



ADVANTAGE – your subscription service

A world of business information. One destination.



30,000+
COMPANIES PROFILED



3,500+
INDUSTRY PROFILES



110+
COUNTRIES PROFILED

In an information-rich world, finding facts you can rely upon isn't always easy. MarketLine is the solution.

Explore today at <http://www.marketline.com>

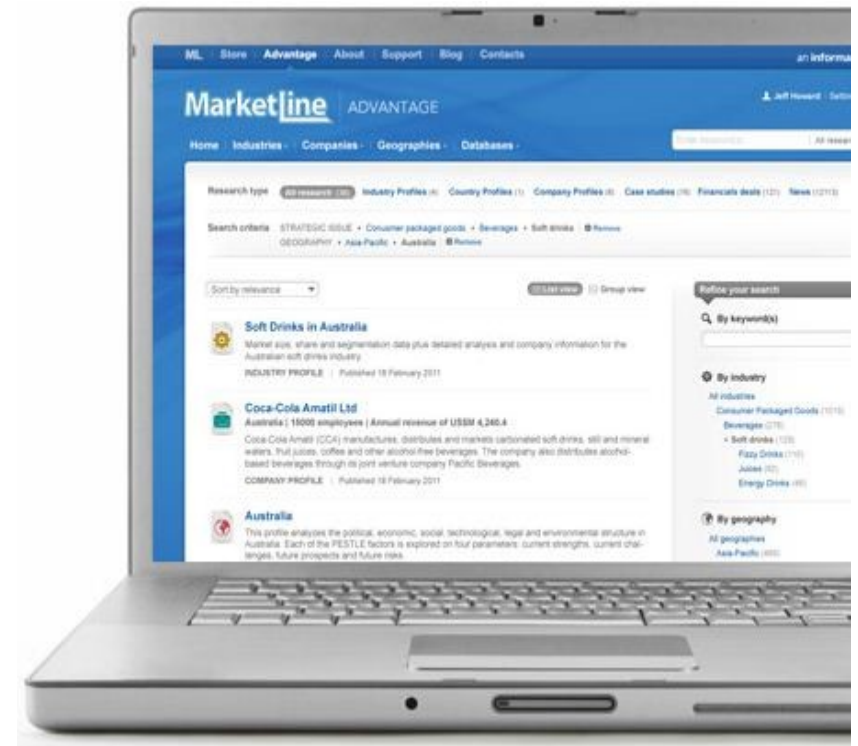
Advantage decoded

What is it?

Advantage is our interactive, subscribers-only platform, giving you anytime access to a unique mix of company, industry, financial and country data, for every major marketplace in the world.

Advantage gives you access to our 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 you can access it from anywhere – at home or at work.

Much of our information is presented in graphical format so you can integrate our data into your projects and presentations with ease.



Essential resource for you

- Timely and relevant content across industries and coverage
- Multi- industry coverage: One tool for all
- Varying depths of company information available
- Global, regional and country specific overview
- Graphical representation of data, easy to use, instantly downloadable, accessible and consistent content in terms of format
- Personalized online training and video tutorials
- Excellent value for money
- Multi user access through one destination site www.marketline.com

Advantage decoded

What does it cover?

- Coverage of 30,000+ companies, updated annually
- 3,500+ Industry Profiles, updated annually
- 110 Country Profiles, updated annually
- Country Statistics Database covering 215 countries
- Annual coverage of 50,000+ financial deals
60,000+ news articles published annually
- 75+ company-focused Case Studies added annually



Advantage decoded

COMPANY INTELLIGENCE	COUNTRY INTELLIGENCE	INDUSTRY INTELLIGENCE	BUSINESS STRATEGY	NEWS & OPINION
30,000 company analyses	215 countries covered	3,500+ industry profiles	75+ case studies added annually	5,000+ articles every month
Company financials	Emerging and developed markets intelligence	250+ markets & 25+ geographies	Company focussed	Financial deals news including mergers & acquisitions
SWOT analyses	PESTLE analyses	Porters 5 Forces	Topical case studies	Expert views on major issues
Executive biographies	Qualitative & quantitative country reports	Market Data information including size, volume, segmentation and forecasts	Independent opinion	Daily News Feed

Advantage – Log in

Visit us at www.marketline.com

You can log in on the homepage or alternatively click on the “Advantage” tab

Click here

Or click here

The screenshot shows the MarketLine website homepage. The browser address bar displays www.marketline.com. The navigation menu includes 'Store', 'Advantage', 'About', 'Support', 'Blog', and 'Contact'. The 'Advantage' tab is highlighted. The main content area features the MarketLine logo, a search bar, and a navigation link for subscribers. Below this is a large banner with the text 'world of business information. One destination.' and statistics: '30,000+ COMPANIES PROFILED', '3,500+ INDUSTRY PROFILES', and '110+ COUNTRIES PROFILED'. A callout bubble points to the 'Advantage' tab in the navigation menu. Another callout bubble points to the 'Advantage' section of the main content area, which includes a grid of business images and a 'Find out more' button. Below the banner is a section titled 'The latest from our blog' with a featured article: 'Chinese Banks Are Growing Their Footprints Overseas'. A third callout bubble points to the title of this article. At the bottom right, there is a section titled 'Get the MarketLine Advantage' with a 'Find out more' button. The Windows taskbar at the bottom shows the system clock as 11:58 on 13/07/2012.

