



A Beginner's Guide to using Marketline

Marketline Advantage is an international market research database. It offers a mix of company, industry, country and financial data for every major marketplace in the world. Covering from Aerospace and Automotive to Media, Mining and Textiles.

- ▶ Go to **CityLibrary Search**: <http://www.city.ac.uk/library> or the **Cass Library Database list**: <http://www.cass.city.ac.uk/intranet/student/learning-resource-centre/247-e-library>
- ▶ Search for **Marketline**.
- ▶ Login using your IT username and password:

CITY UNIVERSITY
LONDON

City students and staff:
Username:
Password:

All other users:
Barcode:
PIN:

Login

New to the library? [Forget Your PIN?](#) [Home](#)

Figure 1: Database login screen

Searching/Browsing

- ▶ You can search by keyword(s):

Search by keyword(s)

mobile phones | All research

Figure 2: Search screen

- ▶ You can either search all the resources available by leaving the menu at 'All research.'

- ▶ Or you can select an option from the drop down menu.

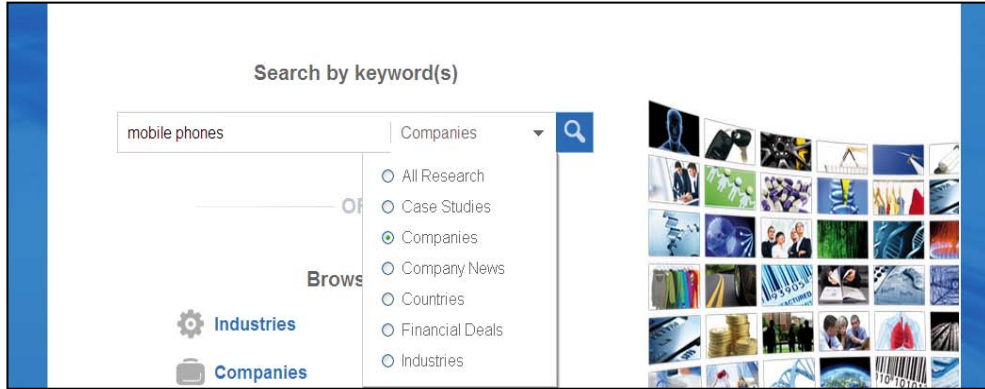


Figure 3: Search screen with drop down menu.

- ▶ If you choose to search 'All research.'
- ▶ The results page lists resources in the following categories:

Industries

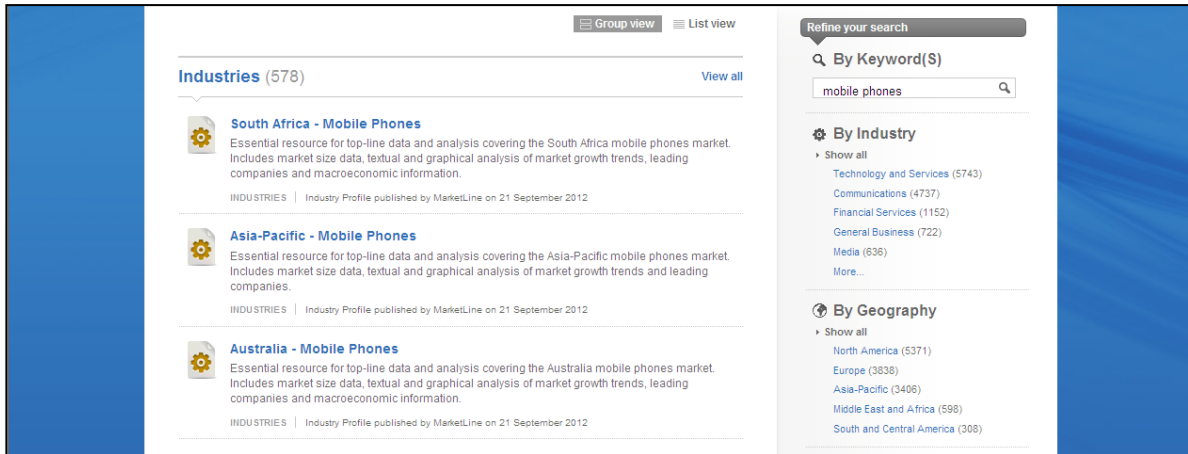


Figure 4: Results screen

Companies

Companies (1582) [View all](#)

Kingston Technology Company, Inc.
United States | 4000 employees
Kingston Technology Company, Inc. (Kingston or "the company") is a privately held company, which designs and manufactures memory products for computers, servers and printers to MP3 players, digital cameras and mobile phones. The company also offers contract manufacturing and supply chain management services for semiconductor manufacturers and system original equipment manufacturers (OEMs). It is headquartered in Fountain Valley, California, and employs approximately 4,000 people.
COMPANIES | Company Profile published by MarketLine on 20 October 2012

Cresco, Ltd.
Japan | 1343 employees | Annual revenue of US\$M 218.8
Cresco, through its subsidiaries, is engaged in providing business software solutions to public institutions, banking and insurance sector, and manufacturing and distribution, transportation and broadcasting industries. The company also offers embedded software for electronic equipment such as mobile phones, car stereo systems and digital home appliances. Cresco primarily operates in Japan, where it is headquartered in Tokyo and employs around 1,343 people.
COMPANIES | Company Profile published by MarketLine on 19 October 2012

Celcom Group Limited
South Africa
Celcom Group is information and communications technology (ICT) related products and services. The group offers virtual payment solutions that include the hosting and distribution of prepaid airtime, prepaid electricity, money transfers and mobile ticketing. It also provides mobile phones and its accessories; alternative energy solutions; and a variety of software applications. In addition, Celcom is engaged in operating franchise Ferrari Stores that offers merchandise like clothing, accessories, collectibles...
COMPANIES | Company Profile published by MarketLine on 19 October 2012

By Publication Date

- Show all
- Past 2 Years (5582)
- Past Year (3514)
- Past 6 Months (1722)
- Past 28 Days (279)
- Past 14 Days (119)
- Past 7 Days (36)

Figure 5: Results screen

Case Studies and Company News

Case Studies (19) [View all](#)

ARM Case Study: Exploiting IP In A Growing End-Market
A study of microprocessor designer ARM, the low-power designs of which dominate the mobile phone market, and the IP-based business model of which has delivered consistent profitability.
CASE STUDIES | Case Studies published by MarketLine on 11 January 2012

Android: From Start-Up To The World's Leading Smartphone Platform
This case study examines the rise of Google's Android software platform to dominance of the global smartphone market.
CASE STUDIES | Case Studies published by MarketLine on 15 March 2012

