



Introduction to Statista

For European Business Colleges & Universities

Statista is one of the leading statistics companies



- ▶ Statista provides **statistics and quantitative data** on over 80,000 topics and areas of interest categorized into 20 market sectors
- ▶ The Statista team includes **over 150 employees**: researchers, database experts, statisticians, technical journalists and graphic specialists
- ▶ Our clients include all of the "**Big Four**" consultancy firms, as well as companies such as **Google, Vodafone, Ogilvy, and major financial institutions**. This means students can now use the same tools for study, as they will with prospective employers.
- ▶ **Over 3 million users** visit www.statista.com every month
- ▶ Our headquarter is located in **Hamburg, Germany** with representatives for the US market based in **New York City**
- ▶ Statista cooperates with media partners such as **Forbes, The Guardian, Mashable** and **Business Insider**

Recognition and Accolades

Statista was recently named by Library Journal as “Best Statistics Database 2014”



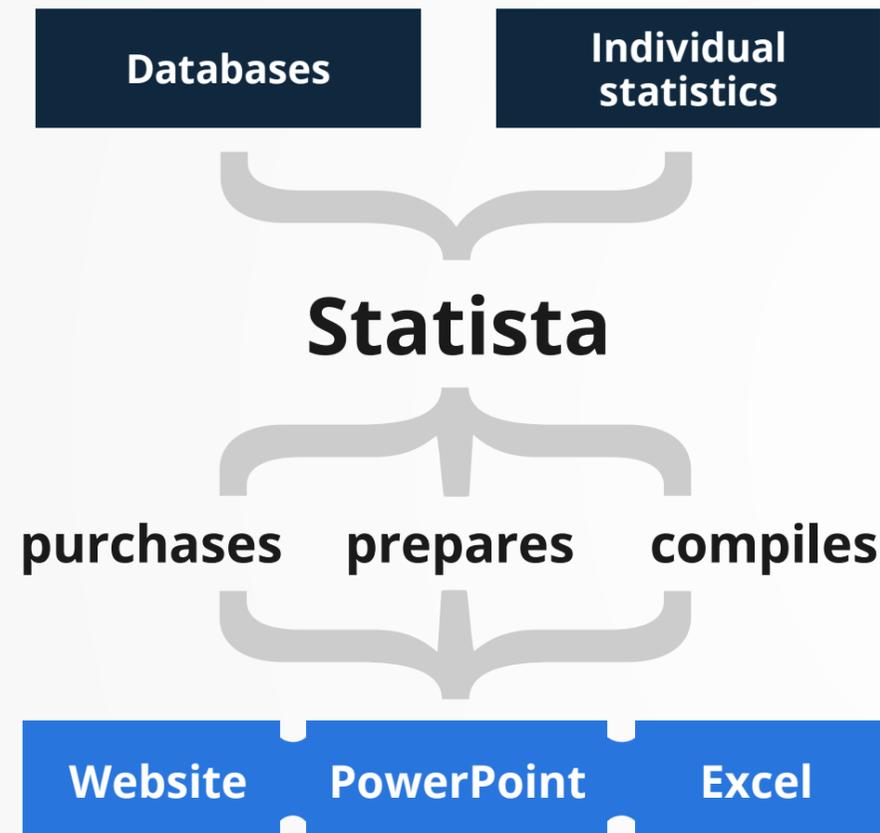
“Offering a “mind-bending array” of statistics that are “international in scope”, according to Lura Sanborn of St. Paul’s School, Concord, NH, **there really is nothing else out there like Statista.** Users can find information on everything from the music industry to gun control to worldwide poverty rates. Sanborn goes on to point out that Statista’s “color infographics “speak” to our patrons more than the black-and-white charts we are accustomed to.

Many of the statistics are easily downloadable with the creation of an account, which is free to patrons at subscribing libraries. Statista also offers individual and corporate subscriptions. Corporate users have access to “dossiers”, highly detailed multipage statistical reports. Searching Statista is intuitive and straightforward, says Sanborn; most users will find it no different from searching Google. Lastly, she says, the database makes statistics fun, and how often do we get a chance to say that?