Advantage - Home

The screenshot shows a web browser window displaying the MarketLine Advantage website. The browser's address bar shows the URL advantage.marketline.com. The website's navigation menu includes links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main content area features a search bar with the placeholder text "Please enter keyword(s)" and a dropdown menu set to "All research". Below the search bar, there is an "OR" separator and a "Browse by" section with four categories: Industries, Geographies, Companies, and Databases. To the right of the search and browse sections is a grid of 30 small, colorful images representing various business and technology concepts. The footer of the website includes the copyright notice "MarketLine © 2012. All rights reserved.", links to "Terms and conditions" and "Privacy policy", and social media icons for Twitter, LinkedIn, Facebook, and Google+. The Windows taskbar at the bottom shows the system tray with the date and time "12:07 13/07/2012".

MarketLine :: Home

advantage.marketline.com

Google Marketline BLOG Gmail - Inbox MessageFocus salesforce.com - Cu... Webmail Google Analytics ExtraTorrent.com DMnet MarketLine Researc... Other bookmarks

Store Advantage About Support Blog Contact us an informa business

Marketline ADVANTAGE

Home Browse

Search by keyword(s)

Please enter keyword(s) All research

OR

Browse by

- Industries
- Geographies
- Companies
- Databases

MarketLine © 2012. All rights reserved. Terms and conditions Privacy policy

Connect with us

12:07 13/07/2012

Your search using keywords

Start your search here

The screenshot displays the MarketLine Advantage website interface. At the top, the navigation bar includes links for Home, Store, Advantage, About, Support, Blog, and Contact us, along with the text 'an informa business'. The main content area features the MarketLine logo and the word 'ADVANTAGE'. Below this, there are links for 'Home' and 'Browse'. The central focus is a search section titled 'Search by keyword(s)'. It contains a search input field with the placeholder text 'begin your search here', a dropdown menu set to 'All research', and a search button. Below the search field, the word 'OR' is centered. Underneath, the 'Browse by' section offers four categories: Industries (with a gear icon), Geographies (with a flag icon), Companies (with a briefcase icon), and Databases (with a computer monitor icon). To the right of the search area is a grid of various business-related images. At the bottom of the page, there is a footer with copyright information: 'MarketLine © 2012. All rights reserved. | Terms and conditions | Privacy policy', and social media links for Twitter, LinkedIn, Facebook, and Google+. The Windows taskbar at the very bottom shows several application icons and the system clock indicating 12:10 on 13/07/2012.

Browsing on Advantage

You can select any industry or company or geography that you wish to browse

You can browse

The screenshot shows the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and the word 'ADVANTAGE'. Below the header, there are two main navigation options: 'Home' and 'Browse'. The 'Browse' option is highlighted, and a dropdown menu is displayed, listing various industries with their respective counts. The industries listed are: Aerospace and Defense (2875), Agriculture and Forestry (3387), Automotive (24924), Business and Consumer Services (24511), Chemicals (9126), Communications (42831), Construction and Real Estate (23621), Consumer Packaged Goods (54852), Energy and Utilities (73769), Environmental and Waste Management Services (3378), Financial Services (74186), General Business (33728), Government and Non-Profit Organisations (1987), Industrial Goods and Machinery (21191), Ingredients (1235), Leisure and Arts (13587), Media (17127), Metals and Mining (17929), Paper and Packaging (3228), Pharmaceuticals and Healthcare (106674), Retailing (38335), Sourcing (138), Technology and Services (119308), Textiles (1779), Transport and Logistics (30871), and Wholesale (2146). Below the industry list, there are four main navigation options: Industries, Geographies, Companies, and Databases. The 'Industries' option is highlighted with a gear icon. To the right of the industry list, there is a grid of small images representing various business and industry concepts. At the bottom of the page, there is a footer with copyright information, terms and conditions, privacy policy, and social media links for Twitter, LinkedIn, Facebook, and Google+. The browser's address bar shows 'advantage.marketline.com' and the taskbar at the bottom displays various application icons and the system clock showing 12:12 on 13/07/2012.

Industry	Count
Aerospace and Defense	2875
Agriculture and Forestry	3387
Automotive	24924
Business and Consumer Services	24511
Chemicals	9126
Communications	42831
Construction and Real Estate	23621
Consumer Packaged Goods	54852
Energy and Utilities	73769
Environmental and Waste Management Services	3378
Financial Services	74186
General Business	33728
Government and Non-Profit Organisations	1987
Industrial Goods and Machinery	21191
Ingredients	1235
Leisure and Arts	13587
Media	17127
Metals and Mining	17929
Paper and Packaging	3228
Pharmaceuticals and Healthcare	106674
Retailing	38335
Sourcing	138
Technology and Services	119308
Textiles	1779
Transport and Logistics	30871
Wholesale	2146

Browsing on Advantage

Access to our databases through the homepage

The screenshot displays the Marketline Advantage homepage in a web browser. The browser's address bar shows the URL <https://advantage.marketline.com>. The page features a navigation menu with links for Store, Advantage, About, Support, Blog, and Contact us, along with an Informa Business logo. The main content area includes a search bar with the placeholder text "Please enter keyword(s)" and a dropdown menu set to "All research". Below the search bar, there are three browse options: "Industries" (with a gear icon), "Companies" (with a briefcase icon), and "Databases" (with a computer monitor icon). A tooltip is visible over the "Databases" option, providing details for "Country Statistics" and "Market Data Analytics". The "Country Statistics" tooltip states: "Provides macro/socio-economic and demographic data for 215 countries worldwide; both historically and forecasted." The "Market Data Analytics" tooltip states: "Includes comprehensive data across the global food, drinks, personal care, household products, pet care, news and magazine, and tobacco markets." The page footer contains copyright information for 2012, terms and conditions, and privacy policy links, as well as social media icons for Twitter, LinkedIn, Facebook, and Google+. The Windows taskbar at the bottom shows the system clock at 10:17 on 16/07/2012.

