Whether you require quick a perspective for immediate decisions or comprehensive data for in-depth reporting, Factiva helps you find credible facts, pinpoint trends, and perform precise research.

Factiva.com offers a premier collection of the world's top media outlets, trade and consumer publications, and thousands of Web sites—more than 35,000 global news and information sources from 200 countries in 26 languages. This comprehensive content set, combined with powerful search features makes Factiva your essential information resource.

Through this guide you will learn advanced methods available in Factiva.com for acquiring news and business information. For online instructions, access Dow Jones Customer Support, by clicking the Support link. You can also find Learning Tips on the Dow Jones Knowledge Professionals Alliance site at http://know.dowjones.com/resources/learning-tip.

Table of Contents

Logging In Using a User ID, Password

When accessing Factiva.com for the first time, you will see the login page as shown here. **Note:** You may not see this screen if your access to Factiva.com is automated.
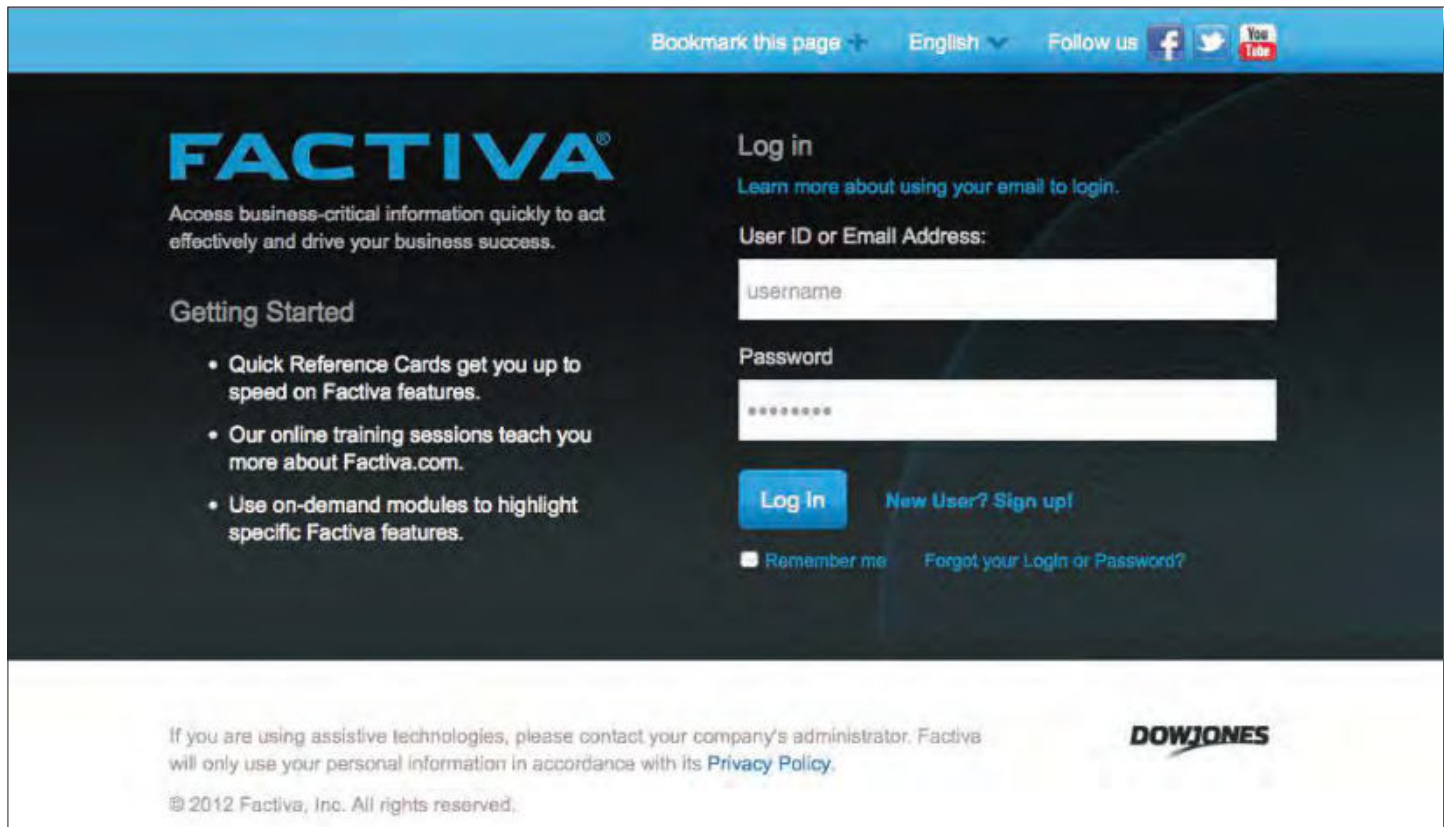
Enter your assigned user ID and password and click [Log In]. User IDs and passwords are case-sensitive. If you receive a message indicating that your user ID or password is invalid, re-enter them both exactly as they were set up.

You may also elect to have your user ID and password stored so that you don't need to enter them each time you log in. To store your user ID and password, check the **Remember me** box.

If there is another user with the same user ID, you will be prompted to provide a Name Space. Name Space is used by Dow Jones to give enterprises more flexibility in assigning user IDs. It is most likely that your Name Space is either 16 or 18, as these are the most popular defaults. If you have forgotten any of your login credentials, please click the **Forgot your user ID / password?** link.

> **NOTE:** If you receive a message indicating that your user ID and password are already in use, you may be logged in a separate browser.

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Logging In Using an Email Address

If your account is enabled for email login, you may use your email address and Factiva.com password to log in. If you do not see the email login link, click the *Learn more about using your email to login link* or contact your Dow Jones account administrator to enable this feature.

Enter your email address and password and click **Log In** .   Passwords are case-sensitive.

Bookmark the Login Page

You may bookmark the login page for quick access. Click the **Bookmark this page** link and complete your browser's prompts.

Choose a Language Interface

Factiva.com has nine language interfaces. They are:

English	**French**
German	**Italian**
Japanese	**Russian**
Simple Chinese	**Spanish**
Traditional Chinese	

You can switch to any language interface by clicking the name of the current language at the top of the login page. Select your desired language from the list of languages that appears.

Logout

To log out, select the **Logout** link in the top right corner of the screen. Your session will time out automatically after 30 minutes if there is no activity.

The Search area of Factiva.com allows you to conduct in-depth research against the full authoritative collection and archive of 35,000 publications, websites, blogs, videos and podcasts. There are three interfaces to choose from based on your preferred approach to searching. Use the **Simple Search** interface to search just like you would on a free Web search engine. Use **Search Form** for a guided approach to building a precise search. Use **Free Text Search**, the most robust of the interfaces, when you need flexibility in creating keyword searches and defining the conditions for document retrieval. **Search Form** and **Free Text Search** both provide additional search tools such as the ability to create custom source lists and use Dow Jones Intelligent Indexing™.
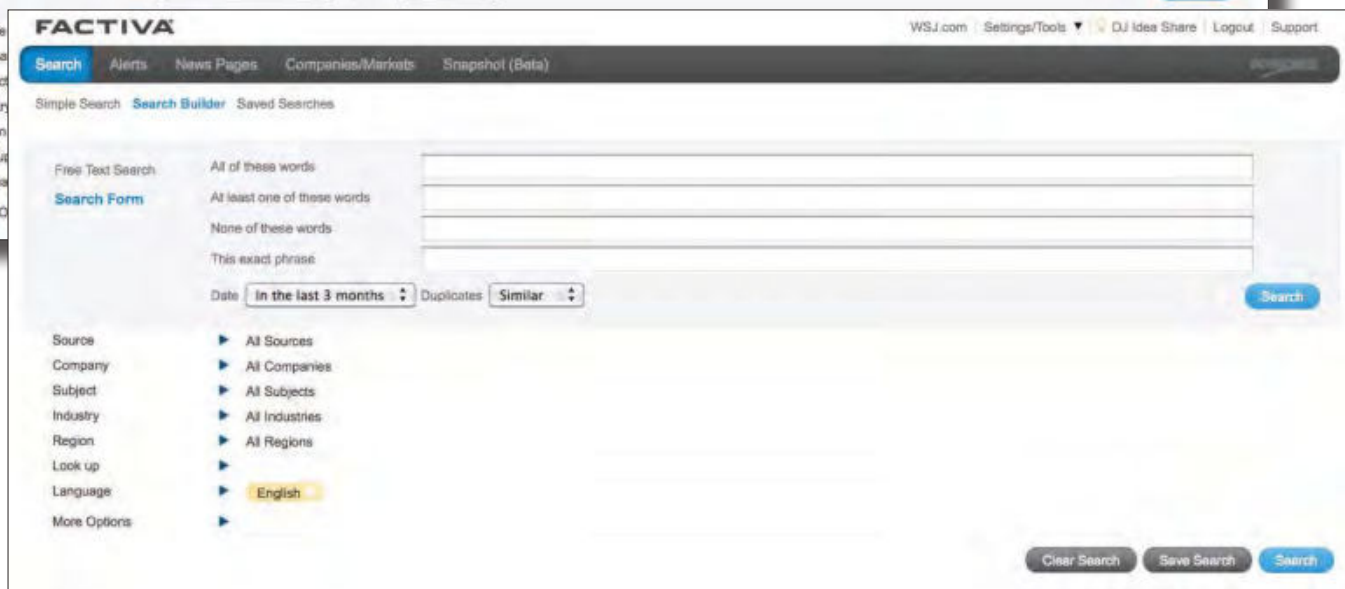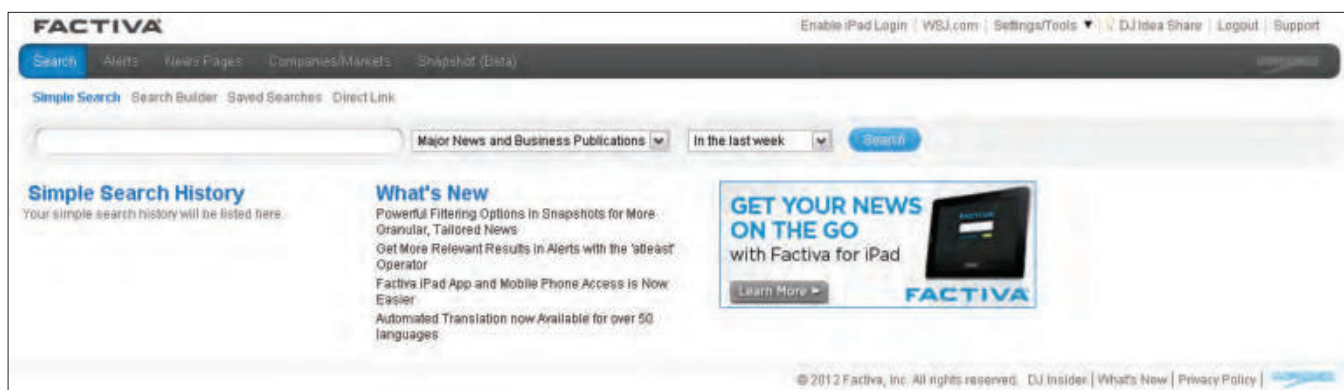
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Sources Available in Factiva.com

Factiva.com provides coverage from the best and most trusted mainstream print publications, as well as content from influential consumer-generated sources such as blogs, video and podcasts. Here are some key statistics to note from our content collection:

- Over 35,000 publications in 26 languages, including:
    - Continuously updated Newswires from major global providers including Dow Jones and the Associated Press
    - Major national and regional newspapers including *The Wall Street Journal*, *Les Echos* and The *Australian*
    - Magazines
    - Trade Journals
    - Media Transcripts
- Over 20,000 top business and news websites:
    - 4,000+ blogs
    - Monitored one to four times per day
    - Content in 26 languages
- Pictures
    - More than 10,000 added per week
    - Sources include McClatchy-Tribune Photo Service and Fairfax Photo Services
- Multimedia content
    - Audio and video content from 150+ sources

We are continually adding content to Factiva.com. For more information about Factiva.com sources, go to www.factiva.com/sources. For more information about selecting sources, see page 10.

