

STATISTA FOR ACADEMIA

Empowering people with data

statista 



Contact



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Agenda

- Statista | An Introduction
- Campus License
- Deep dive into the platform
- Q & A

Contents

1. About Statista

Get to know our company

2. Products

From quick research to in-depth analyses

3. Campus License

A partner for your entire institution

ABOUT STATISTA

Get to know our company



OUR MISSION

**We empower people
worldwide to make fact-
based decisions.**



ABOUT STATISTA

Where is **Statista today** –
and what comes next?

1400

Employees

14

Locations

1 Mio

Statistics

2.5 Mio

Registered Users

Our locations

Global competence



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

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

The **single statistic** – our signature product

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

Graph – Bar chart showing advertising revenue in billion U.S. dollars from 2012 to 2024.

Year	Revenue (in billion U.S. dollars)
2012	184.19
2013	184.7
2014	191.77
2015	195.84
2016	208.71
2017	214.27
2018	229.45
2019	237.28
2020	228.09
2021*	242.16
2022*	265.58
2023*	263.76
2024*	286.81

Description – Advertising revenue in the U.S. 2012-2024
Published by A. Guttman, 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

Download – PDF, XLS, PNG, PPT

askStatista* – Source, Survey by, Survey name, Published by, Source link, Release date

Source – This Year Next Year U.S. End-of-Year Forecast
December 2020, page 13

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

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

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.

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

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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.



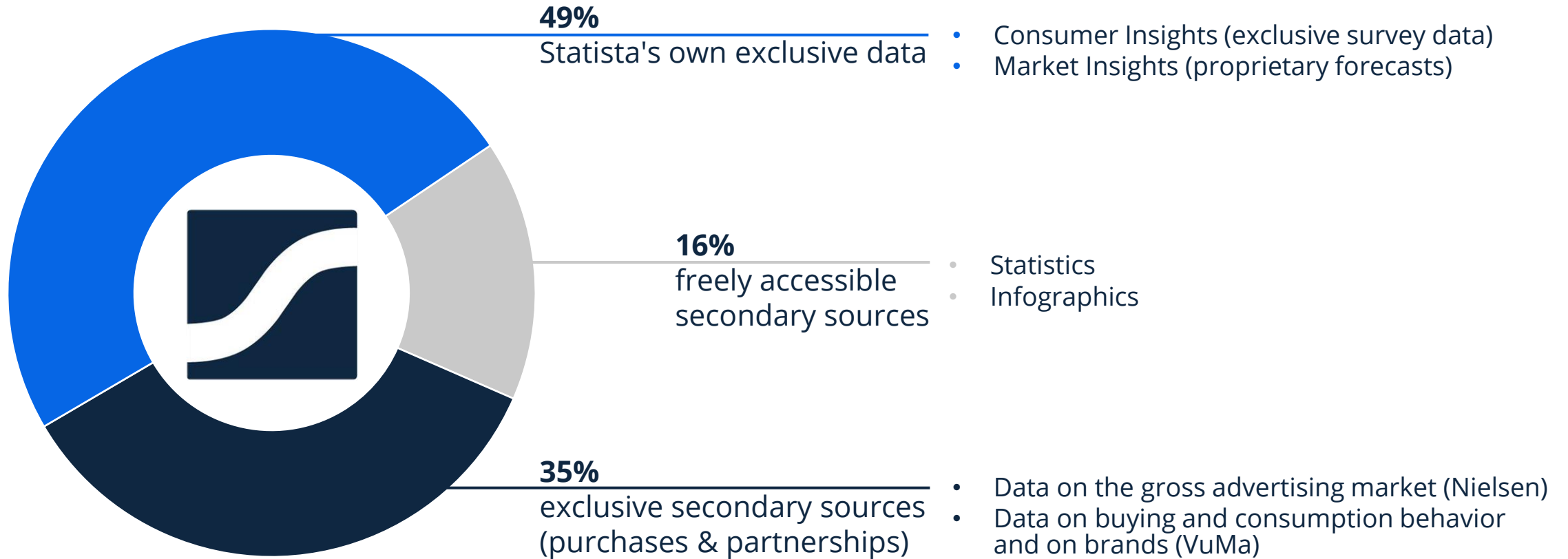
Third-party funds



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.