- ▶ Adding to a growing list of accolades, this reflects the reasons we are a trusted resource for more than 500 academic institutions worldwide.

How does Statista aggregate data?

From over 18,000 high quality sources



Statista creates transparency and removes existing inefficiencies:
Until now, most statistics were inaccessible, untraceable, not detailed enough and not meant to be used individually.

What kind of data does Statista aggregate?

Market and Consumer Data

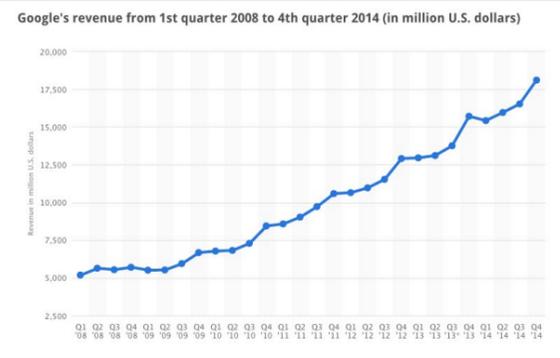


Categorized into 20 Market Sectors



From 18,000 Sources

Market Forecast



Company Revenue

Consumer Behavior & Interests

What do you think of...?



Media & Advertising

Technology & Telecommunication



International

Society



National Readership Survey
ComScore ONS

Bed & Breakfast Association

Kantar Media

Nielsen

Ofcom

IDC

IGD **RMI**

Defra

Populus

Lloyds Banking Group

CAA **Statista**

Association of British Insurers

European Telecommunications Network Operators' Association

Statista is your comprehensive source for data

The screenshot shows the Statista website interface. At the top, the logo 'statista' is followed by 'The Statistics Portal' and 'Statistics and Studies from more than 18,000 Sources'. Below this is a navigation bar with 'Prices & Access', 'Our Services', 'Markets & Topics', 'Infographics', and 'Research & Analysis'. A search bar contains the word 'Apple'. To the left, there are filters for 'Search terms' (Apple), 'Search areas' (Statistics, Studies, Dossiers and Industry-Reports, Topics, Infographics), and 'Search by sources' (Sources). The search results show 1,107 results, with the first few being: 'Apple iPad sales worldwide 2010-2014, by quarter', 'Number of available apps in the Apple App Store as of October 2013', and 'Global Apple iPhone sales Q3 2007-Q2 2014'. A large yellow circular callout is overlaid on the bottom left of the screenshot, containing the text: 'To see this in action contact info@statista.com to arrange a webinar'.

