

USER GUIDE

statista 

statista

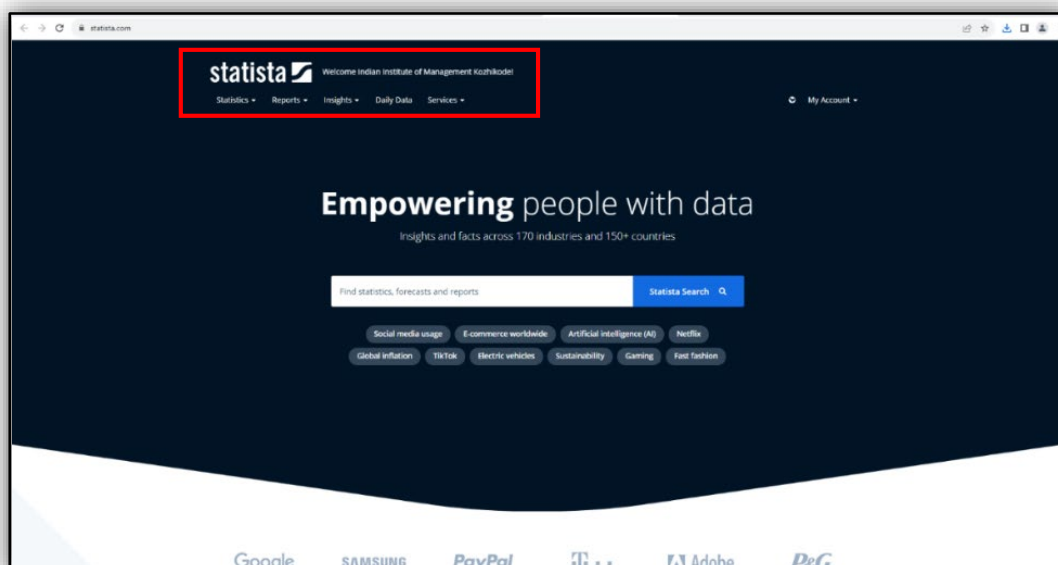
<https://www.statista.com/>

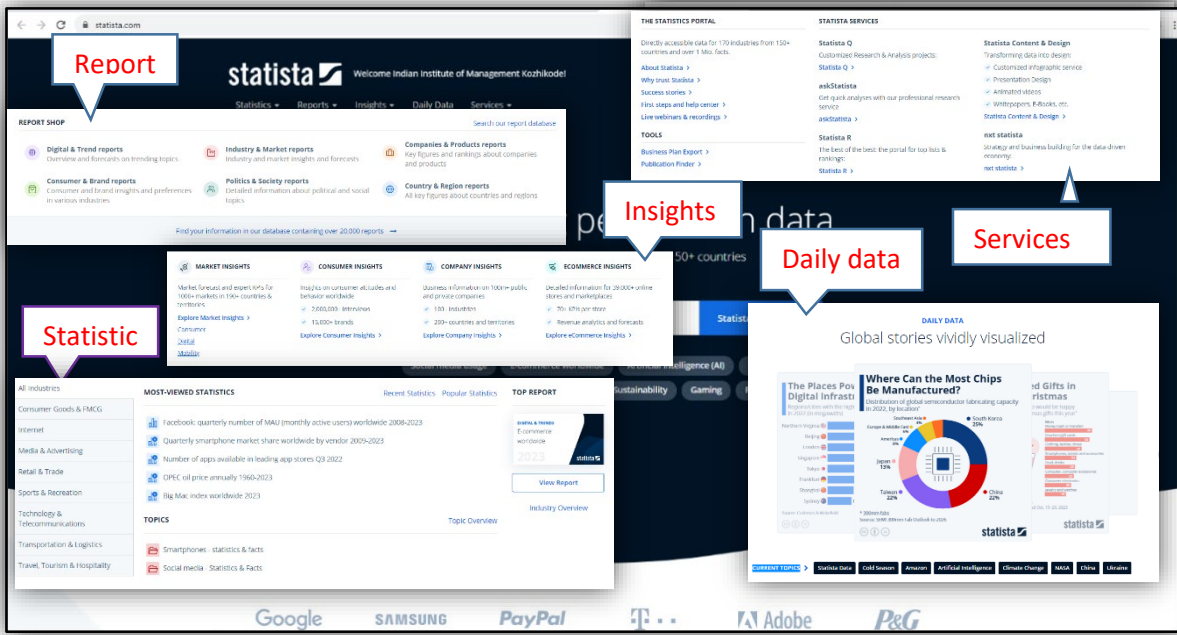
Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries. Statista allows users to quickly and efficiently access relevant information on a wide variety of topics Industry-specific economic macro data with key indicators of market trends Industry-specific surveys on relevant trends and forecasts Consumer behaviour studies. Statista.com provides companies, business customers, research institutions, and the academic community with direct access to quantitative data on media, business, finance, politics, and a wide variety of other areas of interest or markets. STATISTA eCommerce Insights (<https://ecommercedb.com/>) The STATISTA eCommerce Insights grant users access to ecommerceDB.com, a database specialized in eCommerce. This database provides users with the most important key performance indicators of over 30,000 online stores, marketplaces, and companies. In addition, users can access detailed reports on current trend topics and the status quo in eCommerce.

