

---

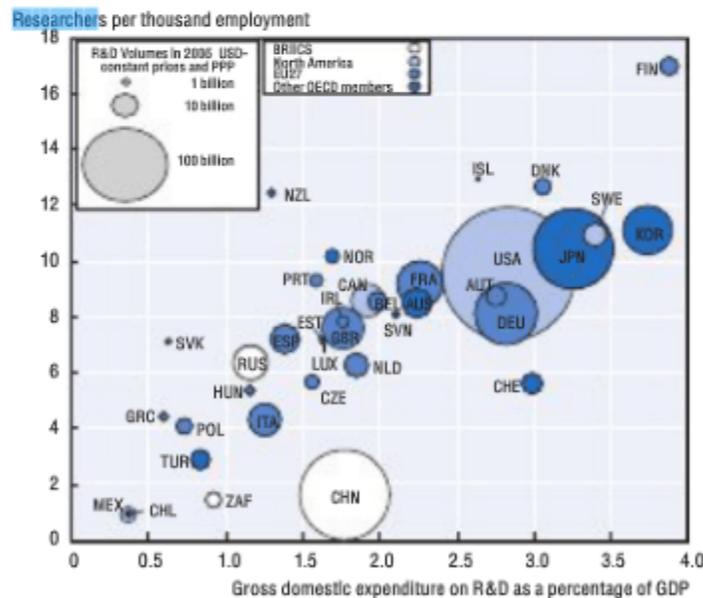
# Market analysis

---

# GERD of GDP

- 2008 Gross domestic expenditure on R&D as percentage of GDP in total OECD: 2.33 % (US 2.79%)

Figure 4.4. R&D in OECD and non-OECD economies, 2010 or latest available year



Source: OECD, Main Science and Technology Indicators (MSTI) Database, June 2012 based on OECD (2011), OECD Science, Technology and Industry Scoreboard 2011, OECD, Paris.

StatLink <http://dx.doi.org/10.1787/888932689769>

- Worldwide Gross Expenditure on R&D (2007): US\$ 1,145 billions
  - Basic and applied research: US\$ 481 billions (42%)
  - Development: US\$ 653 billions (57%)
- Global market value for lab products: US\$ 38 billions
- Global online recruitment market size: US\$ 5.3 billions
- STM journal market size per year: US\$ 16 billions
- Global display advertising market: US\$ 25.27 billions

US GERD (2008):

US\$ 400 billions

- Basic and applied research: US\$ 159 billions (39%)
- Development: US\$ 240 billions (60%)

Global display advertising market is predicted to reach  
US\$25.27 billion in 2012  
US\$34.4 billion in 2013 (+36%)\*

Pharma/Healthcare accounted for 6% in 2012 (4% in 2011) in the US  
(Includes pharmaceutical products, facilities, services, researchers, and biological products)

-> globally ~ US\$ 1.5 billion

Advertisement spending on all forms of display/banners (32%)

-> globally US\$ 480 million

\* <http://www.crowdscience.com/2011/07/show-me-the-stats-online-display-advertising-market-size>

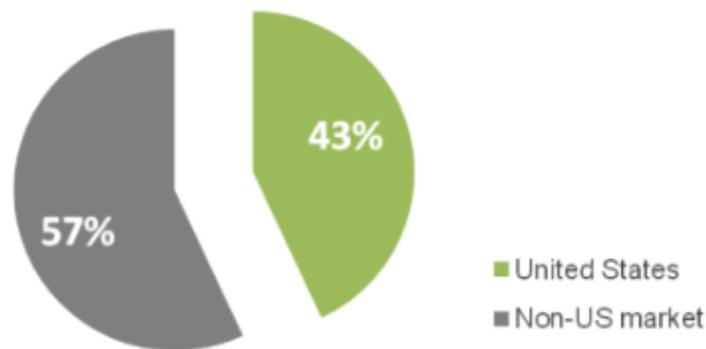
- Global online recruitment market size (2011)  
US\$ 5.3 billion (4% growth through 2015)
- US online recruitment market size  
US\$ 2 billion
- Jobs in the life science sector account for around 5-6%  
of total job posts\*  
→ US\$ 291,5 Mio

\* Based on empiric data of indeed.com

Worldwide Revenue (2011): US\$ 38 Billion\* (+4.3% (2010))

50 top-companies create 75% of this revenue

### Country marketshare



\* The Laboratory Products Association (LPA)

- Overall Publishing Industry US\$ 400 billions
- Scientific, Medical and Technical information + Geophysical data US\$ 23.7 billions
- **Scientific, Medical and Technical information (STM) US\$ 16 billions**
- Geophysical data US\$ 7.7 billions

Total STM revenue US\$ 16 billion

Journal STM revenues US\$ 8 billion

- Journals (print and digital)

Non-journal STM revenues US\$ 8 billion

- Books
- Reference Works
- Databases
- A&I Services