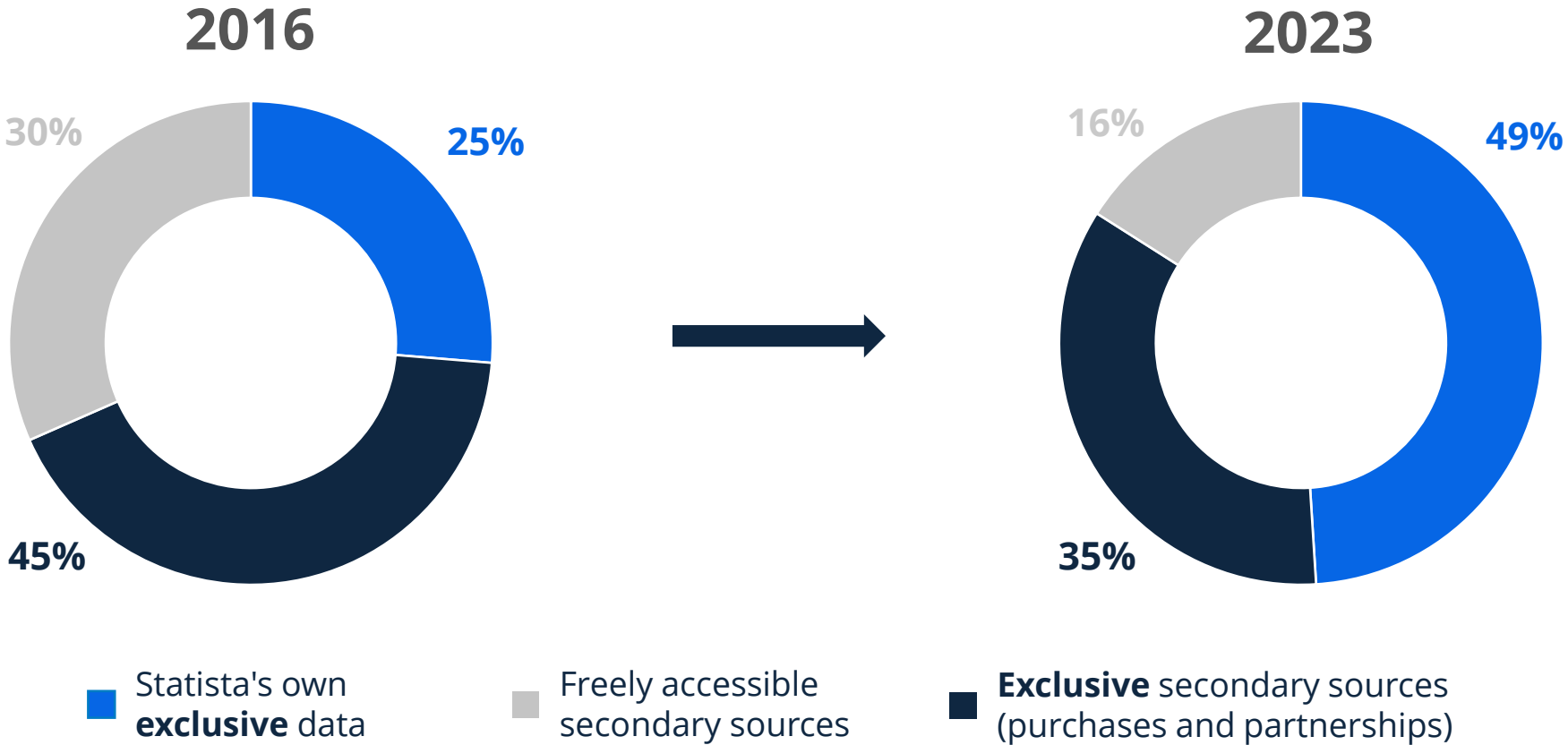
Origin of our data

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



From data aggregator to **market research** company

The ratio of Statista exclusive content doubled over the past years



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.