Simple Search

Simple Search offers a straightforward approach to searching. Similar to searching the Web, just type a few words or phrases into the free-text box to retrieve high-quality, relevant results.

Simple Search also includes a Discovery Pane, powered by Dow Jones Intelligent Indexing™. The Discovery Pane provides a visualization of search results, allowing you to quickly analyze and refine your search.

Start Your Search with Keywords

1. In the text box, enter your keyword just like you would in a free Web search engine.
2. Use the sources drop-down menu to focus your search to a specific content type, a Factiva source group, a personal source list, or a group source list created by your Administrator.
3. Use the date drop-down menu to expand or narrow your date range. You can search news as recent as today, or the full Factiva archive.
4. Click Search .

Start Your Search Using Simple Search History

Your last 10 searches from the Simple Search interface will be saved automatically. Click any search one time to instantly run the search again for the latest results. You can clear your Simple Search history by clicking the Clear link.

Revising a Simple Search

1. Use the **Persistent Search Box** on your Simple Search results page to review and modify your source selection, keywords or date selection from the results page.
2. Depending on your keyword entry, a **Did You Mean** dialog box may provide you with Company Name or Source suggestions for your search.

3. Search results are presented by content type. Read, listen or view results as you evaluate headlines collectively under the **All** link or by each content type – Publications, Web News, Blogs, Pictures and Multimedia.
4. Review the **Discovery Pane** for immediate analysis of your search results using charts and graphs. You may revise and filter results by:

> **Date:** A timeline breakdown of the number of articles matching your search
>
> **Companies:** Up to 100 of the most mentioned companies
>
> **Executives:** Up to 100 of the most mentioned executives
>
> **Subjects:** Up to 100 of the most mentioned news subjects
>
> **Industries:** Up to 100 of the most mentioned industries
>
> **Sources:** Up to 100 of the most mentioned sources
>
> **Regions:** Up to 100 of the most mentioned geographic locations
>
> **Keywords:** Most mentioned keywords or phrases in the first 100 articles

5. Use the icons to choose between viewing with frames or no frames .

> **NOTE:** For more details on viewing and processing search results in Simple Search, see page 38.

Monitoring News from Simple Search

Instantly monitor your subject by clicking [Save as Alert] . You can create up to 25 Simple Search Alerts. You can learn more about creating alerts in Simple Search on page 41.

Search Form

Use the Search Form when you want to have more control with how your keywords are searched. For example, specifying that you want to find any or all of your search terms in the articles retrieved.

Build a Search with the Search Form

To use the Search Form, enter a word or phrase on the appropriate line of the form.

All of these words: All of your terms will be found in the article. The Boolean operator "and" is being applied to the search terms entered on this line.

At least one of these words: One or more of the terms entered can be found in the article. The Boolean operator "or" is being applied to the search terms entered on this line.

None of these words: Articles containing any of the terms entered on this line will be excluded from your results. The Boolean operator "not" is being applied to the search terms entered on this line.

This exact phrase: Terms entered on this line will be read as an exact phrase. For example, entering the terms **opening ceremony** will yield articles containing this exact phrase.

Once the terms have been entered on the appropriate lines, click [Search] . Depending on the topic of your search, you may not need to enter terms on every line of the Search Form.

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Selecting Sources

Click on the Source channel and select the pull-down list next to Select Source Category to browse through your personal source lists under My Source Lists; to view Top Sources groupings; or to browse by industry, language, region, title A-Z or type. You may also select Pictures, Web News, Blogs and Multimedia content using the Source channel.
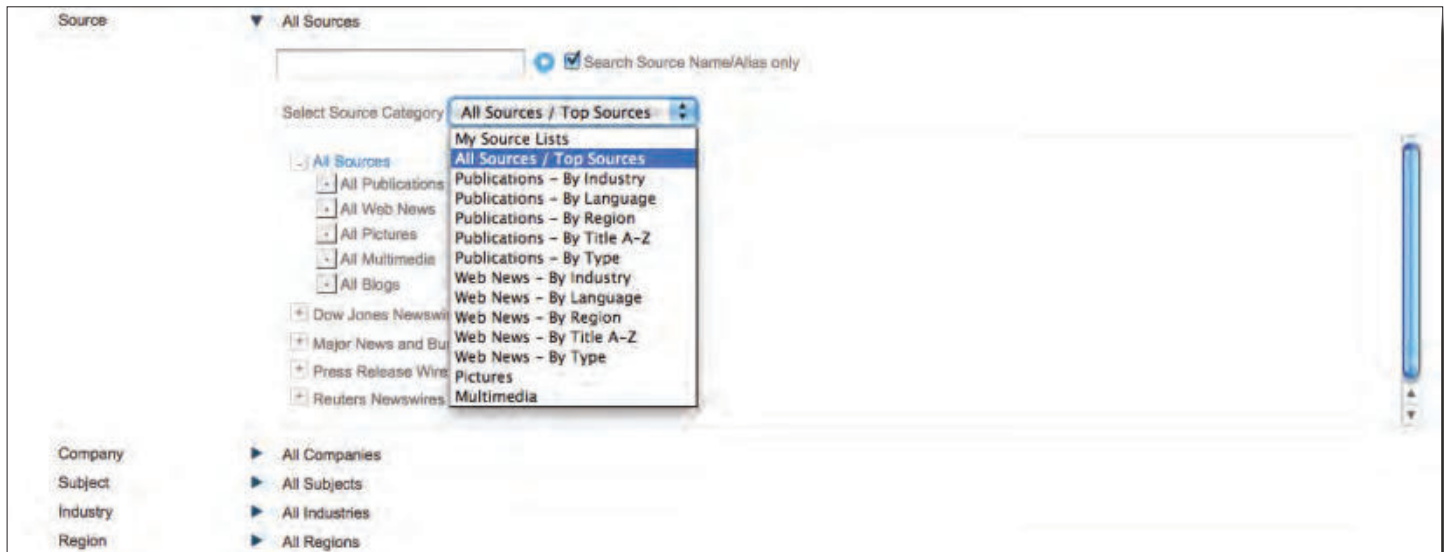
Browsing Sources

From the **Select Source Category** menu, choose one of the categories below.

    Industry – provides a listing of Trade Publications or Web News sources by industry

    Language – provides a listing of Publications or Web News by language

    Region – provides source listings for all regions, countries, states or provinces

    Title – provides an alphabetical listing of all Publications and Web News

    Type – provides a list of sources grouped by:

- Dow Jones Publications
- Economics and Country Analysis
- European Union Publications
- General Interest Publications
- Government and Politics
- Legal Publications
- Major News and Business Publications
- News Digest Publications
- Newspapers: All
- Official Government Publications
- Top News Page Sources
- Transcripts
- Wires

   **Pictures** – provides an alphabetical listing of all Picture services

    Multimedia – provides an alphabetical listing of audio and video sources

NOTE: When viewing sources the following icons may appear:

   ⓘ Use this icon to obtain additional information about a particular source, including description, start date and coverage.

   ⊘ This icon is used to exclude sources.

   ✳ This icon will appear next to sources that are no longer updating in Factiva.com. However, archived content is still available for searching.

   ▲ The blue arrow icon is used to insert the corresponding source code into the free-text box. You must turn on this setting to see this option. Select the Settings/Tools link in the top right of the screen, click Preferences and activate the choice Display Dow Jones Intelligent Indexing code icon for inserting codes into the free-text box.

Adding Sources to a Search by Browsing

If you choose to browse through sources by industry, for instance, a list of industry categories will be displayed. Click on the plus sign to reveal the list of sources in that industry. Click on an individual source name or the whole industry group to instantly add that source or source group alongside the Source channel as part of your source selection.
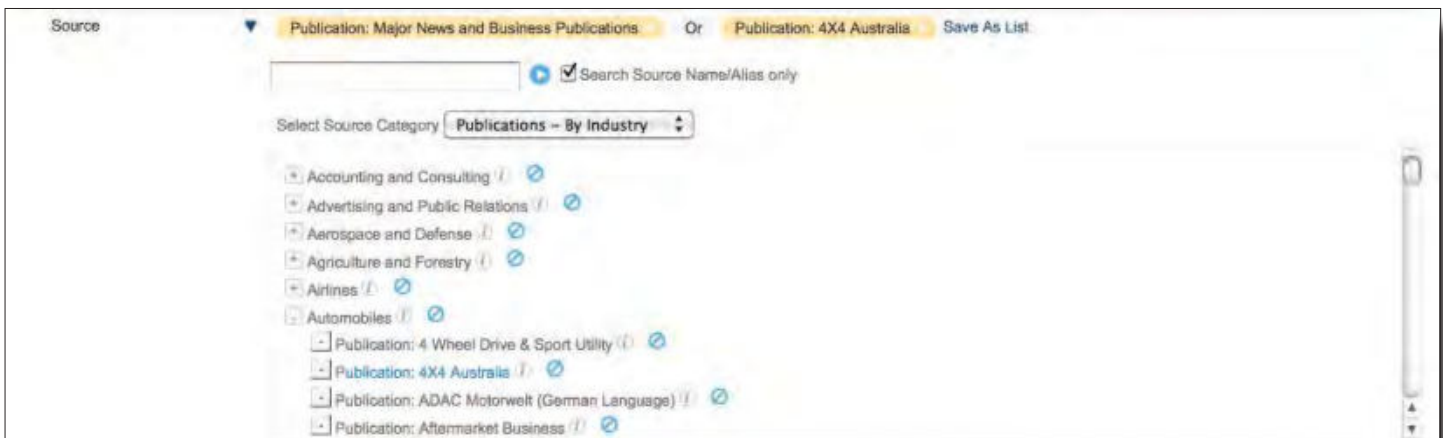
Adding an Individual Source to a Search

To search for an individual source, click on the Source channel and enter the source name or subject of interest in the text box. As you enter the source name, sources matching your text entry will be listed in the auto-complete window. If your desired source appears in the list, click the name to select it. If the source does not appear, click ▶ for a more complete listing, as only the top ten sources will appear in the auto-complete window. All titles for which your entry was matched in either the name or description will be returned, unless you check the box **Search Source Name/Alias** only.

Viewing Source Details

Every source in Factiva.com has a corresponding source detail that provides a description and coverage information about the source. Once you locate a source in the Source channel, click ⓘ to display the source details page.

Factiva.com provides the following types of content coverage for publications:

- **Full Text** – indicates cover-to-cover or near cover-to-cover coverage of that publication. However, some items found in print are not included. These include: advertisements, classified ads and lengthy tabular material (e.g., stock quotations). In addition, letters to the editor, obituaries, wire stories and syndicated columns may be excluded.

- **Selected Full Text** – coverage includes full text articles that meet specific criteria based on the type of publication (e.g., newspaper vs. trade publication). For newspapers, selected full text typically includes all articles with a business slant, major news items and articles from the business section of the paper. For trade publications, coverage generally includes items about new products, industry trends, mergers and acquisitions.

- **Abstracts** – summaries of articles. The extent of the publication that is abstracted varies widely. Generally, only a portion of a source is abstracted.

Removing Sources from a Search

To remove a source from your selection, click the source and then choose the **Remove** option.

Excluding Sources from Your Results

To exclude a source from your selection, perform one of the following steps:

1. Click the ⊘ next to the source name.
2. If you have added the source, click the source name and choose **NOT** from the menu.
3. Double-click the name of the source.

