

Statista – Getting your Facts Straight

International platform with special focus on U.S., EU, UK and China

A holistic and multidisciplinary database



Statista – One of the world's largest statistics portals

- ▶ Data aggregation and research platform covering worldwide markets, industries, and societal topics
- ▶ Over 1.5 million world-wide statistics along with forecasting on 500 areas from 41 countries for a period of 5 years
- ▶ More than 20,000 public and private reports
- ▶ Proprietary and exclusive information including 2,500 dossiers and 40 industry reports
- ▶ Data compiled from 18,000 private and public sources aggregated from North American, Europe and Asia with hyperlinks to direct back to original source
- ▶ All statistics and forecasts can be directly downloaded in PNG/PDF, Excel, and PowerPoint formats
- ▶ Statistics can be downloaded according to academic citation standards (MLA, APA, Harvard, Chicago and Bluebook)
- ▶ Extensive section of infographics used for illustration data visualization across all areas of interest that can be used for presentation and learning tools
- ▶ All data and charts can be republished with full-publication rights
- ▶ Information is prepared and vetted by a research team of more than 100 analysts in Hamburg, Germany

Simple Search in 3 Steps

 Step 1

Enter search term

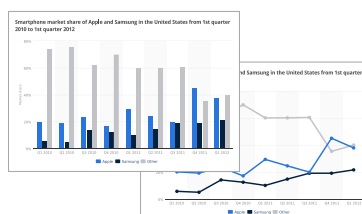
market share

advertising market shares
audience market shares
brand market shares
global market share
gross advertising market share
market share
market share development
market share gains
marketing share of costs

Search

 Step 2

**Display statistics
as a graph**



 Step 3

**Download and insert
into presentation**



Reasons for Choosing Statista

- ▶ Students can easily and quickly find data for term papers, presentations or thesis
- ▶ Libraries offer their users an attractive and intuitive research tool for functionality
- ▶ Professors and academic researchers use Statista for teaching purposes

What our academic institutions say ...



“With Statista, I immediately get to analysing data, as opposed to searching for it for hours on end. The search function and the user-friendly interface make it particularly appealing - I'm thankful I had Statista to complement my university studies.

Jay Pinho, Student at Columbia University



“Our students will get a lot of use out of the company dossiers, and high quality statistics are always useful in research papers!

Kate Adams, E-Resources and Instruction Librarian Chadwick Library

**LIBRARY
JOURNAL**

“Offering a mind-bending array of statistics that are international in scope, ... there really is nothing else out there like Statista. It is intuitive and straightforward and many of the statistics are easily downloadable. The database makes statistics fun, and how often do we get a chance to say that?

Library Journal, Best Statistics Database 2014

More than **500 schools** globally subscribe to a Statista campus license from Ivy Leagues, Private and Public Schools, Community Colleges, Medical and Art Schools and Preparatory, Middle and High Schools.



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