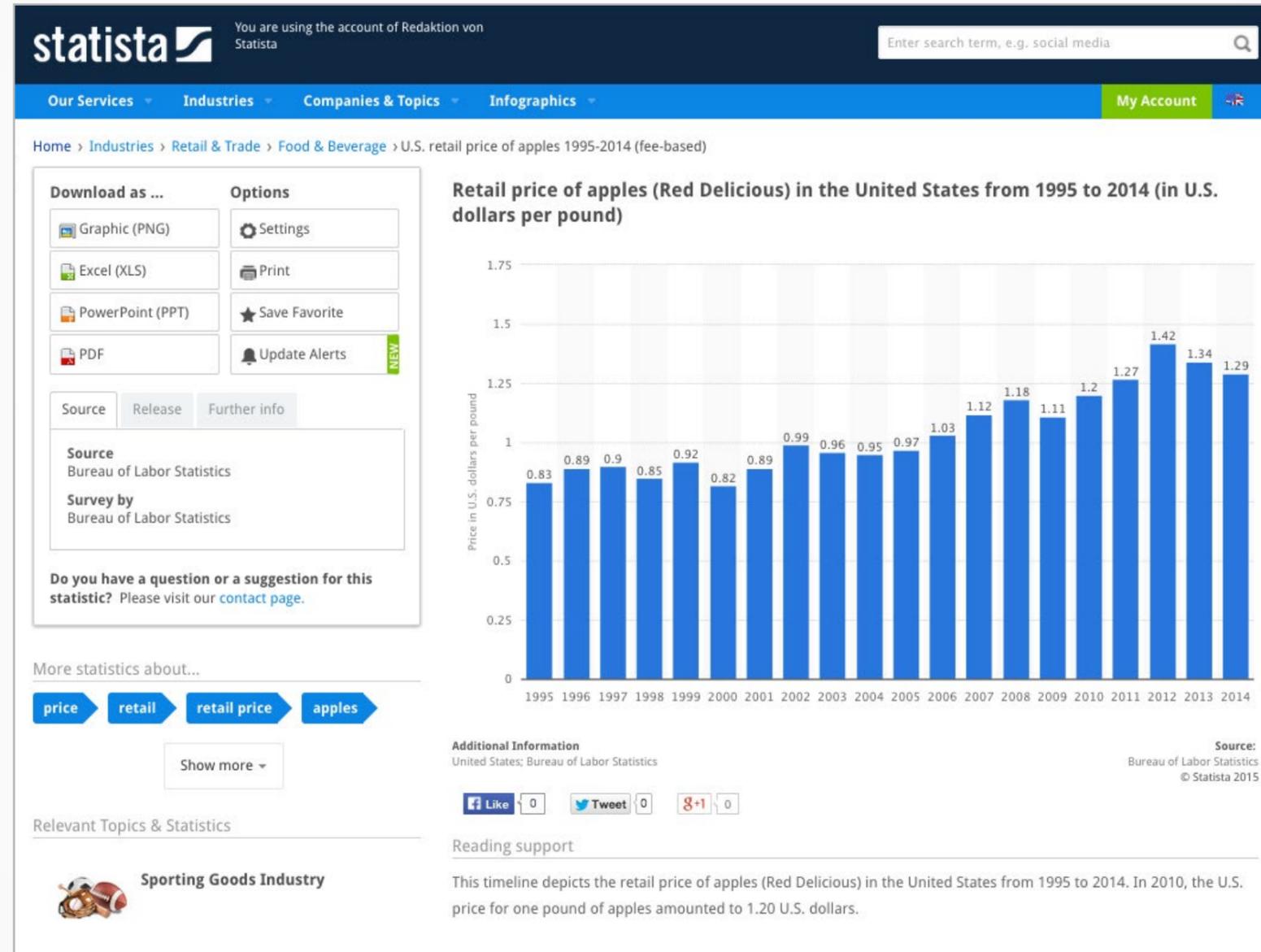
The benefits of Statista

- More than **1 million statistics and facts** from over **18,000 different sources** on over **80,000 topics and areas of interest**
- Focus of the international database on Europe, United States and China
- Quick and convenient access through intuitive search and filter functions with **100,000 keywords**
- Intelligent suggested search terms, to aid the discovery of new information
- **Direct download** of all data in PPT, XLS, PDF and PNG format
- Full publication rights to all statistics

Statista presents statistics comprehensively

Example: View of the statistics on the website

1
All tools
easily accessible



2
Clear & concise
presentation

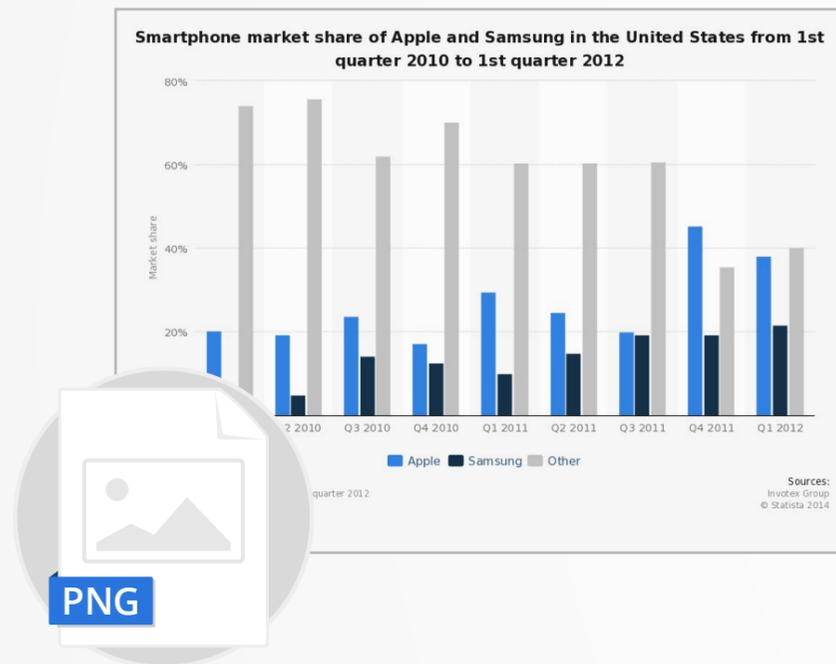
3
A summary puts
the statistics into
context