Selection on Advantage – by product type

Our products are grouped by product types. Your selection can be made using this feature

The screenshot displays the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Home, Browse, Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and the word 'ADVANTAGE'. Below the header, a search bar prompts the user to 'Please enter keyword(s)' and includes a dropdown menu set to 'All research'. A horizontal menu under 'Research type' offers various filters: 'All (626774)', 'Industries (3944)', 'Companies (31865)', 'Case Studies (88)', 'Company News (328628)', and 'Financial Deals (254783)'. An arrow from the text on the left points to the 'Industries (3944)' filter. Below this menu, there are 'Group view' and 'List view' options. The main content area is titled 'Industries (3944)' and lists three industry profiles: 'Colombia - Oil & Gas', 'Eastern Europe - Oil & Gas', and 'Denmark - Oil & Gas'. Each profile includes a brief description and a 'View all' link. On the right side, there is a 'Refine your search' section with a search box for 'By Keyword(S)', a 'By Industry' section with a 'Show all' link and a list of industry categories (Technology and Services, Pharmaceuticals and Healthcare, Energy and Utilities, Communications, Metals and Mining), and a 'By Geography' section with a 'Show all' link and a list of geographical regions (North America, Europe, Asia-Pacific, Middle East and Africa). The Windows taskbar at the bottom shows various application icons and the system clock indicating 12:18 on 13/07/2012.

Selection on Advantage – by product type

If you selected a particular product type to review, you can sort them based on their publication date

The screenshot shows the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and the word ADVANTAGE. Below the header, there is a search bar with the placeholder text "Please enter keyword(s)" and a dropdown menu set to "All research".

The main content area displays search results for "Company News (329252)". A filter menu is open, showing options for "Publication Date", "Publication Date (asc)", and "Title". The "Publication Date" option is selected, and a "Sort" button is visible next to it. Below the filter menu, the first search result is titled "Technologies Selects Spansion FL Serial Flash Memory". The snippet for this result reads: "Spansion Inc., a provider of the Flash memory technology, has announced that Infineon Technologies, a semiconductor manufacturer, has selected Spansion FL Serial Flash memory to provide a quad I/O SPI data storage solution for its Hexagon Development Kit System." The result is categorized as "COMPANY NEWS" and "NewsWire published by MarketLine on 13 July 2012".

Other search results visible include "Freeman Financial Names Acting Chairman" and "Senomyx Wins Regulatory Approvals For S6973, S2383, S6821, And S7958".

On the right side of the page, there is a "Refine your search" section with two filters: "By Keyword(S)" and "By Industry". The "By Industry" filter shows categories such as "Pharmaceuticals and Healthcare (66389)", "Technology and Services (63392)", "Financial Services (46526)", "Energy and Utilities (44219)", and "Consumer Packaged Goods (32454)".

At the bottom of the page, there is a "By Geography" filter with categories like "North America (211456)", "Europe (82769)", "Asia-Pacific (40700)", and "Middle East and Africa (11310)".

The Windows taskbar at the bottom shows the system clock as 10:20 on 16/07/2012.

Refining your search

You can further refine your search by using keywords or product types

The screenshot shows the MarketLine Advantage website interface. At the top, there is a navigation bar with links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main header features the MarketLine logo and a search bar with the placeholder text "Please enter keyword(s)". Below the search bar, there are filters for Research type, including All (626774), Industries (3944), Companies (31865), Case Studies (88), Company News (328628), Financial Deals (254783), and Countries (110). The main content area displays a list of industry profiles under the heading "Industries (3944)". Three profiles are visible: "Colombia - Oil & Gas", "Eastern Europe - Oil & Gas", and "Denmark - Oil & Gas". Each profile includes a brief description and a "View all" link. On the right side, there is a "Refine your search" section with a search box for "By Keyword(s)", a "By Industry" section with a "Show all" link and a list of industries (Technology and Services, Pharmaceuticals and Healthcare, Energy and Utilities, Communications, Metals and Mining), and a "By Geography" section with a "Show all" link and a list of regions (North America, Europe, Asia-Pacific, Middle East and Africa). A black arrow points from the text on the left to the "By Keyword(s)" search box.

Advantage product page

Once you have selected a specific product, you can download the entire product in PDF format

Alternatively you can download sections from the report in WORD or PDF format

The screenshot displays the MarketLine Advantage product page for 'Colombia - Oil & Gas'. The page features a navigation bar with links for Home, Browse, and a search bar. The main content area includes an executive summary with the following sections:

- Market value:** The Colombian oil & gas market grew by 17.5% in 2011 to reach a value of \$15.7 billion.
- Market value forecast:** In 2016, the Colombian oil & gas market is forecast to have a value of \$18.4 billion, an increase of 17.2% since 2011.
- Market volume:** The Colombian oil & gas market shrank by 2.6% in 2011 to reach a volume of 294.7 million BOE.
- Market volume forecast:** In 2016, the Colombian oil & gas market is forecast to have a volume of 322.7 million BOE, an increase of 9.5% since 2011.
- Category segmentation:** Crude oil is the largest segment of the oil & gas market in Colombia, accounting for 73.6% of the market's total value.
- Geography segmentation:** Colombia accounts for 1.4% of the Americas oil & gas market value.

