

Marketline

Marketline Premium

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Available to purchase until 31/12/2020

Market research modules that offer in-depth data and insights MarketLine is an interactive platform giving users anytime access to a unique mix of company, industry, financial and country data, for every major marketplace in the world. MarketLine Premium takes it to a whole new level, with a range of focused modules providing in-depth analysis of specific industry sectors.

Key Facts

Benefits

- 20% saving versus direct purchase
- The more you buy the less you pay
- Ongoing programme of module releases

Important Dates

Agreement start: 1 January 2018

Agreement end: 31 December 2020

Subsequent Invoice date: 1 October

Commitment Period

This Agreement is of 3 years' duration. Sites will be committed to the end of the Agreement Period unless they provide written notice on or before 1 October 2018 or 1 October 2019 that they wish to opt out of the agreement.

Licence type

Site Licence.

Trial

Product demonstrations available on request - contact [Chest Help](#)

A 6-month full price trial pro-rata also available.

Eligible Institutions

Universities, colleges and other learning, educational and research bodies in the UK and Republic of Ireland.

Other organisations aligned with Eduserv's charitable objectives of supporting education, research bodies and the public sector may ask to participate in the Agreement. Eduserv will liaise with the Supplier about any such requests.

Background Information

This is a second Chest Agreement between Eduserv and MarketLine (previously Datamonitor/Research for Libraries), following on from the

popular MarketLine agreement which is now in its fifth term.

Product Information

Supplier Details

Owner: Progressive Digital Media Ltd, registered in England and Wales (company number 1813905), whose registered office is John Carpenter House, John Carpenter Street, London EC4Y 0AN

Product Description

MarketLine Premium is a new series of vertical-specific market research modules that offer in-depth sector specific data and insights enabling users to dig even deeper into the markets that matter to them.

MarketLine Premium:

- **Market Analysers** includes comprehensive industry statistics and forecasts for 55 countries spread over 5 regions. These enable users to benchmark key performance indicators, spot growth opportunities in key markets, and reveal future market trends.
- **Industry Insight Reports** analyse the factors influencing each sector in 30 countries. Uncover the issues driving company and market performance and identify potential risks.
- **Company Profiles**, including details Company Strategy Reports for the top 20 companies within each sector, and SWOT analyses, offer insight into the global competitive landscape.
- **Daily Tracking** of news and financial deals. Monitor product launches, technological developments, M&A activity, and financial results within the industry.

Along with this wealth of qualitative and quantitative information, the MarketLine platform features highly advanced search functionality, a user-friendly interface and navigational aids to help users access what they need in seconds. MarketLine platform has been developed specifically with users in mind based on their feedback.

MarketLine gives users access to the entire information library from one place, in just a few clicks. With keyword search functionality, it's as simple to use as conducting a general search on the web and users can access it from anywhere – at home or at work.

Much of the information is presented in graphical format so users can integrate the data into their projects and presentations with ease. The breadth of industry coverage also means that it doesn't just cover the obvious sectors, but the really niche ones too, so users will always find what they need to support their research needs.

Modules:

- **Civil Aerospace** - Sustained growth in air travel and the replacement of aging fleets around the world continues to keep demand for new aircraft flying high. Despite this positive outlook the market remains fiercely competitive; in today's low-cost, low profit environment airline customers are demanding greater efficiency and value. Furthermore, digitisation and technological advances will lead to new products and services. MarketLine Premium: Civil Aerospace provides Aerospace Contractors & Suppliers, Banks, Consultants, Advertising Agencies, Academic Institutions, and Trade & Investment Organisations with in-depth data, analysis, and insights to better understand how these changes are set to shape the market going forward.
- **Telecommunications** - The Global Telecommunications market is undergoing fundamental change as Telcos deal with falling subscriber revenues, fierce competition, and technological change. MarketLine Premium: Telecommunications provides Telcos, Banks, Consultants, Advertising Agencies, Academic Institutions, and Trade & Investment Organisations with in-depth data, analysis, and insights to help you understand how this upheaval is set to shape the market going forward.
- **Defense & Security** - For a number of years the global defense industry has had to contend with restricted defense budgets and changing priorities in the face of increased global tensions, civil unrest and terrorism. Recently increased demand for military products in several regions has boosted global defense spending and created new opportunities for defense firms. MarketLine Premium: Defense & Security provides Defense Contractors & Suppliers, Banks, Consultants, Advertising Agencies, Academic Institutions, and Trade & Investment Organisations with in-depth data, analysis, and insights to help understand how these changes are set to shape the market going forward.
- **Travel & Tourism** - With travel becoming cheaper and increasingly accessible the global Travel & Tourism industry has flourished. However changing tourist demographics, destinations, and services and technology make it a sector characterised by constant evolution. MarketLine Premium: Travel & Tourism provides Travel and Tourism operators, Banks, Consultants, Advertising Agencies, Academic Institutions, and Trade & Investment Organisations with in-depth data, analysis, and insights to help you understand how these fundamental factors are set to shape the industry going forward.