Access to over a million facts & figures via Statista.com

1 All tools are easily accessible

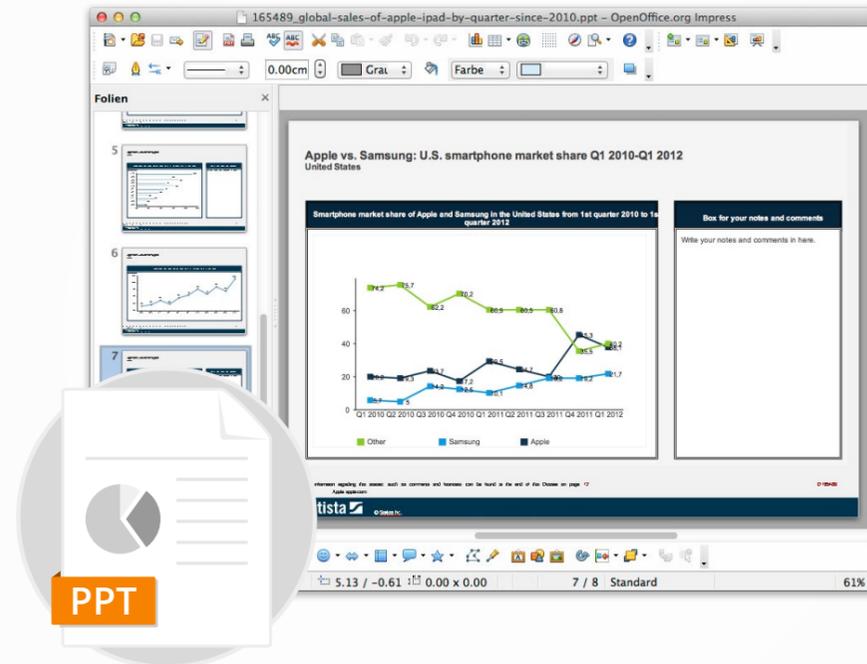
Recognising the importance of versatility in the digital age, all content is instantly available in a variety of formats.

PNG image



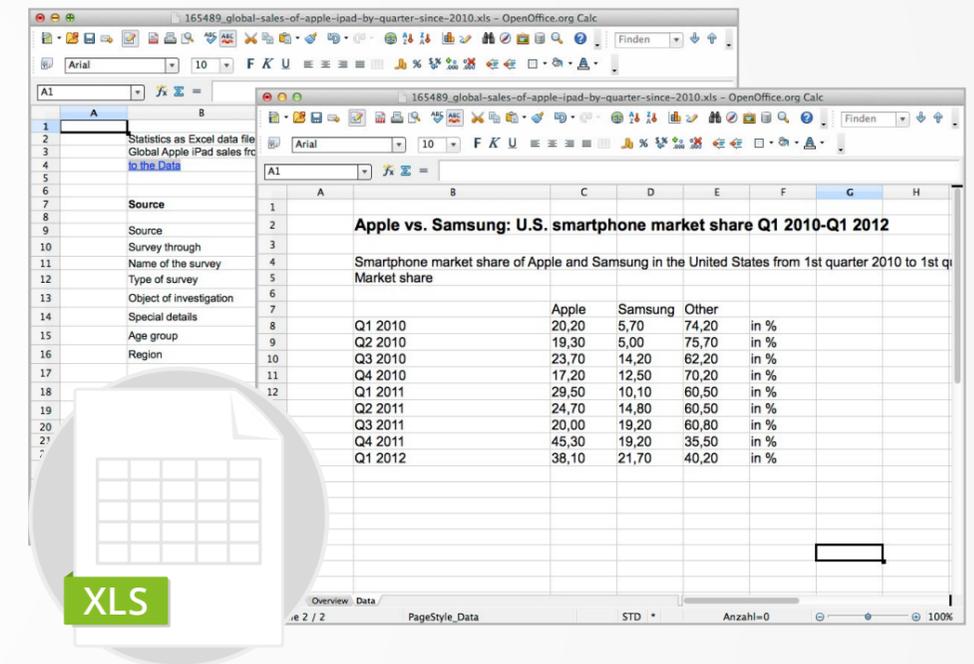
For direct integration into documents, reports or websites

