



GlobalData Explorer incl MarketLine

Marketline

Available to purchase until 31/07/2025

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. It provides first stop data and insights for Industries, Companies, and Countries & Cities globally. It has been significantly upgraded for 2019 and is now open to both new and existing subscribers. NOW ALSO OFFERS GLOBALDATA EXPLORER (GDX)

Key Facts

Benefits

- Significant savings against direct purchase
- Unlimited site licence

Important dates

Agreement start: 1 August 2022

Agreement end: 31 July 2025

Invoice date: 1 May

VAT

Standard rate applies.

Commitment Period

This Agreement is of three years' duration. Upon subscribing, institutions will be committed to the end of the Agreement Period: 31 July 2025.

Trials

Demos are available on demand - contact help@chest.ac.uk

Eligible Institutions

Higher and Further Education and Research Councils in the United Kingdom, and Universities and Colleges of Further Education in the Republic of Ireland.

Other organisations aligned with Jisc'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 the sixth Chest Agreement between Chest and MarketLine (previously Datamonitor/Research for Libraries). Consultation with and support from librarians within the academic community was integral to forming this Chest Agreement.

Product Information

Supplier Details

Licensors: 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

Please see separate tab for information on GlobalData Explorer

In an information-rich world, finding facts you can rely upon isn't always easy. MarketLine is the solution. They make it their job to sort through the data and deliver accurate, up-to-date information on companies, industries and countries across the world. And unlike many of our competitors, they cut the 'data padding' and present information in easy-to-digest formats, so you can absorb key facts in minutes, not hours.

Profiling all major companies, industries and geographies, MarketLine is one of the most prolific publishers of business information today. Their content is produced by an internal team of analysts, drawing on primary and secondary research and prepared under an established methodology that's been tried and tested over 10 years. With stringent checks and controls to capture and validate the accuracy of our data, you can be confident in MarketLine to deliver quality data in an instant.

MarketLine is a holistic business information resource which meets a multitude of research needs across your organisation. Whether you are studying Advertising, Strategy, Finance, Marketing, Business Development, or Research, MarketLine delivers the data you need for strategic planning, competitive analysis, or forecasting in an instant.

The user friendly MarketLine platform is structured around three key pillars – Industries, Companies, and Geographies. Whether you want to zoom in and learn more about a specific company, or step back to look at an industry and its geographic context, MarketLine can help. They cover business information from the ground up, so you can connect the dots and make better business decisions.

Prepare your students for a world beyond university by providing them with access to the same professional tools as used by large MNCs and top FTSE companies.

What you get access to:

- 100,000+ company profiles featuring
 - FTSE 250, NASDAQ & DOW top 100 companies
 - Private and Public listed companies
 - Full SWOT analysis on 10,000+ companies
 - 200,000+ M&A deals containing rationale and deal value
- 8,000+ industry profiles* covering
 - Major industry sectors in developed and emerging markets
 - Leading companies operating in these markets
 - Five Forces analysis for each industry sector
- Market Data Analytics database covering
 - 50+ countries worldwide
 - 30+ market sectors and over 160 categories in the Consumer Packaged Goods industry
- Interactive suite of four Company Financial Analysis Tools featuring
 - Financial Deal Tracker
 - Company Report Generator
 - Company Prospector
 - Investment & Advisory Prospector
- 700+ company or industry focused case studies*
- Country Statistics Database covering

- 985 macroeconomic, demographic & industry indicators
- 215 countries
- Historical & forecasted data points
- The brand new 'Influencer' tool, which is a 'real time' tracker of the Key Opinion leaders on a whole host of emerging technologies allowing users to cut through all the noise and getting to the source of information directly

Find out more [here](#).

*Numbers increased July 2019. The Industry Profile and Case Study Archives have been introduced to allow users to have access to valuable historical data for sectors and issues that they may be researching. Archived Industry Profiles include sectors where MarketLine have discontinued coverage, or older versions of profiles for actively covered sectors. The Case Study Archive contains older Case Studies, which unlike the main Case Study collection, are available only in PDF format.

