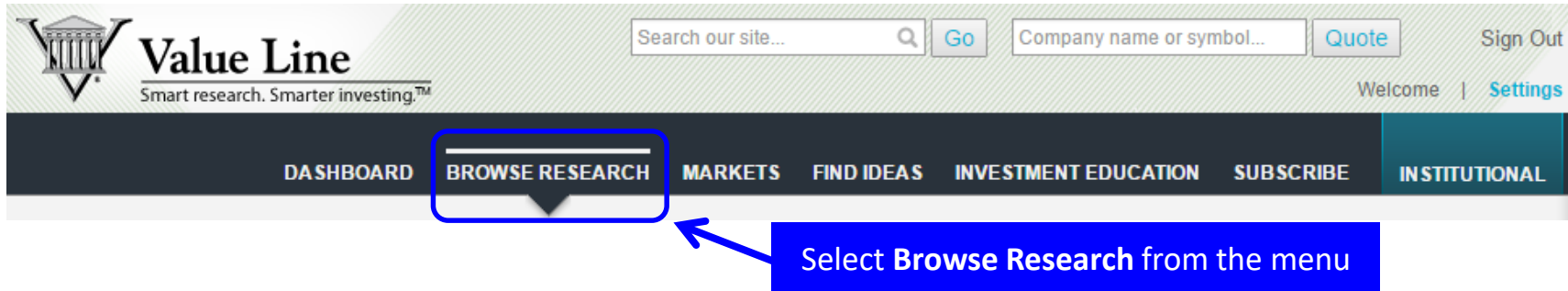


Finding Industry Reports in [Value Line](#)

1

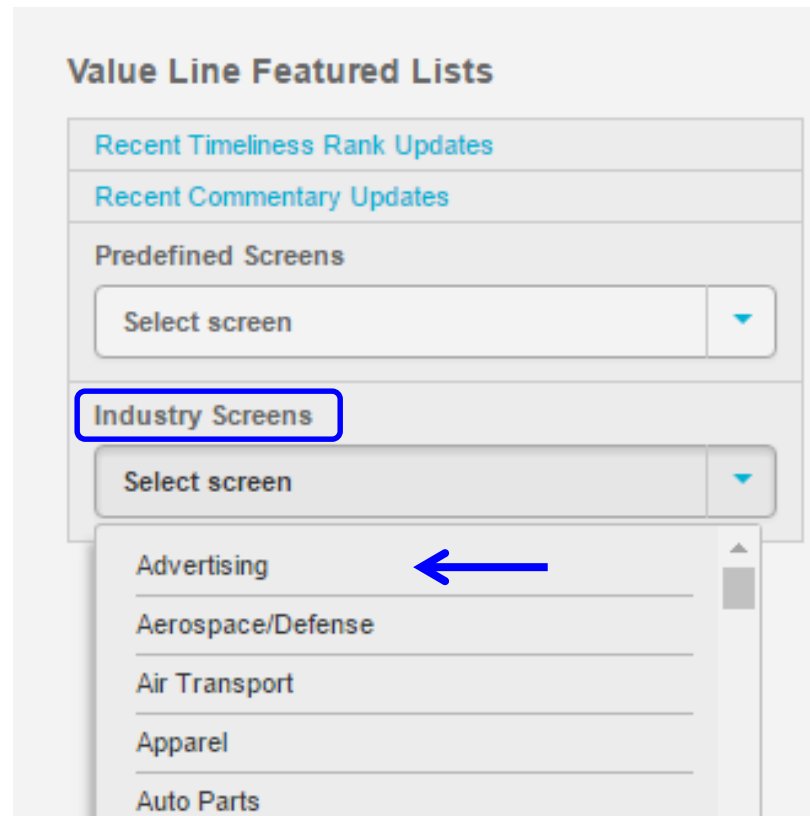


The screenshot shows the Value Line website header. The logo on the left reads "Value Line" with the tagline "Smart research. Smarter investing.™". To the right of the logo is a search bar with the text "Search our site..." and a "Go" button. Further right is a field for "Company name or symbol..." with a "Quote" button. In the top right corner, there are links for "Sign Out", "Welcome", and "Settings". Below the header is a dark navigation bar with several menu items: "DASHBOARD", "BROWSE RESEARCH", "MARKETS", "FIND IDEAS", "INVESTMENT EDUCATION", "SUBSCRIBE", and "INSTITUTIONAL". The "BROWSE RESEARCH" item is highlighted with a blue box, and a blue arrow points from a text box to it.

Select **Browse Research** from the menu

2

From the **Browse Research** screen, go to the **Industry Screens** section and select an industry from the drop-down menu (approximately 100 are listed).



The screenshot shows the "Value Line Featured Lists" section. It contains several categories: "Recent Timeliness Rank Updates", "Recent Commentary Updates", and "Predefined Screens". Under "Predefined Screens", there is a dropdown menu labeled "Select screen". Below this is the "Industry Screens" section, which also has a "Select screen" dropdown menu. This dropdown menu is open, showing a list of industries: Advertising, Aerospace/Defense, Air Transport, Apparel, and Auto Parts. A blue arrow points to the "Advertising" option in the list.

3

Value Line
Smart research. Smarter investing.™

Search our site... Go Company name or symbol... Quote Sign Out
Welcome | Settings

DASHBOARD

Industry: Advertising

CUSTOMIZE COLUMNS DISPLAY: 50 Jump to company PAGE 1 OF 1

Company Name	Ticker	Stock Price	Dividend Yield	Timeliness™	Financial Strength Rating	Relative P/E Ratio	% Price Change
AdStar Inc	ADST	\$0.00	--	3	C++	--	0.00%
Autobytel com Inc	ABTL	\$12.62	--	3	C++	2.28	-0.71%
Betawave Corp	BWAV	\$0.00	--	2	--	--	-90.00%
CDK Global Inc.	CDK	\$64.98	1.10%	1	B+	1.72	0.05%

INDUSTRY ANALYSIS

On the selected **Industry Screen** (e.g. Advertising), a list of companies in the respective industry will be displayed. From this screen, select the **Industry Analysis** button to access a PDF report for the industry.

4

February 3, 2017

ADVERTISING INDUSTRY

2388

The Advertising Industry is now in the bottom half of the *Value Line* rankings. The group has faced headwinds over the past few years, as market dynamics and revenue streams transform and what many define as traditional methodologies become increasingly subjective. At its core, marketing is a form of communicating with consumers in the hopes of selling them a product or service. However, the manner in which companies achieve that goal is now in constant flux. As the major companies in this group overwhelmingly dominate the industry, the context of this analysis will largely reflect how their various and highly fragmented operating units are striving to capitalize on the shifting landscape.

INDUSTRY TIMELINESS: 61 (of 97)

the use of more sophisticated methods, such as Big Data. Increasingly the trend has shifted toward the digital arena. (Indeed, in 2015, *WPP* spent \$4 billion with Google and another \$1 billion with Facebook.) Debate is ongoing in the industry regarding the effectiveness of the various platforms, but there is no disagreement that digital's role will continue to increase dramatically.

The Industry Versus The Economy

Historically, when economic growth slowed and demand faltered, marketing budgets would be one of the

View, download, or print the full-text PDF report.