PPT file



For immediate use in presentations – choose from six alternative formats

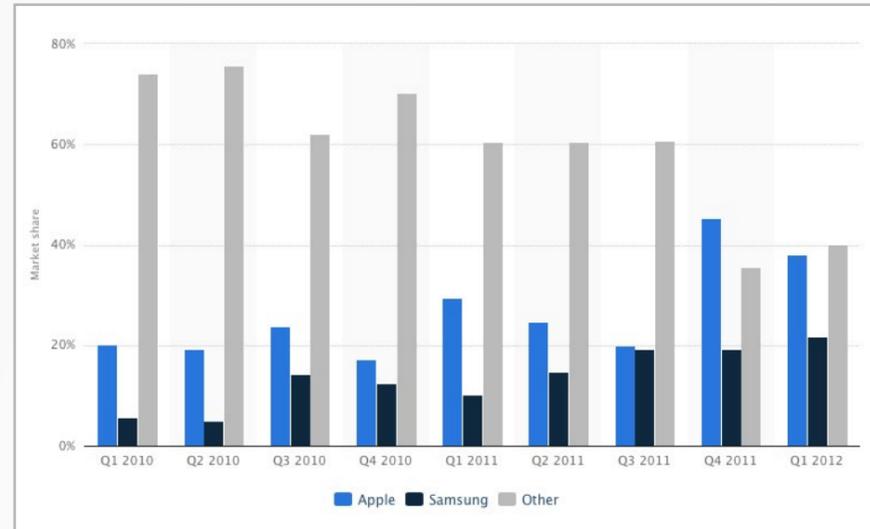
Excel sheet



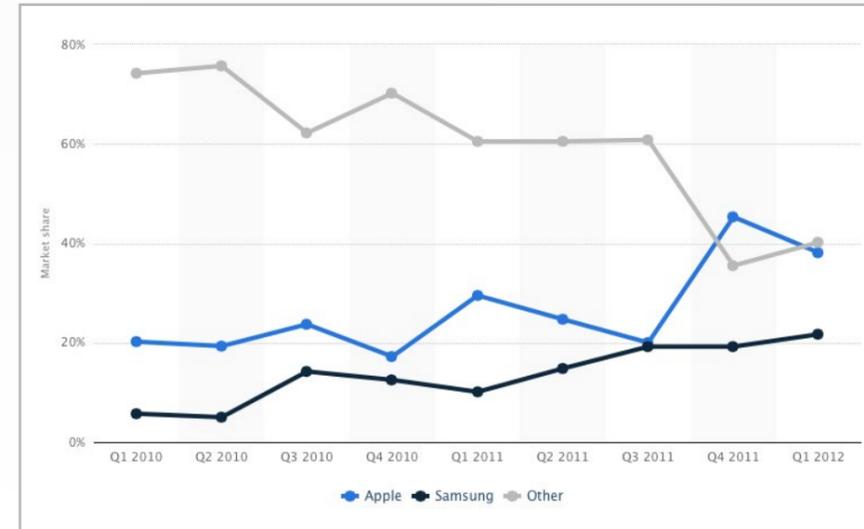
For further processing or analysis – optimized for integration into larger business models (structure, labelling, etc.)

