

Newspaper Publisher Revenues Africa Report & Database

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Abstracts

NEWSPAPER PUBLISHER REVENUES AFRICA REPORT + DATABASE

The Newspaper Publisher Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 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: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. 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.

AFRICA & 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.

60 Products/Markets covered, 1901 pages, 3962 spreadsheets, 4008 database tables, 288 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 51111_L.

Contents

NEWSPAPER PUBLISHER REVENUES AFRICA REPORT + DATABASE

The Market for Newspaper Publisher Revenues in each country by Products & Services.

This database covers NAICS code: 51111_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Newspaper Publisher Revenues Africa 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:

NEWSPAPER PUBLISHER REVENUES

1. Newspaper publishers Lines
2. Newspapers - Print - Subscriptions & sales: General newspapers
3. Newspapers - Print - Subscriptions & sales: Gen newspapers- Daily
4. Newspapers - Print - Subs & sales: Gen newspapers- Oth than daily
5. Newspapers- Print - Subscriptions & sales: Specialized newspapers
6. Newspapers - Print - Subs & sales: Spec newspapers - Daily
7. Newspapers-Print - Subs & sales: Spec newspapers - Oth than daily
8. Newspapers - Internet - Subscriptions & sales: General newspapers
9. Newspapers - Internet - Subs & sales: Gen newspapers - Daily
10. Newspapers-Internet- Subs & sales: Gen newspapers- Oth than daily
11. Newspapers - Internet - Subs & sales: Specialized newspapers
12. Newspapers - Internet - Subs & sales: Spec newspapers - Daily
13. Newspapers-Internet-Subs & sales: Spec newspapers- Oth than daily
14. Newspapers -Other media-Subscriptions & sales: General newspapers
15. Newspapers - Oth media- Subs & sales: Gen newspapers - Daily
16. Newspapers-Oth media-Subs & sales: Gen newspapers- Oth than daily
17. Newspapers - Other media- Subs & sales: Specialized newspapers
18. Newspapers - Other media- Subs & sales: Spec newspapers - Daily
19. Newspapers-Oth media-Subs & sales:Spec newspapers- Oth than daily

20. Newspapers - Print - Sale of ad space: General newspapers
21. Newspapers - Print - Sale of ad space: General newspapers - Daily
22. Newspapers-Print-Sale of ad space: Gen newspapers- Oth than daily
23. Newspapers - Print - Sale of ad space: Specialized newspapers
24. Newspapers - Print - Sale of ad space: Spec newspapers - Daily
25. Newspapers-Print-Sale of ad space: Spec newspapers-Oth than daily
26. Newspapers - Internet - Sale of ad space: General newspapers
27. Newspapers- Internet - Sale of ad space: General newspapers-Daily
28. Newspapers-Internet-Sale-Ad space:Gen newspapers-Oth than daily
29. Newspapers - Internet - Sale of ad space: Specialized newspapers
30. Newspapers - Internet - Sale of ad space: Spec newspapers - Daily
31. Newspapers-Internet-Sale-Ad space:Spec newspapers- Oth than daily
32. Newspapers - Other media - Sale of ad space: General newspapers
33. Newspapers - Oth media - Sale of ad space: Gen newspapers - Daily
34. Newspapers-Oth media-Sale-Ad space:Gen newspapers-Oth than daily
35. Newspapers - Oth media - Sale of ad space: Specialized newspapers
36. Newspapers - Oth media - Sale of ad space: Spec newspapers- Daily
37. Newspapers-Oth media-Sale-Ad space:Spec newspapers-Oth than daily
38. Printing services for others
39. Distribution of flyers, inserts, samples, etc., for others
40. Archival services
41. Archival research
42. Archival material
43. Sale or licensing of rights to content
44. Mailing lists, rental or sale
45. Publishing services for others
46. Periodicals - Print - Sale of ad space: Gen interest periodicals
47. Directories - Print - Sale of advertising space
48. Other publishing, not specified by type of publication
49. Other publishing, excluding newspapers
50. Other Internet publishing, not specified by type of publication
51. Other Internet publishing, excluding newspapers
52. Graphic design services
53. Market research & public opinion polling services
54. Market research services
55. Convention/trade shows/other special event production &/or management
56. Merchandise sales
57. Resale of merchandise, not specified by type
58. Rental or lease of goods &/or equipment

59. 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.

AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African 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.

60 Products covered for 54 Countries: 1901 pages, 3962 spreadsheets, 4008 database tables, 288 diagrams & maps.

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

This report is also available as 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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