- Massachusetts 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

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

Agencies
JUNG+MATT HAYAS
groupm
heimat
SCHOLZ & FRIENDS GIGU
Pipar TBWA
MEDIACOM
Edelman
SINNERSCHRADER
BBDO

Automotive
DAIMLER
Continental
Ford
KIA
HYUNDAI
PSA GROUPE
TOYOTA
SEAT
VW
AUDI
Audi

Consulting
SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants
BearingPoint. Institute
Capgemini
accenture
HAYS
OLIVER WYMAN
EY
Berger B
Recruiting experts worldwide

FMCG
L'ORÉAL
tesa
Schwarzkopf
Nestlé
IKEA
Unilever
McDonald's
FERRERO
P&G
Henkel
Beiersdorf

IT & Telco
HUAWEI
SAP
Apple
SAMSUNG
AT&T
vodafone
Microsoft
1&1
salesforce
BT
Telefonica

Market Research
KANTAR TNS
YouGov
bitkom
GfK
Deutsches Kundeninstitut
Blendi
respondi
FORSCHUNGSGRUPPE g/d/p
Cint

Media
News Corp
Handelsblatt
Frankfurter Allgemeine
OCBS
Forbes
NETFLIX
WELT
CNN
FT
Süddeutsche Zeitung
Google
Disney
abc

Retail
zalando
Walmart
clas ohlson
LIDL
amazon
LEROYMERLIN
OTTO
ALDI
EDEKA
Allibaba Group

Tourism
AIDA
JOCHEN SCHWEIZER
HYATT
TUI Cruises
visit Berlin
HolidayCheck
LEGOLAND
IBEROSTAR
HAMBURG Tourismus

Transportation
Hermes
Deutsche Post
DHL
DB SCHENKER
MOSOLF
KUEHNE + NAGEL
dpd
MÆRSK

Other
JPMorgan
BNP PARIBAS
citi
Santander
COMMERZBANK
MERCK
e-on
Mylan
Pfizer
HSBC
STADA
barclaycard
VATTENFALL

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

Without Statista

Find statistic

16 minutes

Convert statistic into PowerPoint slide

8 minutes

Import statistic into Excel

7 minutes



With Statista

1.4

1.6

Time saved
28 minutes per statistic

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).

OUR PRODUCTS

From quick research
to in-depth analyses

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.

Find answers quickly – concise visual illustrations

Quick 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.

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

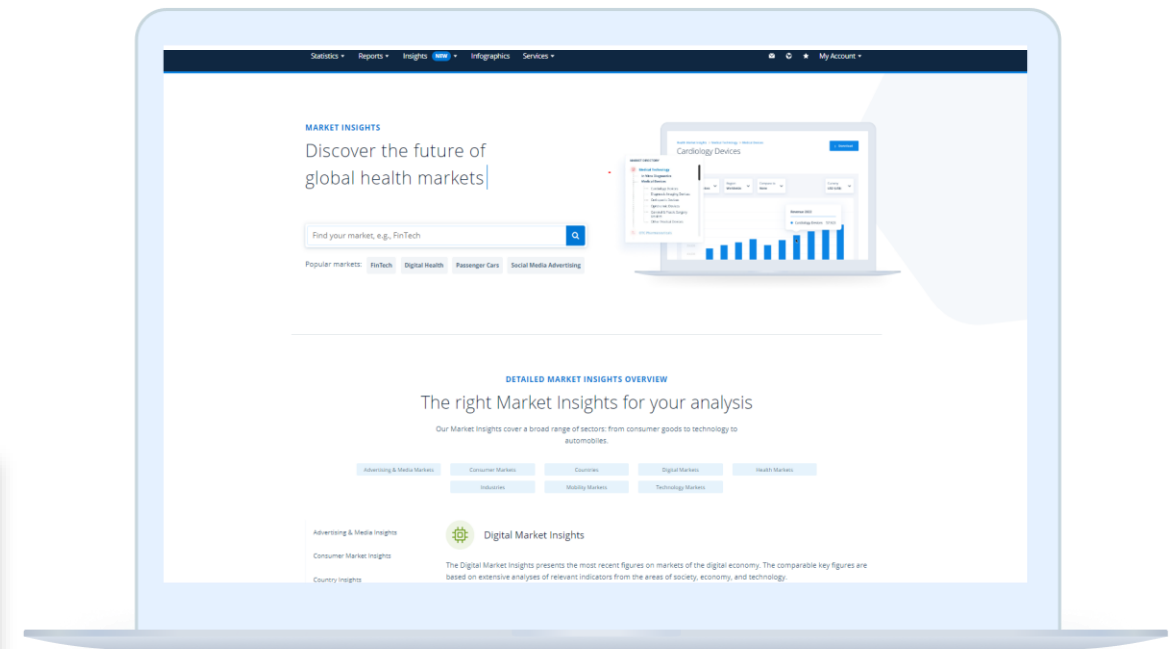
We provide crucial information regarding the **status quo & development of countries & regions** including key economic indicators like GDP, national finance, demographics and trade figures as well as major industry players.

