

# Campus License

Product and Services Description

## 01. Product Description

### About Statista

Statista operates under the website [www.statista.com](http://www.statista.com) a statistics portal that provides access to statistics and studies on over 80,000 topics and areas of interest.

### Contents

Statista allows users to quickly and efficiently access relevant information on a wide variety of markets and industries. Benefits of Statista services include:

- › Industry-specific economic macro data with key indicators of market trends
- › Industry-specific surveys on relevant trends and forecasts
- › Consumer behavior studies

The Statista database is categorized into 22 industry sectors with approximately 600 markets and industries.

Statista collects, evaluates, and publishes key statistics on relevant subjects, providing users with a comprehensive overview of available data on a specific topic.

### Source

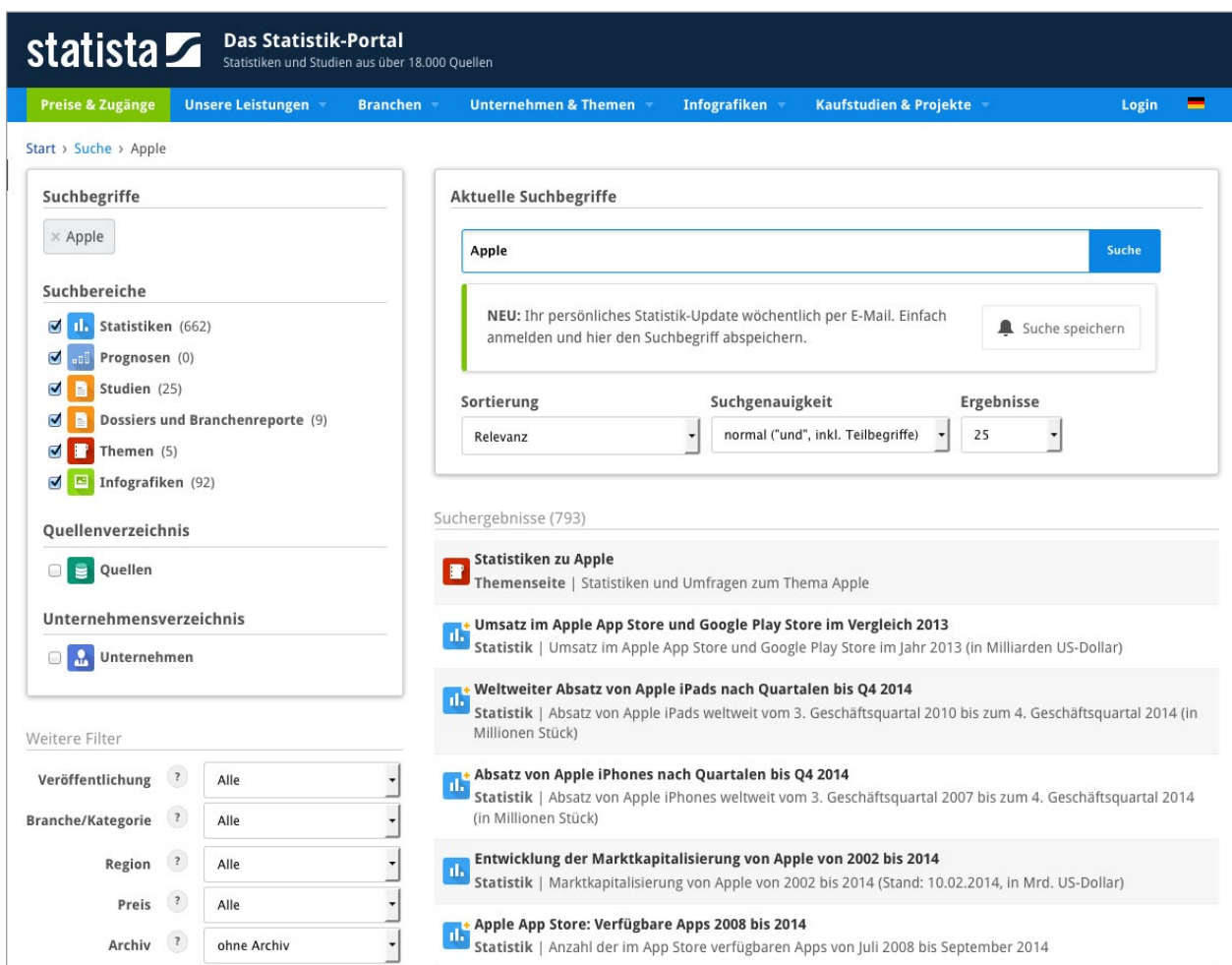
- › Government institutions (ministries, departments, statistic offices, etc.)
- › International organizations
- › Journals and publications
- › Market research institutes
- › Consumer study groups
- › Scientific institutions

### Cataloguing and Searching

Statista facilitates the search process through the use of keywords, allowing users to quickly and efficiently locate information. Users may also search through statistics of one topic from different sources on the basis of keywords. Users are offered incremental search suggestions, if a search entry starts with a related keyword.