Nokia Case Study: Struggling In The Smartphone Age
This case study examines the development and implementation of corporate strategy of the Nokia Corporation. The focus in particular will be on recent events involving Nokia's cellular phone business in the smartphone age.
CASE STUDIES | Case Studies published by MarketLine on 23 February 2012

Company News (5666) [View all](#)

OnAir Provides First In-Flight Mobile Phone Service On Emirates's A380 Flig...
Inmarsat plc has announced that OnAir, a provider of in-flight connectivity solutions, has provided first in-flight mobile phone service on Emirates's A380 flights.
COMPANY NEWS | NewsWire published by MarketLine on 29 October 2012

Alcatel Mobile Phones Unveils New Android Smartphone
Alcatel Mobile Phones, a provider of mobile handsets, has announced the launch of new ONE TOUCH ULTRA 997, an Android smartphone.
COMPANY NEWS | NewsWire published by MarketLine on 11 October 2012

Bull Unveils New Range Of Ultra-Secure Mobile Phones
Bull SAS, a developer of digital systems, and Time Reversal Communications, a subsidiary of Bull, have unveiled the phone range of ultra-secure mobile phones.
COMPANY NEWS | NewsWire published by MarketLine on 10 October 2012

Figure 6: Results screen

Financial Deals and Countries

Financial Deals (3616) [View all](#)

- Vertu Partners With Amobee To Market Luxury Mobile Phone**
United Kingdom
FINANCIAL DEALS | Financial Deal published by MarketLine on 08 February 2012
- Karbonn Mobiles To Acquire South Korean Cell Phone Design Company**
India | Value US\$M 40.0 | Estimate US\$M 1.0
FINANCIAL DEALS | Financial Deal published by MarketLine on 08 March 2011
- Fujitsu And Toshiba Forms Joint Venture To Combine Mobile Phone Busine...**
Japan
FINANCIAL DEALS | Financial Deal published by MarketLine on 01 October 2010

Countries (75) [View all](#)

- Country Analysis Report: Singapore, In-Depth PESTLE Insights**
This country analysis report on Singapore analyzes the political, economic, social, technological, legal, and environmental (PESTLE) structure of the country. The PESTLE country analysis report series provides in-depth analysis of 50 major countries.
COUNTRIES | Country Profiles published by MarketLine on 31 October 2012
- Country Analysis Report: Hong Kong, In-Depth PESTLE Insights**
This country analysis report on Hong Kong analyzes the political, economic, social, technological, legal, and environmental (PESTLE) structure of the country. The PESTLE country analysis report series provides in-depth analysis of 50 major countries.
COUNTRIES | Country Profiles published by MarketLine on 17 October 2012
- Country Analysis Report: India, In-Depth PESTLE Insights**
This country analysis report on India analyzes the political, economic, social, technological, legal, and environmental (PESTLE) structure of the country. The PESTLE country analysis report series provides in-depth analysis of 50 major countries.
COUNTRIES | Country Profiles published by MarketLine on 30 September 2012

Figure 7: Results screen

- ▶ You can refine your search (by Keywords, by Industry, by Geography and by Publication Date) using the right hand menu.

Refine your search

By Keyword(S)
mobile phones

By Industry
Show all
Technology and Services (5743)
Communications (4737)
Financial Services (1152)
General Business (722)
Media (636)
More...

By Geography
Show all
North America (5371)
Europe (3838)
Asia-Pacific (3406)
Middle East and Africa (598)
South and Central America (308)

By Publication Date
Show all
Past 2 Years (5582)
Past Year (3514)
Past 6 Months (1722)
Past 28 Days (279)
Past 14 Days (119)
Past 7 Days (36)

Figure 8: Refine search screen

- ▶ If you want a report on the UK Mobile Phone Industry, use the **By Geography** option. Select **Europe** and then **United Kingdom**.



Figure 9: Refine search screen

- ▶ You can refine your results further by using the by Industry sub-sections or the other options.

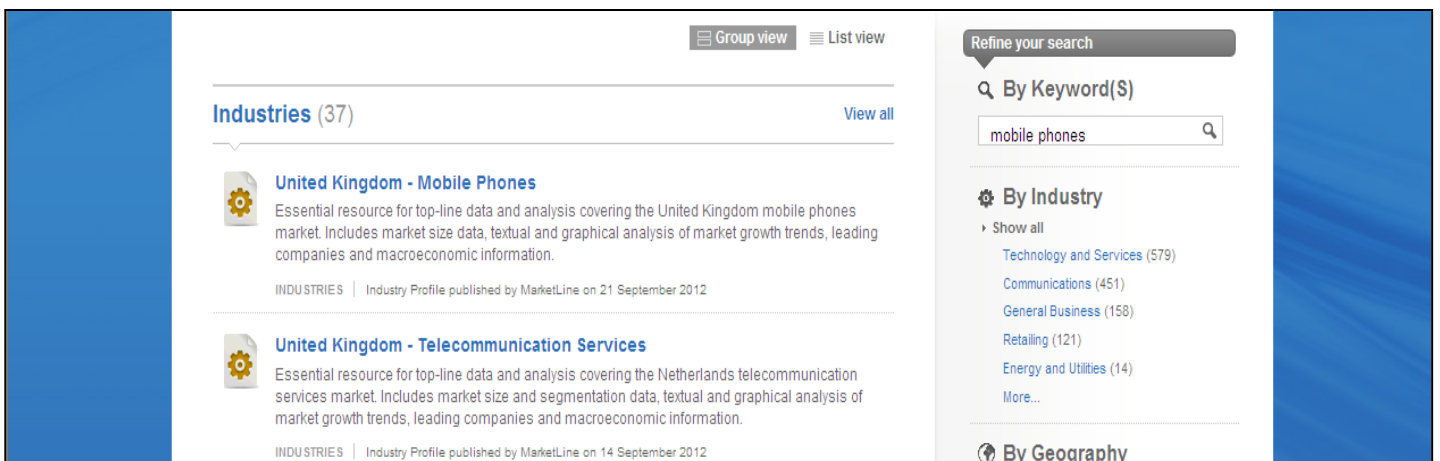


Figure 10: Results screen

- ▶ On the front of the report you have the Executive Summary and Table of Contents. You also have the option to download and save as a PDF or extract the report to Word.

United Kingdom - Mobile Phones
INDUSTRIES | Industry Profile published by MarketLine on 21 September 2012

Downloads [Report](#)

Executive Summary

Market value
The United Kingdom mobile phones market grew by 1.5% in 2011 to reach a value of \$3.3 billion.

Market value forecast
In 2016, the United Kingdom mobile phones market is forecast to have a value of \$3.4 billion, an increase of 3% since 2011.

Market volume
The United Kingdom mobile phones market shrank by 2.4% in 2011 to reach a volume of 26.5 million units.