On the right side, a 'Table Of Contents' sidebar lists sections: Executive Summary, Market Overview, Market Data, Market Segmentation, Market Outlook, Five Forces Analysis, Leading Companies, Macroeconomic Indicators, and APPENDIX. Below the 'Executive Summary' section, there is an 'Extract to:' option with 'Word' and 'PDF' icons. A 'Downloads' section at the top right of the main content area contains a 'Report' link with a download icon.

Advantage product page

All the data can be extracted in WORD or PDF or PPT formats

advantage.marketline.com/Product?pid=MLIP0559-0009&view=d0e42

Table 1: Colombia oil & gas market value: \$ billion, 2007-11

Extract to: Word PDF Excel

Year	\$ billion	COP billion	€ billion	% Growth
2007	10.7	19,546.2	7.7	
2008	18.1	32,996.1	13.0	68.8%
2009	10.5	19,151.5	7.5	(42.0%)
2010	13.3	24,349.2	9.6	27.1%
2011	15.7	28,608.6	11.3	17.5%
CAGR: 2007-11				10.0%

Source: MARKETLINE

Figure 1: Colombia oil & gas market value: \$ billion, 2007-11

Extract to: Word PDF PowerPoint

Legend: \$ billion (blue bars), % Growth (orange line)

Y-axis: \$ billion (0 to 20), % Growth (-60 to 80)

X-axis: Year (2007, 2008, 2009, 2010, 2011)

- Market Overview
- Market Data
- Market Segmentation
- Market Outlook
- Five Forces Analysis
- Leading Companies
- Macroeconomic Indicators
- APPENDIX
- Related Research
 - Industries (25)
 - Companies (11)
 - Company News (426)
 - Financial Deals (508)
 - Countries (1)

12:27
13/07/2012

Advantage product page

Relevant
related
research
can also be
found on
every
product
page

MarketLine :: Product

advantage.marketline.com/Product?pid=MLIP0559-0009&view=d0e42

2010	13.3	24,349.2	9.6	27.1%
2011	15.7	28,608.6	11.3	17.5%

CAGR: 2007-11 10.0%

Source: MARKETLINE

Figure 1: Colombia oil & gas market value: \$ billion, 2007-11

Extract to: Word PDF PowerPoint

Year	\$ billion	% Growth
2007	10.5	0
2008	18.5	76
2009	10.5	-43
2010	13.3	26
2011	15.7	18

Source: MARKETLINE

Market Volume

The Colombian oil & gas market shrank by 2.6% in 2011 to reach a volume of 294.7 million BOE.

The compound annual growth rate of the market in the period 2007-11 was 9.7%.