2 Versatile presentation

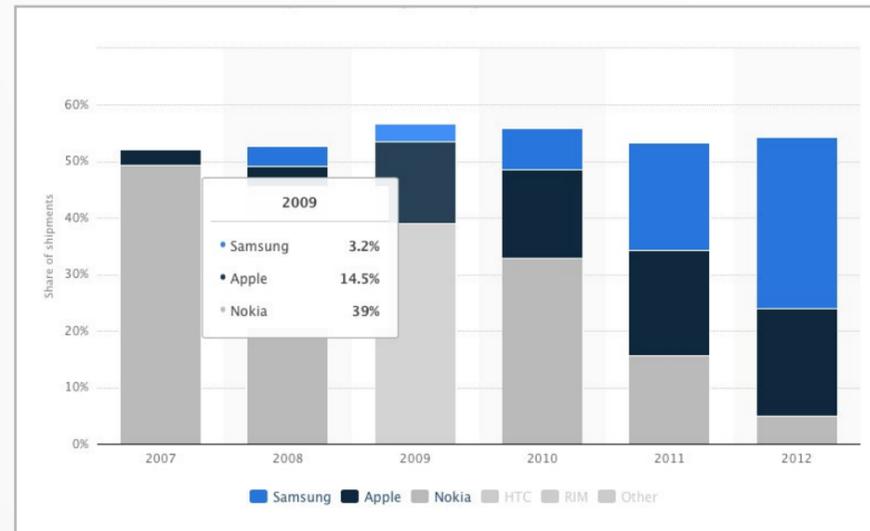
Bar chart



Line



Stack



Table

Category	
Games	62
Books	54
Music	50
Shopping	45
News and headlines	45
VIP and entertainment news	44
Locations and navigation	42
Movie schedules, ticket purchases	41
Magazines	41
Banking	39
Financial updates	39

3 A summary puts the statistics into context

Reading support

This statistic shows the UK Brent crude oil price fluctuation since 1976 as a time series. In 1980, the average price of UK Brent crude oil was at 36.8 U.S. dollars per barrel. Brent is the world's leading price benchmark for Atlantic basin crude oils. The price of crude oil is closely observed as it influences costs across all stages of the production process and consequently alters the price of consumer goods as well.

A short explanation of the data shown on the graph, including one sample datapoint, gives the reader the necessary context to understand the information.

Additional background information, e.g. explanation of technical terms is also provided.

The screenshot displays a user interface for a Statista statistic. It features a 'Download as ...' section with options for Graphic (PNG), Excel (XLS), PowerPoint (PPT), and PDF. An 'Options' section includes Settings, Print, Save Favorite, and Update Alerts (marked as NEW). Below this is a 'Source' section with tabs for Source, Release, and Further info. The 'Source' tab is active, showing 'Source: OPEC; IEA' and 'Survey by: OPEC; IEA'. A 'Citation (FAQ)' section has a dropdown menu set to 'Harvard'. At the bottom, a citation text reads: 'MWW. UK Brent crude oil price changes from 1976 to 2015 (annual averages in U.S. dollars per barrel). Statista. Accessed 02 March, 2015. Available from http://www.statista.com/statistics/262860/uk-brent-crude-oil-price-changes-since-1976/'.

Survey details, e.g.

- ▶ Research institute
- ▶ Survey time
- ▶ Region

Publication details, e.g.

- ▶ Publisher
- ▶ Source link with online publication
- ▶ Publication date

Additional features

- ▶ Search tags and top tags
- ▶ Market and sector relevance
- ▶ Explanatory notes on:
 - Special features
 - Details on the source
 - Further useful information

Statista dossiers provide quick access to a specific topic

The screenshot shows a Statista dossier page titled "Brand Value - Statista dossier". It features a table of contents on the left, a main chart area, and a detailed view of a specific chart at the bottom.

