

Glossary

AOV	Average order value. Revenue divided by the number of subscribers. Can be affected by changes in product mix, or substantial changes in typical size of customer.
Churn	Degree to which customers each year cancel subscriptions without switching to substitutes and irrespective of price changes. See also switching .
HHI	Herfindahl-Hirschmann Index. A measure of the degree of concentration in a market, an HHI of over 1,000 being widely accepted as indicating concentration and over 1,800 as a high degree of concentration.
PARSOL	Planning and Regulatory Services Online. A limited lifespan government-funded project aimed at encouraging all local authorities in England and Wales to make information available online, including details of planning applications submitted.
PICD	Project Information and Contact Data. Information products embodying details of construction projects and contact details of the specifiers (such as architects) for them, the information being based on planning applications supplemented as appropriate by market intelligence and further research by the PICD provider.
Static contact lists	Contact information lists containing details of project specifiers but without reference to particular construction projects with which a specifier may be involved at any given time.
Switching	Where a customer for PICD products cancels a subscription with one provider and takes out a new subscription with a provider of substitute products. See also churn .