Empowering
people with data

statista

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[Click here to book a Statista Webinar with me](#)

Agenda

- Statista l An Introduction

- Campus License (access & publication rights)

- Deep dive into the platform

- Q & A

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Contents

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   Get to know our company

2. **Products**
   From quick research to in-depth analyses

3. **Campus License**
   A partner for your entire institution

4. **askStatista**
   Your customized research service

statista

Get to know our company

statista

We empower people worldwide to make fact-based decisions.

Our locations

Global competence

Hamburg

Amsterdam

Copenhagen

London

New York

Paris

Warsaw

Berlin

Madrid

Los Angeles

Tokyo

New Delhi

Singapore

Melbourne

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Content on the Statista platform

Specific data on politics, society, environment, and education

Politics

- Geopolitics
- Links between politics, society & economy
- Information on elections
- Sentiments & opinions
- Status of democracy

Society

- Demographics
- Health
- GDP
- Religion and ethics
- Lifestyles

Environment

- Global environmental changes
- Energy and exploitation of natural sources

Education

- Changes and trends in education
- Historical data
- Developments/ratings on country scales

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Content on the Statista platform

Specific data on markets, consumers, companies, and drivers

Markets

- Revenue
- Revenue development
- Market indicators
- Forecasts
- Industry segments
- Market shares
- Cost KPIs

Consumers

- Attitudes
- Behavior
- Wishes
- Target groups
- Media usage & ownership

Companies

- Company profiles
- Benchmarking
- Top player ranking
- Financial indicators

Drivers

- Trends
- Technologies
- Macroeconomic data

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The **single statistic** – our signature product

Title

Download

Graph

askStatista*

Description

Source

Media advertising revenue in the United States from 2012 to 2024
(in billion U.S. dollars)

184.19 184.7 191.77 195.84 208.71 214.27 229.45 237.28 228.09 242.16 265.58 263.76 286.81

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021* 2022* 2023* 2024*

Details: United States; 2012 to 2020; includes digital extensions with traditional media; includes political advertising

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DOWNLOAD
PDF   XLS   PNG   PPT

SOURCE   DETAILS   FAQ

Source
GroupM
Survey by
GroupM
Survey name
This Year Next Year
Published by
GroupM
Source link
This Year Next Year U.S. End-of-Year Forecast December 2020, page 13
Release date
December 2020

Advertising revenue in the U.S. 2012-2024
Published by A. Guttmann, Jan 25, 2021

In 2021, U.S. ad revenue is expected to reach close to 242 billion U.S. dollars. Over the past decade, excluding 2020 when the advertising market

* The research service is not included in our accounts and can be booked for a fee.

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Industry overview

Data on 170 industries in 150 countries (1/2)

Advertising & Marketing
- Advertising
- Brands & Leaders
- Marketing

Agriculture
- Farming
- Fisheries & Aquaculture
- Forestry

Chemicals & Resources
- Chemical Industry
- Fossil Fuels
- Mining, Metals & Minerals
- Petroleum & Refinery
- Plastic & Rubber
- Pulp & Paper

Construction
- Building Construction
- Heavy Construction

Consumer Goods & FMCG
- Alcoholic Beverages
- Apparel & Shoes
- Cannabis
- Cleaning Products
- Cosmetics & Personal Care
- Food & Nutrition
- Furniture, Furnishings & Household Items
- Garden & Patio
- Home Improvement
- Non-Alcoholic Beverages
- Pets & Animal Supplies
- Tobacco
- Toys

Economy & Politics
- Economy
- International
- Politics & Government

eCommerce
- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Shopping Behaviour
- Key Figures of eCommerce
- Paid Content

Energy & Environment
- Climate and Weather
- Emissions
- Energy
- Environmental Technology & Greentech
- Waste Management
- Water & Wastewater

Finance & Insurance
- Financial Institutions
- Financial Instruments & Investments
- Financial Services
- Insurance

Health, Pharma & Medtech
- Care & Support
- Health Professionals & Hospitals
- Health System
- Medical Technology
- Pharmaceutical Products & Market
- State of Health

Internet
- Communications
- Cyber Crime & Security
- Demographics & Use
- Mobile Internet & Apps
- Online Search
- Online Video & Entertainment
- Reach & Traffic
- Social Media & User-Generated Content

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Industry overview

Data on 170 industries in 150 countries (2/2)

Life
- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behavior
- Public and religious holidays

Media
- Audio
- Books & Publishing
- News
- TV, Video & Film
- Video Games & eSports

Metals & Electronics
- Aerospace & Defense Manufacturing
- Electronics
- Industrial Machinery Manufacturing
- Metals
- Rolling Stock Manufacturing
- Shipbuilding
- Vehicle Manufacturing

Real Estate
- Commercial Real Estate
- Industrial Real Estate
- Mortgages & Financing
- Property Services
- Residential Real Estate

Retail & Trade
- DIY Retail
- Fashion & Accessories
- Food & Beverage
- Furniture Retail
- General Merchandise
- Health & Hygiene
- International Trade
- Office Supplies
- Private Label
- Retail Technology
- Shopping Behavior
- Sports & Leisure
- Subscriptions & Direct Selling
- Supply Chain
- Wholesale

Services
- Business Services
- Skilled Labor

Society
- Crime & Law Enforcement
- Demographics
- Education & Science
- Geography & Nature
- Historical Data
- Religion

Sports & Recreation
- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Professional Sports
- Sports & Fitness
- Wellness & Spas

Technology & Telecommunications
- Consumer Electronics
- Hardware
- Household Appliances
- IT Services
- Software
- Telecommunications

Transportation & Logistics
- Aviation
- Logistics
- Public Transportation & Mobility Services
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

Travel, Tourism & Hospitality
- Accommodation
- Business Travel
- Food & Drink Services
- Leisure Travel

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Statista is a partner for your **entire institution**

Students, professors and staff can benefit from Statista

Statista for everyone

> Use statistics for validation of theses and dissertations. Utilize forecasts for forecasting models and quantitative analysis courses and Market Insights for analyzing trends in multiple markets for sample business models, including Citation Tool to verify citations and avoid plagiarism.

Graduate programs

> Reports for preparing projects and reports like those required in the corporate environment. Use Industry Reports familiarizing anti-trust law and business economics students with their assigned industry. Understand organization's financials, demographics, and competitors.

Foreign language departments

> Different language platforms for accurate data research. Global Data for familiarizing with foreign nations' economic, political and demographic activity.

