World Distribution Report on Media Representatives

Description:

The World Distribution Report on Media Representatives describes the distribution (and by implication the marketing and sales) of Products. The data shows the geographic distribution of products that are consumed in the major Cities and Towns PLUS associated Distribution Functions, Structures, Costs and Margins. The Products (Media representatives) are classified by the 5-Digit United States Commerce Department Major Products Codes and each Product Line is then further defined and analyzed by each 6 to 10-Digit U.S. Commerce Department Product Line Codes. The distribution data shows product flow through the major Cities and Towns in each of the countries listed. 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 Distribution Report on Media Representatives.
Distribution, marketing & sales of Media Representatives in each country by major Cities & Towns PLUS associated Distribution Functions, Structures, Costs & Margins.

This database covers NAICS code: 54184. Products/Services classified by the 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


MEDIA REPRESENTATIVES: PRODUCTS & MARKETS COVERED:

Media representatives
Radio & television advertising representatives
Publishers' advertising representatives

MEDIA REPRESENTATIVES: 59 MARKET RESEARCH CHAPTERS:

Sales Promotion, 56 Surveys, 57 Targets - Product + Market, 58 Technology, 59 Trade Cell Analysis.

SPREADSHEET CHAPTERS:


NATIONAL DATA - by Country by Year.


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


4. DISTRIBUTION INDUSTRY MARKETING COSTS & MARGINS

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

6. TRADE BUYER & END USER / BASE PROFILE


8. DISTRIBUTION INDUSTRY / HISTORIC BALANCE SHEET DATA


10. DISTRIBUTION INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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