Table 2: Colombia oil & gas market volume: million BOE, 2007-11

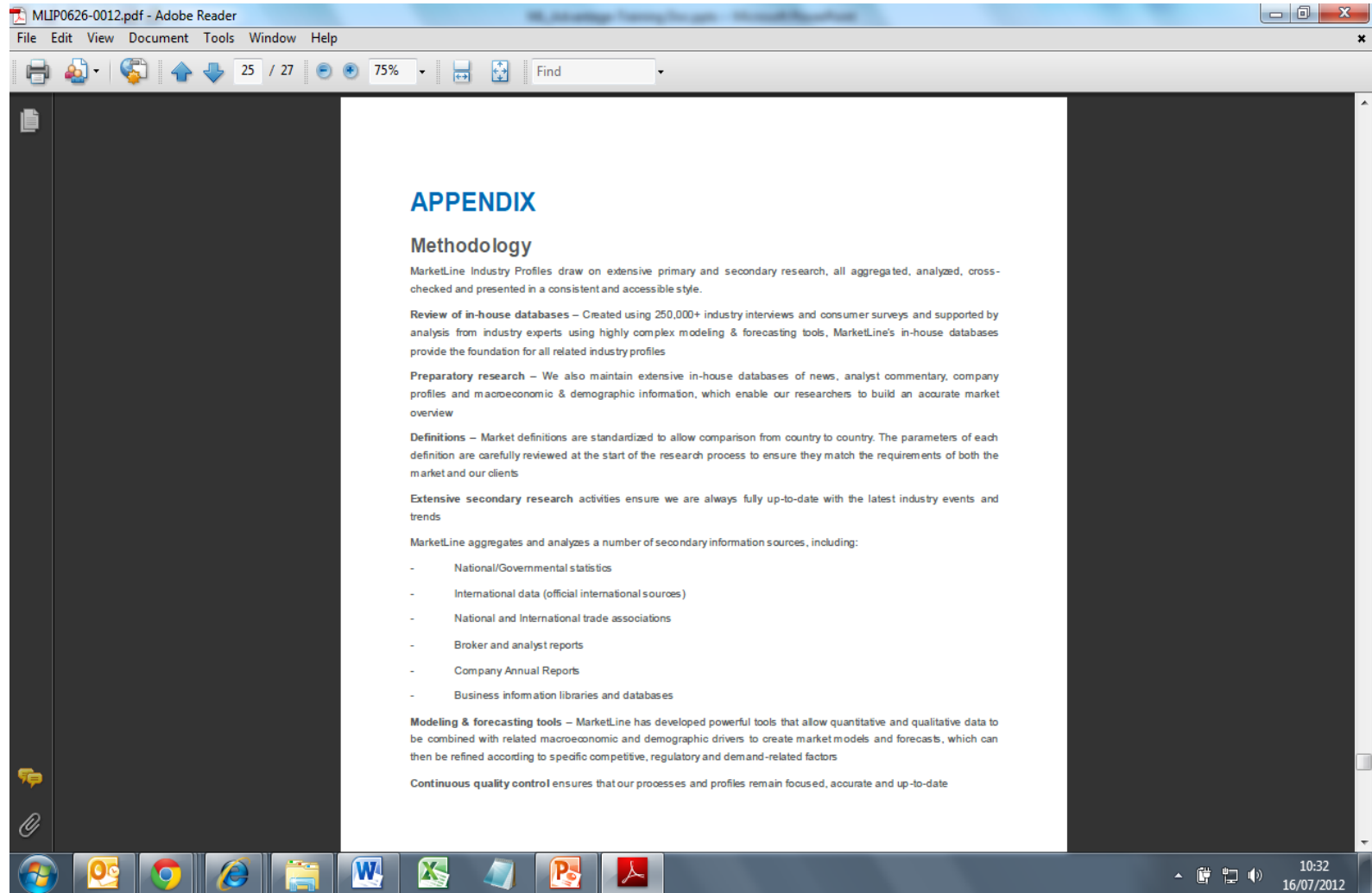
Extract to: Word PDF Excel

- Leading Companies
- Macroeconomic Indicators
- APPENDIX
- Related Research
 - Industries (25)
 - Companies (11)
 - Company News (426)
 - Financial Deals (508)
 - Countries (1)

12:29 13/07/2012

Advantage product page

The methodology for our products is included in the downloadable PDF.



Navigating within Advantage

Navigating within Advantage is easy. You can make product selections or keyword searches

The screenshot shows the MarketLine Advantage website interface. The search bar contains the text 'Colombia'. A dropdown menu is open, showing various filters for the search results. The filters include:

- All research
- All Research
- Case Studies
- Companies
- Company News
- Countries
- Financial Deals
- Industries

The main content area displays the search results for 'Colombia - Oil & Gas'. It includes a 'Market Data' section with a 'Market Value' table. The table shows the market value in billions of dollars, COP, and Euros, along with the percentage growth rate from 2007 to 2011.

Year	\$ billion	COP billion	€ billion	% Growth
2007	10.7	19,546.2	7.7	
2008	18.1	32,996.1	13.0	68.8%
2009	10.5	19,151.5	7.5	(42.0%)
2010	13.3	24,349.2	9.6	27.1%
2011	15.7	28,608.6	11.3	17.5%
CAGR: 2007-11				10.0%

Source: MARKETLINE

Country Statistics Database - home

The screenshot shows a web browser window displaying the MarketLine Country Statistics Database search page. The browser's address bar shows the URL `country-stats.marketline.com/Search.aspx`. The page features a navigation menu with links for Store, Advantage, About, Support, Blog, and Contact Us, along with the text "an informa business". The main header includes the MarketLine logo and "ADVANTAGE" branding, with "Country Statistics" displayed on the right. Below the header, the page is titled "Country Statistics" and includes a link to "Ask an analyst a question". A search progress bar contains three tabs: "Search", "View Results", and "Analyze Results". The search process is divided into three steps: 1) SELECT COUNTRIES, 2) SELECT INDICATORS, and 3) CONFIRM MY SEARCH. Step 1 shows a tree view for "Geo-Political Groupings" and "Countries", with "Countries" expanded to show regions like Middle East and Africa, Europe, Pacific Islands, South and Central America, Asia-Pacific, North America, and World Total. Step 2 shows a search input field and a list of indicators under the "Classic" category, including Agriculture, Automotive, Commodities, Consumer, Defence, Demographics, Economy, Education, Energy and Utilities, Environment, Financial Services, Healthcare, Labour Force & Employment, Media, Political, Technology & Communications, and Transportation & Logistics. Step 3 shows sections for "INDICATORS" and "COUNTRIES" with a "Remove all criteria" link. Two buttons, "VIEW RESULTS" and "ANALYZE RESULTS", are visible. The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:54 on 16/07/2012.

Country Statistics - Search x

country-stats.marketline.com/Search.aspx

Google Marketline BLOG Gmail - Inbox MessageFocus salesforce.com - Cu... Webmail Google Analytics ExtraTorrent.com DM DMnet MarketLine Researc... Other bookmarks

Store | Advantage | About | Support | Blog | Contact Us an informa business

MarketLine ADVANTAGE Country Statistics

Country Statistics [Ask an analyst a question](#)

Search View Results Analyze Results

1) SELECT COUNTRIES

- Geo-Political Groupings
 - Geographic Groupings
 - Other Key Groupings
- Countries
 - Middle East and Africa
 - Europe
 - Pacific Islands
 - South and Central America
 - Asia-Pacific
 - North America
 - World Total

2) SELECT INDICATORS

Search

- Classic
 - Agriculture
 - Automotive
 - Commodities
 - Consumer
 - Defence
 - Demographics
 - Economy
 - Education
 - Energy and Utilities
 - Environment
 - Financial Services
 - Healthcare
 - Labour Force & Employment
 - Media
 - Political
 - Technology & Communications
 - Transportation & Logistics

3) CONFIRM MY SEARCH

INDICATORS -----

COUNTRIES -----

[Remove all criteria](#)

[VIEW RESULTS](#)

[ANALYZE RESULTS](#)

10:54 16/07/2012

Country Statistics Database - selection

You can make your selection from the pick list – geographic and indicators. Once your selection has been made, you can view and/or analyse the results.

