

Radio & Television Advertising Representative Revenues Canada and USA Report & Database

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Abstracts

RADIO & TELEVISION ADVERTISING REPRESENTATIVE REVENUES CANADA & USA REPORT + DATABASE

The Radio & Television Advertising Representative 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.

20 Products/Markets covered, 1971 pages, 4045 spreadsheets, 4030 database tables, 4030 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 5418401_L.

Contents

RADIO & TELEVISION ADVERTISING REPRESENTATIVE REVENUES CANADA & USA REPORT + DATABASE

The Market for Radio & Television Advertising Representative Revenues in Canada and the USA by Products & Services.

This database covers NAICS code: 5418401_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Radio & Television Advertising Representative 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:

RADIO + TELEVISION ADVERTISING REPRESENTATIVE REVENUES

1. Radio & television advertising representatives Lines
2. Advertising agency services (Integrated)
3. Advertising creative services
4. Media planning &/or buying services
5. Direct mail advertising services
6. Direct mail advertising services: Full direct mail services
7. Direct mail ad serv: Concept dvlpmt-Direct mail ad campaign serv
8. Direct mail ad serv: Print serv for direct mail ad materials
9. Direct marketing services
10. Media monitoring & analysis services
11. Coordination of production & delivery of premiums (ad specialties)
12. Other services related to advertising
13. Media representation services
14. Media representation serv: Sale of ad space in print media
15. Media representation serv: Sale of advertising time on television
16. Media representation services: Sale of advertising time on radio

17. Media repr serv:Sale-Ad space in media oth than print/TV/radio
18. All other receipts
19. All other operating receipts

59 MARKET RESEARCH CHAPTERS:

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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.

20 Products covered for Canada and the USA: 1971 pages, 4045 spreadsheets, 4030 database tables, 4030 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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