Market volume forecast
In 2016, the United Kingdom mobile phones market is forecast to have a volume of 25.8 million units, a decrease of 2.7% since 2011.

Geography segmentation
The United Kingdom accounts for 11.1% of the European mobile phones market value.

Market rivalry
This market is dominated by a small number of large, well-known companies such as Samsung Electronics and Apple, intensifying the rivalry as they can marshal greater resources for competition.

Table Of Contents

- Executive Summary
 - Extract to: [Word](#) [PDF](#)
- Market Overview
- Market Data
- Market Segmentation
- Market Outlook
- Five Forces Analysis
- Leading Companies
- Macroeconomic Indicators
- APPENDIX

Related Research

- Industries (4)
- Companies (7)
- Company News (7)
- Financial Deals (85)

Figure 11: Report executive summary

Industries & Companies

- ▶ You can browse by holding the cursor over **Industries** on the Marketline home page.

Aerospace and Defense (3174)	Energy and Utilities (81516)	Metals and Mining (19307)
Agriculture and Forestry (3741)	Environmental and Waste Management Services (3888)	Paper and Packaging (3563)
Automotive (27725)	Financial Services (82420)	Pharmaceuticals and Healthcare (115014)
Business and Consumer Services (27775)	General Business (34745)	Retailing (42759)
Chemicals (9951)	Government and Non-Profit Organisations (2281)	Sourcing (172)
Communications (47185)	Industrial Goods and Machinery (23618)	Technology and Services (134610)
Construction and Real Estate (26133)	Ingredients (1340)	Textiles (1896)
Consumer Packaged Goods (58577)	Leisure and Arts (14861)	Transport and Logistics (34524)
	Media (18938)	Wholesale (2886)

[Industries](#) | [Geographies](#) | [Companies](#)

[Databases](#)

Figure 12: Menu screen

- ▶ If you select **Transport and Logistics**, you get a list of results divided by Industries, Case Studies, Company News and Financial Deals.

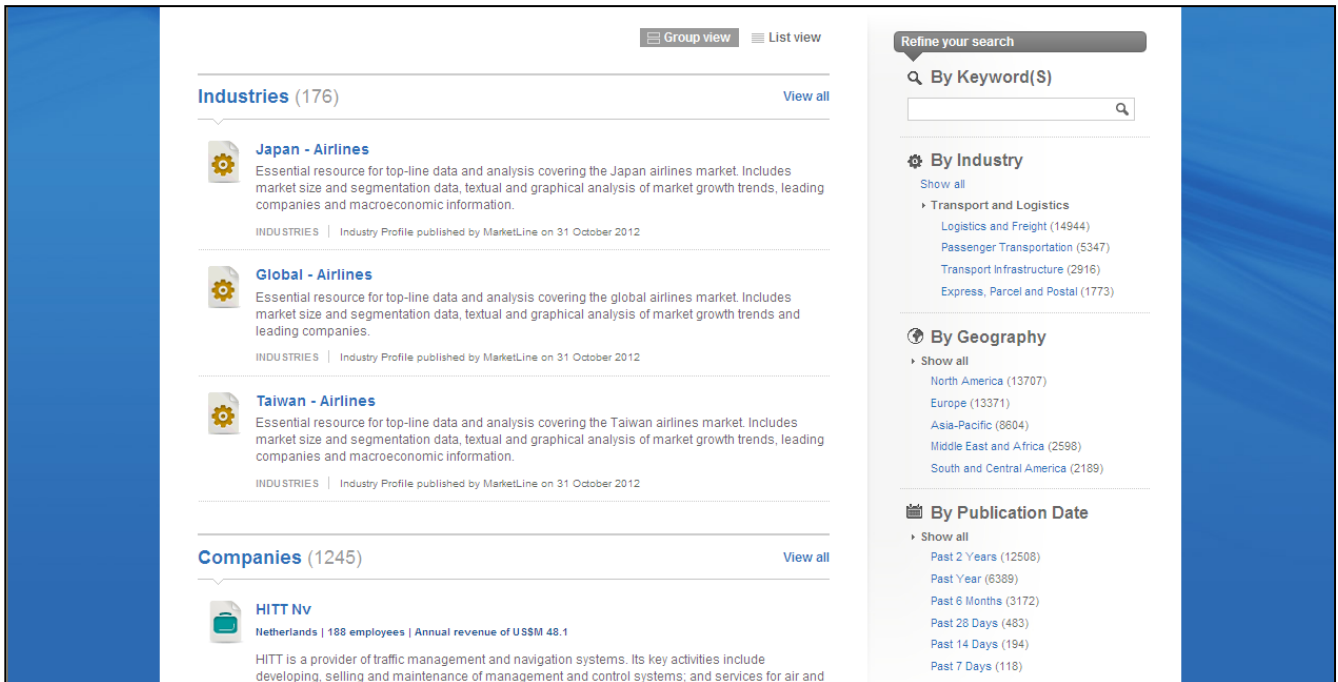


Figure 13: Results screen.

- ▶ Again you can refine your search. If you wanted to look at **Passenger Transportation**, select this option.

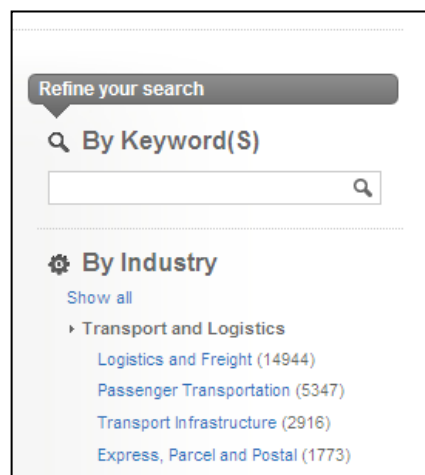


Figure 14: Refine search screen

- ▶ Then you can choose from **Air, Road, Rail or Sea.**

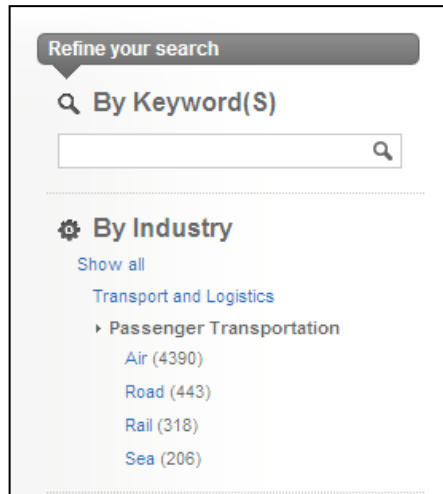


Figure 15: Refine search screen

- ▶ If you select **Air**, these are some of the results:

Industries



Figure 16: Results screen

Companies

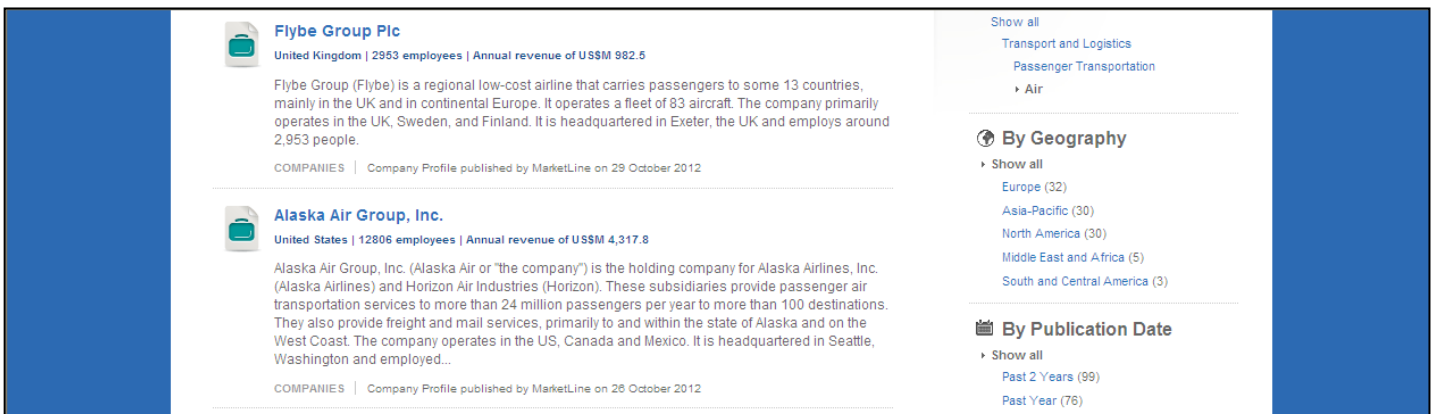
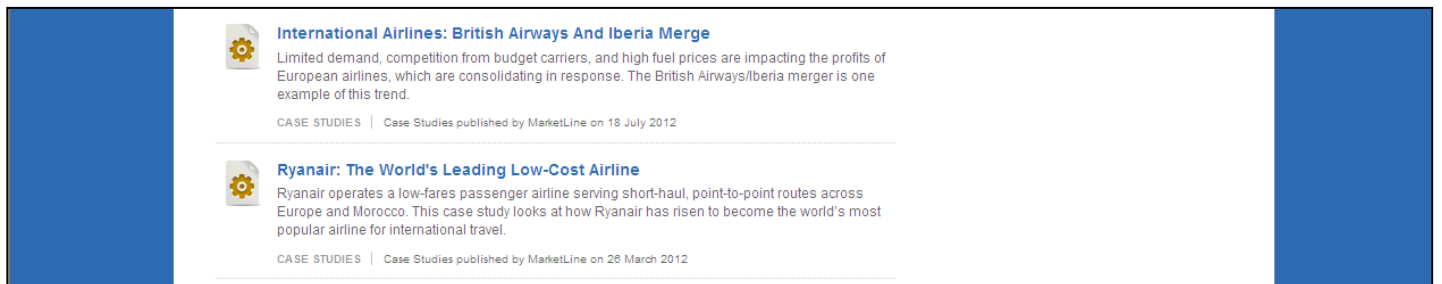


Figure 17: Results screen

Case Studies



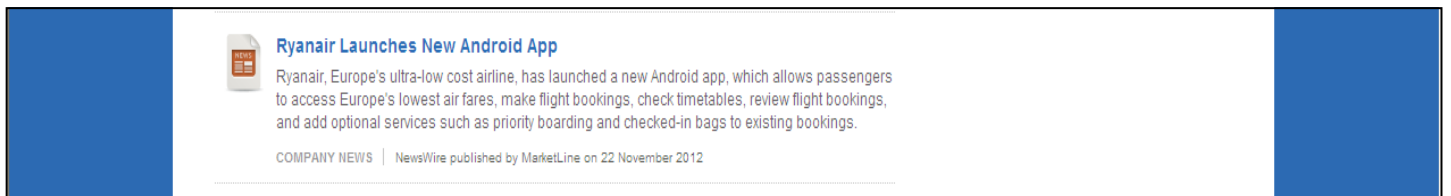
The screenshot displays two case study entries. The first entry is titled "International Airlines: British Airways And Iberia Merge" and includes a brief summary of market challenges and the merger. The second entry is titled "Ryanair: The World's Leading Low-Cost Airline" and describes Ryanair's business model and market success. Each entry is accompanied by a gear icon and a publication date.

International Airlines: British Airways And Iberia Merge
Limited demand, competition from budget carriers, and high fuel prices are impacting the profits of European airlines, which are consolidating in response. The British Airways/Iberia merger is one example of this trend.
CASE STUDIES | Case Studies published by MarketLine on 18 July 2012

Ryanair: The World's Leading Low-Cost Airline
Ryanair operates a low-fares passenger airline serving short-haul, point-to-point routes across Europe and Morocco. This case study looks at how Ryanair has risen to become the world's most popular airline for international travel.
CASE STUDIES | Case Studies published by MarketLine on 26 March 2012

Figure 18: Results screen

Company News



The screenshot shows a single company news entry titled "Ryanair Launches New Android App". It features a news icon and a summary of the app's features. The entry is dated 22 November 2012.

Ryanair Launches New Android App
Ryanair, Europe's ultra-low cost airline, has launched a new Android app, which allows passengers to access Europe's lowest air fares, make flight bookings, check timetables, review flight bookings, and add optional services such as priority boarding and checked-in bags to existing bookings.
COMPANY NEWS | NewsWire published by MarketLine on 22 November 2012

Figure 19: Results screen

Financial Deals



The screenshot displays a financial deal entry titled "Magellan Jets Acquires SkyBridge Private Air". It includes a location tag for "United States" and a publication date of 08 November 2012.

Magellan Jets Acquires SkyBridge Private Air
United States
FINANCIAL DEALS | Financial Deal published by MarketLine on 08 November 2012

Figure 20: Results screen

Geographies

- ▶ You can browse by holding the cursor over **Geographies** on the Marketline home page.

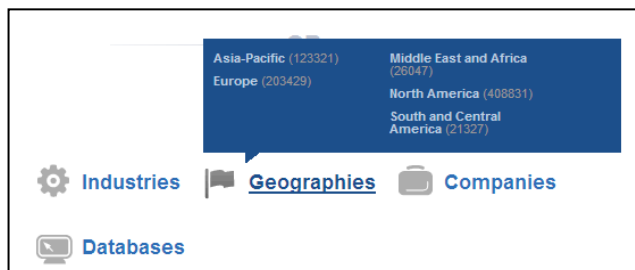


Figure 21: Menu screen

- ▶ If you select **North America**, you get again get a list of results divided by Industries, Case Studies, Company News and Financial Deals.
- You can then refine your search further by **Industry, United States or Canada** or by **Publication Date**.