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



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.**

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

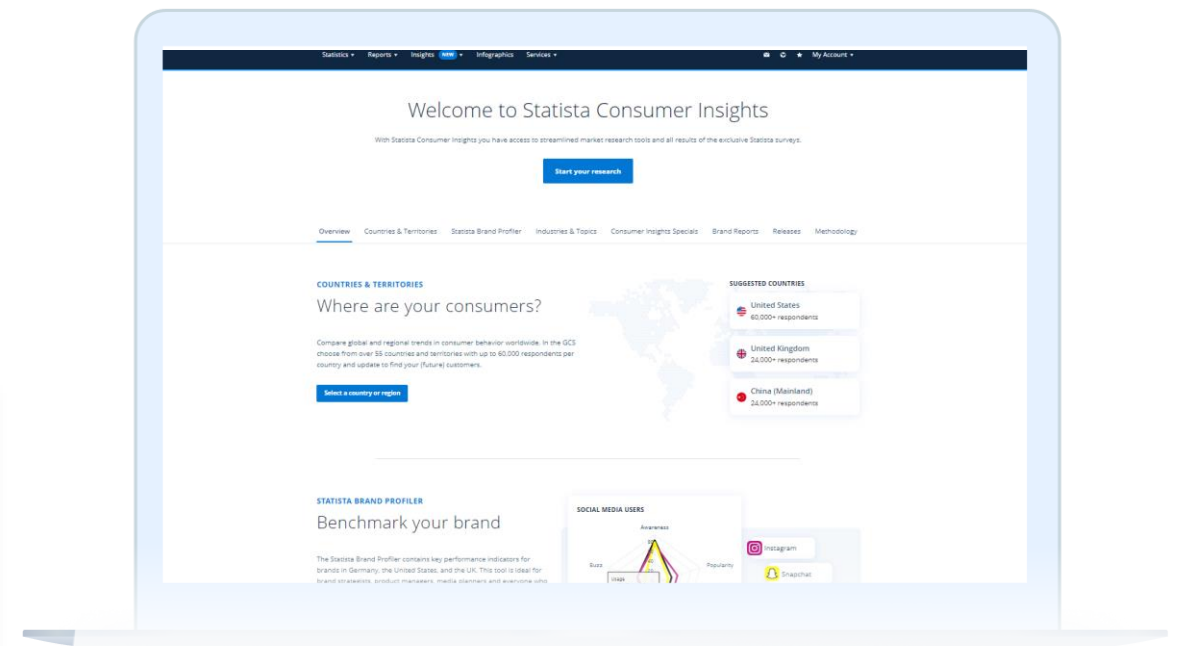
Access the world of consumers with data based on more than 2 million interviews

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



Our large survey database allows you to understand any audience on a deeper level

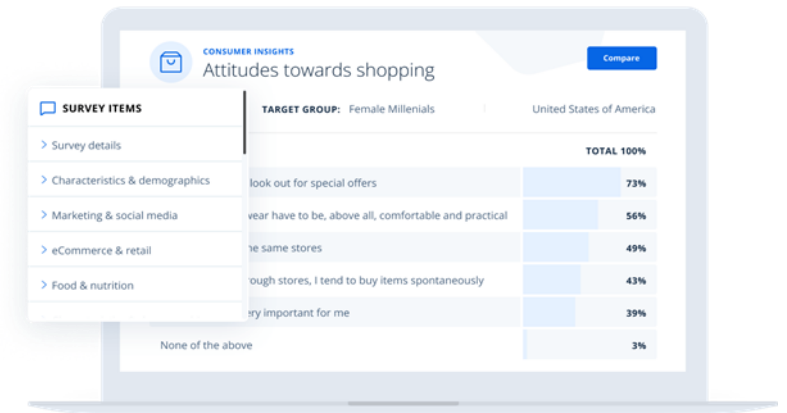
Consumer Insights: Surveys

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.

