

# Services Related to Advertising Miscellaneous Revenues Europe Report & Database

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## Abstracts

### SERVICES RELATED TO ADVERTISING MISCELLANEOUS REVENUES EUROPE REPORT + DATABASE

The Services Related to Advertising Miscellaneous Revenues Europe Report & Database gives Market Consumption/Products/Services for 44 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: Albania, Andorra, Armenia, Austria, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Greenland, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Serbia & Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom. Other countries: Faeroe Islands, Guernsey, Jersey, Kosovo have data caveats due to local conditions.

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.

EUROPE & 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.

36 Products/Markets covered, 1913 pages, 4046 spreadsheets, 3986 database tables, 294 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 54189\_L.

## Contents

### SERVICES RELATED TO ADVERTISING MISCELLANEOUS REVENUES EUROPE REPORT + DATABASE

The Market for Services Related to Advertising Miscellaneous Revenues in each country by Products & Services.

This database covers NAICS code: 54189\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Services Related to Advertising Miscellaneous Revenues Europe 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:

#### SERVICES RELATED TO ADVERTISING MISCELLANEOUS REVENUES

1. Services related to advertising Miscellaneous Lines
2. Market research & public opinion polling services
3. Market research services
4. Public opinion polling services
5. Advertising agency services (Integrated)
6. Advertising creative services
7. Public relations services
8. Public relations services: Event management services
9. Media planning &/or buying services
10. Display advertising services
11. Display ad serv: Leased display ad media space, large format
12. Display ad serv: Leased display ad media space, transit
13. Display ad serv: Leased display ad media space, other
14. Direct mail advertising services
15. Direct mail advertising services: Full direct mail services
16. Direct mail ad serv: Concept dvlpmt-Direct mail ad campaign serv
17. Direct mail advertising services: Mailing list support services

18. Direct mail ad serv: Print serv for direct mail ad materials
19. Direct mail advertising services: Letter shop services
20. Sales promotion services
21. Direct marketing services
22. Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.
23. Fulfillment services
24. Distribution of advertising materials, other than by mail
25. Coordination of production & delivery of premiums (ad specialties)
26. Display lettering services (sign painting)
27. Other services related to advertising
28. Media representation services
29. Media representation serv: Sale of ad space in print media
30. Media representation services: Sale of advertising time on radio
31. Media repr serv: Sale-Ad space in media oth than print/TV/radio
32. Merchandise sales
33. Sales of merchandise, not specified by type
34. All other receipts
35. All other operating 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.

**EUROPEAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS:** 1332 European Database tables & Spreadsheets covering business scenarios. 1435 European 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.

36 Products covered for 44 Countries: 1913 pages, 4046 spreadsheets, 3986 database tables, 294 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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