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Statista is a partner for your **entire institution**

Students, professors and staff can benefit from Statista

Marketing and PR

Reports for researching advertising spending of Fortune 500 companies. Infographics for insightful presentations and creative content for their marketing campaigns. Industry Reports for mock-RFPs or marketing campaigns with a view on industry performance.
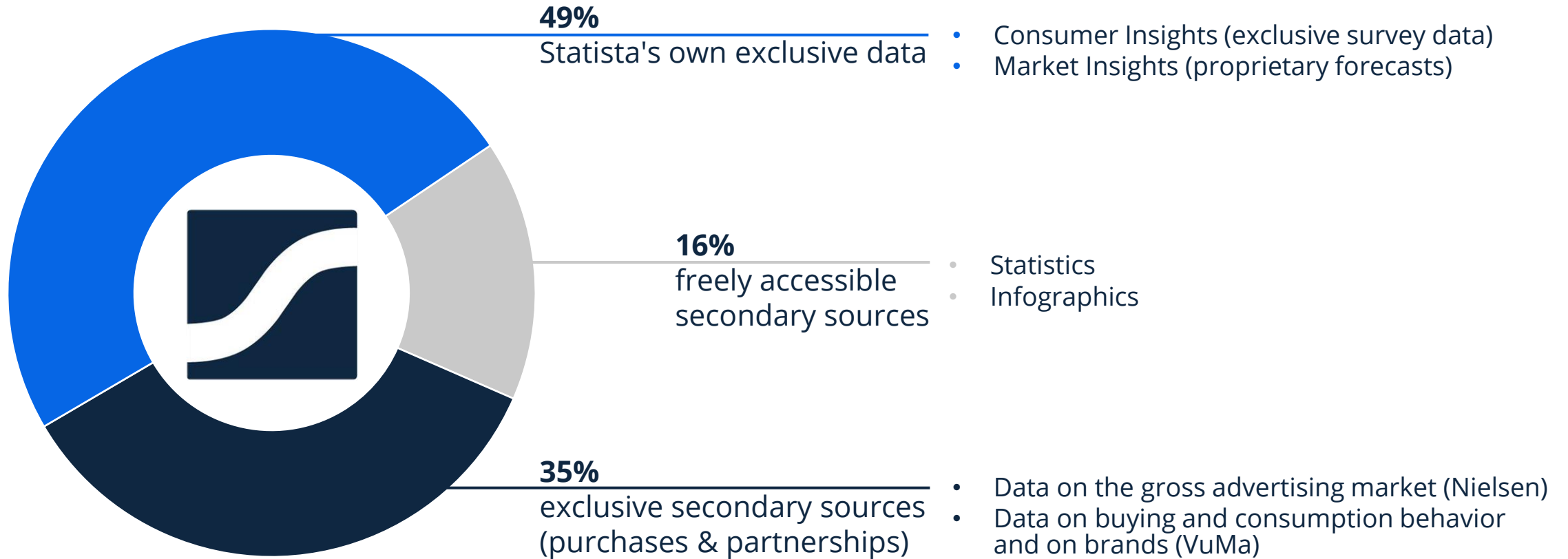
Third-party funds

Use current data to situate your research in recent developments and justify its research relevance. Get information on different topics from one source to support interdisciplinary research. Our application-oriented data is made available to you via direct download.
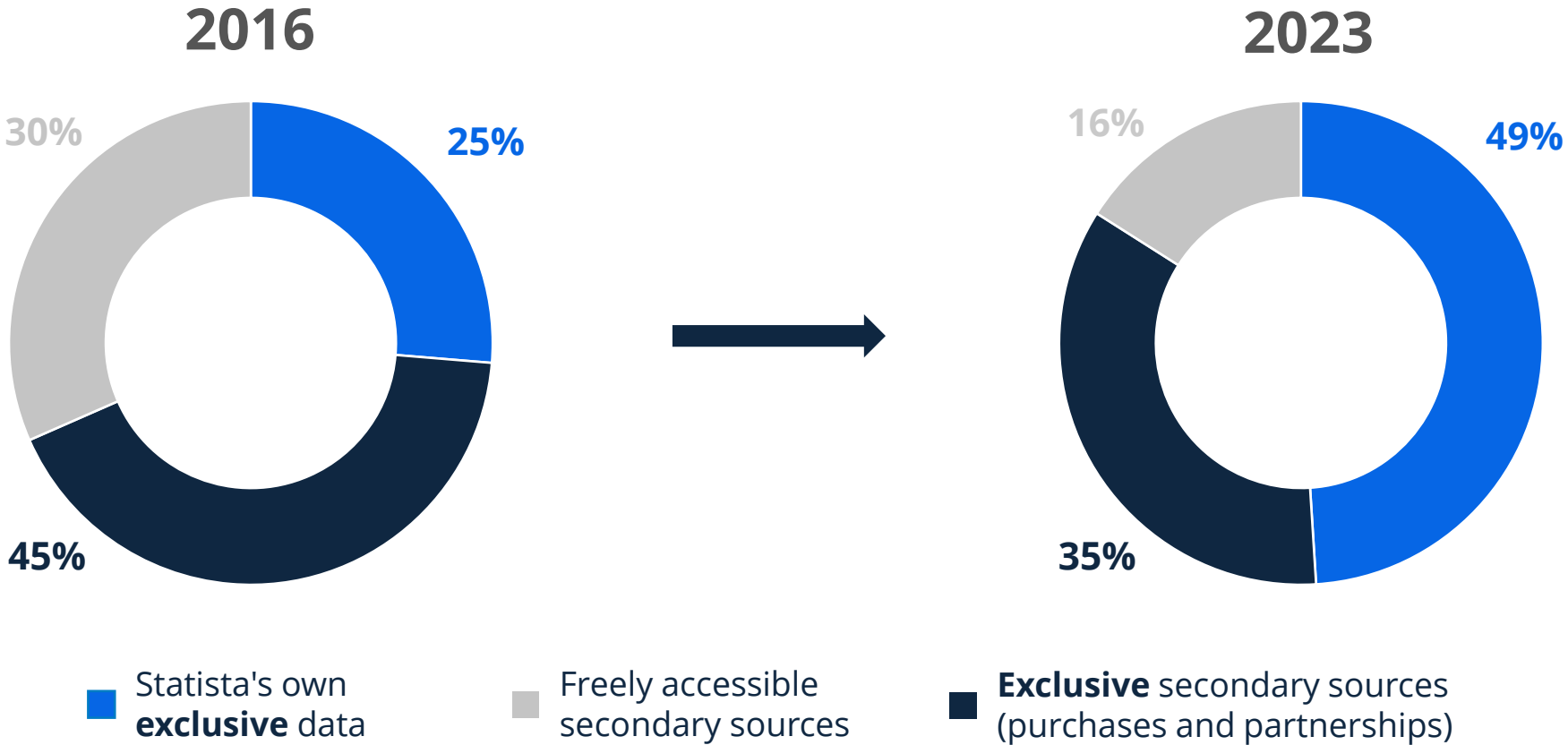
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Origin of our data