Statista categorizes and organizes statistics using an internally structured catalogue system. A combination of the search and catalogue system links keywords of a specific industry or subject area, providing direct access to relevant information.

Figure: Search Functions



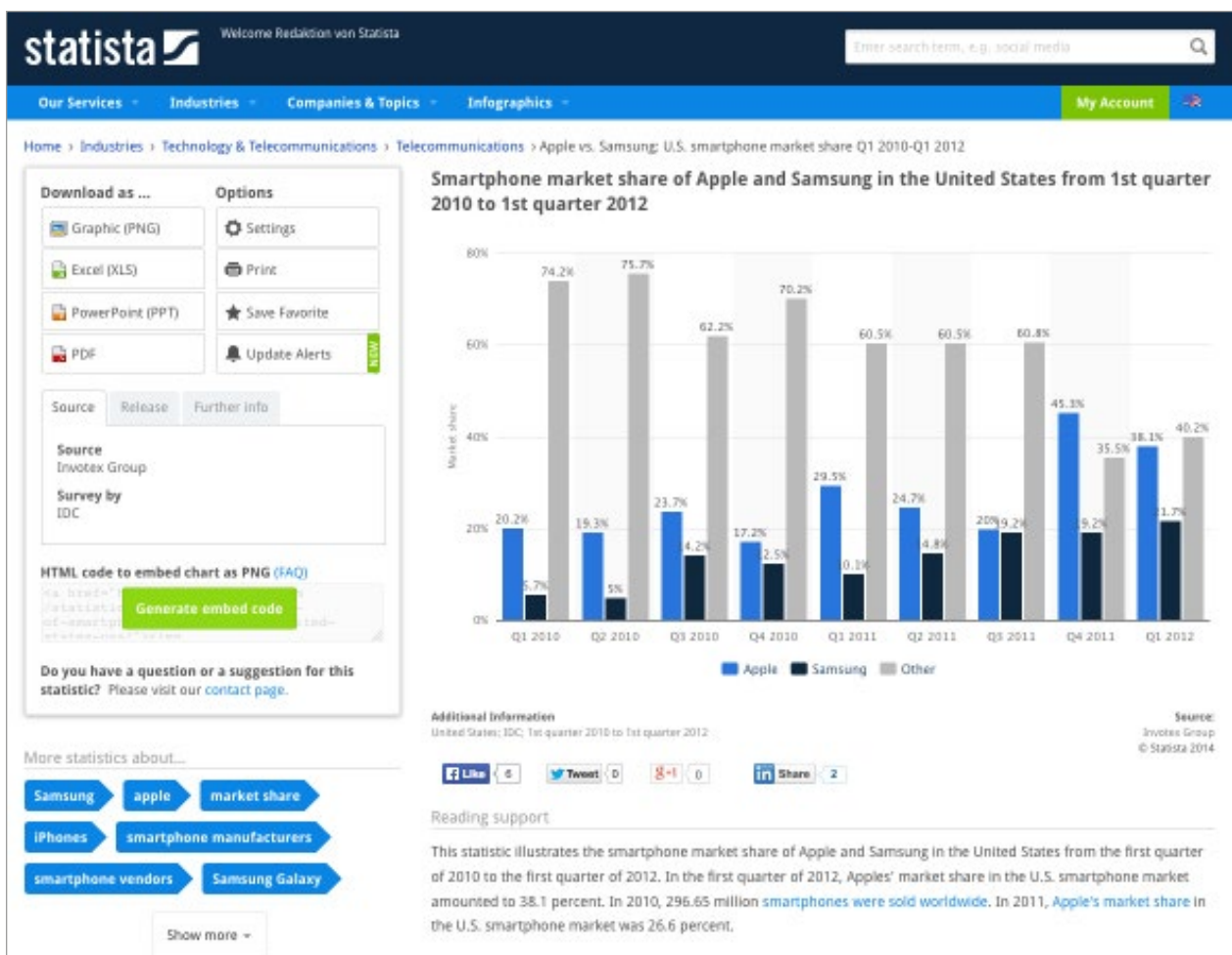
## Research

Statista is a modern information platform, providing a starting point for the research of quantitative data. In addition to the direct availability of statistics, Statista provides users with the opportunity to directly and efficiently search for and locate sources, studies, and surveys.

Statista analyzes and evaluates quantitative data from numerous professional, scientific, academic, and trade publications of quantitative data and makes them available through its portal. Users have the option to directly identify the source of specific data, allowing continued research from a direct source. In addition to providing a deeper understanding of specific content, this is particularly valuable when further analysis of qualitative information published in the context of quantitative representation is needed.