Please note, dual access to the new interface is now available so institutions should use <https://new.marketline.com/Account/IPAccessLogin> to access the new interface.

Access to the current / old platform **will continue to work until 31st July 2019**. Many institutions are planning to use both links, so that the library and academics can become familiar with the new interface before going 'live' with their students.

After 31 July the old interface will not exist.

Intelligence Centres

Uncover emerging trends with thematic research, forward-looking analysis, and insight from leading industry thought leaders. To find out more information

[Retail Intelligence Centre](#)

[Consumer Intelligence Centre](#)

[Disruptor Intelligence Centre](#)

[Technology Intelligence Centre](#)

[Power Intelligence Centre](#)

[Travel and Tourism Intelligence Centre](#)

Access and Identity Management Solution

OpenAthens (SAML)	Yes
Shibboleth (SAML)	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	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		Yes
Service levels		No

Updates

MarketLine is updated on a daily basis.

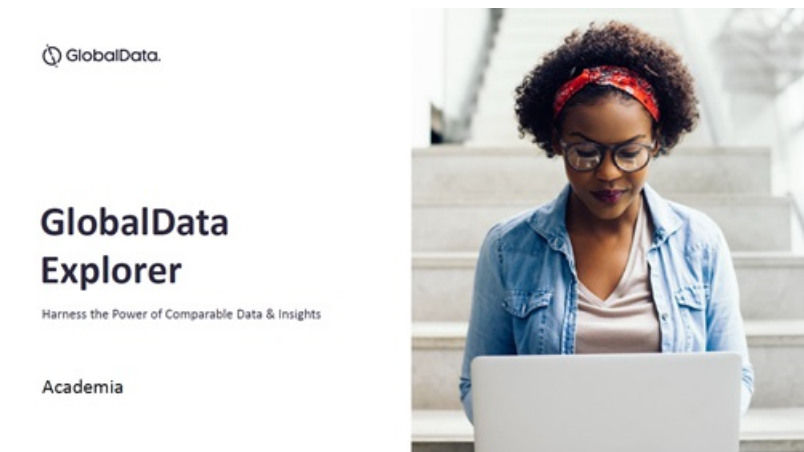
Alterations/Additions

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

GlobalData Explorer

GlobalData Explorer, the new flagship product from the company that offers MarketLine. To use GlobalData's own words: "Capitalize on actionable intelligence spanning 22 global industries. Combining macroeconomic data and information on thousands of companies, Explorer offers you broad yet detailed coverage of the global trends that are shaping industries, impacting companies and driving innovation."

Find out more by having a look at the brochure here:



Some key points:

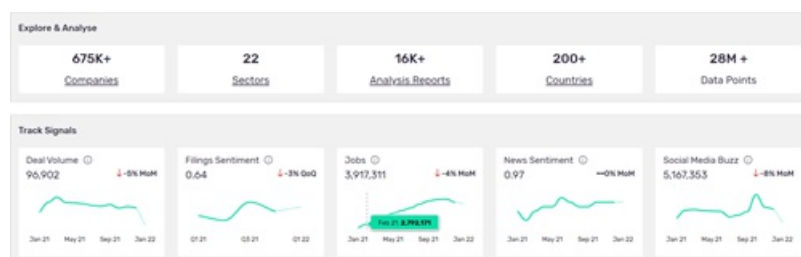
Content Summary

GlobalData Explorer contains everything MarketLine provides, plus a whole lot more:

Here is a quick summary of the additional insights that Explorer offers:

	Marketline	GlobalData Explorer
Research & Insights		
Sectors covered	~20	~22 Additional sectors and sub-sectors such as Advertising, Environment & Waste Management
Sector reports	-	4,000+
Industry profiles	3,500+	3,500+
Analyst opinions	680+	6,400+
Macroeconomic reports	190+	390+
Thematic analysis	50+	200+
Deal reports	-	450+
Databases		
Market Analyzer	-	Macroeconomic and industry measures by category, channel and brand for 22 sectors/120+ sub-sectors and 200+ countries
Social Media Analytics	Twitter	Twitter + Reddit
Company Filing Analytics	-	560k+ filings
Jobs Analytics	-	29M+ jobs
Product Launch Analytics	-	1M+ launches
Global Ads Database	-	2.6M+ ads
Company Intelligence		
Number of companies	105k+	628k+
Screening capabilities	By industry geography, size Select parameters related to M&A and funding	By industry, geography, size Comprehensive parameters related to deal type and value, news category and sentiment, and hiring activity
Depth of coverage	Standard analytics (overview, financials, SWOT, news, deals)	Standard analytics + AI-based alternative datasets such as company filing analytics, job analytics