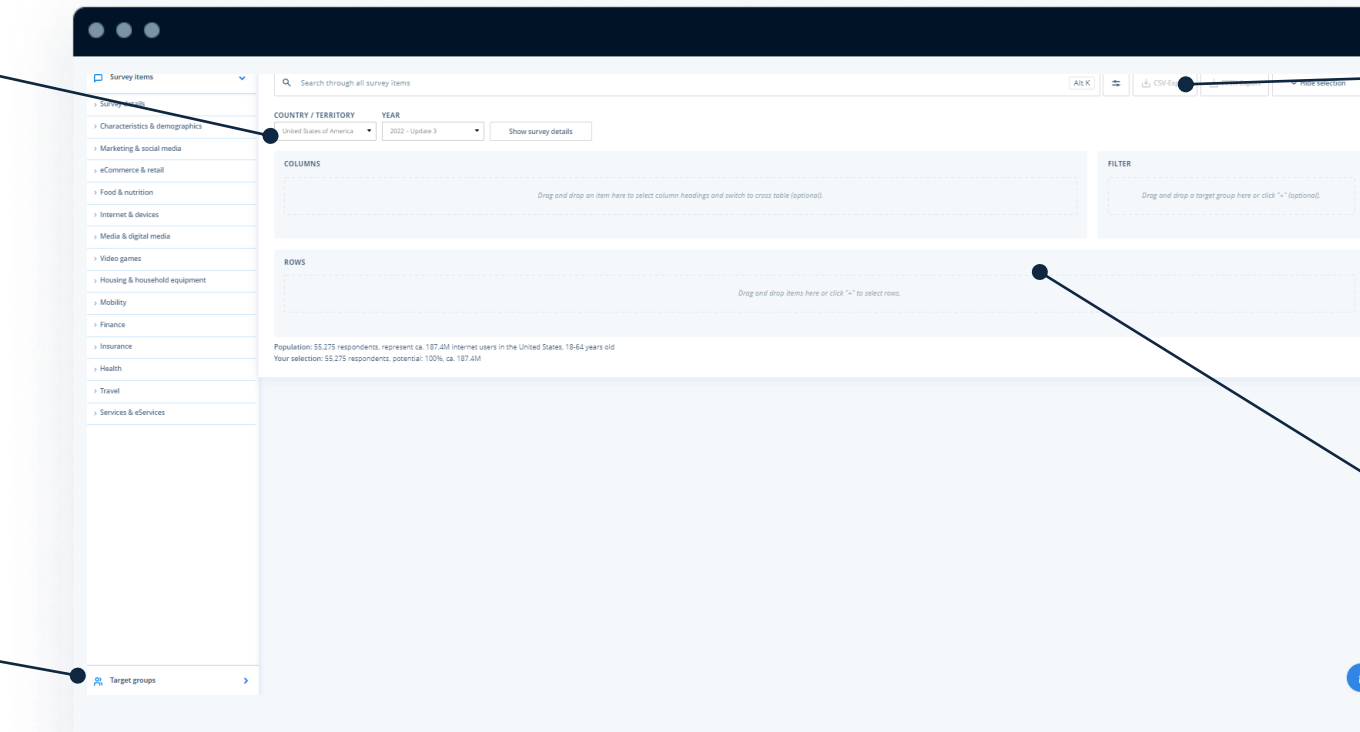


Analyze and create **personalized** target groups

Consumer Insights: Tool

Compare countries and regions

Define and filter by personalized target groups



Export in CSV and PPT

