



Paper Presented at 20th Business meeting

IFLA Newspapers Section

Shanghai Library

China 2004

Daily press in France in 2004

A brief introduction

by Isabelle Rollet

head of the Newspaper section

at the French national library (Bibliothèque
nationale de France, Paris)

Shanghai, IFLA seminar, march 2004

Top ten – titles and circulation (1)

- 1 – R – Ouest-France (1944) – 765,000
- 2 – R – Le Parisien (1944) – 507,000
- 3 – N – Le Monde (1944) – 361,000
- 4 – N – Le Figaro (1854) – 345,000
- 5 – N (*sports*) – L'Equipe (1946) – 321,000

R = regional N = national

Top ten – titles and circulation (2)

- 6 – R – Sud-Ouest (1944) – 320,000
- 7 – R – La Voix du Nord (1941) – 307,000
- 8 – R – Le Progrès (1859) – 254,000
- 9 – R – Le Dauphiné libéré (1945) – 252,000
- 10 – R – La Nouvelle République du Centre-Ouest (1944) – 238,000

R = regional N = national

Followers – titles and circulation (3)

- 19 – N – Libération (1973) – 156,000
- 23 – N (*financial*) – Les Echos (1908) – 117,000
- 26 – N – La Croix (1883) – 91,000
- 29 – N (*financial*) – La Tribune (1967) – 80,000

R = regional *N = national*

Followers – titles and circulation (4)

- 31 – N – France-Soir (1944) – 77,000
- 41 – N – L’Humanité (1904) – 46,000
- 53 – N – International Herald Tribune (1887) – 26,000
- ? – N – Present (1982) - ?

R = regional N = national

Chinese newspapers

2 dailies are edited in Paris:

- Renmin Ribao - *Haiwai ban* (1985?) - ?
- Ouzhou Ribao = Europe journal (1982) - 20,000

Cumulative circulation

2,514,000,000 copies a year (down)

- ageing of the readership
- increase of the cover prices
- closing of selling places
- free papers
- new media (internet publishing)

Revenues

3,560 million euros (down)

- Sales revenues
50,4%
- Advertising revenues
49,6%
- *Single copy*
38,6%
- *Display advertising*
31,7%
- *Deliveries*
11,8%
- *Classified advertising*
17,9%

Type of newspaper sales

- National press
- *Single copy* 77 %
- *Home & Postal delivery* 23 %
- Regional press
- *Single copy* 48 %
- *Home delivery* 38%
- *Postal delivery* 14%

Retail outlets

- 33,000 sales spots
 - 30,000 bookshops (« maison de la presse »)
 - 2,800 corners in general stores
 - 720 booths
 - 310 booths in Paris

Companies & employment

30,000 workers

- 105 companies of more than 20 workers
- among them, 21 companies of more than 500 workers (70% CA)
- average size = 270 workers
 - Ouest-France : 1,950 workers
 - Sud-Ouest : 1,150 workers
 - Le Monde : 750 workers

French newspapers on the web (1)

- Europresse

www.europresse.com

⇒ AFP [French news agency] - 9 national newspapers, several regional newspapers and weeklies

and French Canadian newspapers

French newspapers on the web (2)

- Portail de la presse

www.portail-presse.com

⇒ 18 national, 59 regional dailies - 240 regional weeklies & round 11,000 French current magazines

many links towards professional associations & newspaper websites, especially

www.spqr.fr/lu.asp

www.afp.fr/francais/links/?pid=links

Audit & statistics

- Circulation is audited by

Diffusion contrôle OJD

www.ojd.com

- Statistics are published by

Direction du développement des médias

www.ddm.gouv.fr