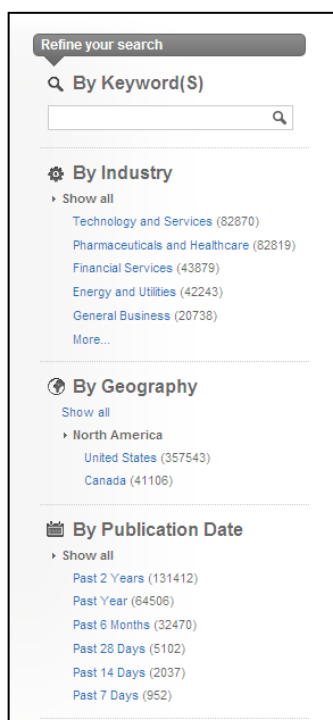


Figure 22: Refine search screen

Databases

- ▶ You can get statistics by holding the cursor over **Databases** on the Marketline home page.

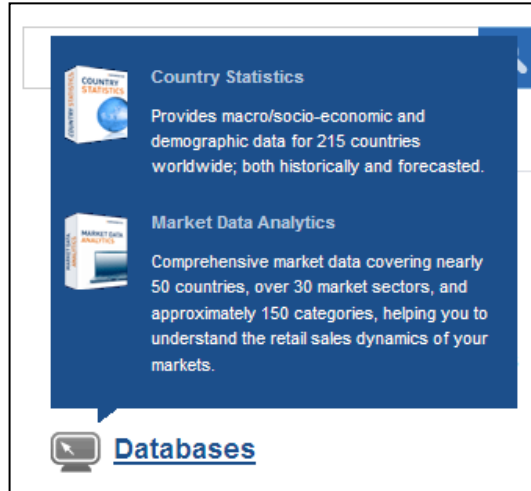


Figure 23: Menu screen

- ▶ If you select **Country Statistics**, you can then choose from the countries and indicators menus.
- ▶ For example: China - Energy Utilities – Commodity – Petroleum – Consumption – Oil – Growth.

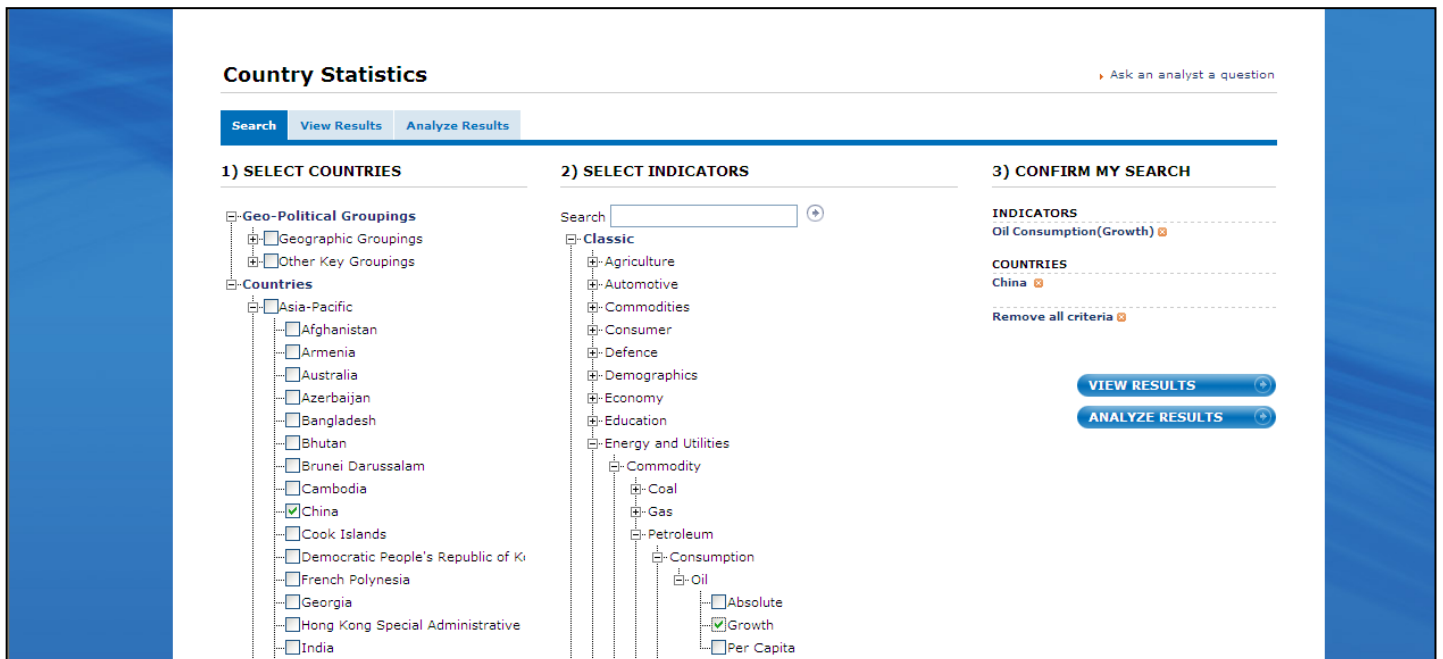


Figure 24: Statistics selection screen

- ▶ You can then **view the results** using the scroll bar or extract the report to Excel.

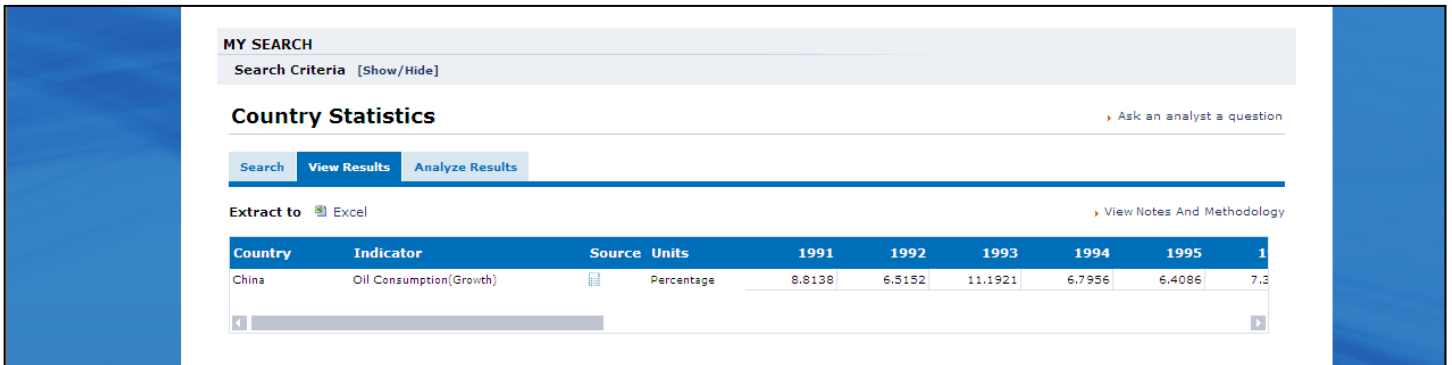


Figure 25: Results screen

- ▶ Or you can select **Analyze Results** and choose from the **Analytical Options**. You can also change the **time period**, select a **bar chart** and **extract** to Excel, PowerPoint and Word.

