

FOR IMMEDIATE RELEASE

## HARRASSOWITZ and Statista Bring Market Data and Public Statistics to Academic Libraries

**September 15, 2011, Wiesbaden, Germany** – HARRASSOWITZ, the international booksellers and subscription agents, announces a new sales representation agreement with Statista, the platform for market data and facts on over 60,000 topics. The agreement allows Statista to expand into the North American academic library market through HARRASSOWITZ's large customer-base and its expertise in selling online databases.

Statista has more public data than any other statistical resource on the web and grows at an average rate of 500 new stats per day. It includes information from more than 10,000 renowned business and public information sources; over 3,000 market studies; and 1,000 industry reports from Statista's own analysts. The platform can generate customizable graphs in multiple formats from any search results set, that then integrate with presentation and reporting applications such as PowerPoint and Excel.

"Over 800,000 students at more than 140 leading European universities currently have access," says Statista CEO, Dr. Friedrich Schwandt. "We are convinced that Statista will prove to be an equally valuable asset to the North American academic market – and HARRASSOWITZ is the perfect partner to help make this data available to millions of students and researchers across the United States and Canada." Statista's non-academic customers include industry leaders such as Daimler, The Boston Consulting Group, and Procter & Gamble.

Tina Feick, Director of Sales & Marketing for North America says "HARRASSOWITZ is a natural fit for Statista, with our broad reach in the North American academic library market and our experience selling databases. We are delighted to represent such a rigorously-developed and accurate product and look forward to presenting it to our customers."

With a subscription-based pricing model determined by institution size, and attractive consortia pricing, discounts will be available until June 2012. Additionally, Statista offers free 60-day IP-wide trials with unlimited access to the platform for all students, faculty, and staff, as well as walk-in and remote users. Trials and more information can be requested through HARRASSOWITZ by emailing [service@harrassowitz.de](mailto:service@harrassowitz.de) or contacting the local HARRASSOWITZ Regional Sales Manager.

### About HARRASSOWITZ

Established in 1872, HARRASSOWITZ is a global full-service subscription agent and bookseller headquartered in Wiesbaden, Germany, specializing in the distribution of e-content, periodicals, books, and music scores to academic and research libraries. Visit [www.harrassowitz.de](http://www.harrassowitz.de) for more information.

### About Statista

Statista offers public and industry information on more than 60,000 topics drawn from over 10,000 authoritative data sources, market studies, and reports from its own industry analysts. The product commenced with German material and added a database on the American market in September 2011.

#### OTTO HARRASSOWITZ GmbH & Co. KG

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More country data is planned soon, to include China. Statista is a privately owned company based in Hamburg, Germany, with a US office opening Spring 2012. More information is available at <http://en.statista.com/>.

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