Use cross-tabulation to find trends and patterns quickly

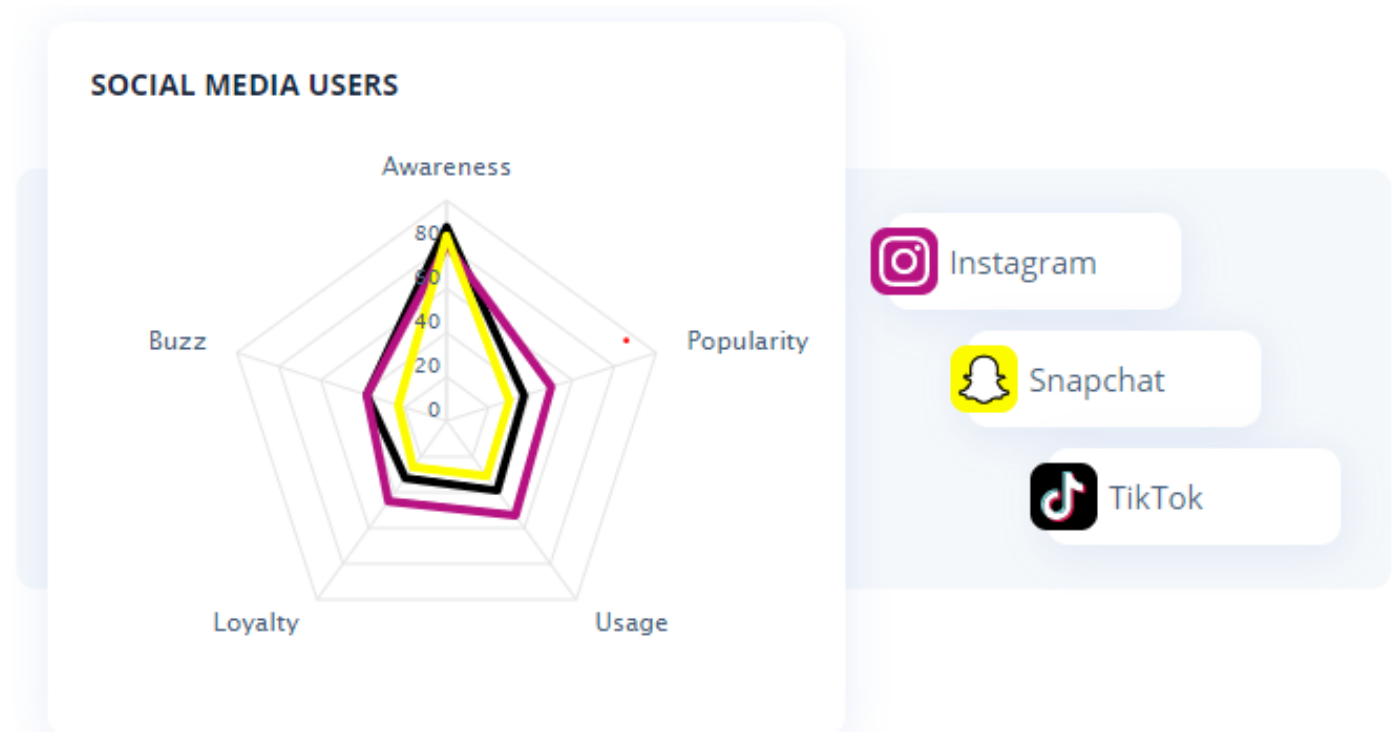
How many people know, like, and buy **which brand?**

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.



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**.

