

Advertising Intelligence

Continuously updated data and analysis on the global advertising market

- Offers clients the most up-to-date picture of the global advertising market.
- The service monitors and forecasts advertising revenues as well as the performance of advertising-funded media properties, particularly in television and new digital media.
- The database is updated continuously, not just yearly or quarterly.
- Data tables always include ten-year historicals (1999-2008) and five-year forecasts (2009-2013).



The keys to the global media industry

List of markets covered

- Advertising Intelligence covers 22 key territories including all the world's top markets: Western Europe's ,big five' markets, the main Eastern Europe markets (Russia, Poland), China and the USA.

Data tables

- Market data and forecast tables are provided in Excel format which can be downloaded, modified and saved by users on their hard drives.

Market overview

- In terms of media coverage, Advertising Intelligence covers all the major ,above-the-line' advertising media: television, internet, newspapers, magazines, out-of-home (OOH), radio, cinema.
- Advertising Intelligence also focuses on digital media: digital out-of-home (DOOH), mobile advertising, in-game advertising, digital cinema advertising, online video advertising.

Author

- Screen Digest, London: Screen Digest is the pre-eminent firm of industry analysts that has been covering global media markets for over 30 years. Screen Digest Intelligence services and reports provide the information and analysis upon which hundreds of media companies worldwide base their decisions.



Subscription to Intelligence

A subscription to ,Advertising Intelligence' provides clients with immediate and unrestricted access to the expert analyst team, in order to receive methodology explanations or more details on any particular market segment or company, such as: ,digital television in France' or ,digital out-of-home in Germany' or ,ProSiebenSat.1'.

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GOLDMEDIA GmbH – Strategies for E-Merging Media

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