

Quotations and Articles from Didier Guérin

French competition watchdog closely monitoring news media code Interview By Miranda Ward THE AUSTRALIAN FINANCIAL REVIEW, February 1, 2021

It's a bad deal!: Google's offer to pay French publishers revealed Interview By Zoe Samios THE SYDNEY MORNING HERALD and THE AGE, January 29, 2021

Google, Facebook profits won't be wiped out by publishers' payments: ACCC Interview By Zoe Samios THE SYDNEY MORNING HERALD, August 9, 2020

Don't panic when the market goes down or get excited when it goes up Interview by Julia Newbould MONEY magazine, May 2020

Magazine guru reveals secrets of publishing in autobiography Interview by James Manning MEDIAWEEK, February 2020

La croissance économique avant le climat By Didier Guérin ENTREPRENDRE A L'INTERNATIONAL, février-mars 2020

The Last Word By Didier Guérin THE WORLD, January 2020

Le "Lucky Country" frôle le haut de son cycle de croissance By Didier Guérin and Antoine Chery ENTREPRENDRE A L'INTERNATIONAL, février-mars 2019

Didier Guérin speaks about media innovation in China at the Guangzhou International Conference CAIJING magazine, November 3, 2018

L'Australie continue de surfer sur la vague By Didier Guérin and Christophe Bories ENTREPRENDRE A L'INTERNATIONAL, février-mars 2018

L'Australie peine à réformer son économie By Didier Guérin and Christophe Bories ENTREPRENDRE A L'INTERNATIONAL, février-mars 2017

Overview of magazine trends in China By Didier Guérin FIPP WORLD MAGAZINE TRENDS 2014-2015, January 2015

Overview of magazine trends in Hong Kong By Didier Guérin FIPP WORLD MAGAZINE TRENDS 2014-2015, January 2015

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Reign of a magazine legend is ending with a Si By Keith J. Kelly NEW YORK POST, 21 December 2013

A practical approach to Directors' cultural challenges in Asia - Part 2 By Didier Guérin INT DIRECTOR, a publication of the Australian Institute of Company Directors, (Southern Hemisphere) Autumn 2013

A practical approach to Directors' cultural challenges in Asia - Part 1 By Didier Guérin INT DIRECTOR, a publication of the Australian Institute of Company Directors, (Southern Hemisphere) Summer 2013

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Super temps required for Asian publications By Sally Jackson THE AUSTRALIAN: 16 July 2012

Hearst Adds Elle, but New Global Footprint May Mean More in Long Run By Nat Ives ADVERTISING AGE: 7 February 2011

Buying Elle would help Hearst but create tensions too By Nat Ives ADVERTISING AGE: 3 January 2011

Overview of magazine trends in China

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MEDIA 2

Welcome is wearing thin for China's high-end rag mags

LIVE ISSUE

These should be the best of times for China's fashion magazines.

Barely a week passes without some mention of how the mainland is now Ground Zero for the world's luxury brand marketers, eager to capitalise on the surging affluence of China's elite consumers.

Foreign titles, unsurprisingly, have arrived in droves; from Elle's launch in 1988, the country now plays host to the likes of Vogue, Harper's Bazaar, Esquire and Cosmopolitan, along with local titles such as Rayli and iLook.

This year is expected to see roll-

outs by InStyle and Grazia. Published ratecard prices are healthy, with ROP rates that might make the most aggressive marketer blush. So why, then, are industry observers wondering whether the bubble is about to burst? Blame it, perhaps first, on a certain level of ennui with titles that claim exorbitant circulations, and rarely appear to offer anything different from their nearest rivals.

"There will be a shakeout," says outgoing MindShare Shanghai brand team leader Cameron Romeril. "The rates are pretty good on a CPM basis, but they are a fraction of what they would cost in other markets. And they are certainly not making handsome prof-

its off the sale price." Huang Hung, CEO at CIMG - which publishes iLook - disputes the assertion that the foreign-owned titles are not making a lot of money. But she agrees that readership levels are shrinking.

"They are all the same - lots of ads, lots of advertorial and bad content," says Huang. "Chinese readers are not stupid. The bubble will burst very soon. Clients are getting more and more unhappy about the lack of audited circulation figures."

As Qing Shen, who is heading up the FT's upcoming Chinese-language wealth lifestyle title, explains, there are two things you should never ask about in China: "A woman's age, and a magazine's

circulation figures." But even leaving the figures aside, surely the growth in income levels bodes well for upscale titles?

"Overall, the market is still growing in China, although slowing slightly," explains Carat China communication planning director Seth Grossman. "What is clear is that competition is increasing and with that, the strong will get stronger and the weak get weaker or even fade away."

For upmarket players, this means honing product quality and thinking beyond the usual first-tier demographic that, it appears, every title is targeting. "Particularly as luxury brands expand into second- and third-tier cities, they realise

that fashion magazines have next to zero penetration in these cities," says Huang. "Already they are turning to television and internet as an alternative platform."

This would explain why Cosmopolitan has just finished shooting a movie about fashion and why Vogue is planning to launch a TV programme. "As the market grows, segmentation becomes more complex," explains Didier Guerin, president and CEO of consultancy Media Convergence.

"We need to understand the Chinese consumer better and magazine publishers are not investing enough research in China."

By Arun Sudhaman

Image 1 of 2 (play slideshow)

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