

# Agreement Overview



## MarketLine Chartbooks for FE Marketline

Available to purchase until 31/07/2022

MarketLine Chartbooks pull together data points from a variety of internal and external data sources to provide quick to understand and assimilate visual analysis on a variety of sectors, topics and indicators. The four collections available are Country Statistics, City Statistics, Company Statistics and Industry Statistics. This Agreement is exclusively available to FE

## Key Facts

### Benefits

- Significant savings against direct purchase
- Unlimited site licence
- Exclusive to Further Education

### Important dates

**Agreement start:** 1 August 2019

**Agreement end:** 31 July 2022

**Invoice date:** 1 May

### Commitment Period

This Agreement is of 3 years duration. Upon subscribing, institutions will then be committed to the end of the Agreement Period

### Trials

Demos are available on demand - contact [help@chest.ac.uk](mailto:help@chest.ac.uk).

### Eligible Institutions

Further Education in the United Kingdom, and Colleges of Further Education in the Republic of Ireland.

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

### Background Information

This is a brand new Chest Agreement between Chest and MarketLine, sitting alongside the Marketline Chest Agreement.

## Product Information

### Supplier Details

**Licensor:** MarketLine, a trading name of Progressive Digital Media Ltd. Registered in England and Wales No : 01813905 Registered Office : John Carpenter House, John Carpenter Street, London EC4Y 0AN

## Product Description

MarketLine Chartbooks pull together data points from a variety of internal and external data sources to provide quick to understand and assimilate visual analysis on a variety of sectors, topics and indicators. From macroeconomic factors to leading companies, cities and sectors, each Chartbook is presented in an accessible slide-pack format and also provides to-the-point analysis and explanation of key factors behind the trends shown. The four collections available are Country Statistics, City Statistics, Company Statistics and Industry Statistics.

**MarketLine's Country Statistics Chartbooks** provide an overview, analysis and comparisons of the largest economies in various regions. The analysis compares these countries through a variety of economic, social and demographics metrics and provides an overview of many major countries, blocs, regions and economies.

Key Questions Answered:

- What are the largest economies in the group?
- How do they rank by nominal and real GDP?
- How do they rank by per capita GDP and GDP growth rates?
- How have inflation rates varied in each country over the years?
- How have currency exchange rates fluctuated historically and why?
- How rapidly have populations grown in recent years, and what is expected to happen in the near future?
- How have unemployment rates changed in the last 15 years?
- What effect did The Great Recession have on unemployment rates?

Academic Courses/Modules:

- Business Students
- Economics Students
- Geography Students
- Sociology Students
- Modern History Students
- Politics Students

**MarketLine's City Statistics Chartbooks** provide overview analysis and comparisons of the world's leading cities. The analysis is divided into five main areas: economics, demographics, employment, households, and education. These chartbooks are designed to be used by many different groups to develop a surface-level understanding of a region, its composition and what drives it. They can be used to inform a wide range of business decisions and can provide an overview of potential target markets and audiences for new business ventures. These charts will be beneficial to any individual or organisation seeking to develop a better understanding of a particular country or region, as well as to students looking to inform research or studies or those simply seeking to further understand the global or regional economic structure.

Key Questions Answered

- How has the economy in the region developed in recent years?
- How is it expected to develop in the future?
- What are the largest cities in the region?
- What is the population and population structure of each of the top cities?
- How healthy is the employment market in each city and what drives growth?
- What is the average household income and expenditure in each city?
- What is the educational structure of the population of each city?

Academic Courses/Modules

- Business Students
- Economics Students
- Geography Students
- Sociology Students
- Modern History Students
- Politics Students

**MarketLine's Company Statistics Chartbooks** provide an overview, analysis and comparisons of the largest companies in a variety of markets. The analysis compares the top companies through a variety of financial metrics, provides a breakdown on the market's segmentation

and provides a company-specific overview for each of the leading companies. Company chartbooks can be used to inform a wide range of business decisions and can provide an overview of many markets and the companies that operate within it.

Key Questions Answered:

- What is the value of the market?
- How has the value of the market changed historically?
- How is the market forecast to perform in the future?
- What are the leading companies in the market?
- How does the performance of the leading companies compare?
- How have their revenues and profits changed over time?
- How does the share price growth of the leading companies compare?
- How volatile are the share prices of the leading companies?
- How has each leading company performed on a quarterly basis?

Academic Courses/Modules:

- Business Students
- Economics Students
- Politics Students
- Engineering Students
- Accountancy Students
- Media Students
- Chemistry Students
- E-commerce Students
- Computer Science Students
- Marketing Students

**MarketLine's Industry Chartbooks** provide an overview, analysis and comparisons of some top markets and industries in various regions across the globe. The analysis details the market's performance and compares the performance in several similar countries through a variety of charts and graphs, providing a breakdown on the market's segmentation and its historical and forecast performance. Also included are estimates of the largest companies active in each market, and the relative competitiveness of each country in a particular market.

Key Questions Answered

- How large is the subject market?
- Which countries have the largest market?
- How is the market forecast to perform?
- What segments make up the market?
- How has each segment performed?
- Who are the leading companies in each country for this market?

Academic Courses/Modules

- Business Students
- Economics Students
- Politics Students
- Engineering Students
- Accountancy Students
- Media Students
- Chemistry Students
- E-commerce Students
- Computer Science Students
- Marketing Students

For more information, please [click here](#).

[Access and Identity Management Solution](#)

OpenAthens ( <a href="#">SAML</a> )	Yes
Shibboleth ( <a href="#">SAML</a> )	Yes
IP address range	Yes
Username / Password	Yes

## Technical Function Specification

The supplier confirms that throughout the term of the agreement the products will comply with the standards indicated.

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

## Updates

MarketLine is updated on a daily basis.

## Alterations/Additions

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

## Service and Support

## Trials

Personalised demonstrations are available on demand

## Login Information

Supplier: <http://advantage.marketline.com/>

## 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). MarketLine support can be contacted at:

- Email: [reachus@marketline.com](mailto:reachus@marketline.com)
- Phone: +44 161 238 4040

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.

Access MarketLine's helpful **video tutorial** – talking users through MarketLine Advantage site using step-by-step (easy to pause and D.I.Y.) instructions.

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

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## Useful resources

PDF Summary of Chartbooks content [here](#).

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## 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** with exceptions listed at the bottom of the page.

### 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 or shortly after 1 May.

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*.

## 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	£	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

Upon completing and submitting an order form, institutions are committed until 31 July 2022

## Personal Licences

Personal licences are not available.

## Exceptions to the Terms and Conditions

Clause 5.1 is replaced by:

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.

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