

# DATAMONITOR INDUSTRY REPORTS™

AN INTEGRATED DATABASE OF UP-TO-DATE INDUSTRY REPORTS FROM DATAMONITOR AND EBRARY



Academic and public libraries can now offer researchers an integrated, full-text database of industry reports from Datamonitor plc, a leading business information publisher specializing in industry analysis. ebrary's Datamonitor Industry Reports database provides up-to-date information on 38 major industrial and consumer sectors across the world's leading economies. The database is comprised of a core collection of 3,000 Datamonitor Industry Profiles, including:

- 300 global reports, with titles ranging from *Global Accounting* to *Global Mobile Phones* to *Global Wine*.
- 200 regional reports covering Europe and the Asia-Pacific region, from *Advertising in Europe* to *Womenswear in Asia-Pacific*.
- 1,500 country-level reports on 11 leading economies, from *Computer Hardware in Canada* to *Footwear in Germany* to *Service Stations in Japan*.

## COMPREHENSIVE MARKET ANALYSIS

Compiled from Datamonitor's primary and secondary research and wealth of expertise, each industry report includes:

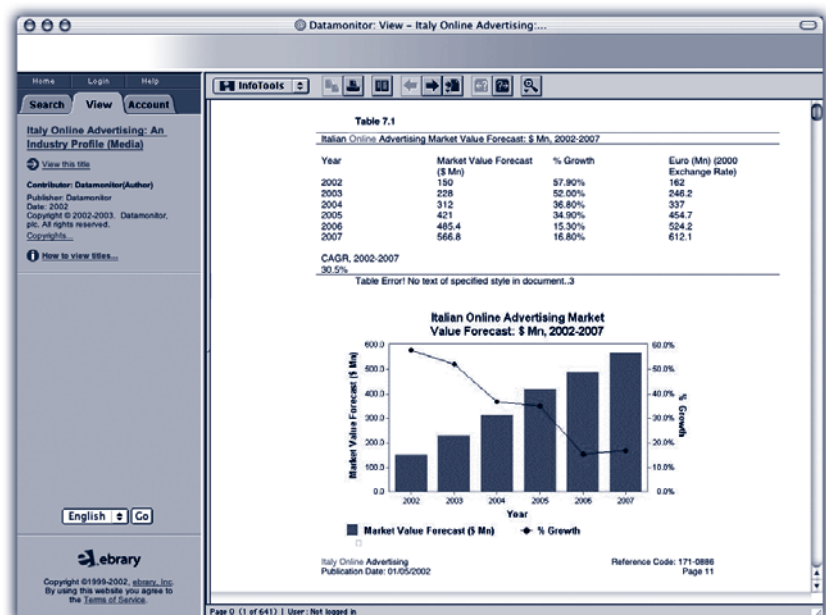
- A rigorous market definition, following a standard Datamonitor-specified taxonomy.
- Separate sections indicating the market's value, volume, and segmentation.
- Profile and market share of leading companies.
- History and five-year forecast of market value and volume.
- Identification of major trends and significant growth points.
- Supporting socio-economic data.
- Data tables complemented with graphs and charts.
- References to industry sources and other relevant Datamonitor reports.

## MULTIPLE APPLICATIONS

Among other applications of ebrary's Datamonitor Industry Reports, users can:

- Quickly access key industry, company, and product information.
- Identify and compare market values and volumes within and across industry sectors and countries.
- Gain insight into the environment in which individual companies and products compete.
- Perform short-term historical analysis.
- Identify trends and evaluate forecasts.
- Uncover new business and expansion opportunities.

Datamonitor Industry Reports can serve as a forum for instructors and students formulating and conducting cases studies as well as collecting data for presentations. It can help a job hunter discover and investigate a prospective employer. A tool for the business professional, the database can be used for tasks ranging from strategy development to due diligence research to sales prospecting.



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## GROWING DATABASE

ebrary's Datamonitor Industry Reports database is supplemented by up to 500 new report editions each calendar quarter. In January 2004, the database will include up to 3,500 reports published in 2002 and 2003.

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## INDUSTRIAL AND CONSUMER SECTORS COVERED BY EBRARY'S DATAMONITOR INDUSTRY REPORTS

- Aerospace and Defense
- Agriculture
- Automotive
- Business Services
- Chemicals
- Clothing
- Computer Hardware
- Consumer Goods
- Domestic Appliances
- Drinks
- Electronics
- Engineering and Construction
- Financial Services
- Food
- Gaming
- Healthcare
- Household Leisure
- Industrial Machinery
- Insurance
- Internet
- Leisure
- Media
- Medical Equipment
- Metals and Mining
- Natural Gas
- Oil and Gas
- Packaging
- Paper
- Pensions, Investments and Protection
- Personal
- Pharmaceuticals
- Retail Banking
- Retailing
- Technology
- Telecommunications
- Transport
- Utilities Wholesaling

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## UNIQUE EBRARY PLATFORM

Hosted in ebrary's unique platform, the Datamonitor Industry Reports database offers a number of benefits to subscribing institutions and users, including:

- Simultaneous, multi-user access to each report—no seat or “check out” limitations.
- Up to 2,000 new report editions added annually at no extra cost during the subscription term.
- Bibliographic and full-text searching within a report or all reports.
- Browse menu for viewing reports by title, sector, industry, or country.
- ebrary's streaming PDF technology, which enables instant, dynamic access to all pages of the selected publication.
- ebrary InfoTools™ and other interaction features that facilitate online reading, including one-step cross-referencing with other networked reference resources, text highlighting, annotating, and bookmarking.
- Delivered via a custom, institutionally branded website that ebrary creates, hosts, and maintains and that may be integrated with other ebrary databases.
- Reporting tools and usage statistics to ICOLC standards.

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## AFFORDABLE PRICING

Datamonitor Industry Reports is available by annual subscription under affordable pricing based on library type and size. Discounted rates may be available through consortia and regional networks. To request trial access, visit <http://www.ebrary.com/trialsignup>. For a price quote, contact ebrary at [sales@ebrary.com](mailto:sales@ebrary.com).

Datamonitor Industry Reports is not available to special or corporate libraries.