When excluding a source, the Boolean operator "not" will appear in your source selection.
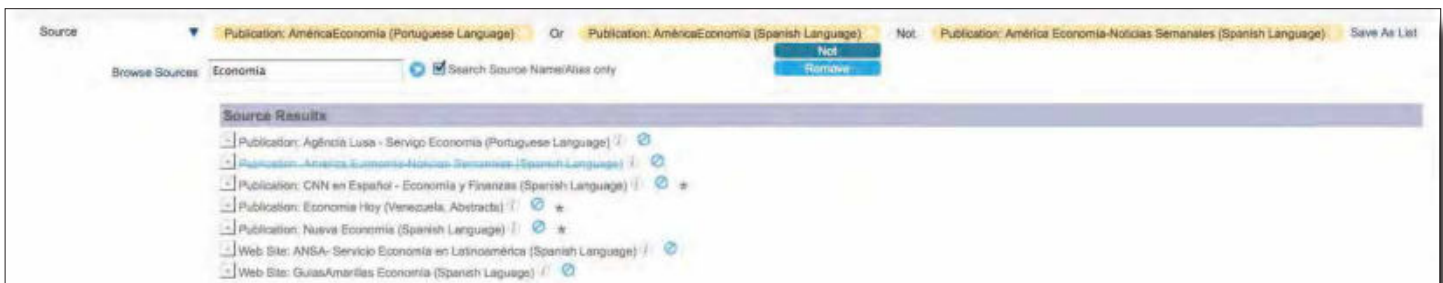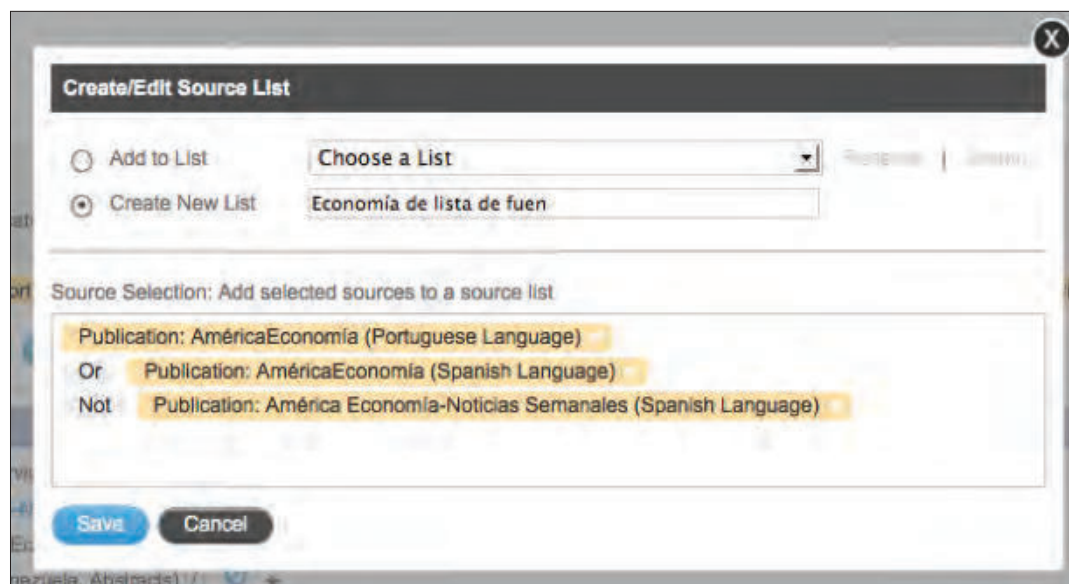

My Source Lists

This category stores customized source lists that you have created. You may create 25 source lists. Once you have clicked on the desired sources and they are presented alongside the Source channel:

1. Click the **Save As List** link located at the end of your source selection.
2. Select the **Create New List** radio button from the **Create/Edit Source List** overlay window.
3. Provide a name for the list and click **Save** .

When you want to use the saved list for future searches, it will appear in the **My Source List** category.

Managing Source Lists

To manage your source lists go to the Settings/Tools link in the upper right of the screen and select Source Lists under the List menu. This will take you to the **Manage Lists** screen where you will be able to create, edit or delete a source list.

On the **Manage Lists** screen, click on the edit link. In the overlay window that appears you will be able to:
- Rename a list
- Add additional sources to an existing list by
    - entering a source name in the text box and clicking the enter arrow, or
    - browsing source groupings from the **Select Source Category**
- Exclude a source from search results by
    - clicking on the down arrow and selecting **NOT**, or
    - double-clicking an individual source from a group of sources in the **Select Source Category**
- Delete an individual source by clicking the down arrow and selecting **Remove**, or delete an entire source list by clicking the delete link


Source Rating

Source Rating allows you to get to the most relevant articles by rating a source higher (more important) or lower (less important). Working in conjunction with relevance-sorted results, higher-rated sources will tend to appear closer to the top, while lower-rated sources will appear closer to the bottom of your search results. Neutral (non-rated) sources will be mixed throughout. The maximum number of sources than can be rated is 100.

You can rate sources from Search, Alerts, Workspaces or Settings/Tools.

1. Run a search and locate a source in your results that you wish to rate higher or lower.
2. Click the source name and a menu will appear. All sources start as neutral.
3. You may select to rate the source higher, which will move it higher in your results, or rate it lower to push it down in your results. Once a source has been rated, all future relevance-sorted search results will reflect source ratings.
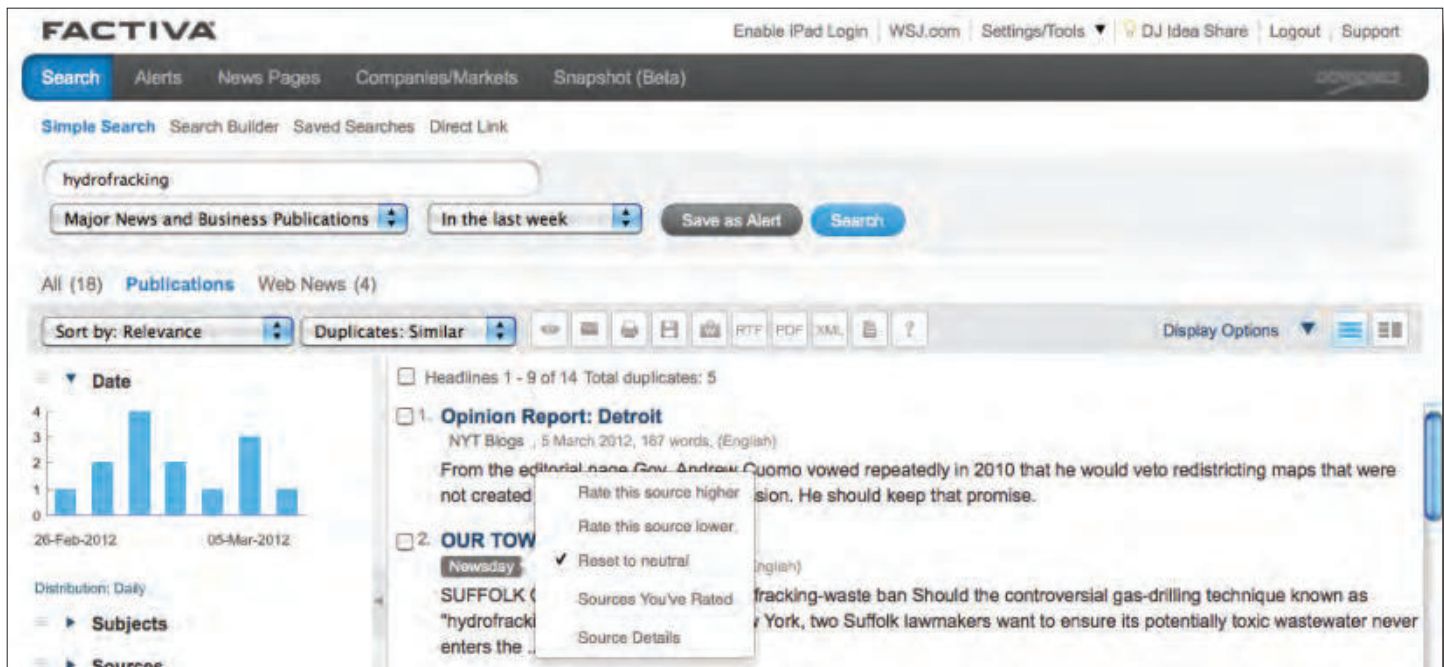
> **NOTE:** Occasionally, highly relevant articles from neutral or lower-rated sources may appear at the top of your results based on the relevancy of keywords used in your search.

Managing Your Rated Sources

Once you have rated at least one source, you will see them on the **Sources You've Rated** page. You can navigate to this page either by clicking a source name in your search results or by clicking **Settings/Tools** on the navigation bar and selecting **Sources You've Rated** from the menu that appears.

On the **Sources You've Rated** page, you can:

• Remove sources from either list, which will return them to neutral status. Click a source and the *Remove* link will appear.

• Drag a source from one side to the other, changing it from a higher-rated source to a lower-rated source or vice versa.

> **NOTE:** When sorting by date, a source's rating is irrelevant, as only the date and time will be used to sort the articles. You *must* select **Sort By: Relevance** to take advantage of your source ratings. You can make sorting results by relevance your default within Factiva.com. Click the Settings/Tools link in the upper right of the screen and select **Preferences** under **Settings**. Change your **Default result sort options** to *Relevant* for Simple Search, Search Builder and Alerts.

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Free-Text Searching

You can create a search by entering words in the free-text box, by using Dow Jones Intelligent Indexing or by combining free-text words and indexing.

Your search can be up to 2,048 characters long in the *Free Text Search* interface. You may enter search words in upper and lowercase. For example, entering unicef will retrieve the same results as entering UNICEF.
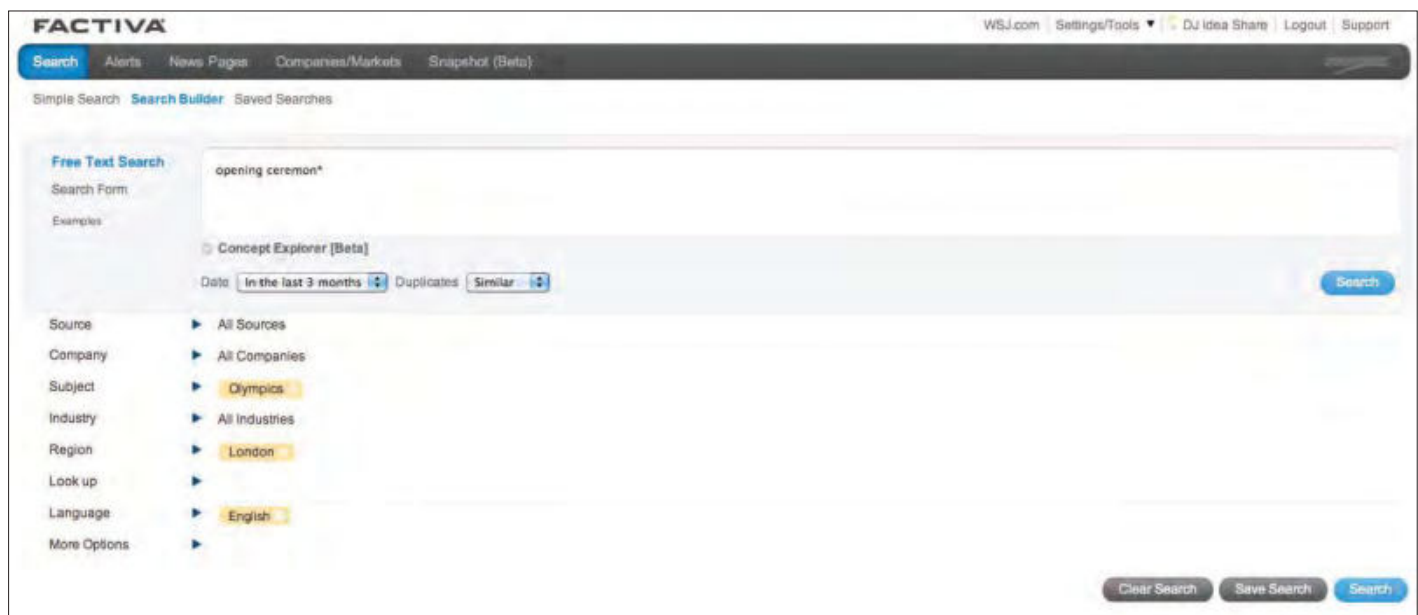
How to Use Operators