Statista aggregates its data from more than 22,500 different sources

49%
Statista's own exclusive data

- Consumer Insights (exclusive survey data)
- Market Insights (proprietary forecasts)

16%
freely accessible
secondary sources

- Statistics
- Infographics

35%
exclusive secondary sources
(purchases & partnerships)

- Data on the gross advertising market (Nielsen)
- Data on buying and consumption behavior and on brands (VuMa)

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From data aggregator to **market research** company

The ratio of Statista exclusive content doubled over the past years

2016

30%

25%

45%

2023

16%

49%

35%

■ Statista's own **exclusive** data

■ Freely accessible secondary sources

■ **Exclusive** secondary sources (purchases and partnerships)

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You'll be in good company

More than 4,500 academic institutions rely on our services

- Asia School of Business
- California State University
- Cardiff University
- Chinese University of Hong Kong

- Copenhagen Business School
- European Business School
- Freie Universität Berlin
- Goethe-Universität Frankfurt a.M.

- Massachussetts Institute of Technology
- Nanyang Technological University
- National University of Singapore
- Nazarbayev University

- Roskilde University
- Stanford University
- The University of Chicago
- The University of Manchester Library
- Universität Hamburg

- Universitätsbibliothek Mannheim
- University of Cambridge
- University of Glasgow
- University of Johannesburg
- University of Melbourne
- University of Notre Dame

- University of Pennsylvania
- University of Technology Sydney
- Washington University
- Wirtschaftsuniversität Wien
- Yale University

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We empower more than 23,000 clients with data

2.5 million registered users and 23,000 corporate clients worldwide make fact-based decisions with Statista

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The road to success

With Statista, you will save a significant amount of research time and can focus on your analyses

1. Saving of time

Simple keyword search and time saved on data research

2. Data quality

Graphical presentation of reliable data, reviewed by our editorial teams

3. Usage

Direct download & publication rights

Amount of time saved

	Find statistic	Convert statistic into PowerPoint slide	Import statistic into Excel
Without Statista	16 minutes	8 minutes	7 minutes
With Statista	1.4 1.6		

Time saved
28 minutes per statistic

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How Statista can help your institution

What Statista offers to empower people to thrive in a data-driven world

Convenient access

We offer convenient access to quantitative data for students of any discipline. The content can be downloaded in the commonly used MS Office formats.

Scientific standards

All data we provide is transparent, verified and carefully prepared in compliance with scientific standards. Information on the original source is always available.

Detailed information

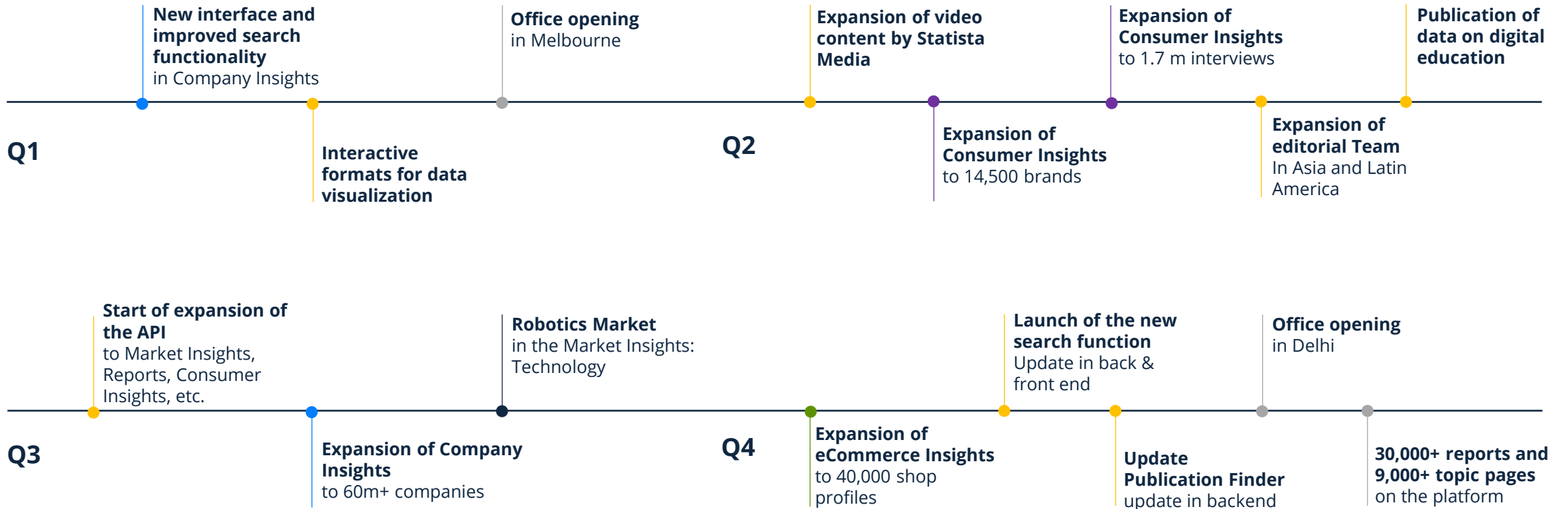Detailed background information about each statistic and its source, allowing you to quickly and easily understand it.

Time-saving research

Make your research even more efficient: Intelligent search and various download functions (XLS, PNG and PDF format).

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Milestones – looking back

Our highlights in 2022

● Company Insights   ● Consumer Insights   ● Market Insights   ● eCommerce Insights   ● Platform & Content   ● Statista Company News

New interface and improved search functionality
in Company Insights

Office opening
in Melbourne

Expansion of video content by Statista Media

Expansion of Consumer Insights
to 1.7 m interviews

Publication of data on digital education

Q1

Interactive formats for data visualization

Q2

Expansion of Consumer Insights
to 14,500 brands

Expansion of editorial Team
In Asia and Latin America

Start of expansion of the API
to Market Insights, Reports, Consumer Insights, etc.