The screenshot shows the Marketline Country Statistics search interface. The browser address bar displays 'country-stats.marketline.com/Search.aspx'. The page features a navigation menu with 'Store', 'Advantage', 'About', 'Support', 'Blog', and 'Contact Us'. The main content area is titled 'Country Statistics' and includes a search bar and three tabs: 'Search', 'View Results', and 'Analyze Results'. The interface is divided into three sections: 1) SELECT COUNTRIES, 2) SELECT INDICATORS, and 3) CONFIRM MY SEARCH. Section 1) includes a tree view for 'Geo-Political Groupings' and 'Countries'. Section 2) includes a search box and a list of indicators. Section 3) includes fields for 'INDICATORS' and 'COUNTRIES', a 'Remove all criteria' button, and 'VIEW RESULTS' and 'ANALYZE RESULTS' buttons. Arrows from the text on the left point to the 'Countries' tree view, the 'Economy' indicator, and the 'VIEW RESULTS' button.

Country Statistics [Ask an analyst a question](#)

Search **View Results** **Analyze Results**

1) SELECT COUNTRIES

- Geo-Political Groupings
 - Geographic Groupings
 - Other Key Groupings
- Countries
 - Middle East and Africa
 - Europe
 - Pacific Islands
 - South and Central America
 - Asia-Pacific
 - North America
 - World Total

2) SELECT INDICATORS

Search

- Classic
 - Agriculture
 - Automotive
 - Commodities
 - Consumer
 - Defence
 - Demographics
 - Economy
 - Education
 - Energy and Utilities
 - Environment
 - Financial Services
 - Healthcare
 - Labour Force & Employment
 - Media
 - Political
 - Technology & Communications
 - Transportation & Logistics

3) CONFIRM MY SEARCH

INDICATORS

COUNTRIES

[Remove all criteria](#)

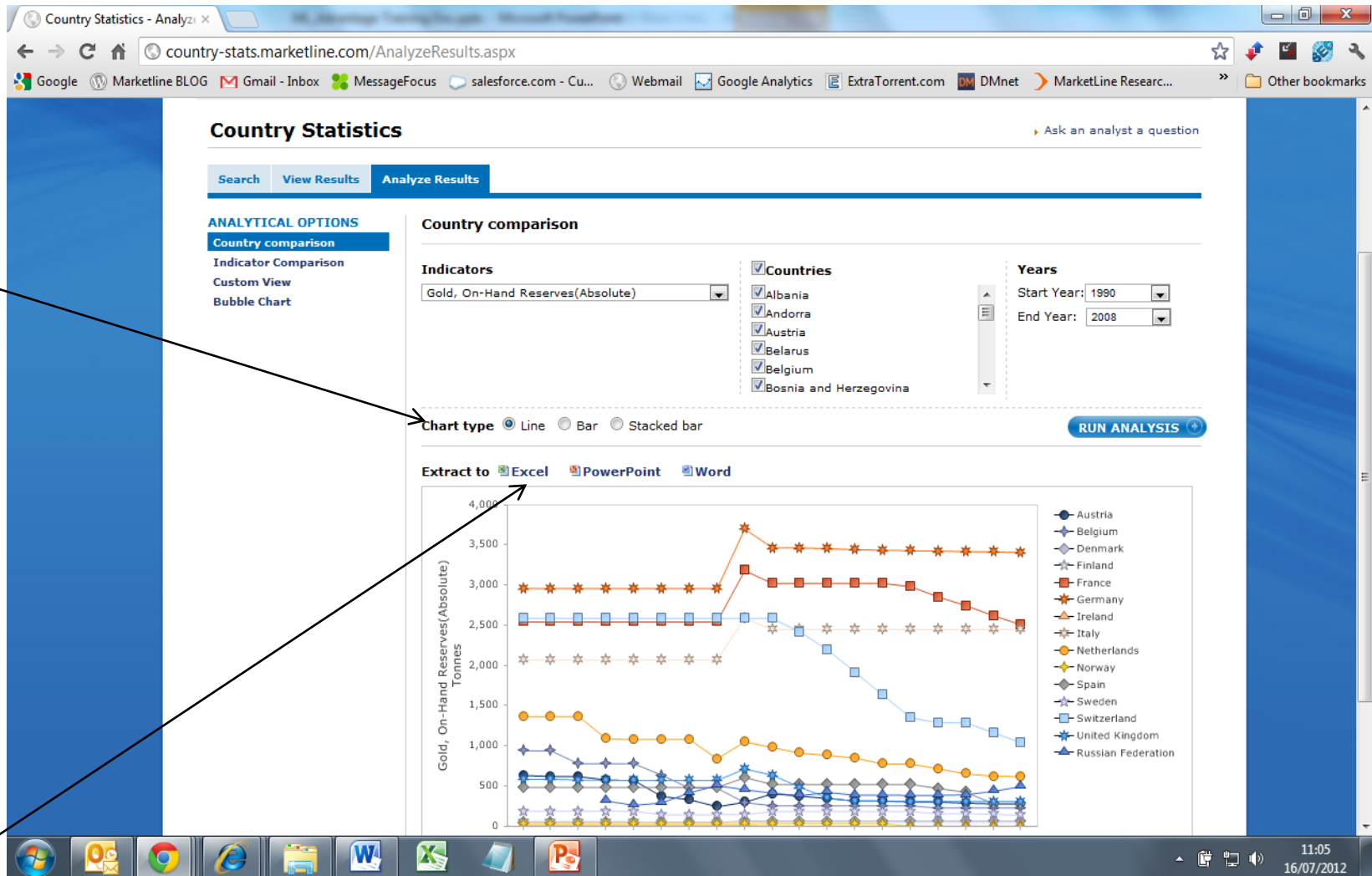
[VIEW RESULTS](#)