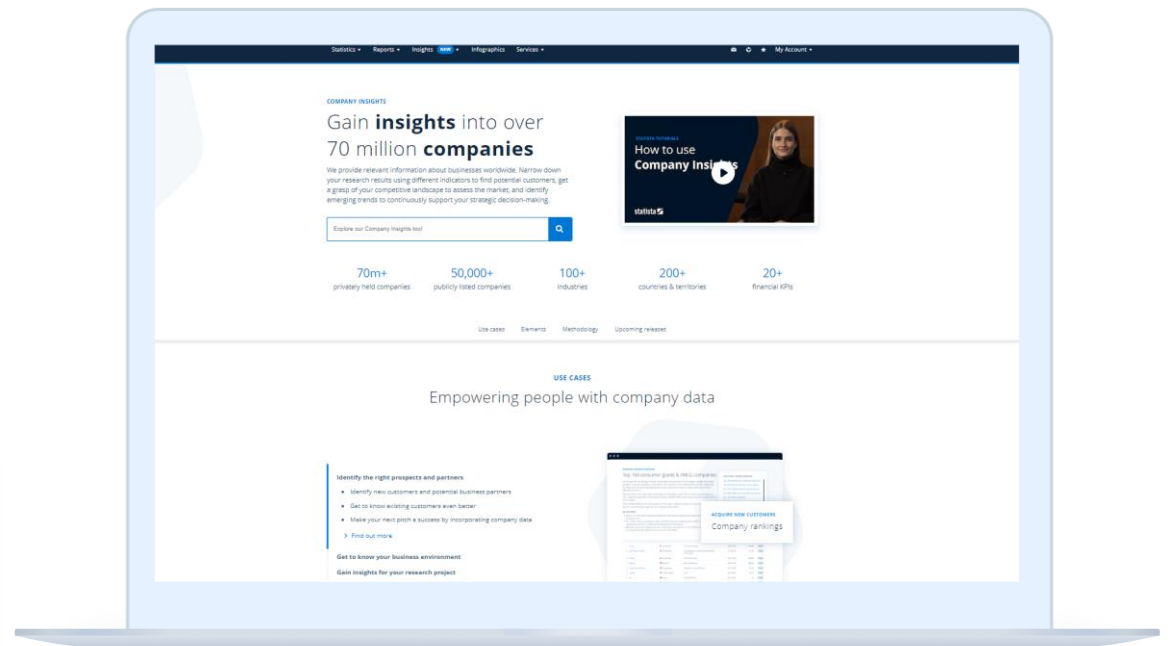
Gain **insights** into over 70 million **companies**

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



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.**

CAMPUS LICENSE

A partner for your entire institution

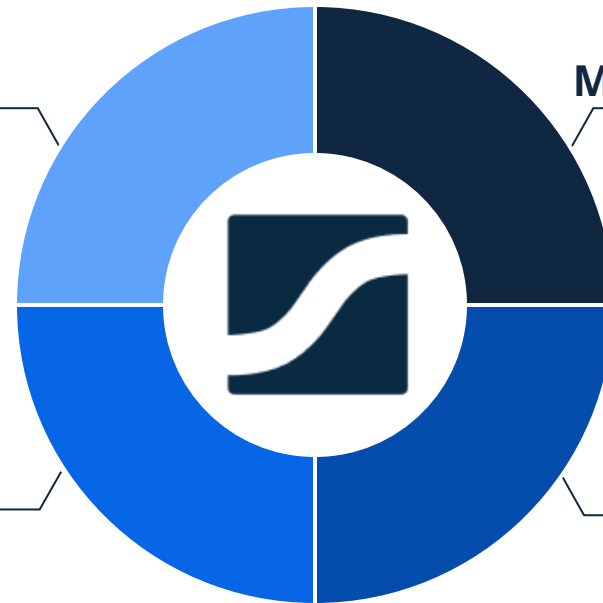
Products included in the Campus License

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

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

Studies & reports

Statistics



Market Insights

Tools

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

- Publication Finder
- Business Plan Export

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



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

Training

Support

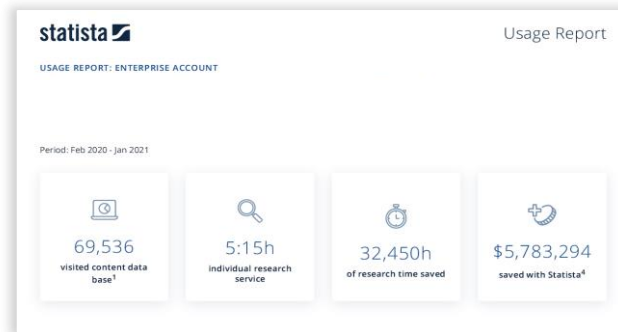
- Account setup
- Technical support

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

Individual usage reporting

Creating transparency

Key figures of individual usage



Which platform is used the most?



What are the top industries?



How has usage evolved?



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 ⁶ (\$175)	325	\$56,875
Industry Outlook ⁶ (\$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

Contact



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

Agenda

- Statista | An Introduction
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- Deep dive into the platform
- Q & A