- A versatile resource for multiple academic courses, including Business, Engineering, Finance, Automotive, Retail, Medicine, IT, Travel and Tourism, and much more besides
- 22 sectors and over 120 sub-sectors covered, with over 15 thousand reports from over 600,000 companies. Here's a new summary from the GDX Dashboard:



GlobalData Explorer really is an all-in-one business resource, allowing institutions the opportunity to rationalise their offerings and students and educators the opportunity to save time and effort.

Highlights of the Ad's database that is part of Explorer:

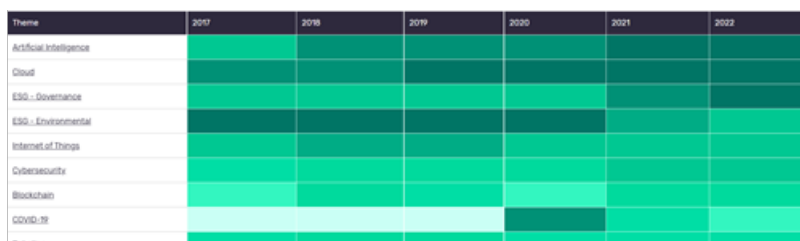
- Over 34 million creatives from 80 countries and 8 media types (TV, Print, Internet Video, Internet, Social – Facebook, Instagram, Twitter etc.)
- Allows searching for ads by category, country, media type, brand and other attributes
- Users are able to download ads and use them in presentations
- Helps identify the key themes being used by competitors in a particular category

Themes

The below image shows all the different themes covered on the GDX Platform. Please ignore the different colours and shades, that is how the platform identifies relevance dependant on the query



There is also a 'Theme Exposure' map which shows which themes are gaining higher levels of traction based on levels of exposure, which looks like this:



GlobalData webinars

Newly added to GDX are a portfolio of GlobalData webinars. This includes both historical sessions and future analyst-led webinars too, with 100 events and counting. See below image for an idea of the nature of the content

Webinars

Search webinars

Refine your search with: [Advanced search](#)

5 - 50 of 100 Webinars | Prev | Next | View | Past Webinars

Go to page: 1 | Results per page: 50

Date	Title	Sponsor	Industry	Region	Themes
24 Feb 2022	Exploring the Metaverse	Emira Motion Picture	Technology, Media and Telecom	Global	3D Printing, Artificial Intelligence, Big Data, Blockchain, Data Privacy, Demographics, Digital Media, Digitalisation, Economics, Future of Work, New Technology, Online Retail, Telecom Convergence
24 Feb 2022	UK Retail in 2022 and Beyond	Joseph Robinson	Retail & e-commerce	Europe	-
23 Feb 2022	Foodservice in the 2020s: Meeting the demand for sustainability	Karla Pugh	Consumer	Global	Sustainability & Ethics
23 Feb 2022	Key Themes in Travel & Tourism for 2022	Ralph Hollender	Travel and Tourism	Global	Artificial Intelligence, Big Data, Connectivity, Covid-19, Cybersecurity, Data Mining, Demographics, Digital Media, Digitalisation, Big & Affordable, Energy, ESG, Infrastructure & Expansion, Internet of Things, Market Liberalisation, Robotics, Sensory & Indulgence, Sustainability & Ethics, Tourism
17 Feb 2022	Technology Horizons: Preparing for the future state of Technology-led Disruptions	ARCADIS SOLUTIONS	Technology, Media and Telecom	Global	Innovation
17 Feb 2022	Retail Banking Strategy & Technology Trends 2022	Sean Harrison	Financial Services	Asia-Pacific	Financial Services
09 Feb 2022	Retail Banking Strategy & Technology Trends 2022	Sean Harrison	Financial Services	Europe	Financial Services
09 Feb 2022	Company reviews and trends in the food and drink sector: strategies for brands to survive and thrive	Karla Pugh	Consumer	Global	Comfort & Convenience, Covid-19, Digitalisation, Data & Analytics, Health & Wellness, Sensory & Indulgence, Sustainability & Ethics
10 Feb 2022	Hydrogen Market Outlook: Making the Sustainability Case	Hydrogen Energy	Power & Utilities	Global	Sustainability & Ethics

