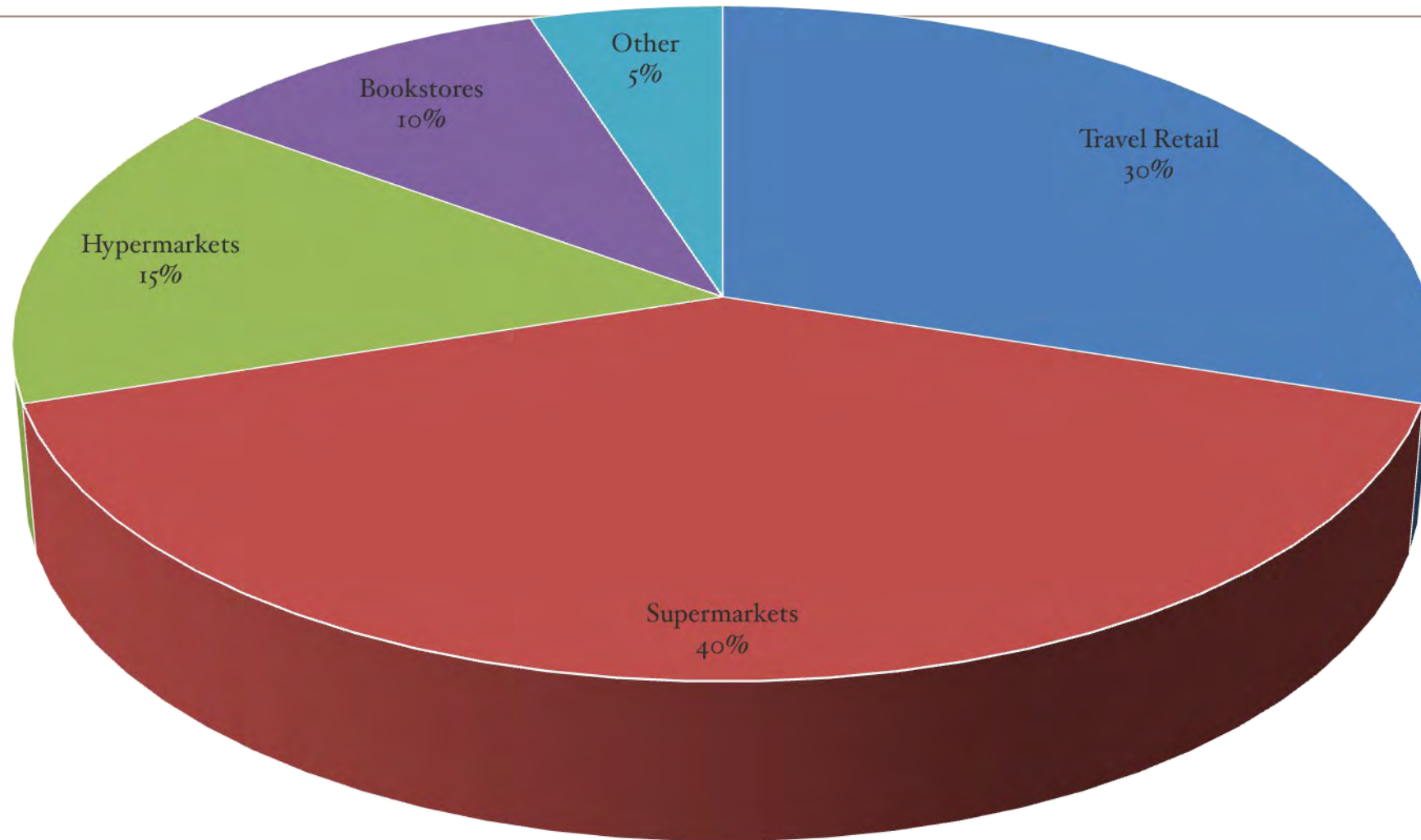




Condé Nast
Traveller



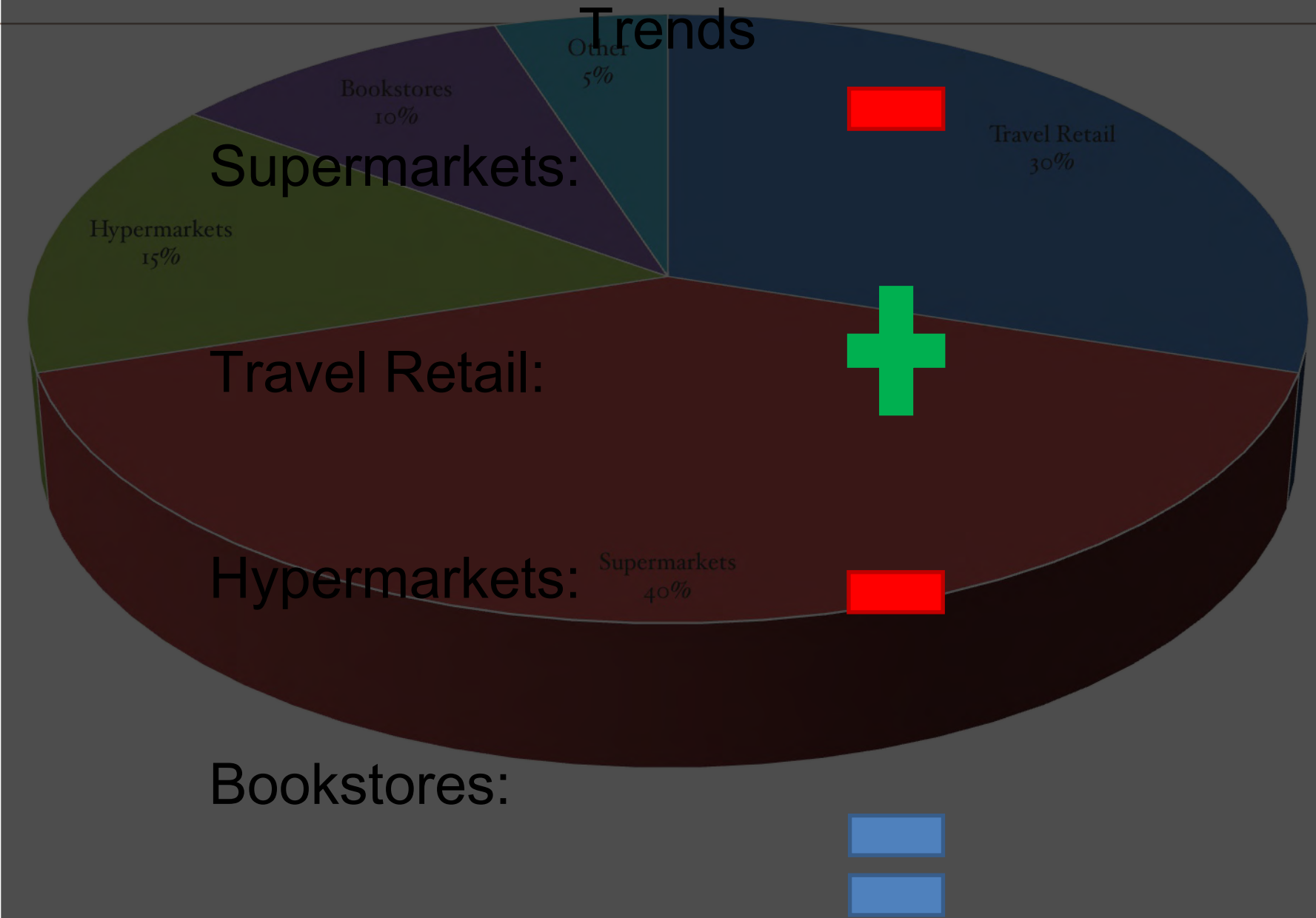
Channel Market Share



■ Travel Retail ■ Supermarkets ■ Hypermarkets ■ Bookstores ■ Other



Channel Market Share



Supermarkets:

Travel Retail:

Hypermarkets:

Bookstores:

- Travel Retail
- Supermarkets
- Hypermarkets
- Bookstores
- Other



Summary

- Increasing costs related to imports is having a negative impact on circulation sales.
- This is compounded by a reduction in available retail space for international press in hypermarkets.
- However, growth in passenger numbers is bolstering sales in travel retail.
- New (licensed) titles continue to be launched domestically into a reasonably strong regional advertising market.

Distripres

- Annual meeting place for global Circulation and Distribution executives
- In our 58th year – founded in 1955
- This year's congress is in Toronto October 7-10th
- Forum day Monday October 7th with roundtables on press retailing and consolidation in the supply chain.
- 2014 Cannes and our 60th birthday in Brussels 2015
- Knowledge exchange, business meetings and social programme
- Please check www.distripres.net for details