Major Subject Areas Covered: Statistics; Digital and Trend Reports; Industries & Markets Reports; Companies & Products Reports; Politics & Society Reports; Countries & Regions Reports

Access Method: One Time Registration using iimk email

How to Use: Statista facilitates the search process through the use of keywords, allowing users to quickly and efficiently locate information. You can access the content of the Statista database through navigation like statistics, Report, Insights, Daily data and Services.

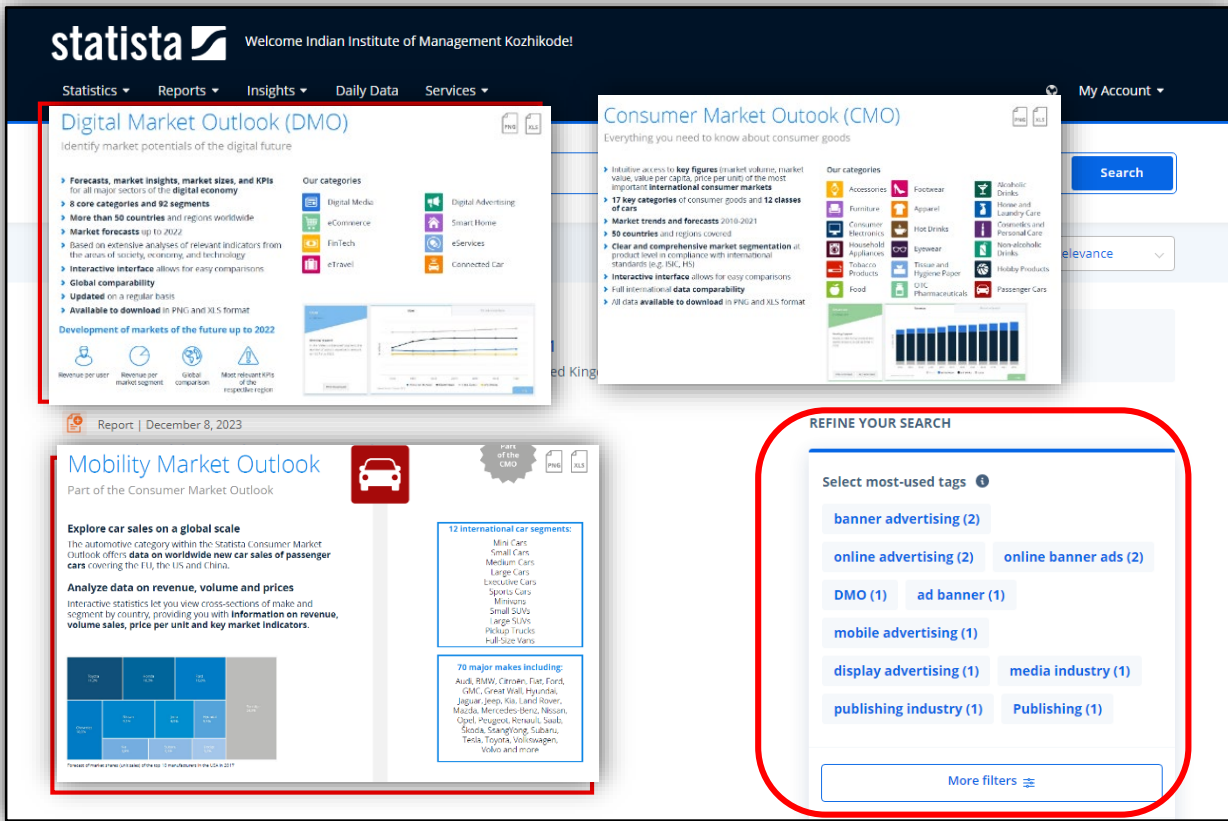




Three steps that will revolutionize any workflow: Revolutionize your workflow with the Statista database in three simple steps: 1. Search for precise data, 2. Select relevant insights, and 3. Download seamlessly. Transform your decision-making process and enhance efficiency with these streamlined actions.



View Reports and Statistics: Click on search results to access detailed reports, statistics, charts, and graphs related to your query. You can refine your search also like banner advertising, Publishing, DMO, CMO, and Mobility Market Outlook etc.



The screenshot displays the Statista website interface. At the top, there are navigation tabs for Statistics, Reports, Insights, Daily Data, and Services. A search bar is visible on the right. Below the navigation, several report cards are shown:

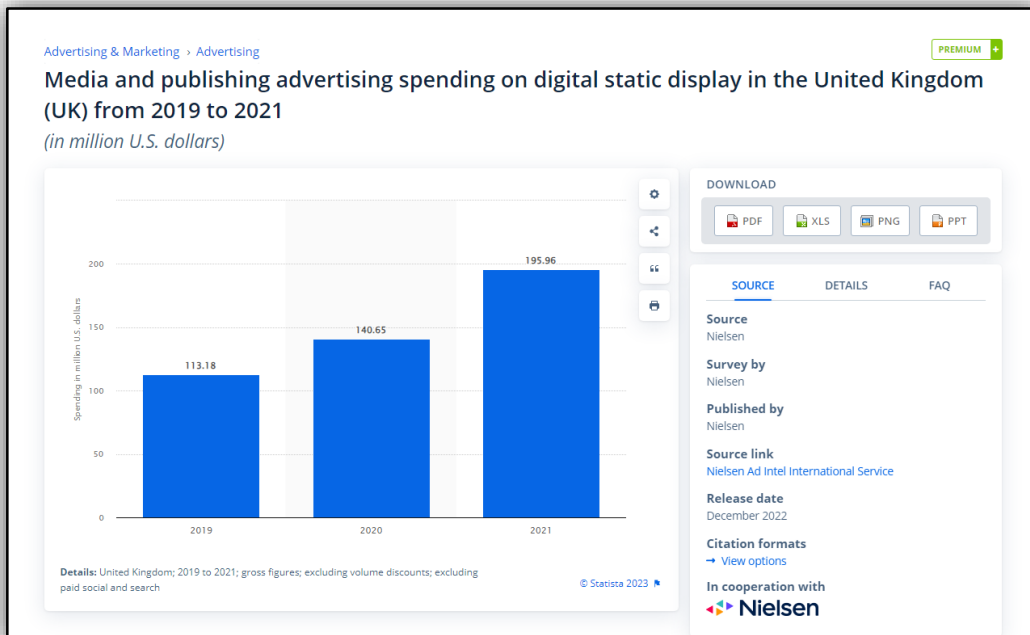
