

## THE STORY OF THE YEAR

Several tier-1 outlets such as Le Parisien, Télégramme, So Press ou Midi Libre are now using partial unemployment. The regional newspaper Paris-Normandie and Presstalis, who distribute many national newspapers and magazines in France since 1947, have declared bankruptcy. According to experts, other outlets should soon follow, most likely free newspapers who depend on advertising.

**Between 22nd of January and 22nd of March, Covid-19 made the headlines 75% of the time.**

Cancellation of in-house events and delay of international events such as the Olympics and the European Football Championship will also have a big impact on their audience and revenue for the year.

Franck Riester, French minister of Culture has announced a massive plan to help printed media.

According to a survey from Kantar

38% get news more than 5 times a day

67% follow news more than usual

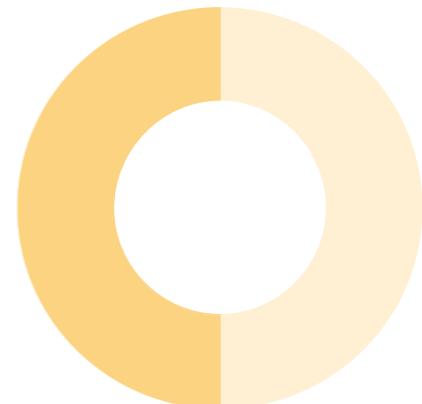
76% worry about fake news

Explosion of digital and television audiences compared to print during the period from March 9<sup>th</sup> to 15<sup>th</sup>.

**Media do not benefit from this situation.**

Since advertisers must decrease their budget to brace the economic fallout.

**Many French media organizations estimate a decline of 70-80% of their revenue in April.**



50% increased use of news websites in France.

# IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

## Take Note

Journalists' work is now **very difficult** because they cannot travel. As a result, they have an **increased dependency** on us to gather information.

Journalists will have now **less time** to conduct interviews or to choose topics.

## WHAT CAN BE DONE

Most journalists have more work but less time, there is a real need for content like **Thought Leadership** articles and **by-lined** articles.

Whenever possible **positive initiatives** or **stories** should be put forward.

Important to **meet demand without appearing opportunistic**: leverage trending topics when possible and relevant.

#COVID19  
#ONAPPLAUDIT  
#FRANCECORONAVIRUS  
#CORONAVIRUSENFANCE  
#CORONAVIRUS  
#JERESTEALAMAISSON