Robotics Market
in the Market Insights: Technology

Launch of the new search function
Update in back & front end

Office opening
in Delhi

Q3

Expansion of Company Insights
to 60m+ companies

Q4

Expansion of eCommerce Insights
to 40,000 shop profiles

Update Publication Finder
update in backend

30,000+ reports and 9,000+ topic pages
on the platform

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Milestones – looking ahead

Our highlights in 2023

● Company Insights ● Consumer Insights ● Market Insights ● eCommerce Insights ● Platform & Content

Addition of network & ownership data in Company Insights

Expansion of market share data in Market Insight

Launch of first language satellite Japan (China, South Korea, Brazil already in planning)

Additional functions for competitor analyses in Company Insights

Additional filters and KPIs in eCommerce Insights

Updated and new report formats

Q1

Improved data visualization and chart builder in Consumer Insights

Launch of Market Insights: Financial with first 5 markets

Launch of new Insights section in eCommerce Insights

Q2

Launch of Qualitative Insights boxes in selected Market Insights

Expansion of video content on platform

Realunch of country Insights

Additional download formats in eCommerce Insights

Recommendation service for related contents

100m companies and additional download options in Company Insights

Launch of meta topic pages

Q3

Market shares for brands and companies in all market Insights

Launch of brand dashboards in Consumer Insights

Q4

Launch of Insights Blog in Consumer Insights

Key contact information for stores and companies in eCommerce Insights

New formats for data visualization

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From quick research to in-depth analyses

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Products that will change the way you do research

We provide products for quick information and comprehensive analyses of your environment – to make your research faster, easier, and more effective

Statistics & Reports

Find facts and figures and ready-to-use analyses for 170+ industries and 150+ countries.

Market Insights

Look into the future of markets with detailed, 5-year forecasts for over 1,000 market segments.

Consumer Insights

Understand consumers based on over 2 million interviews in 56 countries and territories.

Company Insights

Discover key metrics for over 70 million private and 50,000 stock-listed companies.

eCommerce Insights

Understand the eCommerce landscape with data on over 39,000 online stores and marketplaces.

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Find answers quickly – concise visual illustrations

Quickl research: Statistics

Statistics

More than one million statistics constitute the centerpiece of our portfolio.*

They provide data on more than 80,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** can only be accessed by our **paid accounts**.

The statistics can be downloaded in **XLS, PNG, PPT, and PDF format**.

Forecasts

With our five-year market forecasts, we provide you with relevant data on the market development of approx. **600 segments** in more than 150 countries.

Our experts create a detailed market model, based on which the future market volume is calculated.

Daily Data

Within our Daily Data section, we present **highly relevant trends and facts** that are currently in the spotlight.

Our team of data journalists publishes **daily infographics** covering various subjects, including politics, economy, and technology.

For further details, please visit www.statista.com/chartoftheday/.

Topic Pages

Our topic pages provide a **comprehensive overview of all the content** offered by us on a particular topic.

In addition to a short summary, these pages contain links to relevant reports and forecasts as well as to the latest and most popular statistics on the topic in question.

*Note: Every database has its own content; the content has not been merely translated.

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Dive deeper into topics – on a micro or macro level

Quick research: Reports

Digital & trends

Discover high-quality, **in-depth information** on important and **trending topics**, such as 5G, digitalization, or artificial intelligence (AI). From cyber security, cloud computing, and robotics to e-commerce and virtual reality (VR), **our reports cover all significant trends.**

Industries & markets

Our reports offer comprehensive **data on markets and industries**, including market overviews, revenues, number of employees, as well as the latest information about the **state of the industries, trends, and forecasts**.

Consumers & brands

Get an overview of **what consumers are thinking**, including survey data on usage, behavior and attitudes, opinions and preferences. Understand target groups and audiences across different countries and industries.

Politics & society

Explore detailed information about **political and social topics of countries and regions**, such as the economic situation, elections, demographics, religious affiliations, education, and health.

Companies & products

Find information on **top companies and products** in all major industries and regions with detailed company overviews and rankings, including revenue, number of employees, company value, stock price, and major competitors.

Countries & regions

We provide crucial information regarding the **status quo & development of countries & regions** including key economic indicators like GDP, national finance, demographics and trade figures as well as major industry players.

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Discover the **future of markets** with the Statista Market Insights

Detailed, 5-year forecasts and expert KPIs

The Market Insights offer global and local insights into different B2B and B2C markets, countries, and industries by providing detailed, 5-year market forecasts on KPIs such as revenues, market shares, employees, and more. Assess the potential of markets relevant to you and unlock promising opportunities for your business.

- Find and understand growing markets

- Dive deeply into relevant markets

- Identify underlying factors of trends
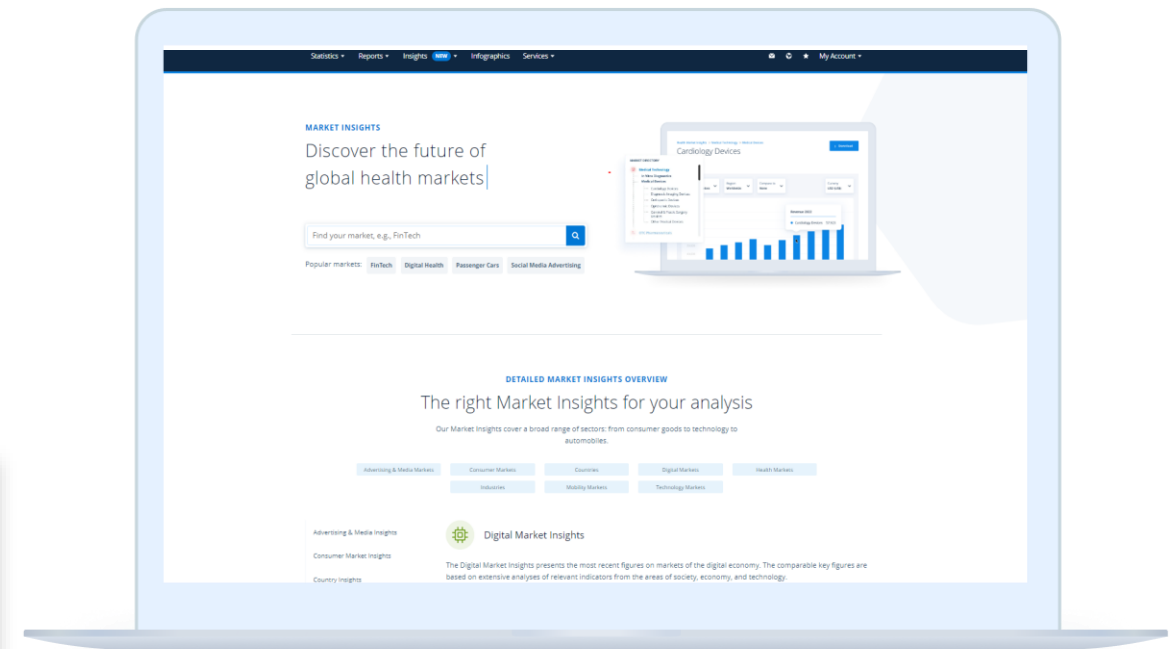
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How we empower academia with **market** data

How students, professors, and employees can benefit from Statista Market Insights

Research Funding

With our Market Insights, you gain access to comprehensive market data, including historical data and forecasts for the next five years. Utilize these insights **to identify correlations and generate new research questions.**

Enriching the curriculum

Our Market Insights enable you to make your academic courses more practical. Leveraging our market data empowers students **to cultivate valuable skills for the job market**, such as creating comprehensive business plans.