Operators	Action	Example
and	Retrieves documents containing both terms.	online banking **and** Spain
or	Retrieves documents containing one or more terms.	mobile **or** cellular
not	Excludes documents containing terms following NOT.	java **not** coffee
adjn	Links terms based on specified number of words from each other. Terms must appear in order indicated. N may be 1-10, inclusive; adj and adj1 are synonymous.	table **adj2** tennis
w/n	Links terms based on specified number of words from each other. Terms must appear in order indicated. N may be 1-10, inclusive. Identical to adj but a value for n is required.	Nokia **w/3** digital

How to Use Operators (continued)

Operators	Action	Example
nearn	Links terms based on specified number of words from each other. Terms may appear in either order. N may be 1-500, inclusive. No value for n is required. Near and near1 are synonymous.	music **near5** Beethoven
/nn/	Links terms based on specified number of words from each other. Words may appear in either order. N may be 1-500, inclusive. A value for n is required.	football **/n5/** injury
/fn/	Retrieves documents where search terms must appear within the first (n) words of the document text. N may be 1-500, inclusive. Operator cannot be used in: **Field qualified expressions:** (lp=china)/f100/ **With the atleastN operator:** atleast3china/f100/ **Ranges such as word count:** taxes and wc>50/f100/	global warming**/f50/**
same	Retrieves documents where terms appear in the same paragraph. Cannot be used repetitively. **Incorrect:** Tobacco same nicotine same tar **Correct:** Tobacco same (nicotine and tar)	tobacco **same** nicotine
atleastn	Frequency operator used to specify a minimum number of times the search terms must appear in the text. N may be from 1-50, inclusive. Must be preceded by and, or, not in complex search. **Incorrect:** atleast5 (Ford and Honda) **Correct:** atleast5 Ford and atleast5 Honda	**atleast2** Sprint

Processing Order of Operators

When creating a search using multiple operators, it is best to use parentheses or brackets to group similar terms or concepts. The processing order is as follows:

Hierarchy Level	Element
1	parentheses or square brackets
2	same, adjN, w/N, nearN, /nN/, /fN/
3	atleast and field qualifiers (e.g., by=smith)
4	not
5	and
6	or

Parentheses are particularly important when constructing a search with the *and* and *or* operators.

Example:

> WRONG: wheat *and* pesticides *or* herbicides
> RIGHT: wheat *and* (pesticides *or* herbicides)
> WRONG: Mercury *same* Venus *same* Mars
> RIGHT: Mercury *same* (Venus *and* Mars)
> WRONG: *atleast3* (salt *and* pepper)
> RIGHT: *atleast3* salt *and atleast3* pepper

How to Use the Truncation and Wildcard Operator

The documents you retrieve will contain an exact match of the words and phrases you enter unless you specify a truncation or wildcard character. When you use the $, * or ? characters, try to precede them with as much of the word as possible to ensure more precise results. For example, a search on advertis* will return better results and perform faster than adv*. Available truncation is as follows:

Character	Action	Example
$n	Used at the end of a word string. At least three characters must be entered before $. N must be 1-9, inclusive. If no number is used, n is five.	hospital**$1** retrieves hospital, hospitals
*	Used at the end of a word string. At least three characters must be entered before *. No values should be entered after *. There is no limit to the number of characters, beyond the stem term, that will be retrieved. **Note:** This is the recommended truncation character to retrieve many British English and American English spellings.	labo* retrieves labor, labour, laboratory
?	Single wildcard character. At least three characters must be entered before ?. Letters can be entered after the ?. A letter must appear where ? is entered.	globali**?**ation retrieves globalization, globalisation

How to Enter Words or Phrases with Punctuation

The following punctuation marks are optional: hyphens, periods, apostrophes, commas and the slash (/) character. For example, entering "Coca-Cola" will retrieve the same results as entering "Coca Cola." However, when searching for words or phrases that contain the **& (ampersand)**, **@ (at sign)** or the **+ (plus sign)**, these characters are not optional and must be included in your free-text terms to locate documents with those specific characters.

Reserved Words

There are a small number of words that must be enclosed in double quotes to ensure that they are identified and searched as keywords in your search statement. These words are: *and*, *or*, *not*, *same*, *near* and *date*. For example, enter "not for profit" or "peas and carrots" to retrieve documents with those phrases.

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How to Search for Articles by Word Count

You can retrieve articles by the number of words they contain. Articles of less than 100 words tend to be wire stories or abstracts. Articles over 2,000 words tend to be more analytical. Articles of over 5,000 words tend to be media transcripts. Some examples of searching by length:

> For longer articles on stem cell research, enter:
> ### *atleast5 stem cell research and wc>2000*

> For short articles on the former Beatle George Harrison, enter:
> ### *George Harrison and wc<100*

How to Search in Specific Fields

Document content is divided into different fields for searching and display purposes. The following table lists the label and name for each field along with what is contained in each.

Field Label	Field Name	What It Contains
AN	Accession Number	Unique Factiva identification number assigned to each document
HL	Headline Group	Includes Section, Column and Headline
HLP	Headline/Lead Paragraph Group	Includes Section, Column, Headline, Correction and Lead Paragraph fields
SE	Section	Section Name (Example: Business or Sports)
CLM	Column	Column Name (Example: Work and Family)
HD	Headline	Headline
CX	Correction	Correction field
LP	Lead Paragraph	First two paragraphs of an article
BY	Author	Author, or byline, of an article
WC	Word Count	Number of words in document
CR	Credit Information	Credit Information (Example: Associated Press)
SN	Source Name	Source Name
SC	Source Code	Source Code
ED	Edition	Edition of publication (Example: Final)
PG	Page	Page on which article appeared
VOL	Volume	The volume and/or number of the publication
LA	Language	Language in which the document is written
TD	Text	Text following the lead paragraphs
CT	Contact	Contact name to obtain additional information
RF	Reference	Notes associated with a document
ART	Captions, Descriptions, Graphics	Contains the content of captions or any descriptions of graphical elements
CO	Company Ticker Symbol	Company Ticker Symbol
FDS	Factiva Data Symbol	Dow Jones Intelligent Indexing Company Code for Listed and Unlisted Companies
IN	Industry Code	Dow Jones Intelligent Indexing Industry Code
NS	Subject Code	Dow Jones Intelligent Indexing Subject Code

How to Search in Specific Fields (continued)

Field Label	Field Name	What It Contains
RE	Region Code	Dow Jones Intelligent Indexing Region Code
DE	Descriptors	Contains all available descriptors applied to a Document, including Dow Jones Intelligent Indexing
PUB	Publisher Name	Publisher of information

You can search for free-text terms in particular parts of the document. Use the **Search for free-text terms in** pull-down menu, which can be found by clicking the **More Options** channel.

> **NOTE:** If you prefer to always display the More Options channel, go to **Settings/Tools>Preferences>Search/Alert>Default channel to open on page load** and select **More Options**.

Entering Field Tags in the Free-Text Box

Search for words or phrases in particular fields by entering the field tag followed by an equals sign and the words you would like to find in that field in the free-text box. For example, enter **hlp=diamond ring** to find articles with the phrase **diamond ring** in the headline or lead paragraph. Another example of using a field tag would be to use the **by=** field tag to find articles written by a particular author. Entering **by=michelle singletary** would retrieve articles written by Michelle Singletary.

You can also create a search that targets multiple fields. For example, enter **by=david wessel and lp=debt (ceiling or crisis)**. This search would retrieve articles written by David Wessel that contain the phrase debt ceiling or debt crisis in the lead paragraph.

When entering field tags in this manner, make sure the **Search for free-text terms in** pull-down menu is set for **Full Article**.
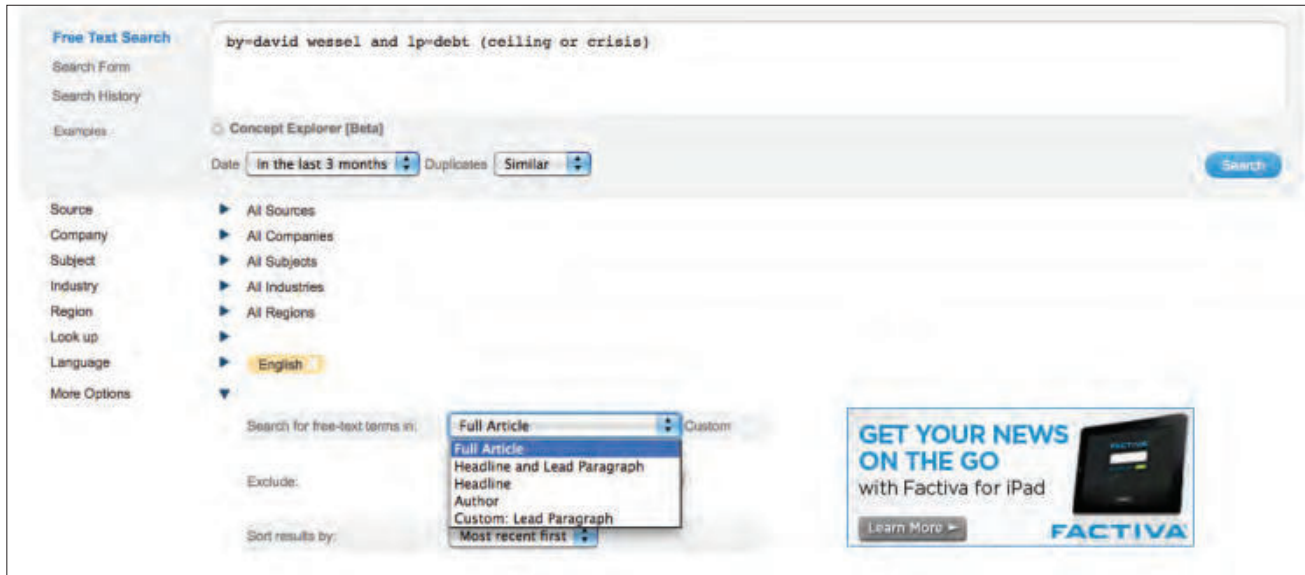
> **NOTE:** When you enter words and phrases in the free-text search box and use the default setting of Full Article for **Search for free-text terms in**, you are searching the following fields: **SE**, **CLM**, **HD**, **CX**, **LP**, **TD**, **CT**, **RF**, **ART**, **BY** and **CR**

Creating a Custom Search Field List

If you frequently search specific custom search fields, you can save time by creating a custom search field list. The Custom Search Fields option allows you to search in the document fields that matter most to you. When you click **Custom** next to **Search for free-text term in** you will see the following screen. Select and name the custom options you wish to use and click Save . Your saved list will then appear in the **Search for free-text terms in** pull-down menu.

