

## Attica publishing II



<b>Reference</b>	EGF/2018/003 EL Attica publishing
<b>Member State</b>	Greece
<b>Submitted to European Commission</b>	22 May 2018
<b>Total budget planned (€)</b>	3 847 500
<b>EGF contribution (€)</b>	2 308 500
<b>Intervention criterion</b>	Article 4.1.(b) Regulation (EC) No 1309/2013
<b>Period of reference</b>	29 May 2017 – 28 February 2018
<b>Redundancies during period of reference</b>	550
<b>Active employment measures</b>	To be provided for all redundant workers and include: <ul style="list-style-type: none"> <li>– Occupational guidance, job-search assistance and promotion of entrepreneurship</li> <li>– Training, retraining and vocational training</li> <li>– Contribution to business start-up</li> <li>– Mobility and job-search allowances, and</li> <li>– Hiring incentives.</li> </ul>

### BACKGROUND

- Over the period 2011-2017, daily and periodical press sales plummeted in Greece. Newspapers sales fell from 144 million copies in 2011 to 57 million in 2017 and magazines sales fell from 60 million copies to 23 million. The steady decline is consequence of the economic and financial crisis whose effects still affect the Greek economy (reduced household income, high unemployment, etc) coupled with the rapid digital evolution, which is transforming the publishing sector.
- Publishing companies met serious problems in terms of viability, as their turnover and performance worsened during the crisis period.
- The great cut back in advertising expenditure of big advertisers, such car producers and banks, and the decline in daily and periodical press sales; both triggered by the economic downturn gave rise to the redundancies. The decline in sales is also related to readers audiences' shift from printed press to electronic press due to easy accessibility to the contents, its immediacy and the fact that the digital version of newspapers is mainly free.
- All the redundancies occurred in Attica. The expected impact in the territory is linked to the difficulties of redeployment due to the scarcity of jobs and the great number of job-seekers, in particular long-term. Attica accounts for 34.7 % of total Greek unemployment and for 36 % of long term unemployment. In addition, in this region long-term job-seekers are 57.4 % of the total job-seekers (two percentage points higher than the national average).