World Consumption Report on Media Buying Service Lines


This World Consumption Report on Media Buying Service Lines provides data on the net consumption of Products and Services in each of the countries listed. The Products and Services covered (Media buying services 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 Media Buying Service Lines.

Net consumption of Media Buying Service Lines Products & Services in each country.

This database covers NAICS code: 54183_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


MEDIA BUYING SERVICE LINES: PRODUCTS & MARKETS COVERED:

Media buying services Lines
Market research & public opinion polling services
Market research services
Public opinion polling services
Advertising agency services (Integrated)
Advertising creative services
Public relations services
Public relations services: Full public relations services
Public relations services: Media relations services
Public relations services: Event management services
Media planning &/or buying services
Display advertising services
Display ad serv: Leased display ad media space, large format
Sales promotion services
Direct marketing services
Media monitoring & analysis services
Distribution of advertising materials, other than by mail
Coordination of prod & delivery of premiums (ad specialties)
Other services related to advertising
Media representation services
Media representation serv: Sale of ad space in print media
Media representation serv: Sale of advertising time on television
Media representation services: Sale of advertising time on radio
Media repr serv: Sale-Ad space in media oth than print/TV/radio
All other receipts
All other operating receipts

MEDIA BUYING SERVICE 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.

The report is on a DVD containing the entire web and databases, or it is available online. Readers can access & reproduce the information for their own documents or reports.

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