FACTIVA®
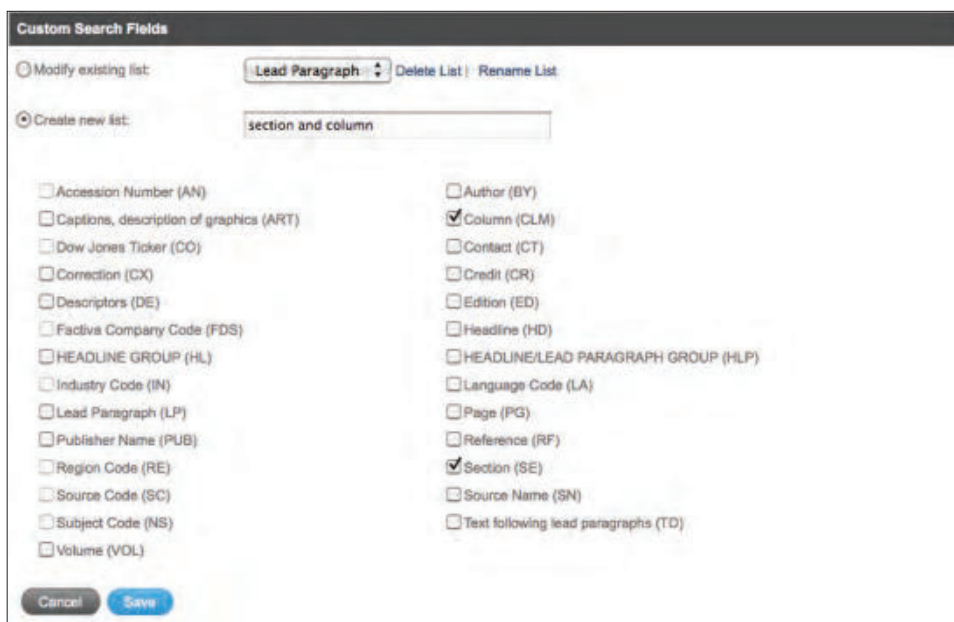
Concept Explorer [Beta]

Concept Explorer is a unique capability that uses Dow Jones rich metadata and technology to reveal connections and relationships between words, ideas and people. Concept Explorer helps you quickly find keywords on a specific topic. By selecting an industry lens, you can explore ideas and concepts associated with a term and add new related words to your search within the context of a specific industry.

How to Use Concept Explorer [Beta] *in Free Text Search*

Enter a search term in the free-text box. Click ⬤ next to **Concept Explorer**. Double-click a single keyword in your search to display a list of associated terms in the **Concept Explorer** frame. You can use the **Industry** pull-down menu to refine the list results. Click the **context** link to view a recent article using the suggested term.
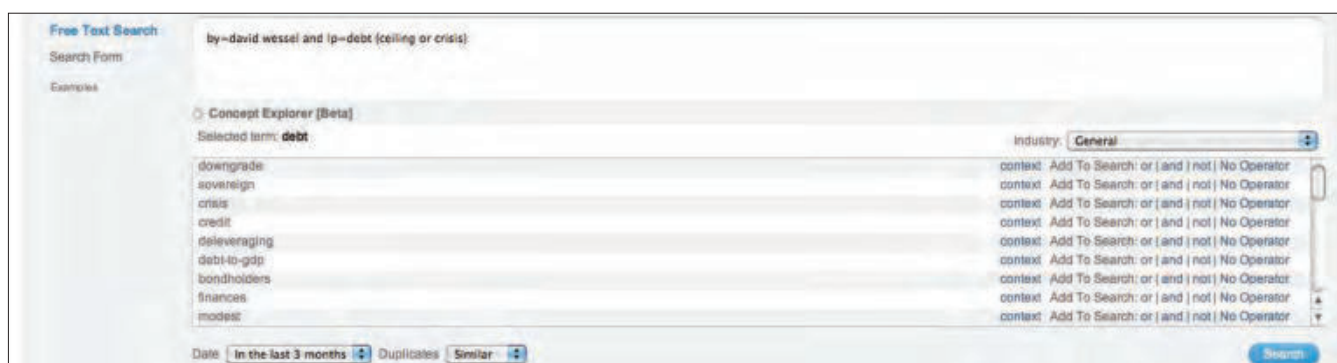
To add new concept terms to your search, click one of the following links:

Operator	Example
or	**international** *or* **global**
and	**international** *and* **global**
not	**international** *not* **global**
no operator	**international global**

> **NOTE:** Concept Explorer can only be used for single terms in English.

How to Select Dates

For date searching, you may select from several pre-set dates, including **All Dates**, **In the last 3 months** or **In the last day**. You may also enter your own date range by selecting the **Enter Date Range** option.

> **NOTE:** The **Enter Date Range** option is available on the **Search Form** and **Free Text Search** interfaces.

How to Select Content Language

Content for Factiva.com is available in 26 languages. You may select all content languages or specific languages by selecting from the list found in the **Language** channel.

If you are experiencing difficulty displaying some language characters correctly, you may need to install the appropriate language fonts. Please contact your System Administrator for instructions on how to download additional language packs on your computer.
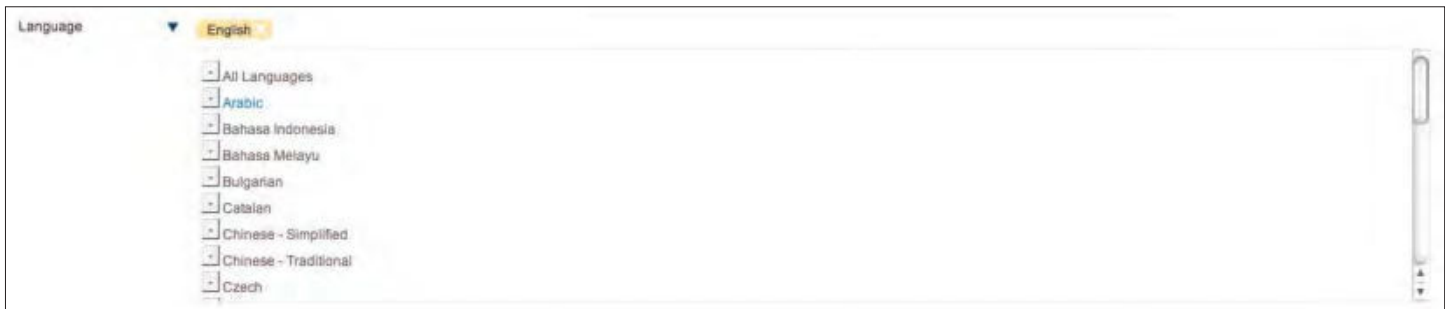
How to Apply Common Article Exclusions

To exclude certain types of content from your search, use the **Exclude** area which can be found by clicking the **More Options** channel. The three options you may choose are:

- **Republished news:** Excludes news items published in newspapers and other publications credited to newswires and third party providers, irrespective of whether Factiva carries the original story. This would also exclude news items repeated in sister publications (e.g. an Asian Wall Street Journal story republished by The Wall Street Journal).
- **Recurring pricing and market data:** Excludes intra-day and end-of-day market reports, primarily from wires services, related to debt, equity, foreign exchange, fund and commodity prices.
- **Obituaries, sports, calendars:** Excludes obituaries, calendars of events, letters, diaries, weather items, news about food and cooking, sports and recreation, birth, marriage and death announcements.

![FACTIVA®]
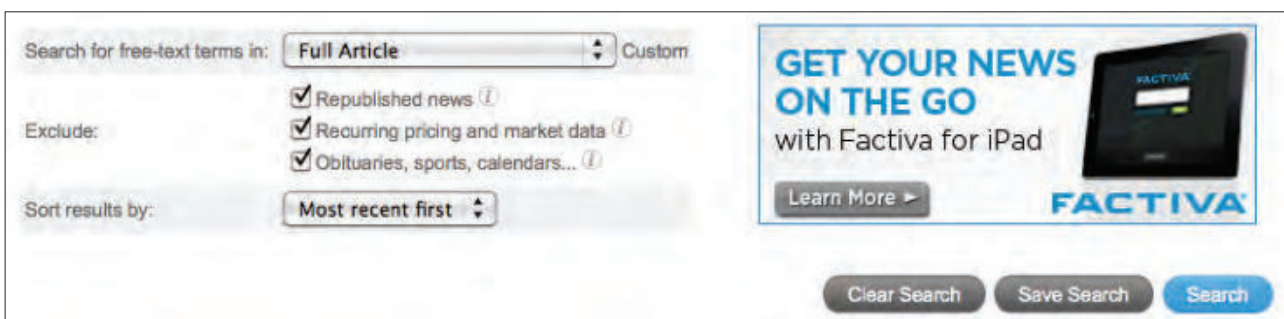
Dow Jones Intelligent Indexing™

Dow Jones Intelligent Indexing™ is a unique indexing process that assigns the following four types of terms universally across all content:

- Company Terms (1.5+ million)
- Industry Terms (976)
- Regional Terms (899)
- Subject Terms (834)

Applying Dow Jones Intelligent Indexing to Your Search

To build a search, browse through the industry, region or subject terms or use the **Look up** channel to find specific indexing terms. Once you have located the desired term(s), click the name(s) and the term(s) will automatically be added alongside the channel, connected with the "or" operator. You can see how your search is constructed. You can change to the "and" operator by clicking on the "or" operator. This action will allow you to toggle back and forth between the two. Alternatively, you can also select the connector radio button next to the text box.

If you wish to exclude a topic from your search you may click ▼ next to the term and select **Not**. Further, if you have selected a term that you no longer want to use click ▼ next to the term and select **Remove**.

Adding Dow Jones Intelligent Company Indexing Terms

To add company indexing terms to your search, expand the **Company** channel, enter a company name in the text box and click ⏵ . Select the company of choice from the list that appears.

You also have the ability to select Dow Jones Intelligent Indexing Company Terms from your Company List.

1. Click the Company channel and your list should appear.
2. Click ⊞ to expand the list to see the individual companies in your list.
3. Click the name(s) of the company or companies you wish to add to the search.

To search the entire **Company** List, click the name of the Company List and all the companies contained in the list will automatically be added to your search, connected by the "or" operator.
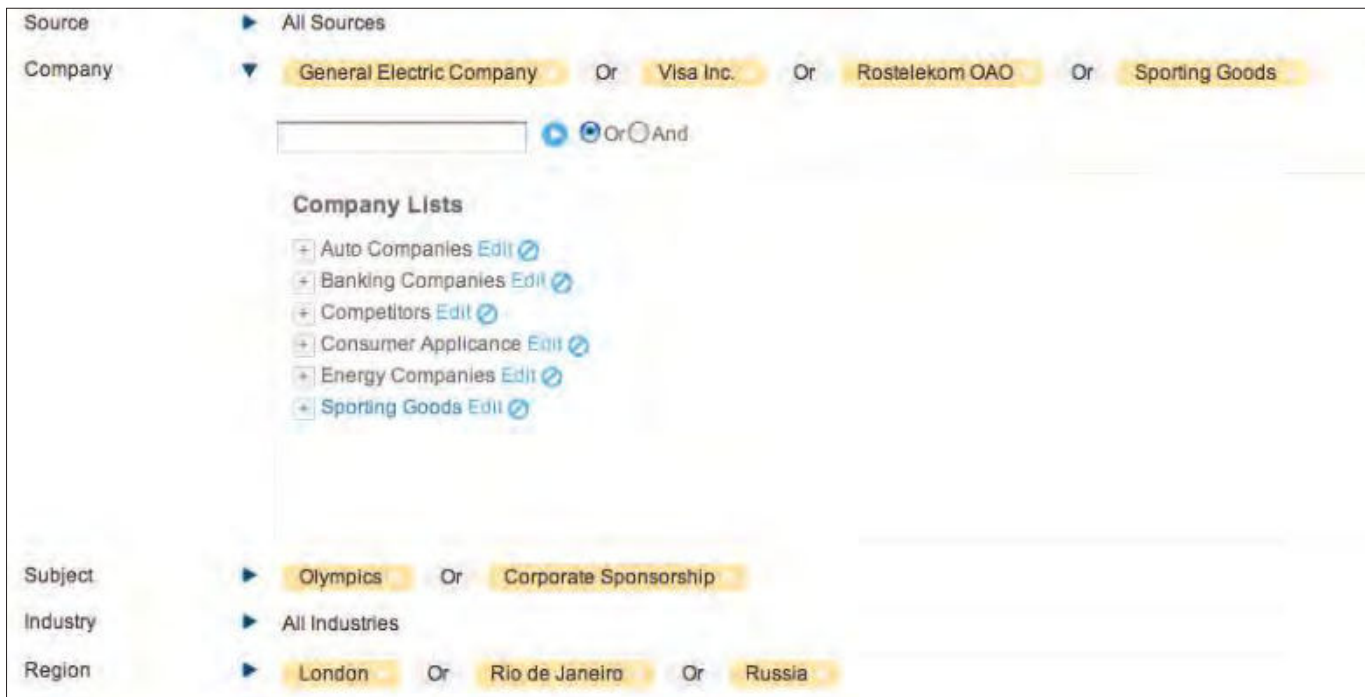
NOTE: For more information about creating Company Lists, see page 82.