Access and Identity Management Solution

| | |
|---------------------|-----|
| OpenAthens | Yes |
| IP Address range | Yes |
| Shibboleth | Yes |
| Username / Password | No |
| EZProxy | No |

Technical Function Specification

| Technical Function | Standard | Compliance |
|--------------------------|--|------------|
| Full text linking | OpenURL | Yes |
| Federated searching | Z39.50 protocol | Yes |
| Harvesting | SRW/SRU | No |
| | OAI-PMH | No |
| | RSS or Atom | No |
| Metadata standards | Dublin Core | Yes |
| | MARC | No |
| | PRISM | No |
| Months embargo period | | N/A |
| Digital preservation | Lockss | No |
| | Clockss | No |
| | Portico | No |
| Usage statistics | COUNTER | No |
| | SUSHI | No |
| Accessibility | Web Content Accessibility Guidelines | No |
| Personalisation features | | No |
| Service levels | | No |

Updates

MarketLine Premium is updated daily.

Alterations/Additions

All additions and new functionality will be incorporated at no additional charge.

Useful resources

Find out more:

In-depth data, analysis, and insights to help you understand how this upheaval is set to shape the markets going forward. **Download the brochures:**

- [Civil Aerospace](#)
 - [Telecommunications](#)
 - [Defense & Security](#)
 - [Travel & Tourism](#)
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Service and Support

Trials

Product demonstrations available on request - contact [Chest Help](#)

A 6-month full price pro-rata trial is also available.

Login information

Supplier: [Sign in to MarketLine Advantage](#)

Technical Support

Support will be provided by phone, fax and email by MarketLine via a single contact or his/her deputy at each Licensed Institution. The cost of such support is included in the price of the Product(s). Research for Libraries support can be contacted at:

Email: reachus@marketline.com

Phone: 44 (0) 207 936 6991

On-site support does not form part of this Agreement and is not included in the Fee. The provision of any on-site support shall be by arrangement between Licensed Institutions and MarketLine. Any attendant costs shall be a matter for discussion and negotiation between those parties.

Product Documentation

Comprehensive help files are included in the online service.

Copying of hardcopy and electronic documentation is permitted.

Training and Training Materials

Training does not form part of this Agreement and is not included in the price of the Product(s). The provision of any training shall be by arrangement between Licensed Institutions and MarketLine. Any attendant costs shall be a matter for discussion and negotiation between those parties.

MarketLine's support team conduct regular, FOC, [training sessions](#) to help you get the most from their service.

Electronic training materials will be provided to Licensed Institutions without charge and can be freely copied.

Terms and Conditions

The Chest Order, together with the Licence Terms and Conditions, and any exceptions listed below, create a legally binding contract between your institution, organisation or company and the Licensor. Therefore please read the terms and conditions carefully and only submit a Chest Order if its terms and conditions are acceptable to your institution, organisation or company and you have the authority to make the financial commitment shown.

Licence Type

This Site licence is subject to the terms and conditions for the [Standard Chest Licence for Online Resources](#) except Clause 5.1 is replaced by the clauses shown at the bottom of this page.

