World Consumption Report on Directory & Mailing List Publisher Lines

Description: The World Consumption Report on Directory & Mailing List Publisher Lines. Consumption/Products/Services by country. 6/10-Digit NAICS Product Codes. 3 Time series: 1997 to Current year and Forecasts Current year to 2020 & 2021-2028. Relative Consumption, Local Consumption, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data. The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for own reports, spreadsheet calculations & modeling. 27 Products covered, 2157 pages, 9716 spreadsheets, 9779 database tables, 534 illustrations. Updated monthly.

This World Consumption Report on Directory & Mailing List Publisher Lines provides data on the net consumption of Products and Services in each of the countries listed. The Products and Services covered (Directory & mailing list publishers Lines) are classified by the 5-Digit United States Commerce Department Major Product Codes and each Product and Services is then further defined and analyzed by each 6 to 10-Digit United States Commerce Department Product Codes. This report consists of a DVD containing the entire report web and databases. Readers can access and reproduce the information for inclusion into their own documents or reports. The tables & databases are in Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling. This database is updated monthly.

Contents: The World Consumption Report on Directory & Mailing List Publisher Lines.

Net consumption of Directory & Mailing List Publisher Lines Products & Services in each country.

This database covers NAICS code: 51114_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


DIRECTORY & MAILING LIST PUBLISHER LINES: PRODUCTS & MARKETS COVERED:

Directory & mailing list publishers Lines
Sale or licensing of rights to content
Mailing lists, rental or sale
Publishing services for others
Directories - Print - Subscriptions & sales
Directories - Print - Sale of advertising space
Directories - Print - Sale of advertising space: Telephone dir
Directories - Print - Sale of advertising space: Other dir
Directories - Internet - Subscriptions & sales
Directories - Internet - Sale of advertising space
Directories - Other media - Subscriptions & sales
Directories - Other media - Sale of advertising space
Databases & oth collections of info - Print - Subs & sales

Databases & oth collections of info - Print - Sale of ad space

Databases & oth collections of info - Internet - Subs & sales

Databases & oth collections of info - Internet - Sale of ad space

Database & oth collections of info - Oth media - Subs & sales

Printing services for others

Other publishing, not specified by type of publication

Other pub, excl cards, calendars, patterns, yearbooks & posters

Other pub, excl directories/databases/oth collections of info

Other Internet publishing, not specified by type of publication

Other Internet pub, excl directories/databases/oth colls of info

Merchandise sales

Resale of merchandise, not specified by type

All other receipts

DIRECTORY & MAILING LIST PUBLISHER LINES:  59 MARKET RESEARCH CHAPTERS:


SPREADSHEET CHAPTERS:


1. RELATIVE CONSUMPTION - in US$ (Purchasing Parity Index applied) by Country by each Product (4-10 Digit Product Code) by Year: 1997 to Current year, Medium Term Forecast Current year to 2020, Long Term Forecast 2021-2028.

2. LOCAL CONSUMPTION - in Local Currency (Relative Inflation Index applied)


4. PRODUCT MARKETING COSTS & MARGINS

5. PRODUCT LAUNCH DATA - given as a percentage of Revenues - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

6. IMMEDIATE BUYERS & END USERS / CUSTOMER BASE PROFILE

7. IMMEDIATE BUYERS & END USERS / CONSUMER DEMOGRAPHICS - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

8. HISTORIC INDUSTRY BALANCE SHEET DATA


10. INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.


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