Dow Jones Intelligent Indexing™ – Key Facts

These terms are based on indexing standards including NAICS (for Industry), ISO (for Regions) and IPTC (for News).

There are up to five levels of hierarchy within Dow Jones Intelligent Indexing™—this means that when selecting the industry term for Telecommunications, you will also be searching all of the granular telecommunications terms that fall under its hierarchy.

Viewing Details of Dow Jones Intelligent Indexing Terms

Each indexing term has a details page that gives you additional information about the term, including a description and when the term was first applied. To view the full details, click ⓘ next to the term. Similarly, if you have selected a company, click ⓘ next to the company name and you will see additional information about that company. This will include the company code, location, primary industry and, in most cases, the ultimate parent and subsidiaries.
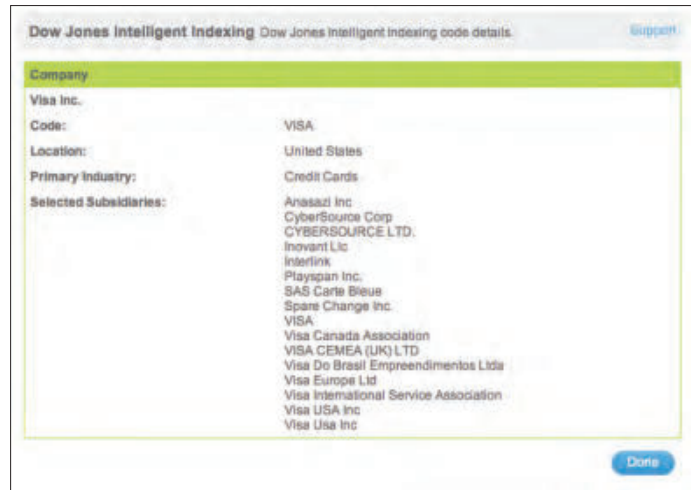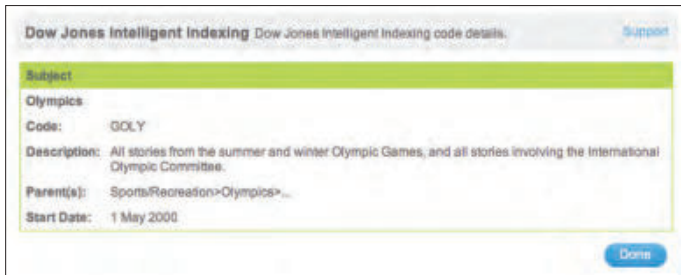
Using Dow Jones Intelligent Indexing Codes in Your Search

There may be times when you choose to use the indexing codes in your search rather than the terms. To do this, click on the ▲ next to the Dow Jones Intelligent Indexing term and it will automatically be entered into the Free Text box.

> **NOTE:** To see the ▲ , you must select this option in **Search/Alerts Preferences**. Go to **Settings/Tools>Preferences**. On the **Search/Alerts** page click the **Yes** radio button for **Display Dow Jones Intelligent Indexing code icon for inserting codes** into free-text box.

Codes are placed in the **Free Text** box without connectors. You must manually place connectors between the codes. For example, if you select the industry code for Internet and Online Services and want to combine it with the region code for Rio de Janeiro, you would have to enter **and** between the codes (**in=iint and re=rio**).
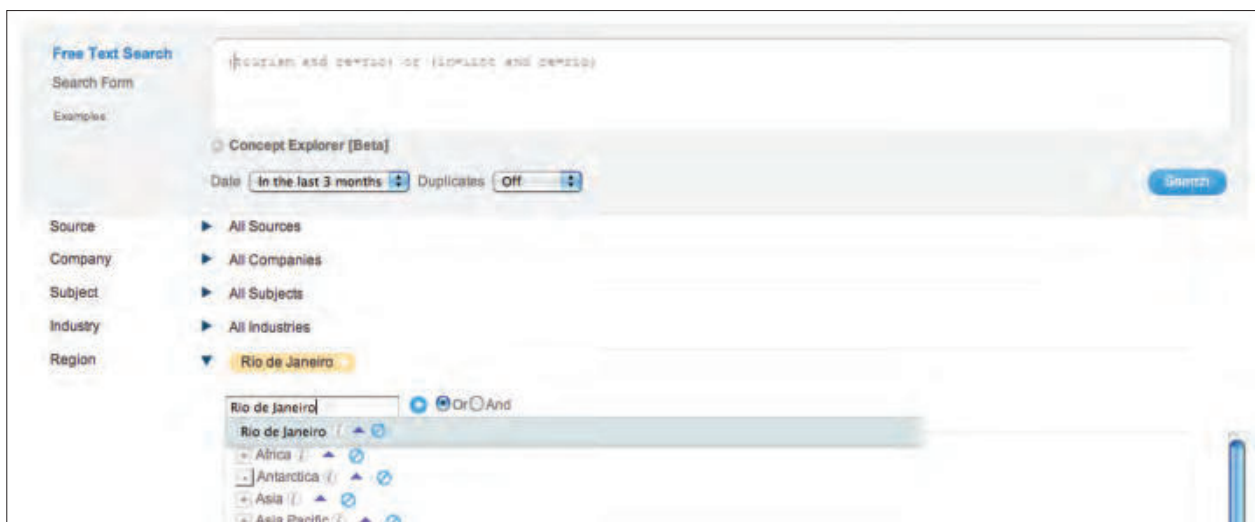
Reverse Code Look Up

You can also locate Dow Jones Intelligent Indexing terms by entering the corresponding code in the **Look up** channel.

If you enter the code **c181** in the **Look up** box and click ▶ , you will get back the equivalent Dow Jones Intelligent Indexing term for Acquisitions/Mergers/Takeovers.

This feature is particularly useful for users who have created complex searches using Dow Jones Intelligent Indexing codes. These search strategies often include indexing codes that may be difficult to identify upon revision. For example, a search strategy may look like the following: fds=mcrost and ns=c181 and in=i330202.
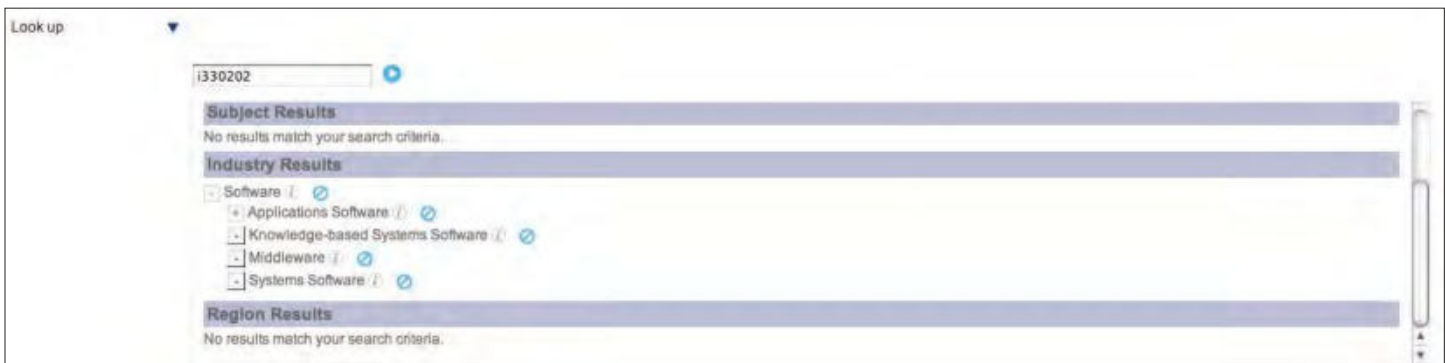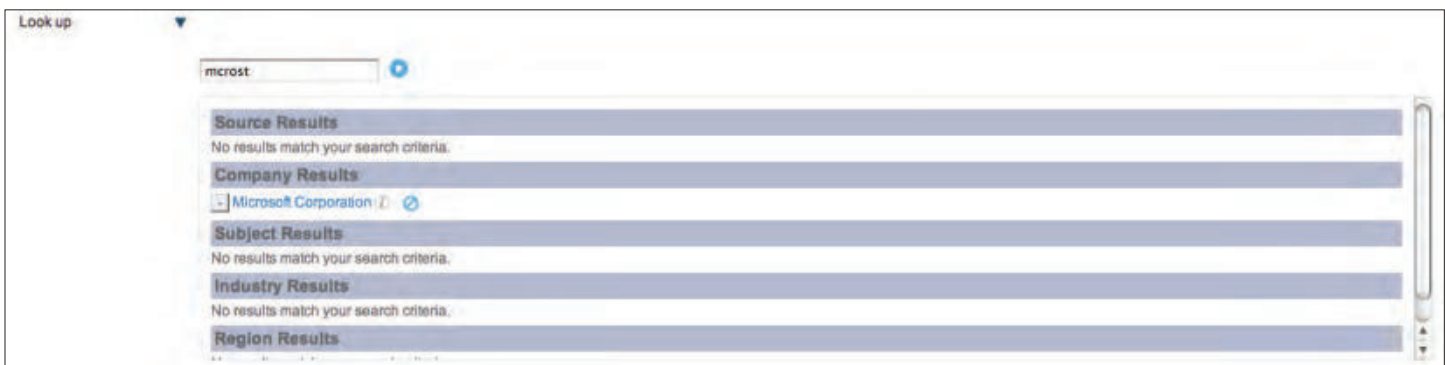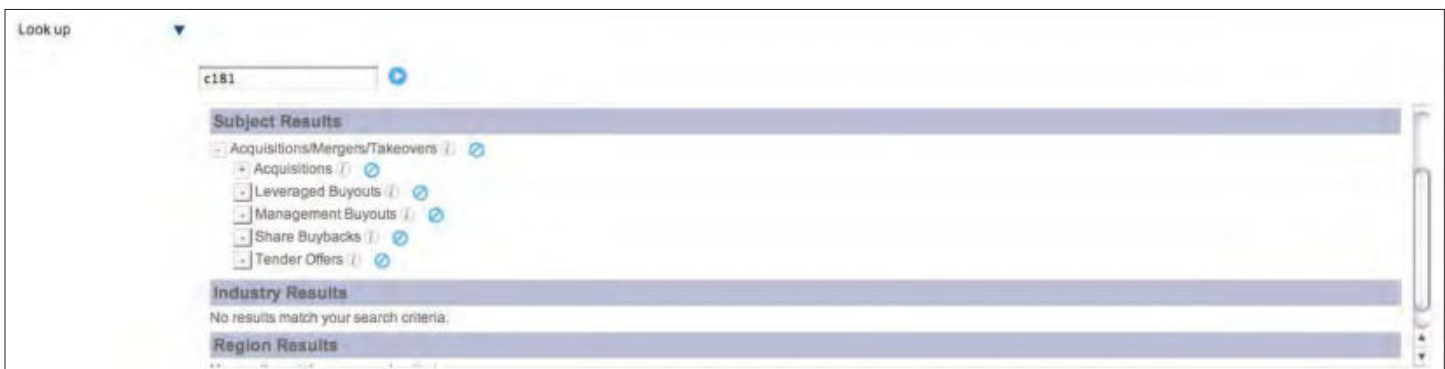
Viewing and Processing Results

After clicking **Search**, headlines matching the search statement will appear. You will see an abbreviated search summary at the top of the results screen. Click MORE ▼ , to view the complete summary. A *Discovery Pane* will appear on the left.

