

Cable & Program Distribution Revenues Canada and USA Report & Database

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Abstracts

CABLE & PROGRAM DISTRIBUTION REVENUES CANADA & USA REPORT + DATABASE

The Cable & Program Distribution Revenues Canada and USA Report & Database gives Market Consumption/Products/Services for Canada and the USA by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered: Canada and the USA.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

WORLD & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, 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 your own reports, spreadsheet calculations &

modeling.

30 Products/Markets covered, 1932 pages, 4020 spreadsheets, 3956 database tables, 3956 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 5175_L.

Contents

CABLE & PROGRAM DISTRIBUTION REVENUES CANADA & USA REPORT + DATABASE

The Market for Cable & Program Distribution Revenues in Canada and the USA by Products & Services.

This database covers NAICS code: 5175_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Cable & Program Distribution Revenues Canada and USA Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

PRODUCTS & MARKETS COVERED:

CABLE + PROGRAM DISTRIBUTION REVENUES

1. Cable and other program distribution Product Lines
2. Television: Program rights
3. Multichannel programming distribution services (analog and digital)
4. Multichannel programming distribution services: Basic programming package, including startup and reconnect fees
5. Multichannel programming distribution services: Premium programming package
6. Multichannel programming distribution services: Pay-per-view
7. Air time - Program distribution networks: Advertising
8. Air time - Program distribution networks: Advertising: National and regional (net)
9. Air time - Program distribution networks: Advertising: Local (net)
10. Cable and other program distribution: Related services
11. Installation services, installing cable and/or outlets on customer's premise
12. Equipment rental
13. Equipment sales, including decoders, satellite dishes, etc.
14. Other related services
15. Production and postproduction services - Television
16. Carrier services, including network access services to other telecommunication

carriers

17. Basic fixed local telephony - Residential
18. Basic fixed local telephony - Business
19. Basic fixed local telephony - Public
20. Calling features, including call waiting, caller ID, voice mail - Fixed telephony
21. Basic fixed long distance telephony - Outbound - Residential
22. Basic fixed long distance telephony - Outbound - Business
23. Basic fixed long distance telephony - Inbound
24. Private network services
25. Data transmission services
26. Internet access services
27. Internet access services: Narrowband
28. Internet access services: Broadband
29. All other receipts

59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

SPREADSHEET CHAPTERS:

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: 1997-

2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

REGIONAL & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 Database tables & Spreadsheets covering business scenarios. 1435 Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 Regional Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

30 Products covered for Canada and the USA: 1932 pages, 4020 spreadsheets, 3956 database tables, 3956 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This report is available as a World Report and 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries). This report is also available for individual countries.

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