Video Introductions

Finally, for now, here are some links to some videos introducing some of the key themes:

- [Industry Analysis](#)
- [Company Intelligence](#)
- [Macroeconomic database](#)
- [Alternative Databases](#) (Job Analytics Database, Company Filings, Social Media)
- [Thematic Research](#)

Realistically, there's a lot to see. Best bet, in honesty, is to arrange a demo. [Let us know](#) and we can sort that for you.

Service and Support

Trials

Personalised demonstrations are available on demand

Login Information

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

Dual access to the new interface is now available so institutions should use <https://new.marketline.com/Account/IPAccessLogin> to access the new interface. Access to the current / old platform **will continue to work until 31 July 2022**. Many institutions are planning to use both links, so that the library and academics can become familiar with the new interface before going 'live' with their students. After 31 July the old interface will not exist.

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
- 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.

Useful resources

'Do Innovative Companies Outperform' Webinar - complimentary access

This new webinar from the Global Data Analysts is expected to be very popular with the academic community globally, they're providing complimentary access to the UK academic community.

GlobalData's industry leading patents dataset provides 40+ innovation indicators on 10,000+ publicly traded companies tagged by themes. Leveraging these innovation indicators, GlobalData explores if portfolios of most innovative companies outperforms the benchmark (i.e., generates alpha).

*The results are promising given **3%-8%** alpha generation, consistently (**80%-90%**) over the past 6 years, with most innovative portfolio*

companies exhibiting **2x** higher future earnings potential.

We believe, as technology continues to disrupt entire industries and sectors, companies are innovating to build more durable source of competitive advantages, and thus needs to be given at least as much attention as given to financial metrics when evaluating companies.

You can watch the webinar recording here:

For External clients: [Do Innovative Companies Outperform \(External Link\)](#)

Or, read the abridged article on the website here: [Do Innovative Companies Outperform \(Investment Monitor\)](#)

Added February 2022

Sample Case Study: Cybersecurity in Insurance - Digital wave demands insurers be vigilant

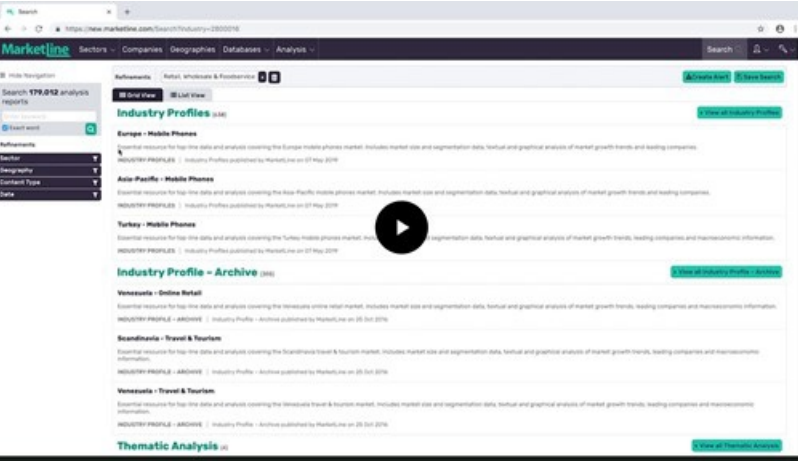
Please click on the below link to read a sample case study from MarketLine, illustrating the depth and breadth of these case studies. [Read the document here](#).

