

BCC Research – General Overview – Video Transcript

This video will provide you with a quick introduction to the database, BCC Research. BCC Research, again, produces industry reports that cover North American and global markets but they cover both established and emerging industries. You can find reports covering energy, life sciences, sensors, materials, and emerging technology. BCC Research reports are very thorough and provide a complete market breakdown including competitive analysis, assessment of the market opportunity, and a patent overview. You also have access to webinars on topics such as smart home technologies, 3D cell culture, mobile apps for DNA sequencing, smart robotics in manufacturing, and more.

I'm going to switch my screen so I can take you in to the BCC Research database and show you how it works.

Here is the homepage for BCC Research. We know we're logged in because the header is yellow. To give you an idea of the industries covered in BCC you can navigate to the My Categories tab up here at the top. You can either click in to one of these categories to see the reports under that industry or you can do a search in the search bar.

I'm going to do a search for women's health, as you can see results start generating based on what I'm typing but I'm just going to press enter to see a full list of results.

BCC defaults to displaying their results by relevance, which means a report with the most mentions of women's health will be at the top even if it was written five years ago. If you're only interested in the most recent reports, you can switch this filter here on the left-hand side but then the reports aren't as relevant so I'm going to switch back to most relevant.

I'm going to take a look at this second result for pharmaceuticals for women's health which was published this month, September 2020.

This landing page will typically give us high level overview of the market the report is covering. The table of contents are on the left-hand side. Some of the chapters have a red number in brackets and that's telling you which chapters have mentions of the keyword you searched "women's health." You're able to expand each chapter to see the sub-chapter topic coverage in each.

BCC reports will typically have a market breakdown by one or more criteria, in this case the market is broken down by women's health condition, disorder and disease, and by region. Again, by expanding the chapters, you can narrow down to the content more relevant to you, in this case we can get to Canada under North America.

BCC reports will often also include an overview of the competitive landscape which can include a patent analysis.

Lastly, if you would like to have a PDF of this report, the option to download it can be found up here towards the top. You can click Download PDF to either download a specific chapter or to download the entire report.

That was a very quick introduction to BCC Research but please contact us at the library if you have any questions about using this database. We're more than happy to help.