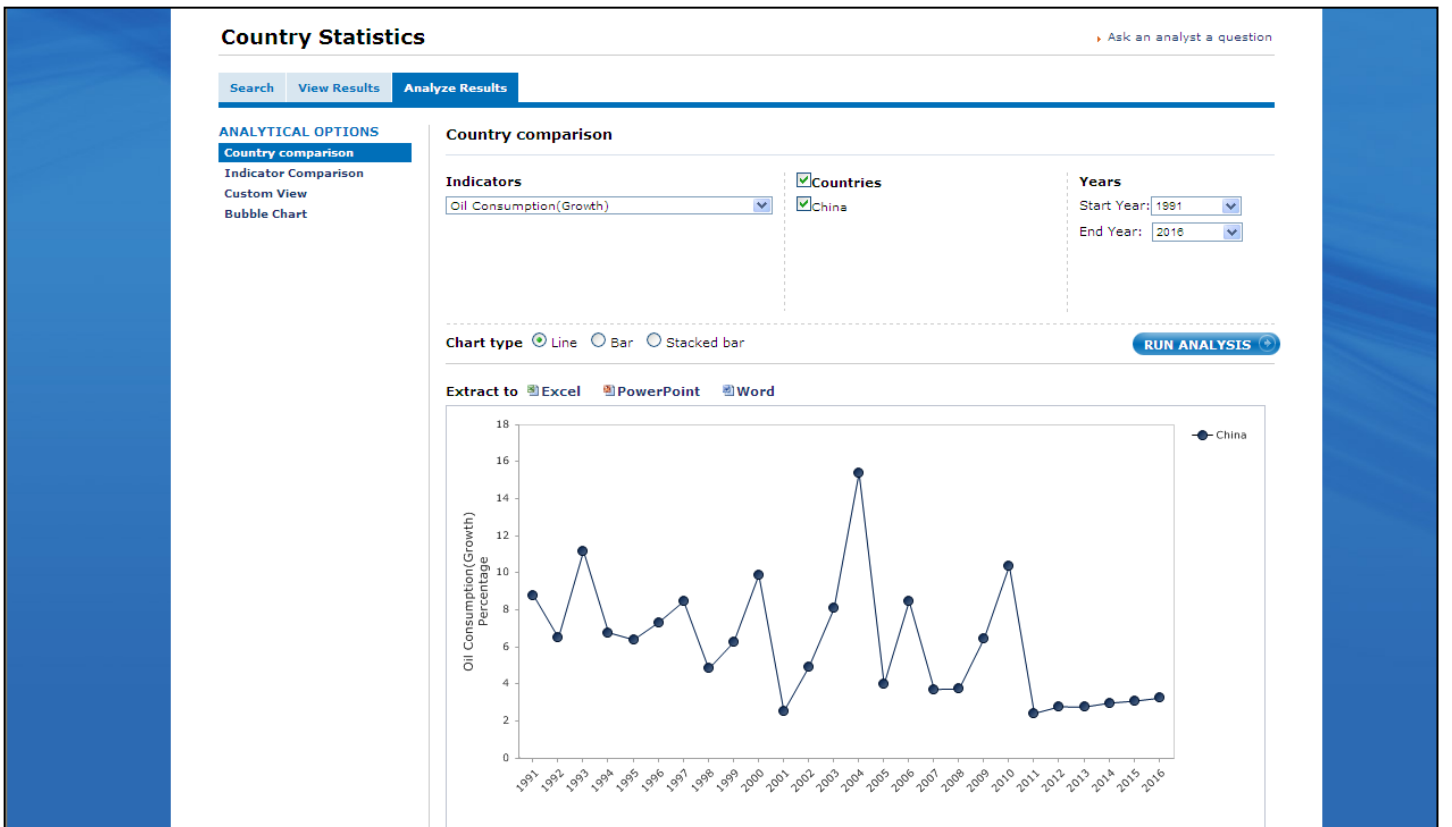


Figure 26: Results screen

e.g. Bar chart

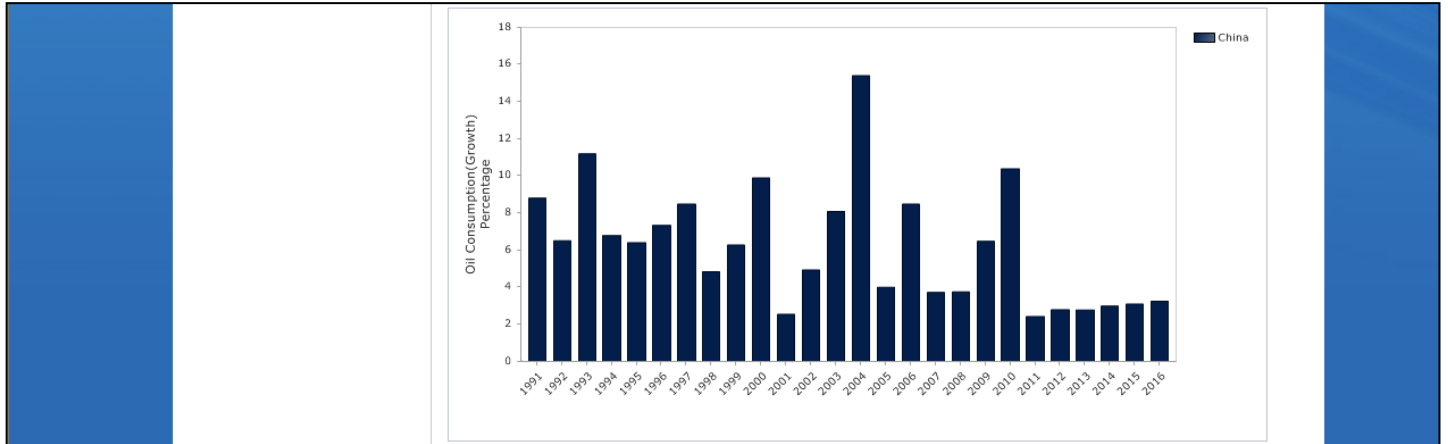


Figure 27: Results shown as bar chart

- ▶ You can also select countries by **Key Groupings**, e.g G8 or EU.
- ▶ For example: European Union (EU) – Energy and Utilities – Power Generation – By Type - Renewables – Total Renewables – Growth.