Working with the Discovery Pane

The **Discovery Pane** provides a unique visualization of your results. It contains filters that can be used to narrow or refocus your search. Filter types are: **Date**, **Companies**, **Sources**, **Subjects**, **Regions**, **Industries**, **Keywords** and **Executives**.
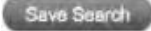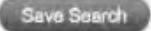
The filters can be combined for added depth and insight into your results. For example, you could select to view all results from a particular week, from a single source and referencing a particular company. Initially, you will see the top 10 most mentioned items for all filters except Date and Keyword. You can expand and reduce the list by using the {insert image of new controls} controls at the bottom of the applicable filters.

Filters can also be reordered to meet your specific need. If you prefer to have the Sources filter listed first in the Discovery Pane, click on the filter and drag it to the top of the list.

Saving a Search

After reviewing and editing your search, you may save the search criteria (keywords, dates, sources, Dow Jones Intelligent Indexing selections) for quick retrieval at a later time. You can save up to 25 personal searches as well as access any Group Saved Search that may have been shared by your Factiva.com Administrator.

A search can be saved from the Search Form or Free Text interface by clicking ⬤ Save Search before running your search, or you can click ⬤ Save Search from the search results page, once you have evaluated the results and have made any necessary revisions.

Accessing Saved Searches

Your saved searches can be found under the Saved Searches sub-navigation link found under Search. The three-column table that is presented will display the name of your saved search in the Saved Searches column. In the Free Text column, you will find the search that was entered in the text box of the Free Text user interface when the search was originally saved. In the last column, **Saved Search Actions**, you will find three hyperlinks that will do the following:

Delete Search   This selection will permanently remove the saved search. You will only see this option next to saved searches that you have created. You will not see this link next to Group Saved Searches that have been shared with you.

Select Search   This selection will take you back to the search interface used when the search was originally saved, with appropriate fields populated. This will give you the opportunity to review the criteria and make changes before running the search.

Run Search   This selection will use the saved search criteria to immediately present you with the current set of matching headlines.

Viewing Headlines and Articles

Once you have run your search, you have several options for viewing results:

1. **View headlines by Content Type**

   Once headlines have been retrieved, you have the option to view the headlines by type of content. For example, when conducting a search using **All Sources** the headlines will be segmented by **All**, **Publications**, **Web News**, **Blogs**, **Pictures** and **Multimedia**.

Select the tab that contains the content type you want to surface. Click All to have all the headline content types co-mingled together.

2. **No frames view**

   This is a single-screen view, with the headlines appearing across the screen. If you have elected to view the Discovery Pane, it will appear on the left of the screen and the headlines will appear to the right.

3. **Frames view**

   This is a split-screen view, with the Discovery Pane on the left and the search results in the middle. The search results will include headlines, lead sentences, source name, date, word count, language and byline (if you have chosen this in your preferences). The search summary will appear on the right side of the screen when initially viewing the search results. Once you click on a headline, the article view will appear on the right.
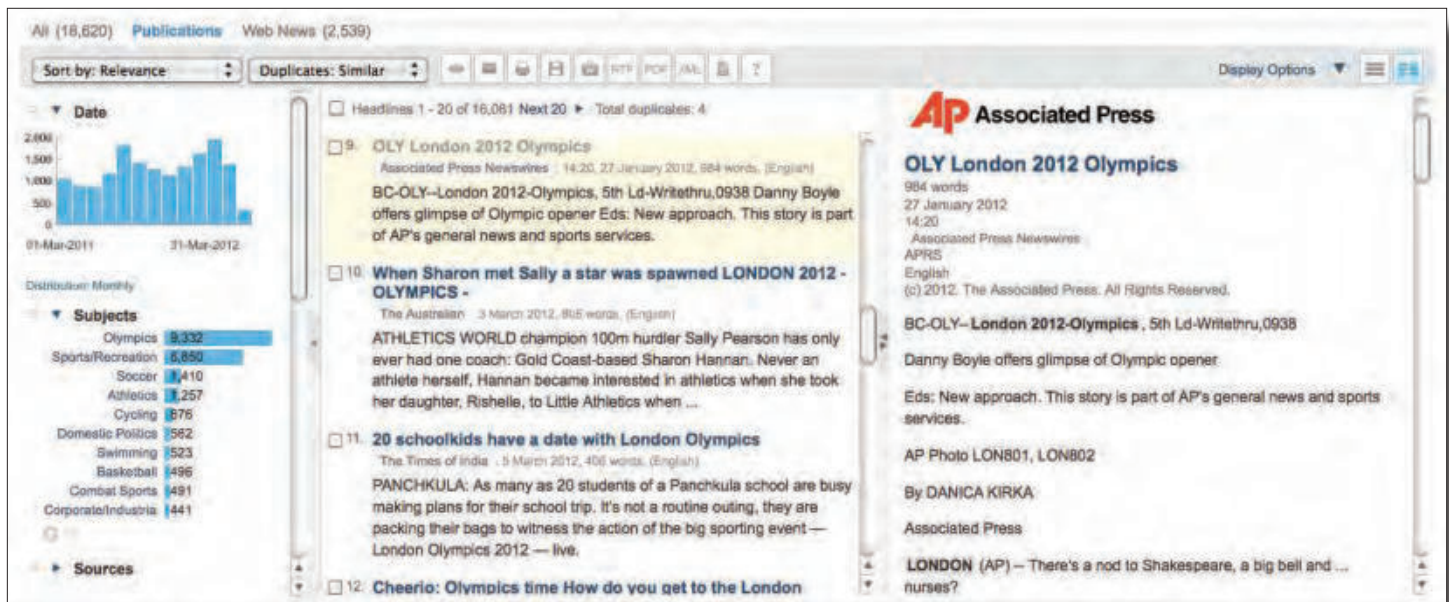
NOTE: Use the No Frames   ☰   and Frames   ▤   icons to change your results view.

You may select the number of headlines that you see at one time in **Preferences**. The maximum is 100. View a single article by clicking directly on the headline. Otherwise, view multiple articles by checking the boxes next to the headlines. Click   👁   and those selected articles will appear in the frame on the right.

The **Frames View** also features a **Selected Headlines** frame to help you manage your results before processing. Once you have chosen the headlines you wish to view from your initial headline page, click **Next** to continue through your results. At this point, the ***Selected Headlines*** link will appear.

Click ▶ to open up the **Selected Headlines** frame and view the headlines that you have selected. To delete a headline from your selection, simply click the **X** next to that headline and it will be removed.
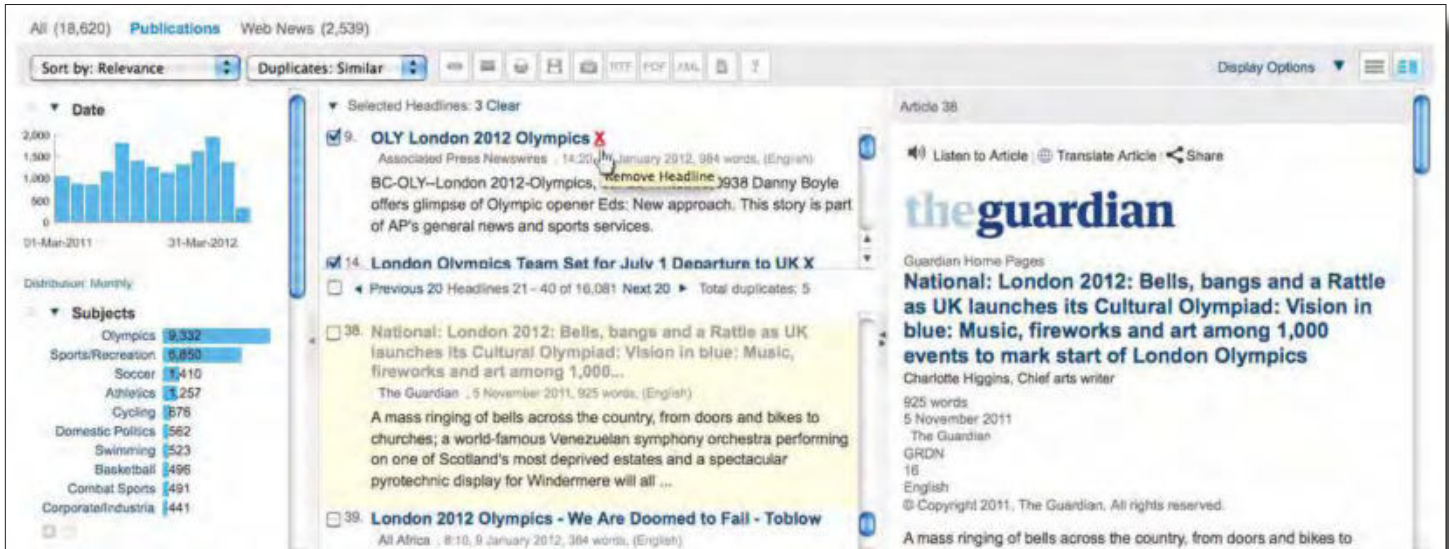
Managing the Frames/No Frames View

You can customize what and how much you see with your frames options.

1. Toggle between the Frames/No Frames icons ☰ ▤ to turn on/off your desired view.
2. Use the expansion arrows ◀ to collapse or expose the Discovery Pane or an individual component.
3. Click ◀▶ to resize your article frame for maximum viewing.

Sorting Results

Your search results can be sorted by most recent first, oldest first or relevance.
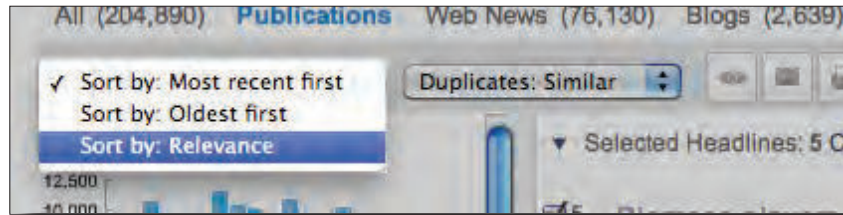
Identifying Duplicate Articles

Use the Duplicate feature to identify any duplicate articles that may appear in your search results.
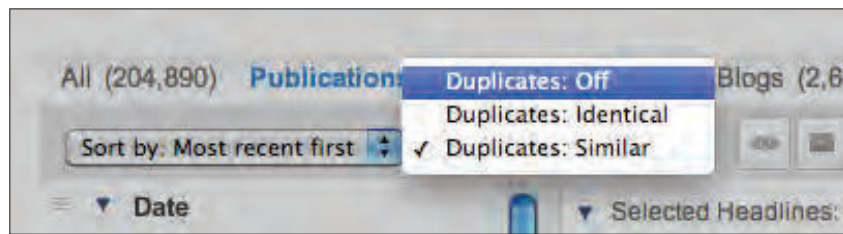
There are three levels of duplication:

0 - Off   No duplicates will be removed from your deliveries or search results. All available articles will be listed in your search results.

1 - Virtually Identical Identifies articles that are virtually the same. For example, articles that are republished in several publications with a different headline and source, but the text is virtually identical.

2 - Similar   Will identify articles that talk about the same topic. It's not looking for exact matches, but articles with similar concepts.

