

# **Media Buying Services (B2B Procurement) Purchasing World Report & Database**

<https://marketpublishers.com/r/MFC0951BCF05DEN.html>

Date: September 2019

Pages: 2075

Price: US\$ 2,850.00 (Single User License)

ID: MFC0951BCF05DEN

## **Abstracts**

### **MEDIA BUYING SERVICES (B2B PROCUREMENT) PURCHASING WORLD REPORT + DATABASE**

The Media Buying Services (B2B Procurement) Purchasing World Report gives data on a list of 42 categories of Raw Materials, Semi-Finished & Finished Products, Services, Sub-contracted Expenditures and Expenses by the 3102 entities in the Media buying services sector. The data analyses each of up to 200 countries by each Product by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Purchasing World Database covers each country by each of the 42 Purchasing/Expenses Categories from 1997 with a forecast to 2046. This is a very large database with 2075 pages, 9768 spreadsheets, 9695 database tables, 541 illustrations. The report contains a number of Access databases which are an analogue of U.S. Government databases, and have the same database structures, datasets, field names, et al. The Database Edition is correlated with the U.S. Government NAICS/SIC code 54183.

Countries covered include: Albania, Algeria, Angola, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belgium, Belize, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cambodia, Cameroon, Canada, Chile, China, Colombia, Costa Rica, Cote d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, Eire, El Salvador, Eritrea, Estonia, Ethiopia, Finland, France, French Guiana, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Guadeloupe, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hungary, Iceland, India, Indonesia, Iran, Iraq, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kuwait,

Kyrgyzstan, Laos, Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Malaysia, Malta, Martinique, Mexico, Moldova, Montenegro, Morocco, Mozambique, Namibia, Netherlands, Netherlands Antilles, New Zealand, Nicaragua, Nigeria, Norway, Oman, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Reunion, Romania, Russia, Saudi Arabia, Senegal, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Suriname, Swaziland, Sweden, Switzerland, Syria, Taiwan, Tajikistan, Tanzania, Thailand, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Zambia, Zimbabwe.

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.

42 Products/Services covered, 2075 pages, 9768 spreadsheets, 9695 database tables, 541 illustrations. Updated monthly. 12 month After-Sales Service.

Purchasing Data: the report contains aggregated data from 3102 Companies or Organisations (worldwide) with their purchasing data for each of the 42 Product or Expenses Purchasing Groups, by each country, by each Year.

This Media Buying Services (B2B Procurement) Purchasing World Report is updated monthly.

Purchasing Volume and Unit data is available on request.

Data on the individual 3102 Purchasing Companies or Organisations is available at any time during (12 months) from the After-Sales Service.

## Contents

### MEDIA BUYING SERVICES (B2B PROCUREMENT) PURCHASING WORLD REPORT

Purchasing data for Media Buying Services (B2B Procurement), in each country, by each of 42 Product or Expenses Purchasing Groups, by each year, in US\$ terms. Data from 3102 Media buying services entities worldwide.

PURCHASES OF PRODUCTS & SERVICES (by country, by year, in US\$):

#### MEDIA BUYING SERVICES (B2B PROCUREMENT)

1. Media buying services
2. Raw & Feedstock Materials, n.e.c.
3. Finished Materials, n.e.c.
4. All other Input Materials & Components, n.e.c.
5. Buildings & Fittings
6. Plant & Equipment
7. Vehicles & Equipment
8. Data Processing, Software & Office Equipment
9. Miscellaneous Capital Purchases
10. New Technology Purchases
11. Process Technology Purchases
12. Research & Development Purchases
13. Fuel Purchases
14. Energy Purchases
15. Sub-Contracted Work Purchased
16. After-Sales Services Purchased
17. Technical Process Services Purchased
18. Technical Product Services Purchased
19. Legal & Public Relations Services Purchased
20. Leasing of Buildings
21. Rental & Leasing of Equipment
22. Financial Services Purchased
23. Building Maintenance & Services Purchased
24. Equipment Maintenance & Services Purchased
25. Services Purchased
26. Telecommunications & Data Services
27. Travel, Hotel & Subsistence Purchased

28. Office Supplies, Mailing,
29. Advertising Services & Media Purchases
30. Advertising Materials Purchases
31. Point of Sales Materials Purchases
32. Promotional Materials & Services Purchases
33. Sales Materials & Promotional Print
34. Contracted Logistics Services
35. Logistics Services Purchased
36. Contracted Warehouse & Storage Services
37. Warehouse & Storage Purchases
38. Contracted Product Handling Services
39. Product Handling Services Purchased
40. Contracted Process Services
41. Product Process Service Purchases

## MEDIA BUYING SERVICES (B2B PROCUREMENT) PURCHASING WORLD REPORT + DATABASE

Purchasing data for Media Buying Services (B2B Procurement) in each country by each Material, Products, Services & Expenses Purchasing Group.

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:

#### MEDIA BUYING SERVICES (B2B PROCUREMENT)

1. Media buying services
2. Raw & Feedstock Materials, n.e.c.
3. Finished Materials, n.e.c.
4. All other Input Materials & Components, n.e.c.
5. Buildings & Fittings
6. Plant & Equipment
7. Vehicles & Equipment
8. Data Processing, Software & Office Equipment
9. Miscellaneous Capital Purchases
10. New Technology Purchases

11. Process Technology Purchases
12. Research & Development Purchases
13. Fuel Purchases
14. Energy Purchases
15. Sub-Contracted Work Purchased
16. After-Sales Services Purchased
17. Technical Process Services Purchased
18. Technical Product Services Purchased
19. Legal & Public Relations Services Purchased
20. Leasing of Buildings
21. Rental & Leasing of Equipment
22. Financial Services Purchased
23. Building Maintenance & Services Purchased
24. Equipment Maintenance & Services Purchased
25. Services Purchased
26. Telecommunications & Data Services
27. Travel, Hotel & Subsistence Purchased
28. Office Supplies, Mailing,
29. Advertising Services & Media Purchases
30. Advertising Materials Purchases
31. Point of Sales Materials Purchases
32. Promotional Materials & Services Purchases
33. Sales Materials & Promotional Print
34. Contracted Logistics Services
35. Logistics Services Purchased
36. Contracted Warehouse & Storage Services
37. Warehouse & Storage Purchases
38. Contracted Product Handling Services
39. Product Handling Services Purchased
40. Contracted Process Services
41. Product Process Service Purchases

#### 59 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 PURCHASING - 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.

WORLD & NATIONAL PURCHASING DATABASE & SPREADSHEETS: 1332 World Database tables & Spreadsheets covering business scenarios. 1435 World 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.

42 Products / Services / Expenses covered for over 200 Countries: 2075 pages, 9768 spreadsheets, 9695 database tables, 541 diagrams & maps.

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

## I would like to order

Product name: Media Buying Services (B2B Procurement) Purchasing World Report & Database

Product link: <https://marketpublishers.com/r/MFC0951BCF05DEN.html>

Price: US\$ 2,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MFC0951BCF05DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970