

# Directory & Mailing List Publisher Revenues Asia Report & Database

<https://marketpublishers.com/r/D015D0900F2ADEN.html>

Date: September 2019

Pages: 1940

Price: US\$ 1,650.00 (Single User License)

ID: D015D0900F2ADEN

## Abstracts

### DIRECTORY & MAILING LIST PUBLISHER REVENUES ASIA REPORT + DATABASE

The Directory & Mailing List Publisher Revenues Asia Report & Database gives Market Consumption/Products/Services for 24 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Bangladesh, Bhutan, Brunei, Burma, Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Macau, Malaysia, Maldives, Mongolia, Nepal, North Korea, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam, Other: East Timor. NB: Data Caveats apply to some countries.

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.

ASIA & 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.

27 Products/Markets covered, 1940 pages, 4027 spreadsheets, 3969 database tables, 263 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 51114\_L.

## Contents

### DIRECTORY & MAILING LIST PUBLISHER REVENUES ASIA REPORT + DATABASE

The Market for Directory & Mailing List Publisher Revenues in each country by Products & Services.

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.

The Directory & Mailing List Publisher Revenues Asia 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:

#### DIRECTORY + MAILING LIST PUBLISHER REVENUES

1. Directory & mailing list publishers Lines
2. Sale or licensing of rights to content
3. Mailing lists, rental or sale
4. Publishing services for others
5. Directories - Print - Subscriptions & sales
6. Directories - Print - Sale of advertising space
7. Directories - Print - Sale of advertising space: Telephone dir
8. Directories - Print - Sale of advertising space: Other dir
9. Directories - Internet - Subscriptions & sales
10. Directories - Internet - Sale of advertising space
11. Directories - Other media - Subscriptions & sales
12. Directories - Other media - Sale of advertising space
13. Databases & oth collections of info - Print - Subs & sales
14. Databases & oth collections of info - Print - Sale of ad space
15. Databases & oth collections of info - Internet - Subs & sales
16. Databases & oth collections of info - Internet - Sale of ad space
17. Database & oth collections of info - Oth media - Subs & sales
18. Printing services for others
19. Other publishing, not specified by type of publication

20. Other pub, excl cards, calendars, patterns, yearbooks & posters
21. Other pub, excl directories/databases/oth collections of info
22. Other Internet publishing, not specified by type of publication
23. Other Internet pub, excl directories/databases/oth colls of info
24. Merchandise sales
25. Resale of merchandise, not specified by type
26. 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.

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

3816 National 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.

27 Products covered for over 200 Countries: 1940 pages, 4027 spreadsheets, 3969 database tables, 263 diagrams & maps.

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

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