[ANALYZE RESULTS](#)

Country Statistics Database - results

You can also view your results in different types of graphs

Results from your search are available to view online or download in EXCEL, PPT, or Word format



Country Statistics Database – Ask a question

If you have any questions, you can use our “Ask an analyst” option. A pop-up box will open

The screenshot displays the Marketline ADVANTAGE Country Statistics interface. The browser address bar shows the URL `country-stats.marketline.com/AnalyzeResults.aspx`. The page features a navigation menu with links for Store, Advantage, About, Support, Blog, and Contact Us. The main content area is titled "Country Statistics" and includes a "MY SEARCH" section with "Search Criteria [Show/Hide]". Below this, the "Country Statistics" section has tabs for Search, View Results, and Analyze Results. The "ANALYTICAL OPTIONS" sidebar lists "Country comparison" (selected), Indicator Comparison, Custom View, and Bubble Chart. The "Country comparison" section shows "Indicators" set to "Gold, On-Hand Reserves(Absolute)" and a list of selected countries: Albania, Andorra, Austria, Belarus, Belgium, and Bosnia and Herzegovina. The "Chart type" is set to "Line". Below the chart, there are options to "Extract to" Excel, PowerPoint, or Word. A line chart is visible at the bottom, showing data for Austria, Belgium, Denmark, Finland, France, Germany, and Ireland. A pop-up box titled "Ask an analyst" is open, containing fields for Name, Email, Tel., Contact Method (set to Email), and a text area for a question (max 400 characters). A blue "ASK QUESTION" button is at the bottom of the pop-up. The Windows taskbar at the bottom shows the time as 11:10 on 16/07/2012.

Market Data Analytics Database - home

The screenshot displays the Market Data Analytics website interface. At the top, there is a navigation bar with links for Store, Advantage, About, Support, Blog, and Contact Us, along with the Informa Business logo. The main header features the Marketline logo and the text 'ADVANTAGE Market Data Analytics'. Below the header, the page is divided into three main sections: 1) SEARCH TYPE, 2) MAKE SELECTIONS, and 3) REVIEW SELECTIONS. The '1) SEARCH TYPE' section has tabs for 'Search' and 'View Results', with a note: '< Please use tabs to navigate rather than back button'. The '2) MAKE SELECTIONS' section is titled 'Sector' and contains a tree view of industry categories: All Industries, Beverages - Alcoholic, Beverages - Non-Alcoholic, Food, Household Products, News and Magazine, Personal Care, Pet Care, and Tobacco. The '3) REVIEW SELECTIONS' section is titled 'Data Selections' and includes a dropdown menu for 'Market Value', radio buttons for 'Compare by Country and' (selected) and 'Compare by Category', and dropdown menus for 'Start Year' (2000) and 'End Year' (2015). At the bottom of this section are two buttons: 'CLEAR ALL' and 'VIEW RESULTS'. The browser's address bar shows 'mda.marketline.com/Default.aspx' and the taskbar at the bottom indicates the date and time as 10:59 on 16/07/2012.

Market Data Analytics

mda.marketline.com/Default.aspx

Google Marketline BLOG Gmail - Inbox MessageFocus salesforce.com - Cu... Webmail Google Analytics ExtraTorrent.com DMnet MarketLine Researc... Other bookmarks

Store Advantage About Support Blog Contact Us an informa business

Marketline ADVANTAGE Market Data Analytics

Search View Results < Please use tabs to navigate rather than back button

1) SEARCH TYPE

Sector
Country

2) MAKE SELECTIONS

Sector

- All Industries
 - Beverages - Alcoholic
 - Beverages - Non-Alcoholic
 - Food
 - Household Products
 - News and Magazine
 - Personal Care
 - Pet Care
 - Tobacco

3) REVIEW SELECTIONS

Data Selections

Select a Data selection Market Value

Choose between Compare by Country and Compare by Category

Start Year 2000 End Year 2015

CLEAR ALL VIEW RESULTS

10:59
16/07/2012

Market Data Analytics Database - selection

You can make your selection from the pick list – sector or geography. Once your selection has been made, you can view the results.

The screenshot displays the Market Data Analytics website interface. The browser address bar shows `mda.marketline.com/Default.aspx`. The website header includes navigation links: Store, Advantage, About, Support, Blog, Contact Us, and an Informa Business logo. The main content area is divided into three sections:

- 1) SEARCH TYPE:** A pick list with 'Sector' selected and 'Country' as an option.
- 2) MAKE SELECTIONS:** A tree view under the 'Sector' heading. 'Food' is expanded, and 'Baby food' is selected. Other categories include Beverages (Alcoholic and Non-Alcoholic), Dairy food, Dried food, Ice cream, Meat, fish & poultry, Oils & fats, Pasta & noodles, Ready meals, and Sauces, dressings & condiments.
- 3) REVIEW SELECTIONS:** A summary of selections. 'Data Selections' is set to 'Market Value'. The comparison method is 'Compare by Country and Compare by Category'. Start Year is 2000 and End Year is 2015. The selected path is 'SECTORS: All Industries > Food > Baby food' and 'COUNTRIES: Global > Africa & Middle East > Morocco'. Buttons for 'CLEAR ALL' and 'VIEW RESULTS' are visible.