Understanding business landscapes

Identify key players across diverse sectors. Utilize our Market Insights **for in-depth analysis of a specific industry** or gain an overview for your next scholarly endeavor.

By accessing comprehensive market and industry data, you can identify opportunities, showcase your expertise, and **create added value for your research and teaching.**

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Detailed **forecasts and key data** for 1,000+ markets across 190+ geographical entities

Market Insights: Topics

Technology
- KPIs on revenue, market shares, etc.
- 34+ markets & segments, 29+ subsegments

Advertising & Media
- KPIs on ad spending, revenue, users, etc.
- 15+ markets & segments, 50+ subsegments

Industrial
- Industry KPIs, e.g., revenue and number of enterprises
- 50+ markets
- 190+ geographical entities

Economy & Society
- KPIs on employment, education, households, etc.
- 9 thematic areas
- 190+ geographies

Digital
- KPIs on revenue, users & relevant market indicators
- 60+ markets & segments, 80+ subsegments

Mobility
- KPIs on sales, revenue, prices, brands, etc.
- 180+ markets & segments, 152+ subsegments

Consumer
- The most relevant KPIs for each market
- 270+ markets & segments, 170+ subsegments

Health
- KPIs on key players, revenue, users, hospitals, etc.
- 40+ markets, 20+ subsegments

Financial
- KPIs on neobanking, financial advisory, venture capital, and more
- 25+ markets & segments

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Access the world of consumers with data based on more than 2 million interviews

Understanding consumers and brands

Gain a global perspective on consumption

The Statista Consumer Insights offer you a global perspective on consumption and media usage, covering the offline and online world of the consumer. They are designed to help you understand consumer behavior and consumer interactions with brands.

- Survey data based on 2+ million interviews

- Regularly extended surveys on trending topics

- Online tool allowing customized target groups

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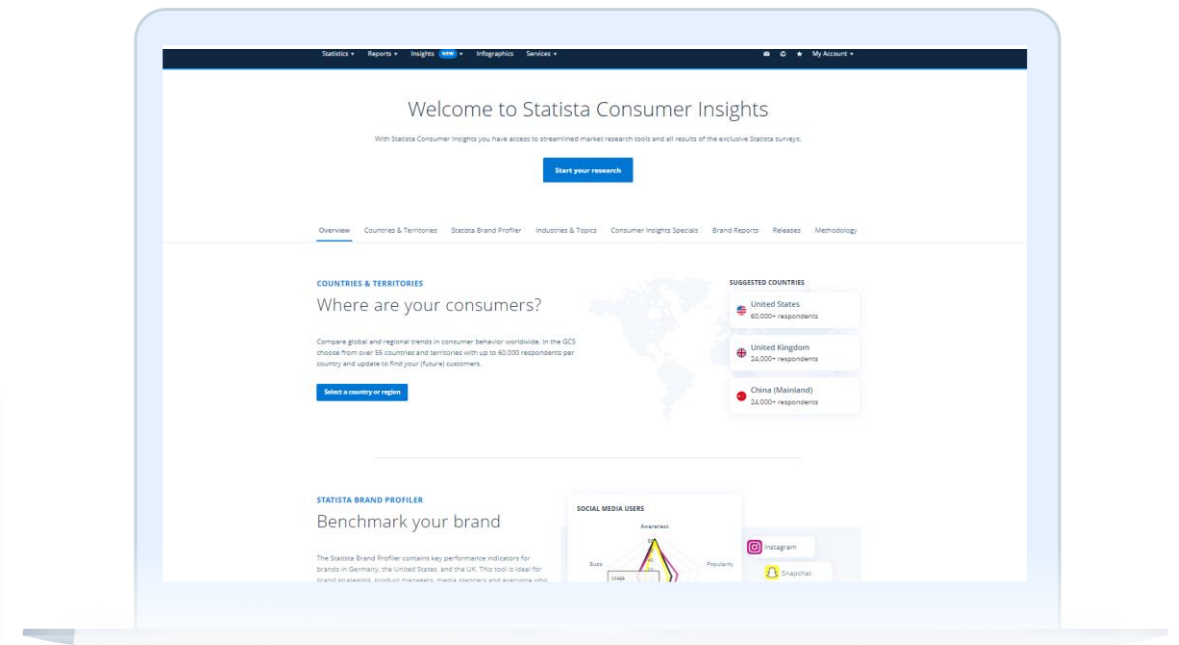
Our large survey database allows you to understand any audience on a deeper level
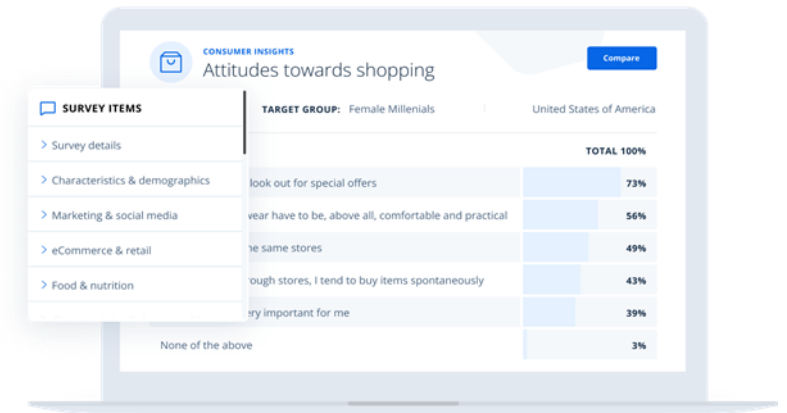
Consumer Insights: Surveys

The Global Survey

In our main survey, we conduct over 2,000,000 interviews with 3.5 billion consumers in four waves yearly. The survey covers 56 countries and territories and over 15,000 brands, so you can be sure to find the answers you're missing.

