### STATISTA MARKET INSIGHTS OVERVIEW

#### Approaches of our Market Insights

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<tbody>
<tr>
<td>Advertising &amp; Media</td>
<td>Advertising &amp; Media, online and offline</td>
<td>Consumer markets – all retail channels</td>
<td>General economic data</td>
<td>Digital markets, mostly consumer-focused</td>
<td>Life science &amp; healthcare industry</td>
<td>General industry data</td>
<td>Mobility services, travel, cars &amp; motorbikes</td>
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<td>Market Insights (AMI)</td>
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<td>Technology markets, mostly IT- and telecommunication-focused</td>
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#### Main sources

- GCS: company data, third-party studies, local associations, financial statements
- All data by Statista
- Exception: some key market indicators
- Statistical institutions, World Bank, IMF, ITU, UN, GCS, DMI
- All data by Statista
- Exception: some key market indicators
- GCS, associations, company data, news, third-party estimates, financial statements
- All data by Statista
- Exception: some key market indicators
- Statistical offices
- Association data, statistical institutions, GCS, third-party studies
- All data by Statista
- Exception: some key market indicators
- Financial statements, third-party studies, economic data, trade data
- All data by Statista
- Exception: some key market indicators

#### Data ownership

- All data by Statista
- Exception: some key market indicators
- Status quo: Aligned third-party data
- Financial statements, third-party studies, WHO, OECD, association data
- All data by Statista
- Exception: some key market indicators
- Association data, statistical institutions, GCS, third-party studies
- All data by Statista
- Exception: some key market indicators
- Financial statements, third-party studies, economic data, trade data
- All data by Statista
- Exception: some key market indicators

#### Number of countries and territories

- 150+
- 150+
- 150+
- 150+
- 150+
- 50+
- 150+
- 150+

#### Approaches

- B2B & B2C
- B2C
- Business to business – revenues are generated between two companies
- Business to consumer – revenues are generated by selling to private households/consumers
- Global Consumer Survey
- International Monetary Fund
- International Telecommunication Union
- United Nations

#### Notes

1. Business to business – revenues are generated between two companies
2. Business to consumer – revenues are generated by selling to private households/consumers
3. Global Consumer Survey
4. International Monetary Fund
5. International Telecommunication Union
6. United Nations