

Time	Audio	Visual
0:00	[Light music fades in.] IBISWorld's Industry Research is your comprehensive guide	IBISWorld's logo appears on screen.
0:03	to market dynamics in thousands of industries.	The homepage on the IBISWorld platform fades into view, signaling the beginning of a screensharing session.
0:06	With unrivaled coverage	A view of the homepage remains on screen.
0:08	in one easy platform,	A cursor navigates to the top navigation bar in the IBISWorld platform and clicks on the "Industries" tab.
0:09	IBISWorld revolutionizes	The menu under the "Industries" tab loads.
0:11	your research experience.	The cursor hovers over several lefthand buttons in the menu within the "Industries" tab. The buttons contain the names of countries (Australia, New Zealand, United States, Canada, United Kingdom and other countries where IBISWorld provides industry research reports).
0:14	In this quick walkthrough video, you'll learn where to access	The cursor clicks outside of the menu to return to the homepage.
0:16	the most powerful features and insights in each chapter.	The cursor clicks through three tabs in the center of the homepage. The three tabs are called "My Watch List," "Recently Viewed," and "Trending." As each tab is clicked, different listings of reports appear beneath the tab (e.g. "Hotels in the UK," "VoIP in the US," and other report titles).
0:20	Let's dive in.	The cursor clicks on an industry report under the "Trending" tab. The title of the report is "Electricity Retailing in Australia."
0:22	Kick off your research with At a Glance,	The "At a Glance" chapter loads, revealing a dashboard-style view of different data points, including revenue trends, the number of businesses and other statistics.
0:23	where you'll find the most pertinent industry trends and information upfront. In a matter of minutes, you'll understand the industry's structure and how it's performing.	The cursor moves to the scroll bar and slowly scrolls down through "At a Glance" to show charts, tables and list-style analysis within the chapter.
0:35	Have this page handy for your next meeting, presentation or email by downloading the chapter.	The page now scrolls upward, back to the top.
0:40	You can use At a Glance	The cursor moves toward the "Key Takeaways" section of the chapter.

<b>0:41</b>	as a visual table of contents	The cursor clicks on the first subheading under “Key Takeaways,” which is labeled “Performance” for the “Performance” chapter.
<b>0:43</b>	to keep your research moving. Go deeper into any section with the click of a button.	The “Performance” chapter takes time to load, revealing a white screen that eventually turns into the chapter’s contents. The view, once loaded, is a dashboard-style layout with some “Key Takeaways” listed, along with some revenue data.
<b>0:49</b>	The performance chapter offers you a comprehensive view of the industry’s past, present, and future.	The cursor idles for a brief moment and then moves to the right to engage the scroll bar.
<b>0:55</b>	Interactive charts allow you to toggle between Revenue, Employment, Businesses, and Profit trends, providing a treasure trove of valuable data for your analysis.	The page scrolls downward to reveal a line graph that includes four tabs: Revenue, Employment, Businesses, Profit. The cursor clicks on each of the tabs. With each click, a new line graph loads, showing the corresponding data.
<b>1:05</b>	Keep scrolling to unpack the data and find out what our experts forecast	The cursor navigates back to the scroll bar and scrolls down further to reveal analysis, organized in dot points, below the line graph.
<b>1:09</b>	for the next five years.	The cursor navigates to the lefthand navigation panel, which lists all the chapters in the report. The cursor engages a subsection called “Outlook” within the “Performance” chapter.
<b>1:11</b>	Our list-style insights explain what’s been influencing the industry	The page jumps down to the subsection titled “Outlook” that is populated with forward-looking industry analysis, organized in dot points.
<b>1:14</b>	and how those forces will act in the future.	The cursor moves to the righthand scroll bar and scrolls the page down further, scanning past a matrix-style data visual that has a few paragraphs of analysis beneath it.
<b>1:19</b>	Further down, we cover Products and Markets so you can learn	The page scroll halts on the “Products and Markets” chapter, which loads just below the analysis from the previous chapter. The title for this chapter is prominently displayed with dashboard-style data highlights below it.
<b>1:22</b>	what comprises the industry’s activities.	The cursor moves to the righthand scroll bar and the page scrolls down further, revealing some “Key Takeaways” below the data highlights.
<b>1:27</b>	You can download any of our charts and graphs	The page scroll halts on a donut-shaped chart in the “Products and Services” subsection.
<b>1:29</b>	in multiple formats	The view of the chart is zoomed in to create a clearer view of the buttons in the righthand corner of the chart. The rest of the screen dims to a dark grey while those buttons are spotlighted. The buttons are labeled with different file formats: PNG, CSV, and an option to view a data table.