Arrows from the text on the left point to the 'Sector' pick list, the 'Baby food' selection in the tree, and the 'VIEW RESULTS' button.

Market Data Analytics Database - results

Results from your search are available to view online or download in EXCEL format

Market Data Analytics

mda.marketline.com/view.aspx

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Search View Results < Please use tabs to navigate rather than back button

REFINE SEARCH | Data Selection | Country | Sector | Unit and Year | Compare by Country Category

Market Value by Country for 2000-2015 in Millions of Local Currency

Download to Excel

	Countries	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
	Africa & Middle East														
	Morocco	61.4	61.2	61.9	62.1	62.4	62.6	63.1	63.8	65.7	67.6	69.6	71.7	73.7	75.8
	Total:	61.4	61.2	61.9	62.1	62.4	62.6	63.1	63.8	65.7	67.6	69.6	71.7	73.7	75.8

Note that forecast data is in *italics*

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11:03 16/07/2012

Market Data Analytics Database – filtering

The screenshot shows the Market Data Analytics website interface. The browser address bar displays `mda.marketline.com/view.aspx`. The navigation menu includes 'Store', 'Advantage', 'About', 'Support', 'Blog', and 'Contact Us'. The main header features the 'Marketline ADVANTAGE' logo and 'Market Data Analytics' text.

The search results section is titled 'Market Value by Country for 2000-2015 in Millions of US Dollars'. It includes a 'REFINE SEARCH' bar with options for 'Data Selection', 'Country', 'Sector', and 'Unit and Year'. A 'Filter Selections' pop-up box is open, showing a tree view of industry sectors. The 'Food' sector is selected, and its sub-items are listed with checkboxes.

The table below shows market value data for various countries from 2000 to 2003. The 'Total' row is highlighted in orange.

	Countries	2000	2001	2002	2003
[-]	Africa & Middle East	190.0	193.3	197.9	204.3
	Saudi Arabia	47.0	49.6	52.5	55.7
	Israel	77.0	75.4	74.5	75.0
	South Africa	40.4	42.1	43.8	45.4
	Egypt	12.1	12.6	13.1	13.7
	United Arab Emirates	5.0	5.1	5.4	5.6
	Morocco	7.6	7.6	7.7	7.7
	Nigeria	0.9	1.0	1.0	1.1
[-]	Americas				
	Canada	89.7	89.6	93.7	94.6
	Total:	279.7	282.9	291.6	298.9

Note that forecast data is in *italics*

The 'Filter Selections' pop-up box shows the following structure:

- All Industries
- Beverages - Alcoholic
- Beverages - Non-Alcoholic
- Food
 - Baby food
 - Bakery & Cereals
 - Canned food
 - Chilled food
 - Confectionery
 - Dairy food
 - Dried food
 - Frozen food
 - Ice cream
 - Meat, fish & poultry
 - Oils & fats
 - Pasta & noodles
 - Ready meals
- ...

You can further filter your results by selecting alternative criteria's or countries. Pop-up box will open with a pick-list

Market Data Analytics Database – definitions

Definition for sectors is available by clicking on the adjacent, relevant question marks in the pick-list.

The screenshot displays the Market Data Analytics website interface. A pop-up window titled "Industry definition - Google Chrome" is open, showing the "Baby Cereals Category Definition". The definition includes two sub-sections: "Cereal" and "Porridge".

Baby Cereals Category Definition:

Cereal
A dry breakfast cereal for infants, other than porridge, that requires the user to add milk or water before it is ready for consumption. Examples include Heinz 4 month Raspberry & Strawberry Cereal, Gerber Mixed Grain Cereal for Baby and Gerber Rice Beras Baby Cereal.

Porridge
A dry, oatmeal-based product for infants that requires the user to add milk or water to make a soft, smooth food. Examples include Gerber Mingau, and Heinz Baby Porridge.

Child Segments: Cereal, Porridge
Parent Market: Baby food
Parent Industry: Food

A "Filter Selections" dialog box is also visible, showing a hierarchical tree of industries. The "Food" category is selected, and "Baby food" is expanded to show "Baby Cereals".

The background shows a data table with columns for "Americas", "Canada", and "Total". The table data is as follows:

	Americas	Canada	89.7	89.6	93.7	94.6
Total:			279.7	282.9	291.6	298.9

Below the table, a note states: "Note that forecast data is in *italics*".

Returning to our homepage

The screenshot shows the MarketLine Advantage website. The navigation bar includes links for Home, Store, Advantage, About, Support, Blog, and Contact us. The main content area displays search results for 'Colombia', including a search filter dropdown, a 'Table of Contents' sidebar, and a table of market data.

Table 1: Colombia oil & gas market value: \$ billion, 2007-11

Year	\$ billion	COP billion	€ billion	% Growth
2007	10.7	19,546.2	7.7	
2008	18.1	32,996.1	13.0	68.8%
2009	10.5	19,151.5	7.5	(42.0%)
2010	13.3	24,349.2	9.6	27.1%
2011	15.7	28,608.6	11.3	17.5%
CAGR: 2007-11				10.0%

You can access the homepage to restart your search