Country Statistics Ask an analyst a question

Search | View Results | Analyze Results

1) SELECT COUNTRIES

- Geo-Political Groupings
 - Geographic Groupings
 - Other Key Groupings
 - European Union (EU)
 - EUROZONE
 - G8
 - Gulf Cooperation Council (GCC)
 - OECD
 - Organization of the Petroleum Expt
- Countries
 - Asia-Pacific
 - Europe
 - Middle East and Africa
 - Pacific Islands
 - South and Central America
 - North America
 - World Total

2) SELECT INDICATORS

Search

- Classic
 - Agriculture
 - Automotive
 - Commodities
 - Consumer
 - Defence
 - Demographics
 - Economy
 - Education
- Energy and Utilities
 - Commodity
 - Power Generation
 - By type
 - Fossil Fuels
 - Nuclear
 - Renewables
 - Geothermal, Solar, Wind, and Wood Elect
 - Hydroelectric Power Generation
 - Total Renewables
 - Absolute
 - Growth

3) CONFIRM MY SEARCH

INDICATORS
Power Generation, Renewable Sources, Tota

COUNTRIES
European Union (EU)

Remove all criteria

VIEW RESULTS | ANALYZE RESULTS

Figure 28: Menu screen

- ▶ You can get statistics by holding the cursor over **Databases** on the Marketline home page.



Figure 29: Menu screen

- ▶ If you select **Market Data Analytics**, you select Sector and Country, then Data Selection, Comparison and time period.
- ▶ For example: If you wanted to compare the market value between Baby food rice cakes and rusks in the UK.
- ▶ You would select:
- ▶ Sector - Food – Baby Food – Baby Snacks – Rice Cakes and Rusks.

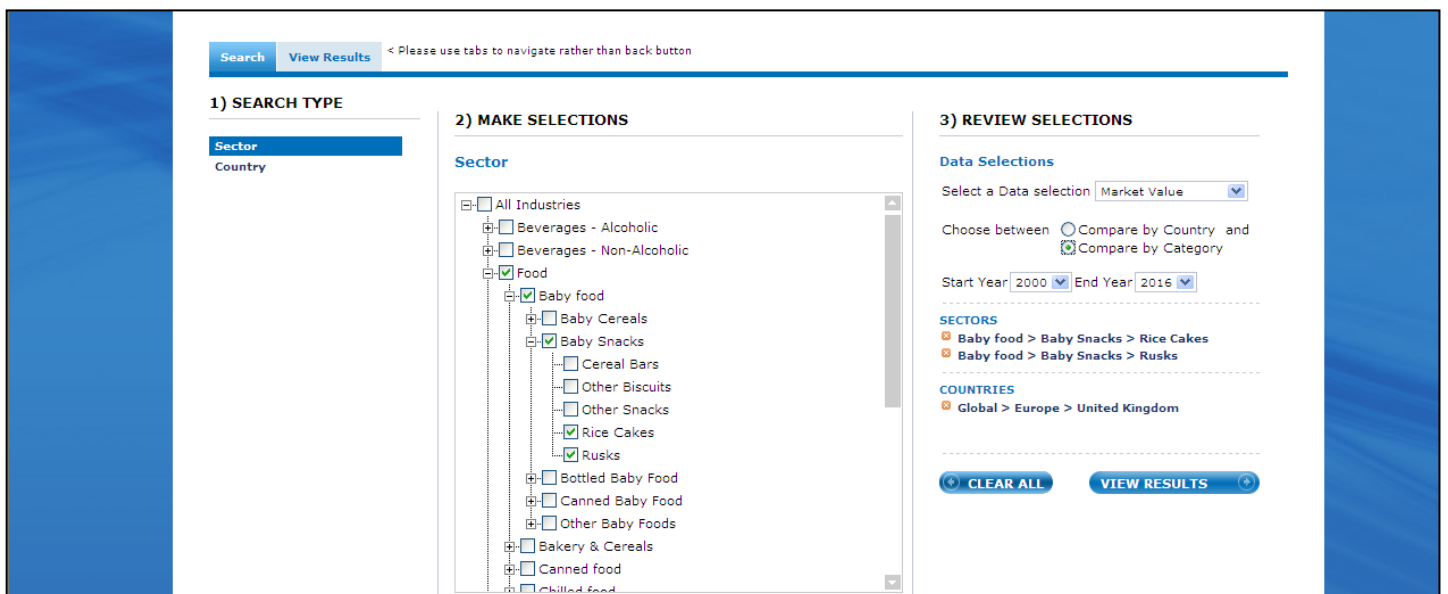


Figure 30: Statistics selection screen

- ▶ Then: Country – Europe – United Kingdom and under Data Selections - Market Value and Compare by Category and time period.