Changes to the Industry Profiles template

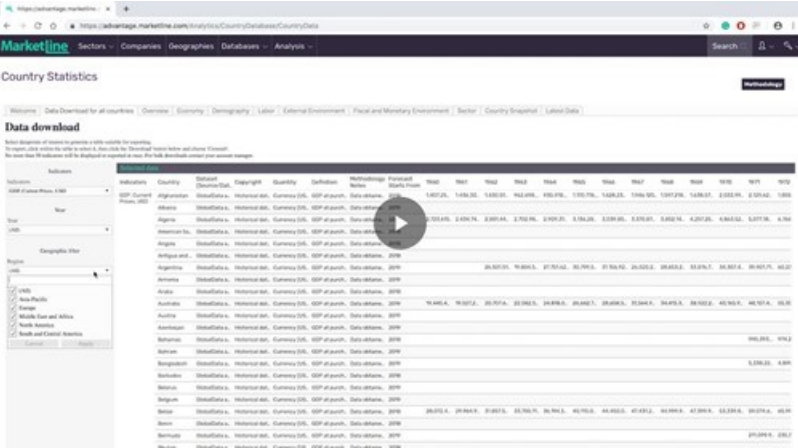
MarketLine have been making some positive changes to their Industry Profiles template in-order to incorporate new content and bring the template in line with the relaunched MarketLine platform. [Find out more about the changes here](#).

Training Videos to share with academics, students and Library staff:

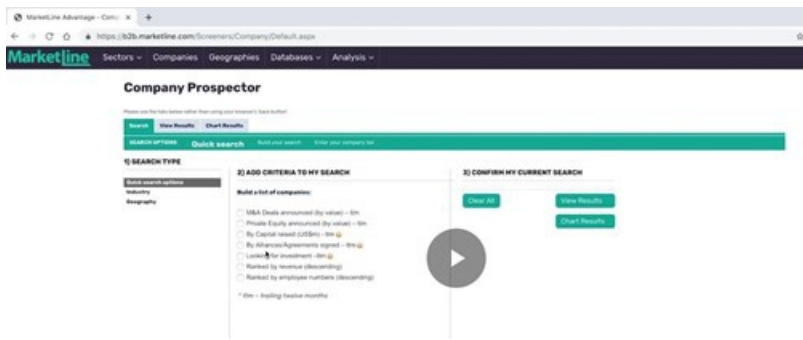
Search and Browse



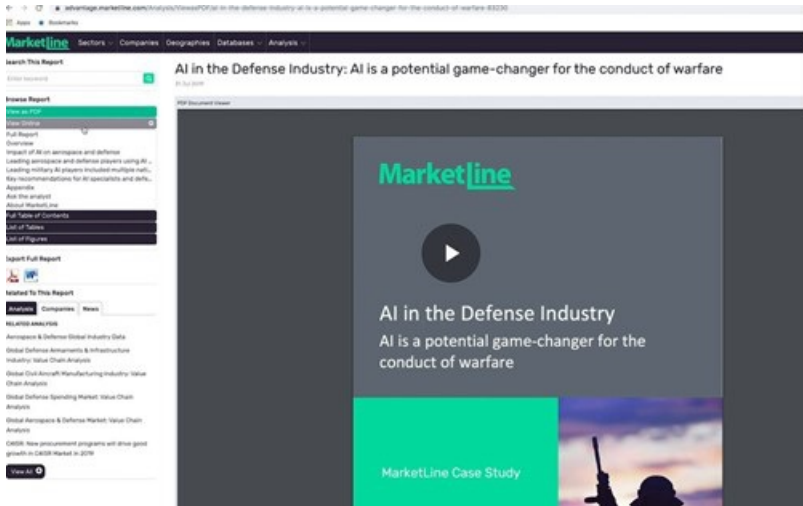
Country Statistics



Cities



Case studies



Latest MarketLine Brochure (2019)

Includes testimonials: [here](#).

PDF Summary of latest MarketLine content

[Here](#).

Terms and Conditions

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.

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**.

There is monthly, pro-rata charging for Institutions which become licensed partway through a licence year.