Further surveys

The Global Survey is regularly extended by survey data on the most relevant industries and trending topics. Dig even deeper into consumer attitudes towards pets, holidays, eSports, and many more, to know what drives your audience.
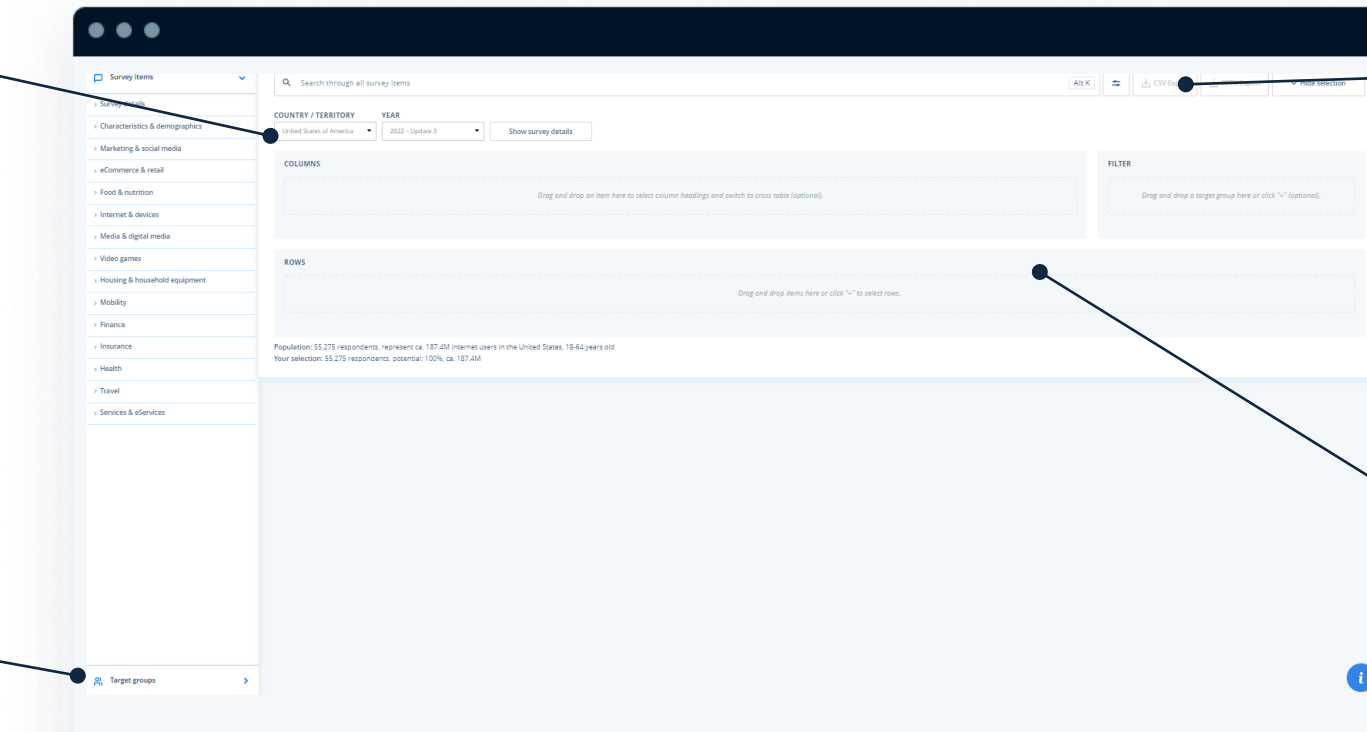
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Analyze and create **personalized** target groups

Consumer Insights: Tool

Compare countries and regions

Export in CSV and PPT

Define and filter by personalized target groups

Use cross-tabulation to find trends and patterns quickly
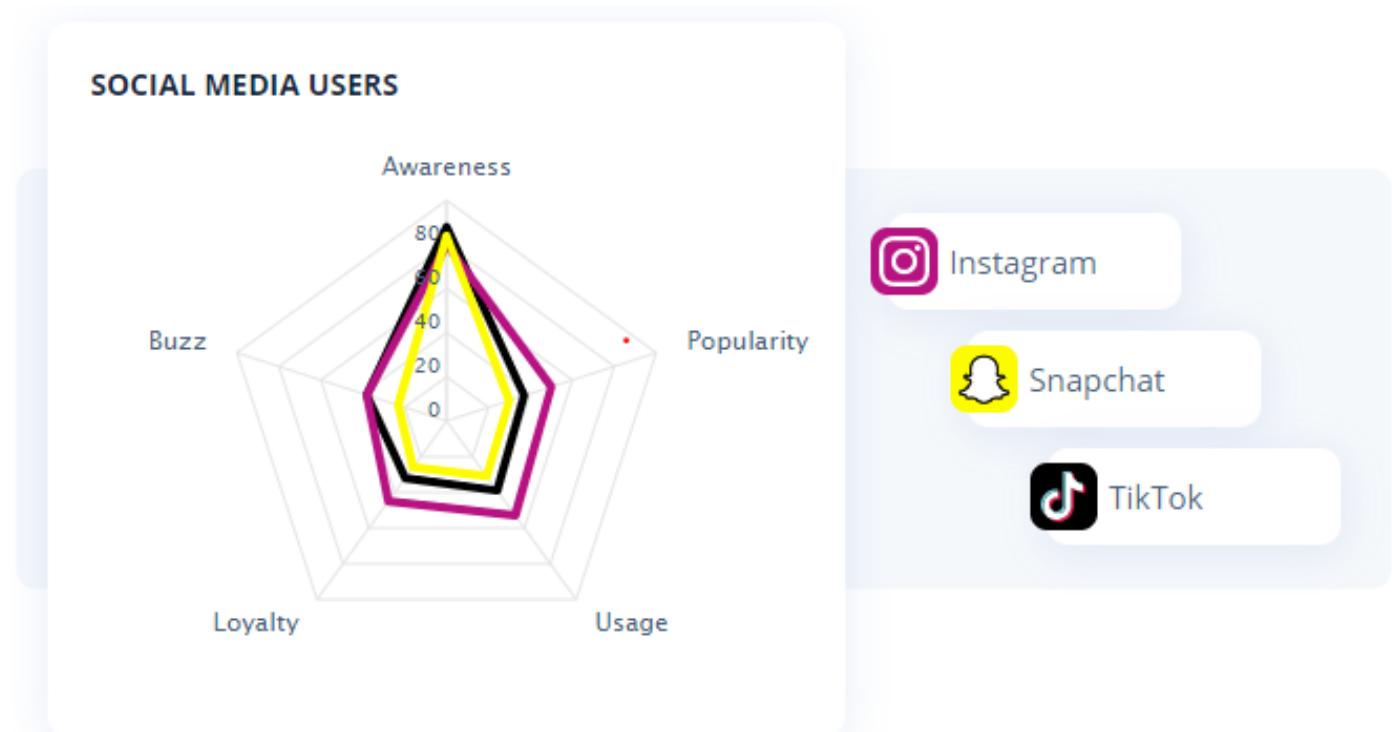
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How many people know, like, and buy **which brand?**

Consumer Insights: Brand KPI Survey

Benchmark various brands

The Consumer Insights Brand KPI Survey won't leave you guessing. Find out how various brands perform in terms of awareness, popularity, usage, brand loyalty, and media buzz, **and build a successful brand funnel.**

The Consumer Insights Brand KPI Survey covers brands in Germany, the United States and the United Kingdom, including those from traditional industries as well as new growth markets.