In addition, users may benefit from references to publications on a specific topic, from the extensive knowledge and experience of Statista’s industry experts.

Figure: Representation of Statistics



### Implementation and Handling of Sources

Statista provides users with simple and transparent access to all relevant information on a particular statistic, including the naming and description of the original source.

The content of a statistic can only be assessed in the context of it’s creation and publication; therefore, Statista additionally offers all available meta-information separately.

All available information on the collection of data is included, as well as the object of study, methodology, time period of the study, and the exact location in which the survey took place. In the case of online publications, this includes the direct link to the original source of the statistic.

Through the inclusion of all relevant meta-information, the user therefore has the ability to identify and assess the original source of every statistic. Moreover, this simplifies and facilitates the search for additional information through increased readability.

Figure: Statistic Background Information & Details

#### Download als ...

- Grafik (PNG)
- Excel (XLS)
- PowerPoint (PPT)
- PDF-Dokument

#### Chart-Optionen


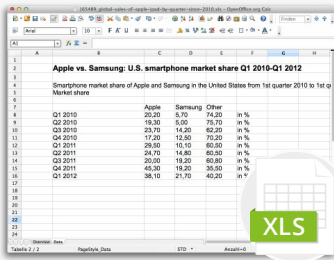
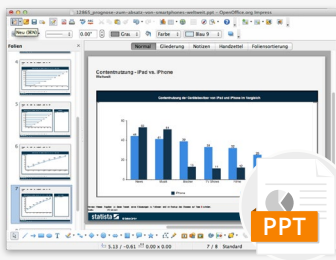

- Einstellungen
- Drucken
- Favorit speichern
- Update per E-Mail NEU

Quelle
Veröffentlichung
Weitere Angaben

**Quelle**  
Nielsen

**Erhebung durch**  
Nielsen













**HTML-Code zur Einbindung auf Webseiten (Hilfe):**

```
<a href="#">statistik  
/daten/st  
/content  
im-vergleich/">        |                                             |                                     |
| <p>Implement statistics directly into publications</p>                                    | <p>Process and modify statistics in the Excel framework</p>                                                                   | <p>Directly implement statistics and graphs into presentations</p>                                                      |
|        |                                                                                                                               |                                                                                                                         |
| <p><b>Direct download</b> as PNG for simple integration into publications or websites</p> | <p><b>Edit and modify</b> in Excel<br/><b>Optimized for integration</b> into business models (structure, labelling, etc.)</p> | <p>Six alternative graph formats<br/><b>Seamless integration</b> into presentations<br/><b>Quick, easy download</b></p> |

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## Database for studies and sources

In addition to statistics, Statista catalogues a wide variety of relevant studies and sources that help to better understand specific industries or topics. Descriptions and details of studies and sources are provided, as well as links to download the information.

| Study Database                                                                                                                       |                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Vestas 2013 Financial Statement</b>             |  <b>Big pharma's challenges in a competitive M&amp;A environment (January 2014)</b> |
|  <b>2013 eBay Form 10-K</b>                         |  <b>E&amp;Y - Global oil and gas transactions review 2013</b>                       |
|  <b>Amazon.com Financial Report 2013</b>            |  <b>Global Outsourcing market 2013</b>                                              |
|  <b>Novartis key figures 2013</b>                   |  <b>Helmerich &amp; Payne financial figures 2013</b>                                |
|  <b>Offshore wind power industry in Europe 2013</b> |  <b>John Deere's key figures 2013</b>                                               |
|  <b>Roche's annual results 2013</b>                 |  <b>General Mills' business information 2013</b>                                    |

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## 02. Service Description

The following includes a brief description of services offered by a Campus License.

The complete terms and conditions of Statista, Inc. may be viewed on our website and downloaded as a PDF file.

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Campus License services:

- ▶ With a Campus License, the offered Statista services are available for one or more employees or users. The access to all available statistics for selected employees is available for all price models.
  - ▶ The Campus License provides access to all Basic and Premium statistics on the Statista platform.
  - ▶ The Campus License allows users to download statistics in PowerPoint, Excel, PDF and PNG formats for all Basic and Premium statistics.
  - ▶ The Campus License includes the right to release and publish graphs, PowerPoint charts, and Excel data of all Basic and Premium statistics.
  - ▶ The Campus License allows access to all poll and study databases of the Statista platform.
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### Technical Notes

Technical requirements for Statista accounts include a recently-updated internet browser (Firefox 3.0.14 or higher recommended). The internet browser must also allow the running of scripts (i. e. JavaScript) from the Statista website.

The number of available statistics may vary. Statistics are not guaranteed to remain on the Statista platform permanently. Not all statistics are available for download in Excel and PowerPoint formats.



## Contact Information

If you have any questions or are interested in learning more about Statista, please contact:

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