Chest is an Enterprise of Jisc. All Purchase orders must be made out to Jisc, 4 Portwall Lane, Bristol, BS1 6NB to cover all charges plus VAT.

All terms contained in a PO are expressly rejected and do not form part of the Licence or vary the Licence terms in any way.

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

On site access for Alumni is not allowed unless an additional fee of 10% of the subscription fee is paid.

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.
- Downloading of large amounts of material by authorised users that might be considered 'systematic'.

Termination Clauses

Upon signing up for a licence, institutions are committed for the full term of the licence i.e. until the 31 July 2025. There are no opt-out clauses within this Agreement.

At the end of the licence period, 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.

Personal Licences

Personal licences are not available.

Exceptions to the Terms and Conditions

Amendments to the Terms and Conditions for the Standard Chest Licence for Online Resources:

(i) In respect of Term 1.1(a)(iv), Alumni use is not permitted unless an additional Fee of ten per cent (10%) of the applicable Fee is paid. If such additional Fee is paid, Alumni may only access the Licensed Material on the premises of the Licensee and use the Licensed Material for private study or personal interest only.

(ii) Terms 5.1(a), 5.1(b) and 5.1(c) are amended and now state: "(The Licensor warrants that) 5.1(a) Licensee's use of the Licensed Materials in accordance with the terms of this Licence Agreement shall not infringe a third party's intellectual property rights; 5.1(b) the Licensed Material is owned by or licensed to the Licensor and does not infringe Intellectual Property Rights; 5.1(c) the content of the Licensed Material is not unlawful or false or misleading or pornographic or obscene or racist or defamatory;"

(iii) Term 10.4 is deleted. There is no right of early termination. Licensee is committed to maintain the Licence and pay for it until 31 July 2025.

Products and Pricing

Currency: All prices are in GBP and exclude VAT

VAT: Standard rate VAT applies

Payment terms are shown on the Terms and Conditions tab.

The **Subscription Year** runs from 1 August to 31 July each year.

Access for your Alumni

There is a charge of 10% of your subscription fee to enable you to provide on-site access for your Alumni. Select the relevant option below and submit your order, Chest Help will confirm the price by email.

If you have any questions regarding this Agreement then please contact [Chest Help](#).

Global Data Explorer Upgrade for Existing Customers

Early Bird Special Offer

This is an Early bird offer for all current MarketLine subscribers to upgrade to Global Data, If you require a quote please contact Help@Chest.ac.uk

To qualify for early bird pricing, sites must place an Order through the Chest website order portal, by no later than close of business on **15 July 2023**.

Sites taking advantage of this offer shall be granted access to Global Data free of charge until the 1 August 2023.

Product

Tick here if Upgrading from MarketLine to Global Data

Global Data Explorer for New Subscribers

Early Bird Special Offer

Early Bird special offer pricing for all new subscribers to Global Data Explorer

To qualify for early bird pricing, sites must place an Order through the Chest website order portal, by no later than close of business on **15 July 2023**.

Sites taking advantage of this offer shall be granted access to Global Data free of charge until the 1 August 2023.

Product	Student FTE	Price £
Global Data Explorer	1 to 3,999	14,375.00
Global Data Explorer	4,000 to 6,999	20,000.00
Global Data Explorer	7,000 to 9,999	25,625.00
Global Data Explorer	10,000 to 14,000	27,500.00
Global Data Explorer	15,000 to 24,999	30,000.00
Global Data Explorer	25,000.00	33,125.00

Intelligence Centres

Product	Student FTE	Price £
Intelligence Centres	1 to 3,999	10,000.00
Intelligence Centres	4,000 to 6,999	15,000.00
Intelligence Centres	7,000 to 9,999	15,000.00
Intelligence Centres	10,000 to 14,000	20,000.00
Intelligence Centres	15,000 to 24,999	20,000.00
Intelligence Centres	25,000.00	20,000.00

Commercial in confidence

Operating address: Chest (a Jisc Enterprise), 4 Portwall Lane, Bristol. BS1 6NB email:help@chest.ac.uk tel:0300 121 0878

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