SOCIAL MEDIA USERS

Awareness · Popularity · Usage · Loyalty · Buzz

Instagram · Snapchat · TikTok

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Use Consumer Insights to **inspire your teaching and research**

How students, professors, and employees can benefit from Statista Consumer Insights

Exploratory data analysis

Conduct **explorative data analyses and quickly test hypotheses** across a wide range of topics with our Consumer Insights tool. Customizable data filters make it possible for students and researchers to identify patterns, uncover relationships, and generate new research questions.

Consumer behavior and public opinion

Consumer Insights is a **versatile resource for investigating a wide array of topics** and covers not only consumer behavior, attitudes, and trends but also public opinion on various social, economic, and political matters.

Raw data available

For those looking to conduct advanced statistical analyses or develop custom models, Statista Consumer Insights offers **respondent-level data sets on request.**

Through access to comprehensive consumer data, Statista Consumer Insights provide a robust foundation for extensive research and detailed insights into current trends and developments, **offering valuable information for research and teaching.**
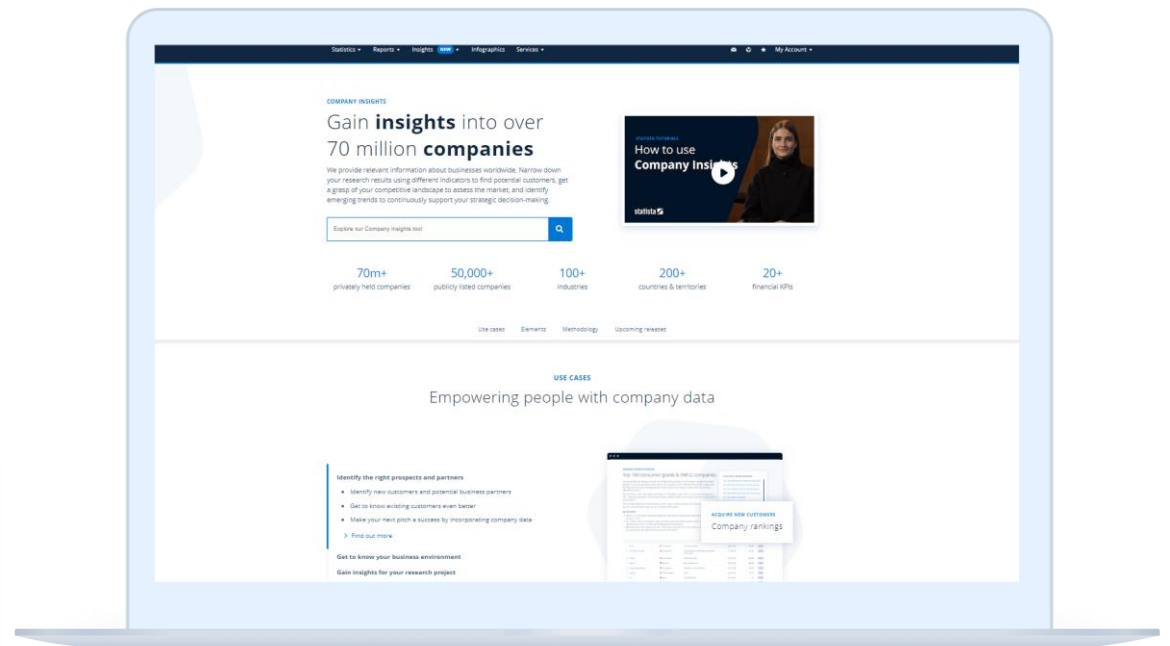
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Gain **insights** into over 70 million **companies**

Company Insights: Overview

Key company figures at a glance

Company Insights provides you with information on more than 70 million publicly listed and privately held companies and contain the most important company key figures as well as in-depth analyses, so you'll get an overview of any company landscape in no time and the essential knowledge to evaluate markets worldwide.

- Tailored rankings in 200+ countries and territories as well as 100+ industries

- In-depth information on 50,000+ publicly listed companies

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How we empower academia with **company** data

How students, professors, and employees can benefit from Statista Company Insights

Industry developments

We provide over 20 key performance indicators (KPIs), such as revenue, profitability, liquidity, and stock market metrics, to **help you keep track of and compare various companies.**

Company data for download

Download the top companies or complete company profiles as Excel files to conduct further analysis. **Utilize current data for your research or upcoming presentations.**

Customizable research

Conduct a search by country, region, industry, company size, or other aspects to narrow down your results and immediately **find the company data you need for your research.**

By accessing Company Insights' comprehensive company data, you gain industry-specific knowledge, can conduct comparative analysis and **have a reliable data source for your research**.

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eCommerce Insights for your needs

eCommerce Insights: Overview

Statista eCommerce Insights gives you **exclusive access to the ecommerceDB**, our partner database that contains relevant KPIs for over 39,000 online stores, marketplaces and companies in more than 58 countries. This includes revenue analysis, competitive analysis, market developments, marketing performance indicators and other KPIs.

- 70+ KPIs for online stores in 50+ countries

- Drill down rankings using different filters

- Smooth processing of downloadable profiles

ecommerceDB   statista
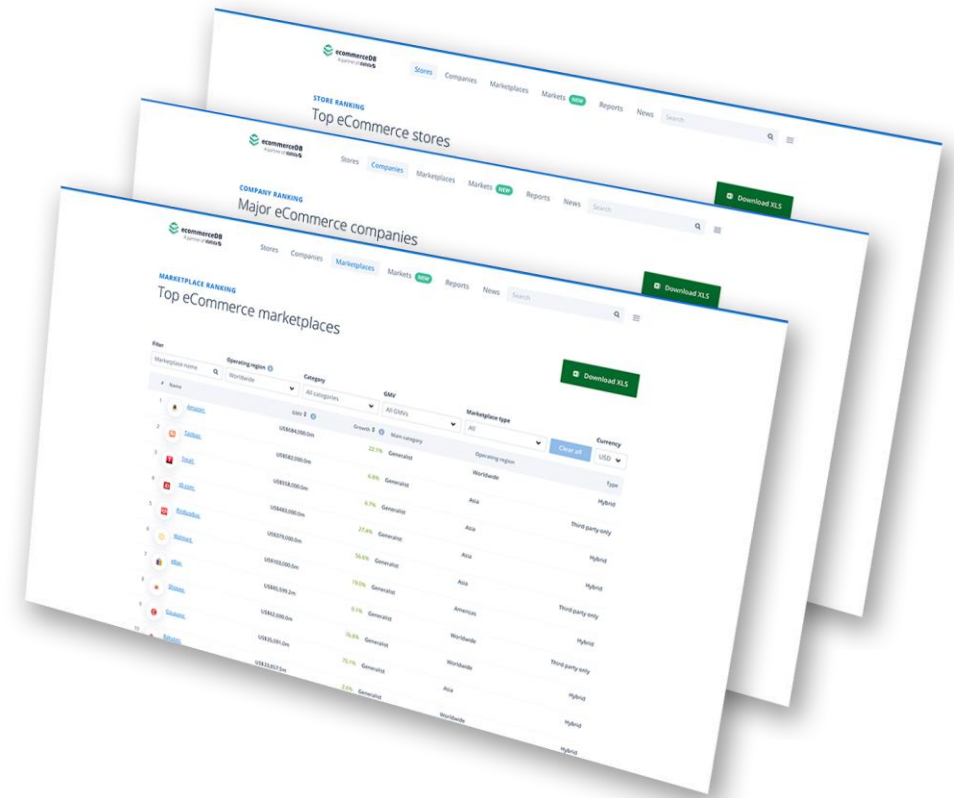
How we empower academia with **eCommerce** data