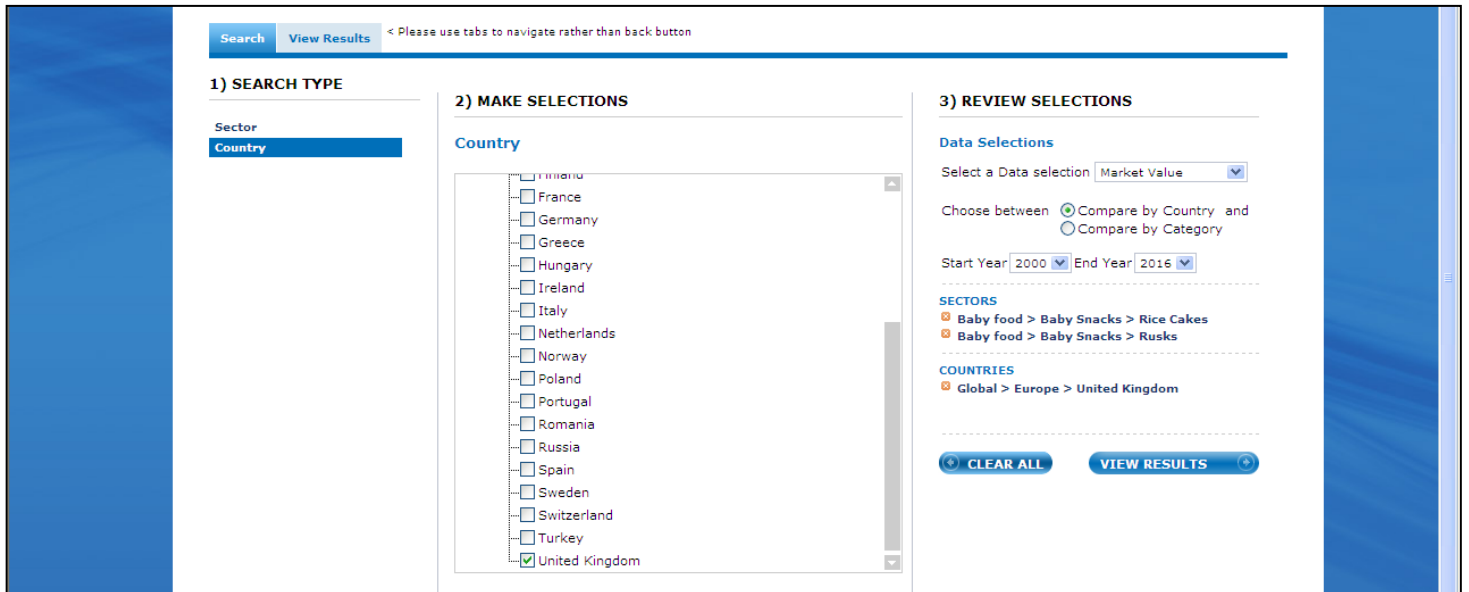


Figure 31: Statistics selection screen

- ▶ The results compare the two market values. Forecast data is in *italics*.

Search Criteria [Show/Hide]

SECTORS Baby food > Baby Snacks > Rice Cakes Baby food > Baby Snacks > Rusks

COUNTRIES Global > Europe > United Kingdom

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 Category for 2000-2016 in Millions of Local Currency

Download to Excel

	Categories	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
[-]	Food															
[-]	Baby food															
[-]	Baby Snacks															
	Rusks	9.0	9.4	9.8	10.3	11.3	11.1	11.5	12.0	12.4	13.6	14.8	16.0	17.2	18.5	19.7
	Rice Cakes	2.8	2.9	3.1	3.2	3.5	3.4	3.5	3.6	3.8	4.1	4.4	4.7	5.0	5.4	5.7
	Total:	11.9	12.3	12.9	13.5	14.9	14.5	15.0	15.6	16.2	17.7	19.2	20.7	22.3	23.8	25.4

Note that forecast data is in *italics*

Figure 32: Results screen

- ▶ If you wanted to compare market value of rice cakes between the UK and USA, then unselect Rusks and select Search type – Country – Americas – United States, and change Data Selections to Compare by Country.

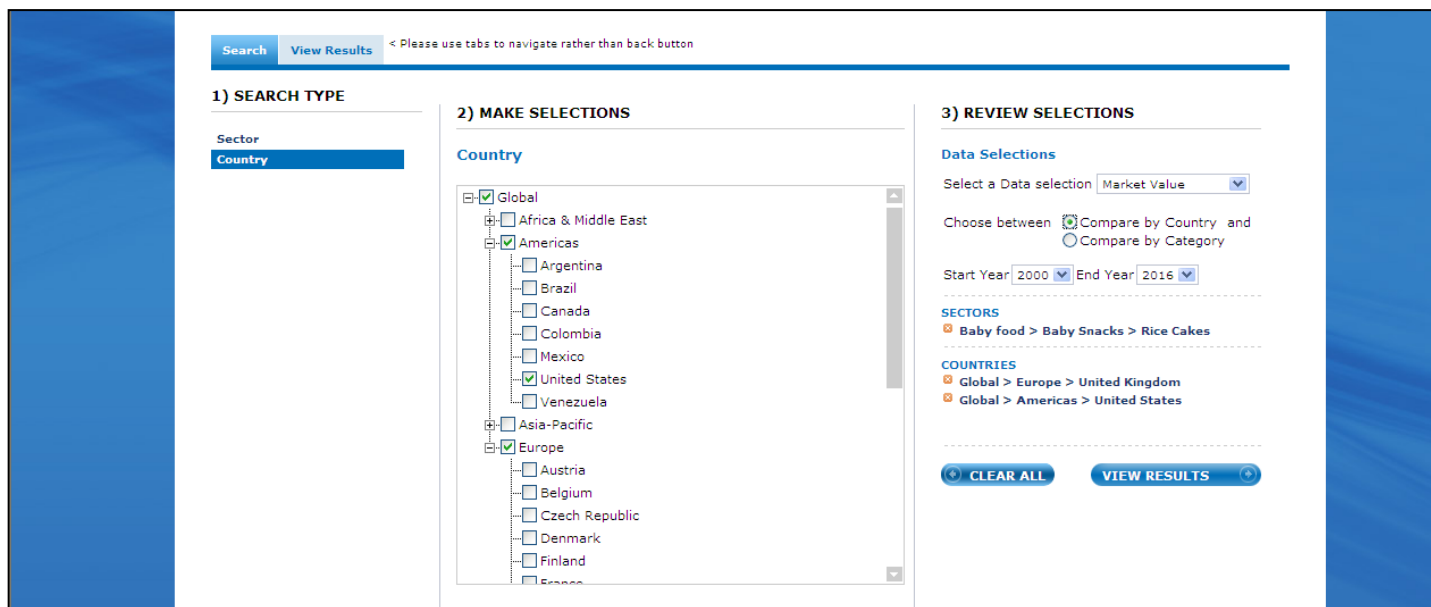


Figure 33: Results screen

- ▶ The results compare the two countries by market value and you can download the report to Excel.

Search Criteria [Show/Hide]

SECTORS **Baby food > Baby Snacks > Rice Cakes**

COUNTRIES **Global > Europe > United Kingdom** **Global > Americas > United States**

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 2000-2016 in Millions of US Dollars

Download to Excel

Countries	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Europe															
United Kingdom	4.4	4.5	4.7	4.9	5.4	5.3	5.4	5.6	5.8	6.3	6.8	7.3	7.8	8.3	8.8
Americas															
United States	3.8	3.7	3.9	4.0	4.2	4.4	4.6	4.9	4.8	5.2	5.2	5.2	5.2	5.2	5.3
Total:	8.2	8.2	8.6	8.9	9.6	9.7	10.0	10.5	10.6	11.5	12.0	12.5	13.0	13.5	14.1

Note that forecast data is in *italics*

Figure 34: Results screen

Further Help

- ▶ If you need help and support using the databases please contact:

Electronic Resources Manager (Postgraduates)
Suzanne Griffiths suzanne.griffiths.1@city.ac.uk

Business Subject Librarian (Undergraduates)
Samantha Halford samantha.halford.1@city.ac.uk

Research Support Librarian (PhD)
Rowena Macrae-Gibson rowena.macrae-gibson.1@city.ac.uk



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