- Digital Market Outlook (DMO):** Focuses on identifying market potentials of the digital future. It includes forecasts, market insights, market sizes, and KPIs for all major sectors of the digital economy. It covers more than 50 countries and regions worldwide and is based on extensive analyses of relevant indicators from the areas of society, economy, and technology. It features an interactive interface for easy comparisons, global comparability, and is updated on a regular basis. Data is available for download in PNG and XLS format.
- Consumer Market Outlook (CMO):** Provides everything you need to know about consumer goods. It includes intuitive access to key figures (market volume, market value, value per capita, price per unit) of the most important international consumer markets, 17 key categories of consumer goods and 12 classes of cars, market trends and forecasts for 2019-2021, 50 countries and regions covered, clear and comprehensive market segmentation at product level in accordance with international standards (e.g. IAC, IHS), an interactive interface for easy comparisons, full international data comparability, and all data available for download in PNG and XLS format.
- Mobility Market Outlook:** Part of the Consumer Market Outlook, it explores car sales on a global scale. It offers data on worldwide new car sales of passenger cars covering the EU, the USA, and China. It analyzes data on revenue, volume, and prices, providing information on revenue, volume sales, price per unit, and key market indicators. It lists 12 international car segments and 70 major makes including Audi, BMW, Citroën, Fiat, Ford, GMC, Great Wall, Hyundai, Jaguar, Jeep, Kia, Land Rover, Mazda, Mercedes-Benz, Nissan, Opel, Peugeot, Renault, Saab, SsangYong, Subaru, Tesla, Toyota, Volkswagen, Volvo, and more.