How students, professors, and employees can benefit from Statista eCommerce Insights

Advanced data for your research needs
Make use of eCommerce Insights to enrich your research on eCommerce. With access to a comprehensive data source, you can establish a reliable basis for conducting in-depth analyses, ensuring you **remain at the forefront of current developments.**

In-depth industry knowledge
By gaining insights into eCommerce markets and marketplaces worldwide, as well as articles on current topics and trends, students and researchers can **deepen their understanding of eCommerce dynamics**, while building industry-specific expertise.

Hands-on projects
By using real data, eCommerce Insights **assist students in developing relevant analytical skills** and crafting concrete solutions for business challenges.

eCommerce Insights offers comprehensive data for market analysis, competitive research, and understanding customer behavior in the eCommerce sector, so you can stay informed and **gain reliable expertise for your research and teaching.**

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CAMPUS LICENSE

A partner for your entire institution

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Products included in the Campus License

- Digital & Trends
- Industries & Markets
- Companies & Products
- Consumers & Brands
- Politics & Society
- Countries & Regions

Studies & reports

Market Insights

- Digital
- Mobility
- Country
- Advertising & Media
- Technology
- Industrial
- Health
- Financial

- Statistics
- Forecasts & surveys
- Daily Data
- Topic pages

Statistics

Tools

- Publication Finder
- Business Plan Export

*Published in Q1 2023

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Intensive customer support

Regular contact and individual updates by phone and via newsletters

- Regular contact
- Updates every 3-6 months
- Consultations on request

Updates

Reporting

- Annual usage reporting
- Additional reporting on request

Training

- Free initial and additional training available
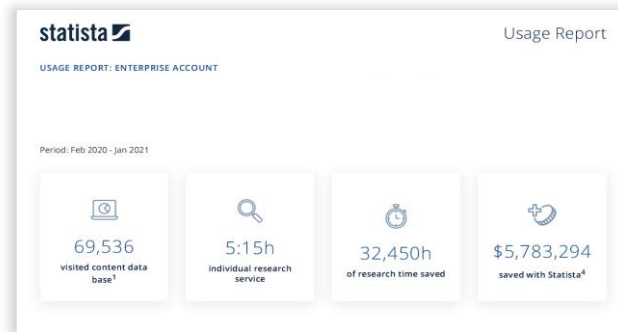- Specific promotional material for support

Support

- Account setup
- Technical support

Our experts are available to help you set up your account, answer open questions, organize additional trainings and optimize your platform usage.

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Individual usage reporting
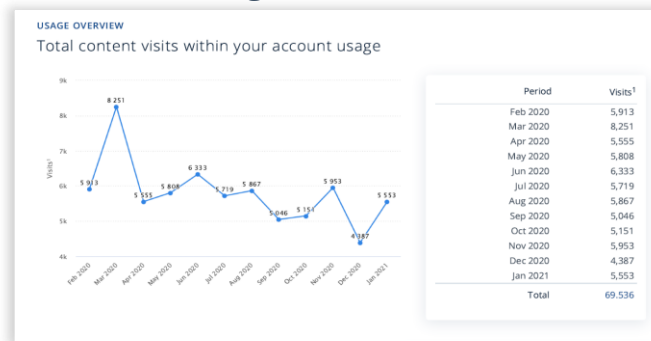
Creating transparency

Key figures of individual usage

Usage Report

USAGE REPORT: ENTERPRISE ACCOUNT

Period: Feb 2020 - Jan 2021

69,536	5:15h	32,450h	$5,783,294
visited content data base[1]	individual research service	of research time saved	saved with Statista[4]

Which platform is used the most?

PLATFORM OVERVIEW
Usage by platform

.DE	.COM	.FR	.ES
53,214	16,313	5	4
(76.5%)	(23.5%)	(0.0%)	(0.0%)

What are the top industries?

TOP INDUSTRIES
Top industries by visits

19.0%	17.2%	10.9%	10.2%	7.6%
13,229	11,962	7,581	7,063	5,287
Across industries[3]	Technology & Telecommunications	Internet	Society	Health & Pharmaceuticals

How has usage evolved?

USAGE OVERVIEW
Total content visits within your account usage

Period	Visits[1]
Feb 2020	5,913
Mar 2020	8,251
Apr 2020	5,555
May 2020	5,808
Jun 2020	6,333
Jul 2020	5,719
Aug 2020	5,867
Sep 2020	5,046
Oct 2020	5,151
Nov 2020	5,953
Dec 2020	4,387
Jan 2021	5,553
Total	69,536

Usage Report

Content type (value)		Visits	Sum
Statistic ($15)		38,924	$583,860
Infographic ($20)		2,488	$49,760
Topic ($75)		4,728	$354,600
Dossiers & Reports ($349)		7,070	$2,467,430
External Reports ($100)		3,496	$349,600
CMO[5] ($175)		1,600	$280,000
DMO[5] ($175)		5,835	$1,021,125
MMO[5] ($175)		1,100	$192,500
TMO[5] ($175)		650	$113,750
AMO[5] ($175)		490	$85,750
Country Outlook[5] ($175)		325	$56,875
Industry Outlook[5] ($175)		200	$35,000
Company Database ($295)		205	$60,475
Business Plan Export ($950)		84	$79,800
Global Consumer Survey ($250)		73	$18,250
Across industries[3] ($15)		2,268	$34,020
Research service requests ($95/h)		5:15h	499 $
Total [4]			$5,783,294

* Exemplary cost breakdown of the used data

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