What are institutions and library services allowed to do?

| | |
|---|-----|
| Keep a local cached copy for Educational Purposes | Yes |
| Incorporation of parts of the Licensed Material | Yes |
| Deposit learning and teaching objects in repositories | Yes |
| Interlibrary loan | Yes |

Who can use the resource?

| User | On site | Remote access |
|----------------|---------|---------------|
| Students | Yes | Yes |
| Staff | Yes | Yes |
| Walk-in users | Yes | No |
| Alumni members | Yes | No |

What can authorised users do?

The resources can be used for Educational Purposes – defined as:

- education
- teaching
- distance learning
- private study
- academic research
- administration and management of the Licensee's educational or research operations

Exclusions:

- See the Licence for any exclusions and restrictions
- The resources **may not** be used for anything other than Educational Purposes unless the Licence Extension for Commercial Projects has been bought; this allows use for the restricted "Commercial Projects" defined – see Annex B of the Licence (Licence Extension for Commercial Projects)
- Downloading of large amounts of material by authorised users that might be considered 'systematic'.

Termination Clauses

The Fee for early termination in accordance with clause 10.4 of the Terms and Conditions for the Standard Chest Licence for Online

Resources is **nil**.

The Fee for retention rights upon termination in accordance with clause 10.5 of the Terms and Conditions for the Standard Chest Licence for Online Resources is **nil**.

The Licensee may retain an electronic copy of the Licensed Material in its archives for reference only. Copies of parts of the Licensed Material already made and/or used by the Licensee or Authorised Users in accordance with clause 2.2 may be retained and used in accordance with the terms of this Licence Agreement – see Licence Term 10.5

Subject to giving **at least 90 days' notice** the licensed institution may cancel their licence on the next anniversary date of the agreement. Such notice must be provided to Eduserv **on or before 1 October** annually.

Personal Licences

Personal licences are not available under this Agreement.

Exceptions to the Terms and Conditions

5.1 The Licensor warrants that:

- a. Licensee's use of the Licensed Materials in accordance with the terms of this licence shall not infringe a third party's intellectual property rights
- b. the Licensed Material is owned by or licensed to the Licensor and does not infringe the Intellectual Property Rights ;
- c. the content of the Licensed Material is not unlawful or false or misleading or pornographic or obscene or racist or defamatory;

Products and Pricing

MarketLine Premium Modules

| No. of Modules | Licence Year | Price £ |
|------------------------|--------------|---------|
| 1 | 2018 | 7,012 |
| 2 | 2018 | 5,610 |
| 3 | 2018 | 4,678 |
| 4 | 2018 | 4,054 |
| 5 | 2018 | 3,445 |
| Each additional Module | 2018 | 3,445 |
| 1 | 2019 | 7,222 |
| 2 | 2019 | 5,778 |
| 3 | 2019 | 4,818 |
| 4 | 2019 | 4,176 |
| 5 | 2019 | 3,548 |
| Each additional Module | 2019 | 3,548 |
| 1 | 2020 | 7,439 |
| 2 | 2020 | 5,951 |
| 3 | 2020 | 4,963 |

| 4 No. of Modules | 2020 Licence Year | 4,301 Price £ |
|-----------------------------------|------------------------------------|--------------------------------|
| 5 | 2020 | 3,654 |
| Each additional Module | 2020 | 3,654 |

Payment Terms

On receipt of a completed Licence, Institutions will be invoiced for the Agreement year in which the Licence is signed.

For the subsequent years, Institutions will be invoiced three months in advance of the anniversary date of the Agreement, on **1 October**.

Chest is an Enterprise of Jisc. All Purchase orders must be made out to JISC, One Castlepark, Tower Hill, Bristol, BS2 0JA

Payments are due within thirty days of invoice date; recipients of late payments are entitled to interest in accordance with **UK statutory provisions**.

Operating address: Chest (a Jisc Enterprise), 4 Portwall Lane, Bristol. BS1 6NB email:help@chest.ac.uk tel:0300 121 0878
Jisc (Registered Office), One Castlepark, Tower Hill, Bristol, BS2 0JA | Charity No. 1149740 | Company No. 5747339