Global Brand Value

- 08 Most valuable nation brands 2014
- 09 The 25 most valuable brands worldwide 2014
- 10 Brand value change of the largest worldwide brands 2014
- 11 Brand value of the most valuable companies worldwide in 2014
- 12 Brand value of the leading 20 most valuable retail brands worldwide 2014

Global Brand Value by Category

- 14 Most valuable fast food brands worldwide in 2014
- 15 Leading 15 most valuable soft drink brands worldwide 2014, based on brand value
- 16 Brand value of the leading 10 beer brands worldwide 2014
- 17 Alcohol/spirits market: leading brands worldwide based on brand value 2013
- 18 Brand value of the leading personal care brands worldwide 2014
- 19 Brand value of the leading 10 apparel brands worldwide 2014
- 20 Brand value of the leading 10 most valuable luxury brands worldwide 2014
- 21 Brand value of the most valuable car brands worldwide 2014
- 22 Most valuable technology brands worldwide in 2014
- 23 Brand value of the leading telecom brands in 2014

The 25 most valuable brands worldwide 2014

Brand value of the 25 most valuable brands in 2014 (in million U.S. dollars)

Brand	Brand value in million U.S. dollars
Apple	104,880
Samsung	78,752
Google	68,820
Microsoft	62,781
Verizon	51,485
GE	49,832
AT&T	48,410
Amazon.com	45,147

Leading 15 most valuable soft drink brands worldwide 2014, based on brand value

Leading 15 most valuable soft drink brands worldwide in 2014, based on brand value (in million U.S. dollars)

Source and methodology information

Source	Milward Brown, Kantar
Conducted by	Kantar
Survey period	2014
Region	Worldwide
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Milward Brown
Publication date	May 2014
Original source	Brands - Top 100 most valuable global brands 2014, page 89
Website URL	http://www.statista.com/statistics/273063/leading-15-most-valuable-global-soft-drink-brands-based-on-brand-value/

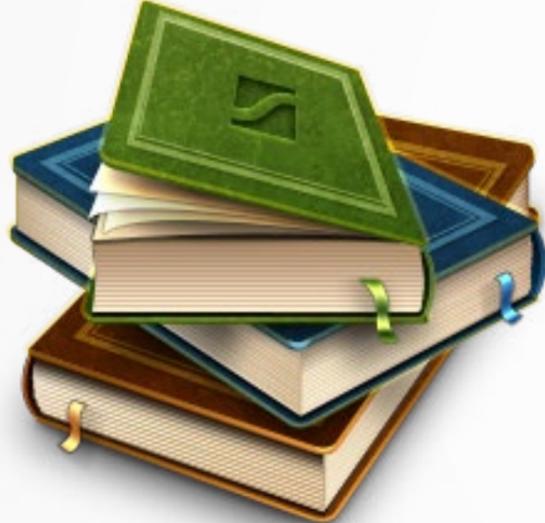
Notes:

The soft drink category was expanded this year and includes these non-alcoholic ready-to-drink beverages: carbonated soft drinks (CSD), juice, bottled water, functional drinks (sports and energy), coffee and tea (hot and iced).

- The most important 30-50 statistics on a subject compiled to a single PPT document by our research experts
- Clear segmentation into chapters for easier overview
- Editable PPT slides with one graph per page for direct integration into presentations
- All content is accompanied by source information, including a link to the online version of a publication

Academic users also receive access to the Statista studies and source database

Studies database



Fast access to approx. 20,000 studies and reports from third parties as well as all Statista dossiers and Industry Reports

Source database



Additional information on sources sorted by topic

How do academic institutions connect?

More than 500 universities and business schools connect to Statista using the Campus License. Designed with teaching and learning in mind, a Campus License makes it easy for all students and staff to access the database and make full use of the content.

IP range

How it works

- ▶ Clearing of IP address for the entire campus, or a dedicated user group
- ▶ No additional login required
- ▶ Full support for Shibboleth, EZ Proxy, and other remote access solutions

Details

- ▶ Access all areas: Full use of the Platform
- ▶ Access to Statista terminates upon graduation or departure from academic institution
- ▶ Flat fee; no risk of incurring excess usage charges

An experienced and trusted resource

More than 500 academic institutions trust in our services, including:

Customers

Yale



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BUSINESS SCHOOL



CBS
COPENHAGEN
BUSINESS SCHOOL
HANDELSHØJSKOLEN

MANCHESTER
1824

The University of Manchester

Stanford University

Consortia

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WESTCHESTER ACADEMIC LIBRARY
DIRECTORS ORGANIZATION

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