Turnover/output of publishing in France

28th Voorburg Group

Tokyo, Japan

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head of PPI division
Structure of the presentation

- Classification
- Market size characteristics
- Measure of turnover
  - Pricing unit of measure
  - Price determining characteristics
  - NA and prices for NA
  - Current aggregation trees
  - Pricing methods
  - Quality adjustment
  - Dissemination
Classification: the change since previous ISIC, between goods and services

Printing and publishing are now dissociated:

<table>
<thead>
<tr>
<th>ISIC Rev 3</th>
<th>ISIC Rev 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>publishing &quot;22&quot;</td>
<td>publishing &quot;581&quot;</td>
</tr>
<tr>
<td>printing &quot;22&quot;</td>
<td>printing &quot;18&quot;</td>
</tr>
<tr>
<td>Database activities and online distribution of electronic content ISIC &quot;7740&quot;</td>
<td>publishing &quot;581&quot;</td>
</tr>
</tbody>
</table>

The paradox is that industry produces service and service produces goods:

Problems for collecting prices in activity 18, export and import prices of books or of printing services
Classification: link with advertising

In old, old days, French NA identified a transfer from activity publishing to product advertising (similarly for broadcasting). In any case, this link introduces an heterogeneity in publishing products:
Market characteristics for books

- From 1981 (Lang act), the price of a book is unique.
- Bookshops sells 30% of books
- Retailers are obliged to buy the books, but the publishers are obliged to buy back the unsold books (24% of books)
- The number of books sold has reached a summit in 2007)
- The number of new titles increases, the average sales decrease
Market characteristics for press

- More and more on-line contents, but how to earn money?
- Advertising revenues decreases
- The end of classified ads because of the web
- Sharp decline of copy sales at retail trade (especially at kiosks)

![Press Turnover Graph]

- classified
- advertising
- subscriptions
- copy sales

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The system of press delivery

1. Post (1)
   - Home delivery (250)
   - Courrier companies (2)
     - Central Press Depositories (150)
       - Press retailers (30,000)

2. Consumers
3. Consumers
4. Consumers
# Market size

## 58.1 Publishing services of books, periodicals and other publishing services

<table>
<thead>
<tr>
<th>employment band</th>
<th>% companies</th>
<th>% salaries</th>
<th>% turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-9</td>
<td>92%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>10-19'</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>20-249'</td>
<td>4%</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>250+</td>
<td>1%</td>
<td>43%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>9 318</strong></td>
<td><strong>67 969</strong></td>
<td><strong>17 701</strong></td>
</tr>
</tbody>
</table>
Three industries nearly equivalent in size

### 58.11: books

<table>
<thead>
<tr>
<th>“NAF7”</th>
<th>turnover (k€)</th>
<th>%</th>
<th>service definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>5811Z10</td>
<td>4 575 547</td>
<td>96</td>
<td>Publishing of all types of books, printed or on any other physical media (disk, tape ...)</td>
</tr>
<tr>
<td>5811Z20</td>
<td>57 973</td>
<td>1</td>
<td>Book publishing online</td>
</tr>
<tr>
<td>5811Z30</td>
<td>25 012</td>
<td>1</td>
<td>Advertising space in books (printed or electronic)</td>
</tr>
<tr>
<td>5811Z40</td>
<td>21 284</td>
<td>0</td>
<td>Publishing of books on a fee or contract basis</td>
</tr>
<tr>
<td>5811Z50</td>
<td>89 592</td>
<td>2</td>
<td>Licensing services for books</td>
</tr>
<tr>
<td>5811</td>
<td>4 769 407</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

### 58.13: newspapers

<table>
<thead>
<tr>
<th>“NAF7”</th>
<th>turnover (k€)</th>
<th>%</th>
<th>service definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>5813Z00</td>
<td>401</td>
<td>0</td>
<td>Publishing of newspapers</td>
</tr>
<tr>
<td>5813Z10</td>
<td>2 883 970</td>
<td>61</td>
<td>Publishing of printed newspapers</td>
</tr>
<tr>
<td>5813Z20</td>
<td>161 023</td>
<td>3</td>
<td>Publishing of newspapers online</td>
</tr>
<tr>
<td>5813Z30</td>
<td>1 668 904</td>
<td>35</td>
<td>Advertising space in newspapers (printed or electronic)</td>
</tr>
<tr>
<td>5813</td>
<td>4 714 297</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

### 58.14: periodicals

<table>
<thead>
<tr>
<th>“NAF7”</th>
<th>turnover (k€)</th>
<th>%</th>
<th>service definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>5814Z00</td>
<td>164 451</td>
<td>3</td>
<td>Publishing of journals and periodicals</td>
</tr>
<tr>
<td>5814Z10</td>
<td>3 940 326</td>
<td>64</td>
<td>Publishing of printed journals and periodicals</td>
</tr>
<tr>
<td>5814Z20</td>
<td>275 835</td>
<td>5</td>
<td>Publishing of journals and periodicals online.</td>
</tr>
<tr>
<td>5814Z30</td>
<td>1 678 426</td>
<td>27</td>
<td>Advertising space in journals and periodicals (printed or electronic)</td>
</tr>
<tr>
<td>5814Z40</td>
<td>55 217</td>
<td>1</td>
<td>Licensing services for journals and periodicals</td>
</tr>
<tr>
<td>5814</td>
<td>6 114 254</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Structure of turnover for books

- Digital books, e-books: very marginal in France (1% of books)
- Literature first (in turnover)
  - Literature: 24%
  - Practical and art books: 17%
  - School books: 14%
  - Youth books: 13%
  - Comics, manga: 9%
  - Scientific, tech, medicine: 9%
  - Dictionaries: 3%

- 50 editors = 80% of turnover
- 100 books = 40% of sold books
- 7 publishing groups = 90% of turnover
Turnover/output of publishing in France

Thank you for your attention

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