On the right side, a 'REFINE YOUR SEARCH' section is highlighted with a red circle. It shows 'Select most-used tags' with various filters:

- banner advertising (2)
- online advertising (2)
- online banner ads (2)
- DMO (1)
- ad banner (1)
- mobile advertising (1)
- display advertising (1)
- media industry (1)
- publishing industry (1)
- Publishing (1)

A 'More filters' button is located at the bottom of this section.

When using data from Statista in academic or professional work, ensure you follow proper citation practices. Many databases, including Statista, provide citation information. You can also often export data in various formats.



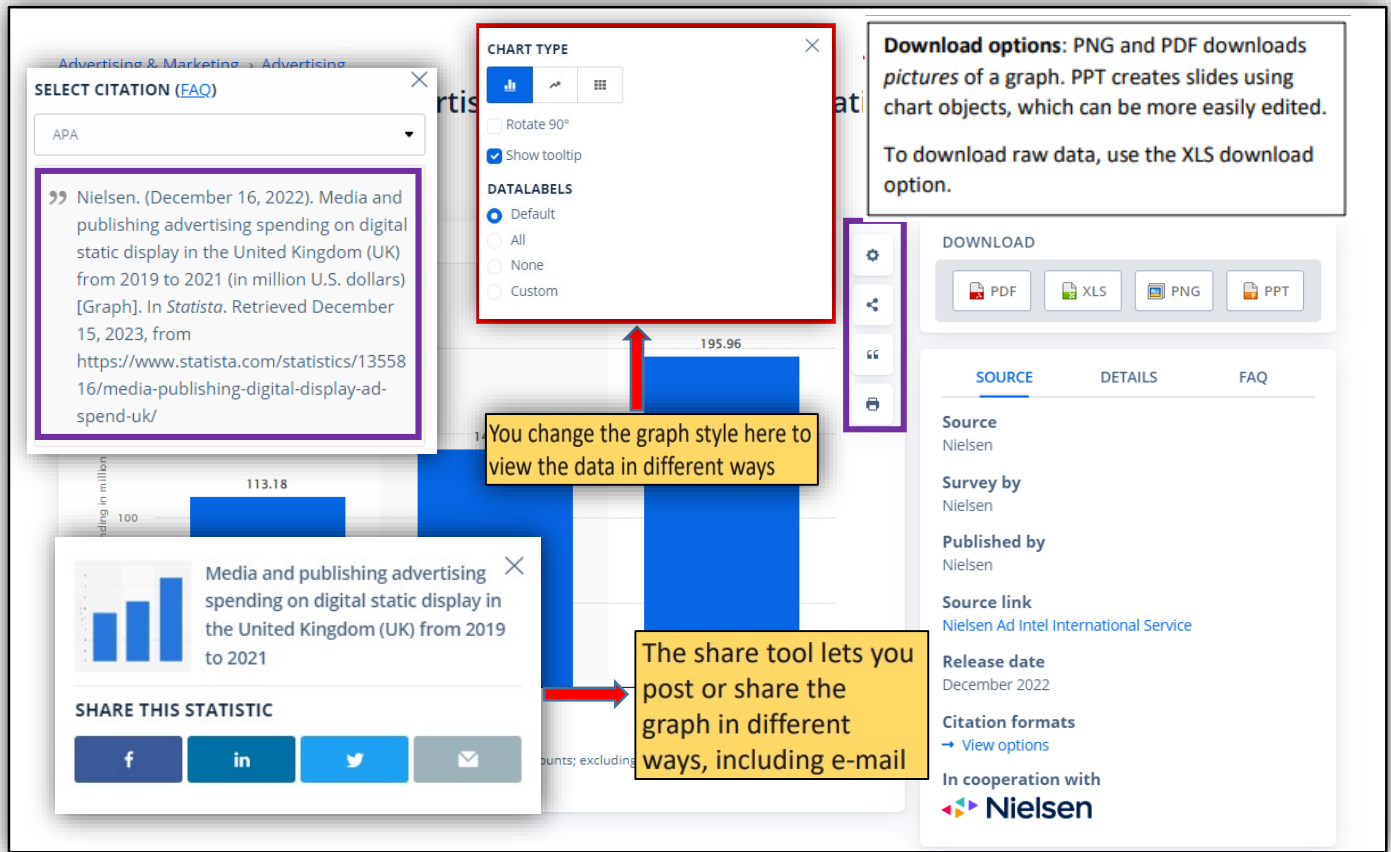
The screenshot shows a specific report page on Statista. The title is 'Media and publishing advertising spending on digital static display in the United Kingdom (UK) from 2019 to 2021 (in million U.S. dollars)'. The chart is a bar chart showing spending in million U.S. dollars for the years 2019, 2020, and 2021.

Year	Spending (in million U.S. dollars)
2019	113.18
2020	140.65
2021	195.96

Details: United Kingdom; 2019 to 2021; gross figures; excluding volume discounts; excluding paid social and search. © Statista 2023

On the right side, there is a 'DOWNLOAD' section with options for PDF, XLS, PNG, and PPT. Below that, there is a 'SOURCE' section with details:

- Source: Nielsen
- Survey by: Nielsen
- Published by: Nielsen
- Source link: Nielsen Ad Intel International Service
- Release date: December 2022
- Citation formats: View options
- In cooperation with: Nielsen



SELECT CITATION (FAQ)
APA

” Nielsen. (December 16, 2022). Media and publishing advertising spending on digital static display in the United Kingdom (UK) from 2019 to 2021 (in million U.S. dollars) [Graph]. In *Statista*. Retrieved December 15, 2023, from <https://www.statista.com/statistics/1355816/media-publishing-digital-display-ad-spend-uk/>

CHART TYPE
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Download options: PNG and PDF downloads *pictures* of a graph. PPT creates slides using chart objects, which can be more easily edited.
To download raw data, use the XLS download option.

DOWNLOAD

SHARE THIS STATISTIC

Media and publishing advertising spending on digital static display in the United Kingdom (UK) from 2019 to 2021

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 SOURCE DETAILS FAQ

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Release date
December 2022

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You change the graph style here to view the data in different ways

The share tool lets you post or share the graph in different ways, including e-mail