<b>1:31</b>	making it easy to move our data	The view of the chart zooms out and the dark grey filter on the screen is removed.
<b>1:32</b>	directly into your workflow.	The cursor moves to the righthand scroll bar and scrolls the page downward to reveal list-style analysis beneath the chart.
<b>1:35</b>	IBISWorld also covers	The page scroll halts with the list-style analysis in view.
<b>1:37</b>	all of Porter’s Five Forces	The cursor navigates to the lefthand navigation panel and clicks on a chapter called “Competitive Forces.”
<b>1:38</b>	with the Competitive Forces chapter.	The chapter takes one second to load and then a dashboard-style collection of data and “Key Takeaways” appears on screen below the chapter title.
<b>1:41</b>	Explore Market Share Concentration trends	The cursor navigates to the righthand scroll bar and scrolls downward through the chapter.
<b>1:44</b>	over time,	A line graph titled “Market Share Concentration” comes into view and the page scroll halts.
<b>1:46</b>	Barriers to Entry and Industry Substitutes	The cursor navigates to the lefthand navigation panel and clicks on the subsection called “Barriers to Entry.” The page view jumps down to reveal several short paragraphs of analysis beneath the “Barriers to Entry” subheading.
<b>1:48</b>	to gain valuable context on the industry’s competitive landscape.	The cursor moves within the lefthand navigation panel, staying within the subsections of the “Competitive Forces” chapter. The cursor engages the “Substitutes” subsection. The page view jumps down to the corresponding subsection in the report to reveal list-style analysis.
<b>1:52</b>	We also provide analysis on Buyer and Supplier Power.	The cursor engages the “Buyer & Supplier Power” subsection of the “Competitive Forces” chapter, using the lefthand navigation panel. The page view jumps down to the corresponding subsection in the report to reveal more list-style analysis.
<b>1:56</b>	Paired with a list of other industries along the Supply Chain, you get a powerful insight into the underlying risks or areas of leverage within the industry.	The page view remains halted on the list-style analysis under the “Buyer & Supplier Power” subsection.
<b>2:05</b>	Next, you can check up on major companies	The cursor moves within the lefthand navigation panel, engaging the next chapter: “Companies.” The page takes one second to load and when it has loaded, two “Key Takeaways” come into view below the chapter title.

2:07	operating in the industry.	The cursor moves to the righthand scroll bar and drags the bar down to bring the “Industry Market Share by Company” tree map into view.
2:09	Find out how market share concentration has changed among key players	The cursor moves to the tree map visual and hovers over five different tabs beneath the chart area. The tabs are labeled “2019,” “2020,” “2021,” “2022,” and “2023” for the five years of data that IBISWorld covers in this chart.
2:14	and learn what’s behind each company’s performance so you can make informed decisions.	The cursor moves to the righthand scroll bar and scrolls down below the tree map visual, past a table of company data, and through a profile for one of the companies listed in this report: Origin Energy. The profile contains a mix of list-style company details, short informational paragraphs, a line graph and some list-style analysis about Origin’s performance.
2:24	Over in the External Environment chapter,	The page scroll halts momentarily so that the next chapter can load. The title of the next chapter, “External Environment,” then appears on screen below the previous chapter’s contents.
2:27	you’ll get a well-rounded understanding of what industry operators are up against.	The cursor moves the scroll bar down further so that the chapter title appears at the top of the screen. Below the title, there is dashboard-style information covering the level of regulation and assistance in the industry, along with some trends and “Key Takeaways.”
2:31	Analyze the demographic and macroeconomic factors	The majority of the screen dims to grey while engaging a spotlight view of the first subheading within the “External Drivers” subsection. The subheading says, “What demographic and macroeconomic factors impact the industry?”
2:36	impacting the industry,	The spotlight view turns off and the grey filter is dropped. The cursor moves to the lefthand navigation panel.
2:37	along with insights on Regulation,	The cursor clicks the subsection called “Regulation,” within the “External Environment” chapter in the lefthand navigation panel. The page jumps down to the corresponding subsection. The view shown includes several short paragraphs that analyze different regulations for the industry.
2:39	and Industry Assistance.	The cursor clicks the subsection called “Assistance,” within the “External Environment” chapter in the lefthand navigation panel. The page jumps down to the corresponding subsection. The subsection contains a brief description of the government and non-government assistance for the industry. Under

		this subsection, the next chapter begins to load and the title of it, "Financial Benchmarks," appears.
<b>2:43</b>	Finally, we offer vital industry statistics in the Financial Benchmarks and Key Statistics chapters.	The cursor moves to the righthand scroll bar and scrolls down so that "Financial Benchmarks" appears prominently at the top of the page. Beneath the chapter heading, there is dashboard-style data highlights (e.g. profit margin, average wage, and one other data highlight). There are also "Key Takeaways."
<b>2:48</b>	Access the industry's average profit margins, wages and purchase costs over time, as well as key ratios to conduct robust benchmarking and analysis based on industry norms.	The page scrolls down further to reveal a bar chart, a matrix-style visual paired with analysis, and finally a table of data called "Key Ratios."
<b>3:02</b>	All of this data and analysis	The homepage of IBISWorld's website, www.ibisworld.com, fades in on the screen. There are screenshots of the IBISWorld platform in the top righthand corner and one of IBISWorld's slogans is displayed prominently beside the screenshots. Below that, there is a list of sectors that IBISWorld covers, indicated by icons.
<b>3:04</b>	is available for thousands of industries around the world to help you make business decisions with confidence.	The cursor scrolls over the list of sectors and more icons appear, sliding into view.
<b>3:10</b>	Start your research today by logging in, or by contacting a representative to learn how IBISWorld	The cursor navigates to the top of the page where there is a button labeled "Log in."
<b>3:16</b>	can elevate your research experience.	The homepage view fades out and the IBISWorld logo fades into view. Under the logo, a tagline says, "A Modern Research Experience."
<b>3:21</b>	[Light music plays.]	The logo shrinks down and disappears. The tagline shrinks down and disappears. The video ends on a blank white screen.