

# European B2B Information Market 2008

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## Abstracts

The European B2B information market, as defined by this report, covers the following market sectors:

Trade journals and industry press

General and industry directories and databases

Trade conferences and exhibitions

In the early part of the decade, growth in B2B information markets was weak as companies cut back on marketing spend and advertising revenues dipped. In the last year or so, the market has begun to recover and sectors such as directories and databases have led the transfer to Internet delivery. While there are still specialist players strong in specific B2B information market segments, more players are striving to cover all bases in the market and diversifying into new areas.

European B2B Information Market (EB2BM) includes market sizes & trends for the European market and specific analysis of UK, French, and German markets for trade journals and business press, directories and databases, and conferences and exhibitions. Profiles of the leading players in each market are also included along with forecasts for the market in 2008 and 2009.

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### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

### 3. EUROPEAN MARKET OVERVIEW

### CHAPTERS 4-11. COUNTRY MARKETS FOR:

- ? Trade & Business Journals
- ? Directories and Databases
- ? Trade Conferences and Exhibitions

Market trends, player profiles, and forecasts in sector chapter.

### KEY SUPPLIER PROFILES:

ABC France pour le Commerce et l'Industrie S.N.C.

Adhesion Group

Aprovia

AP Information Services

Centaur Media

Clarion Events

CMP Information

CMP Medica

Comexpo

Datateam Publishing

Deutsche Messe

Deutsche Telekom Medien

Deutscher Arzte-Verlag

Dun & Bradstreet

EMAP

Eniro

Euredit

Euromoney Institutional Investors

European Directories

Exposium

Financial Times

G. Braun Telefonbuchverlag  
GL Events  
Groupe Bottin  
Groupe Etai  
Groupe Le Moniteur  
Groupe Liaisons  
Groupe Revue Fiduciaire  
Groupe Siac  
Haymarket Business Media  
Huveaux  
IDG Group  
Incisive Media  
Informa  
Kapitol  
klickTEL  
Kompass  
Messe Berlin  
PagesJaunes  
Reed Elsevier  
Reed Exhibitions Deutschland  
Reed Expositions France  
SEAT Pagine Gialle  
Schlütersche Verlagsgesellschaft  
Süddeutscher Verlag/Mediengruppe  
Tarsus Group  
The Nielsen Group  
Thomson Directories  
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