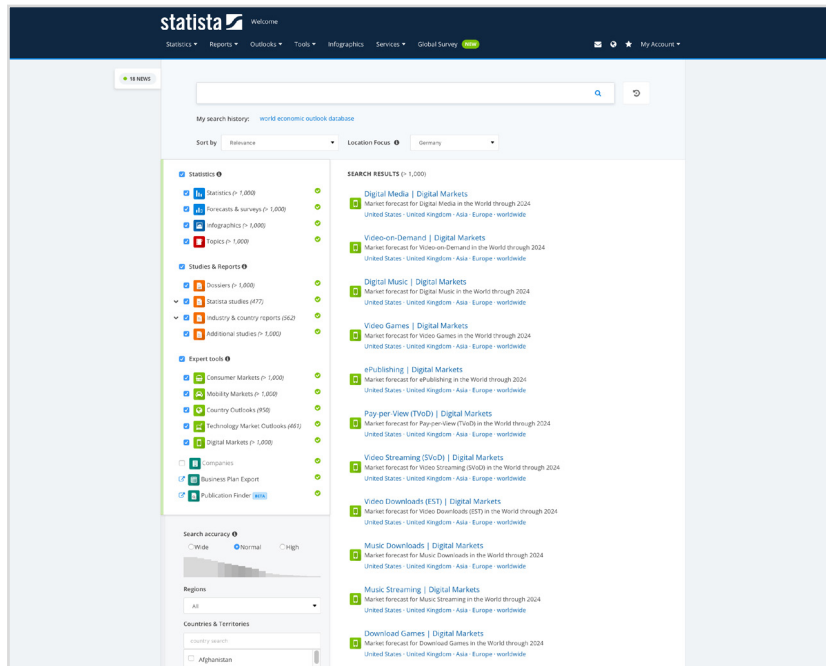


CAMPUS LICENSE

Product and Services Description

Introduction

Statista is one of the world's leading portals offering access to statistics and studies on 80,000 topics and 170 industries via its website. Statista enables users to quickly and conveniently access relevant market and consumer data and to easily process it. The data is available in English, German, Spanish, and French and is expanded and updated daily.



Search

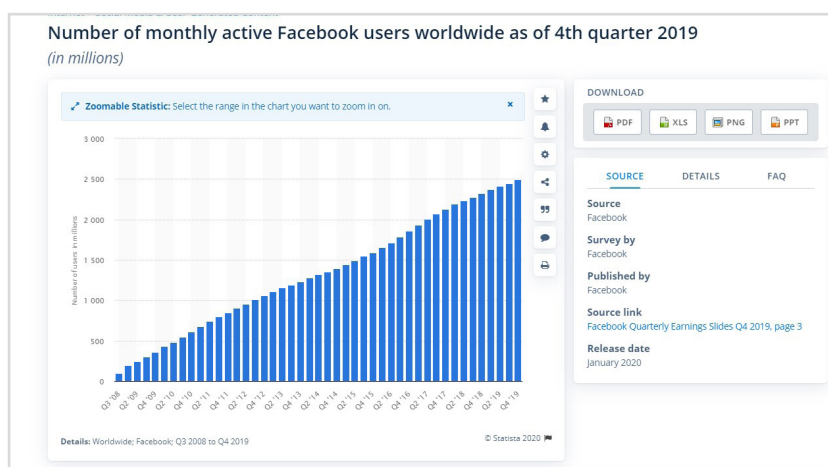
Statista provides its users with an intuitive keyword search. This includes auto-completion and the displaying of synonyms and alternative search terms. Various functions help to refine the search: It is possible, for example, to limit the search to certain content areas, to filter search results by region, year, and country, and to sort them by relevance, popularity, and publication date.



Content & sources

Statista's data comes from two areas: Statista collects relevant market data from third parties and makes it available to its customers in the form of statistics and studies. Sources include government institutions, such as statistical offices and ministries, international organizations, market research institutes, and trade journals. Statista bundles data from a total of 22,500 different sources.

Around 50 percent of the portal's content is based on surveys carried out independently by Statista. An international team of experienced analysts develops its own market models, conducts surveys and in-depth analyses, and uses them as the basis for forecasts and key figures for various markets and industries. Statista's own content includes expert tools such as the Digital Market Outlook, Consumer Market Outlook, and Country Outlook. All available information on a source, such as survey data, methodology, as well as place and date of publication, is listed on the portal.



Download formats

Statistics and studies can be downloaded and stored in various formats. Depending on the type of product chosen, Statista makes the data available to its customers in the form of XLS, PPT, PNG, and PDF files. Thus, the researched statistics can be directly processed and integrated into your own analyses and presentations without any detours.

Rights of use and publication rights

Customers with a Campus License are granted the right to use downloaded content for commercial purposes.

Customers with a Campus License acquire the right to publish downloaded statistics in scientific publications. Publication rights do not extend to the right to act as a reseller of Statista products. Furthermore, they do not extend to the content of third-party links on the Statista platform.

Services included in the Campus License

With the Campus License, universities and colleges make Statista's services available to their students and staff.

Unless contractually agreed otherwise, the Campus License provides its users with access to

- ▶ All statistics, forecasts, and surveys of the German, international, Spanish, and French platform
- ▶ All Dossiers, Statista studies (Outlook Reports, Toplists, surveys / volumes of tables), and Industry and Country Reports of the German, international, Spanish, and French platform
- ▶ The Study Database of Statista
- ▶ The Digital Market Outlook (uncanceled state)¹
- ▶ The Consumer Market Outlook (uncanceled state)¹
- ▶ The Mobility Market Outlook (uncanceled state)¹
- ▶ The Country Outlook (uncanceled state)¹
- ▶ The Technology Market Outlook (uncanceled state)¹
- ▶ The Advertising & Media Outlook (uncanceled state)¹
- ▶ The Industry Outlook (uncanceled state)¹
- ▶ The Source Database
- ▶ The Publication Finder
- ▶ The Business Plan Export

Statista offers Campus License users various citation functions. These include APA, Harvard, MLA, Chicago, and Bluebook, and they can be selected via a dropdown menu next to the respective statistics and inserted into your own reports or homework using Copy & Paste.

In addition, Campus License customers have the possibility of storing their PowerPoint slide master in their account so that all statistics can be downloaded directly as CI-compliant presentations. Moreover, Statista offers to adapt the platform to the corporate design of the academic institution (colors and logo).

¹ Unless otherwise contractually agreed, all marked features in the account will be switched off upon termination of the account. Furthermore, the price guarantee does not apply.

The library administration of the tertiary institution / university activated for the Campus License has the possibility of using the following services:

- ▶ Annual usage overview of the account
- ▶ Participation in webinars and training courses

Statista offers academic institutions various access options with a Campus License. Within the academic network, Statista can be used via an IP activation or an SSO link. Outside the campus network, students and staff can access the university via Shibboleth, OpenAthens, or EZ Proxy.

Unless contractually agreed otherwise, the Campus License subscription is valid for a period of 12 or 24 months and prior to expiration is automatically renewed at the regular monthly price for 12 months. The cancellation period is six weeks prior to the end of the subscription.

The total price (invoice amount) is invoiced in one sum when both parties formally enter into the contract. The Campus License offer is aimed at commercial users.²

Statista will keep the user informed about innovations by e-mail so that the user is able to use the most up-to-date functions of the statistics portal at any time.

² An acquisition by private users is not possible. The purchase process includes confirmation that the purchase is for a commercial user.

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