

# THE EXTRA ANALYSIS ASN CAN DO FOR YOU, OFFLINE

We are often commissioned to produce reports for clients who need more complex analysis of our data. We've produced:

1. Market Snapshots: for deeper understanding of singular markets, vs. the ASN Index (rest of Asia)
2. Competitor studies: for strategy reports to management
3. Rights Holder studies: in a way, also competitor studies

Our back-end offers a few more ways to cut the data which can unlock more insights than the front-end. Here are some of the different outputs that can go into the reports:

- **Sport vs Non-sport splits.** Useful for market sizing and competitor studies
- **Spend by "Genre".** As in our [Annual Report](#), this segmentation charts macro money moves across ASN's 5 major 'buckets' of data:
  - Event-based activity
  - Annual Properties (that last the whole year round)
  - Celebrities & Teams
  - Content, and
  - Stadia
- **Comparisons of 3+ queries.** For bigger competitive sets
- **Year-on-year splits.** Instead of absolute numbers available on the front end, we can show YOY movements in percentage terms
- **Agency/broker splits.** Where we can, we tag the media agency, creative agency or any intermediary agency involved in broking a deal. So we can show you the most productive agency partner. Useful for both brands and rights holders...

ASN also then adds its own interpretation of the trends - including "insider knowledge" to explain unconventional market movements - so that the data in each report is complimented with insightful editorial explaining the 'why' behind the trends.

So if you're a subscriber, and you need even more specific analysis, drop one of the ASN team a line (or via the generic email [info@asiasponsorshipnews.com](mailto:info@asiasponsorshipnews.com)) and we'll either provide these insights f.o.c. if it's a simple data run, or at a discounted rate if it's more complex. Non-subscribers are charged at full analyst rates.