

Display Advertising Revenues Asia Report & Database

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Abstracts

DISPLAY ADVERTISING REVENUES ASIA REPORT + DATABASE

The Display Advertising 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.

25 Products/Markets covered, 1991 pages, 3990 spreadsheets, 3994 database tables, 261 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 54185_L.

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DISPLAY ADVERTISING REVENUES ASIA REPORT + DATABASE

The Market for Display Advertising Revenues in each country by Products & Services.

This database covers NAICS code: 54185_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Display Advertising 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:

DISPLAY ADVERTISING REVENUES

1. Display advertising Lines
2. Advertising agency services (Integrated)
3. Advertising creative services
4. Public relations services
5. Display advertising services
6. Display ad serv: Leased display ad media space, large format
7. Display ad serv: Leased display ad media space, transit
8. Display ad serv:Lse display ad med space, st furn & oth urban fix
9. Display ad serv: Leased display ad media space, other
10. Direct mail advertising services
11. Direct mail advertising services: Letter shop services
12. Sales promotion services
13. Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.
14. Distribution of advertising materials, other than by mail
15. Coordination of production & delivery of premiums (ad specialties)
16. Display lettering services (sign painting)
17. Other services related to advertising
18. Media representation services
19. Media representation serv: Sale of ad space in print media
20. Media repr serv:Sale-Ad space in media oth than print/TV/radio

- 21. Merchandise sales
- 22. Sales of merchandise, not specified by type
- 23. All other receipts
- 24. All other operating receipts

59 MARKET RESEARCH CHAPTERS:

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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.

25 Products covered for over 200 Countries: 1991 pages, 3990 spreadsheets, 3994 database tables, 261 diagrams & maps.

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