

# The 2022-2027 Outlook for Media Sales Representatives in Japan

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## Abstracts

This study covers the latent demand outlook for media sales representatives across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for media sales representatives. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers media sales representatives as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for media sales representatives is 54184. It is for this definition that aggregate latent demand estimates are derived. Media sales representatives is specifically defined as follows:

54184 See industry description for 541840.

541840 This industry comprises establishments of independent representatives primarily engaged in selling media time or space for media owners.

5418401 Establishments primarily engaged in selling time or space to advertisers or advertising agencies for radio or television station (or network) owners.

5418402 Establishments primarily engaged in selling time or space to advertisers or advertising agencies for newspapers, magazines, and other publications.

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