

EUROPEAN B2B INFORMATION MARKET 2008

**MAJOR NEW REPORT FOR:
INFORMATION & CONTENT SUPPLIERS
PUBLISHERS
EXHIBITION & CONFERENCE ORGANISERS
SUPPLIERS TO B2B INFORMATION MARKET**

A NEW STUDY FROM THE INFORMATION INDUSTRY EXPERTS

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Introduction

The European B2B information market, as defined by this report, covers the following market sectors:

- Trade journals and industry press
- General and industry directories and databases
- Trade conferences and exhibitions

In the early part of the decade, growth in B2B information markets was weak as companies cut back on marketing spend and advertising revenues dipped. In the last year or so, the market has begun to recover and sectors such as directories and databases have led the transfer to Internet delivery. While there are still specialist players strong in specific B2B information market segments, more players are striving to cover all bases in the market and diversifying into new areas.

European B2B Information Market (EB2BM) includes market sizes & trends for the European market and specific analysis of UK, French, and German markets for trade journals and business press, directories and databases, and conferences and exhibitions. Profiles of the leading players in each market are also included along with forecasts for the market in 2008 and 2009.

<p><u>Until 28th January 2008</u>, available at the discounted price of £550/€308/US\$1,098 (compared to the normal price of £600/€885/US\$1,180).</p>

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CHAPTERS 4-11. COUNTRY MARKETS FOR:

- Trade & Business Journals
- Directories and Databases
- Trade Conferences and Exhibitions

Market trends, player profiles, and forecasts in sector chapter.

KEY SUPPLIER PROFILES:

ABC France pour le Commerce et l'Industrie S.N.C.

Adhesion Group

Aprovia

AP Information Services

Centaur Media

Clarion Events

CMP Information

CMP Medica

Comexpo

Datateam Publishing

Deutsche Messe

Deutsche Telekom Medien

Deutscher Arzte-Verlag

Dun & Bradstreet

EMAP

Eniro

Eurecredit

Euromoney Institutional Investors

European Directories

Exposium

Financial Times

G. Braun Telefonbuchverlag

GL Events

Groupe Bottin

Groupe Etai

Groupe Le Moniteur

Groupe Liaisons

Groupe Revue Fiduciaire

Groupe Siac

Haymarket Business Media

Huveaux
IDG Group
Incisive Media
Informa
Kapitol
klickTEL
Kompass
Messe Berlin
PagesJaunes
Reed Elsevier
Reed Exhibitions Deutschland
Reed Expositions France
SEAT Pagine Gialle
Schlütersche Verlagsgesellschaft
Süddeutscher Verlag/Mediengruppe
Tarsus Group
The Nielsen Group
Thomson Directories
United Business Media
Verlagsgruppe Handelsblatt (VHB)
Vogel Media Group
WEKA Firmengruppe
William Reed Publishing
Wolters Kluwer
Yell Group Ltd

About IRN Research

IRN Research is a leading market research consultancy with a particular focus on the information and publishing industry, having published dozens of market reports and consulted with most of the major players in the industry on numerous bespoke research projects.

IRN regularly conducts analysis of information and content markets and players as well surveys of information users in all sectors. This experience is combined with the skills of a highly qualified, multi-lingual research team, and associates in various European countries, ensuring that the research project is as insightful as ever.

IRN is staffed by graduate and postgraduate specialists in information, research and statistics and has a panel of experienced telephone interviewers. This highly professional team has a first class track record in researching information markets and offering an extremely cost effective service to clients.

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