

Statista – Getting your Facts Straight

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



Statista – One of the world's largest statistics portals

- ▶ More than 1 million statistics from over 18,000 sources (including both national and international data)
- ▶ Over 80,000 topics in 170 multidisciplinary categories, ranging from agriculture to media & marketing and consumer & demographic data
- ▶ 2,000 Statista Dossiers and Industry Reports
- ▶ 20,000 studies & reports from third parties
- ▶ Forecasts from 425 industries covering 40 countries
- ▶ User and publication rights of all content

Simple Search in 3 Steps

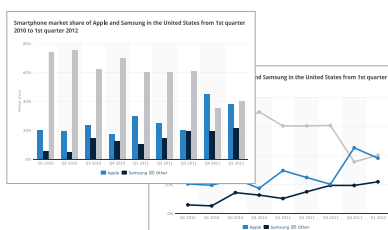
 Step 1

Enter search term

market share	Search
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	

 Step 2

**Display statistics
as a graph**



 Step 3

**Download and insert
into presentation**



Good Reasons for Choosing Statista

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

What our customers 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



“Statista's interface is elegant and incredibly user-friendly... Institutions that purchase this product will quickly find it becoming the number one source for reference questions beginning 'I need statistics on ...

Priscilla Choi, Student at Stanford University

**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

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