The **Duplicate** feature can be activated from either the Search screen or the Results screen. To activate the **Duplicate** feature, click the pull-down menu and select one of the duplicate levels.
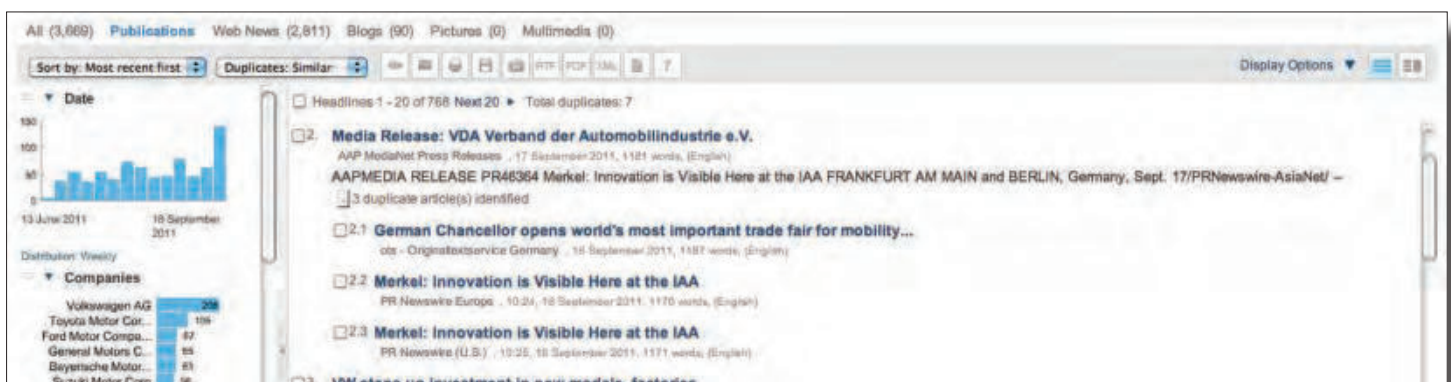
Articles identified as duplicates will appear as a subset of the source headline. This will allow you to quickly review original content first, yet maintain a view of repeated content if necessary.

> **NOTE:** The number appearing next to **Total Duplicates** is a cumulative total based on headline pages viewed. For example, if 9 duplicate articles are identified in the first 100 headlines of the results screen, and 6 in the headlines on the following set of results, the number appearing next to Total Duplicates will increase to 15.

How to Select Different Display Formats

Before viewing articles, you can select a specific display option. Articles can be displayed in the following standard formats:

- Full Article
- Keyword in Context
- Full Article/Report plus Indexing (shown below)
- Headline, Lead Paragraph, plus Indexing

The default display format is **Full Article**. To choose another format, click the **Display Option** menu and select the appropriate format from the list.
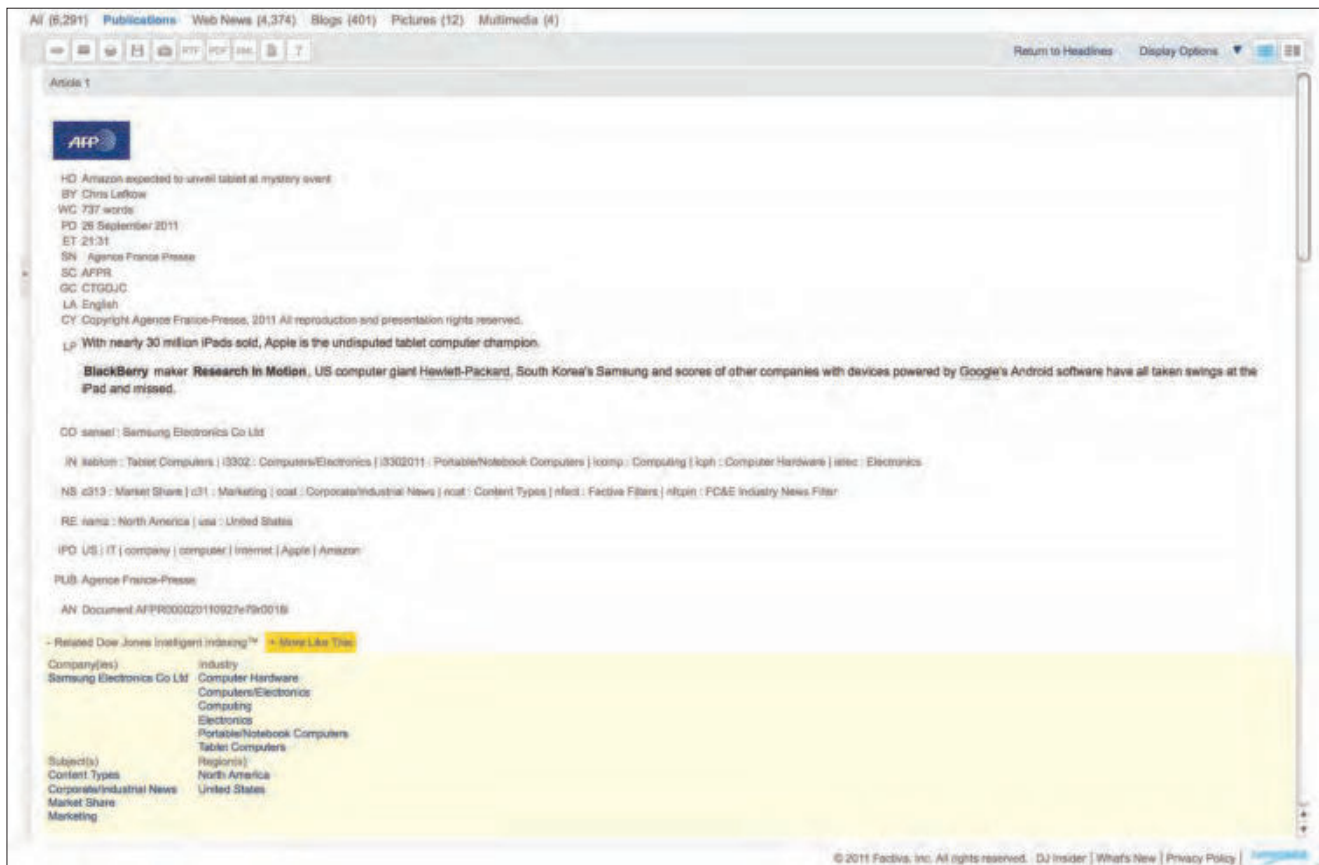
> **NOTE:** Display options are only available for Publications and Pictures.

Custom Display Fields List

Custom Display Fields List allows you to create a display template with article fields that matter most to you.

To create **Custom Display Fields List**:
1. Select the down arrow next to **Display Options**.
2. Click the **Create a custom list** link. The **Custom Display Fields** overlay window will appear.
3. Select the radio button next to **Create new list**.
4. Name the list and check the boxes next to the fields to be included.
5. Click Save .

Your new **Custom Display Fields** will appear in the **Display Options** menu. You can create up to 25 different **Custom Display Field** lists.
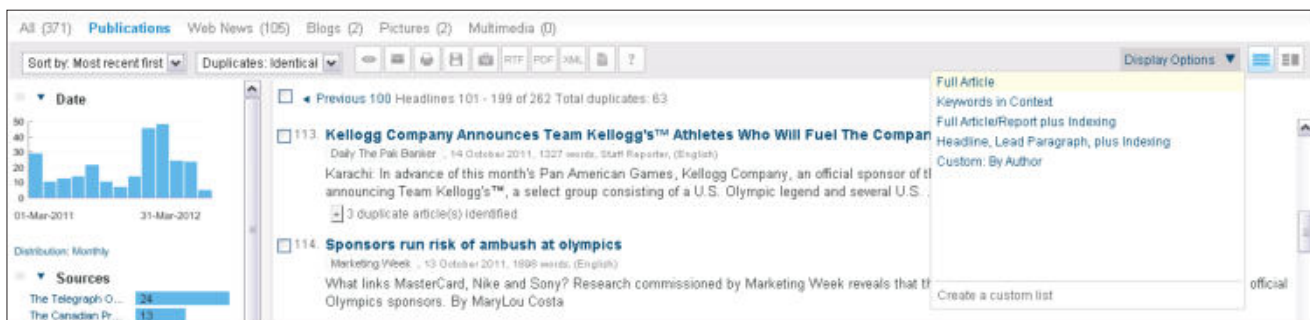
Article View Features

Related Dow Jones Intelligent Indexing

You can easily conduct single-click indexing-based searches in Factiva.com. While viewing an article or picture, you will see an area at the bottom populated with the Dow Jones Intelligent Indexing™ terms that have been applied to the documents. Clicking on any of the Region, Industry, Company or Subject terms will open an overlay window containing additional information about the term and links to run or start a search about the selected term.

Listen to Article

You can consume articles in multiple formats in Factiva.com. With the **Listen to Article** feature, you can catch up on the news while doing other tasks. This "text-to-speech" capability delivers a clear and easy listening experience. **Listen to Article** is available for articles:

- Of less than 5,000 words
- In one of the 5 supported languages: English, French, German, Italian or Spanish

You must view the article online. After the **Listen to Article** feature opens, the audio will automatically begin to play. You can click the **Download** link to save the file locally to a disk or your hard drive.

To use the **Listen to Article** feature, you must have a Flash Player embedded in your browser.

Translate Article

The ability to translate articles from the sources most important to you helps streamline your research process, improving both your efficiency and effectiveness. The Translate Article functionality is powered by Google™ Translate.

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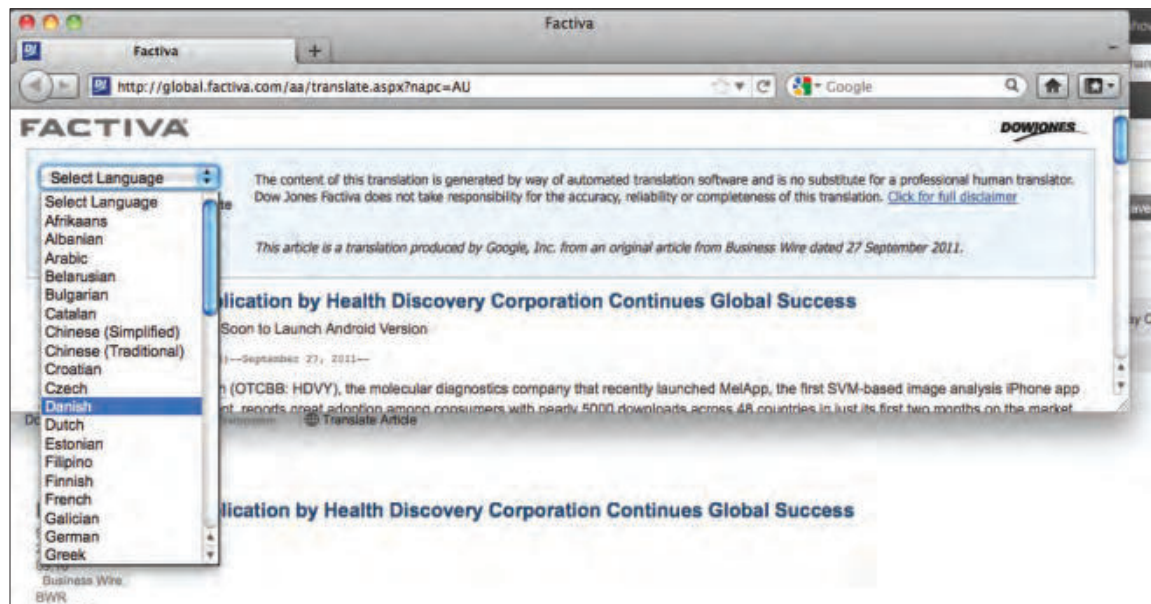
Supported languages for article translation include:

Afrikaans	Galician	Persian
Albanian	Georgian (Alpha)	Polish
Armenian (Alpha)	German	Portuguese
Azerbaijani (Alpha)	Greek	Romanian
Arabic	Haitian Creole (Alpha)	Russian
Basque (Alpha)	Hebrew	Serbian
Belarusian	Hindi	Slovak
Bulgarian	Hungarian	Slovenian
Catalan	Icelandic	Spanish
Chinese (Simplified)	Indonesian	Swahili
Chinese (Traditional)	Italian	Swedish
Croatian	Irish	Thai
Czech	Japanese	Turkish
Danish	Korean	Ukrainian
Dutch	Latvian	Urdu (Alpha)
English	Lithuanian	Vietnamese
Estonian	Macedonian	Welsh
Filipino	Malay	Yiddish
Finnish	Maltese	
French	Norwegian	

Upon clicking the **Translate Article** link, a new browser window will open. Articles are "machine translated" at that moment into your selected language, providing insights into the perspective of specific communities and regions on your research topic. The translated headline and article are presented. Hovering the pointer over the article text will generate an **Original Text** dialog box displaying the text of the article in its pre-translated format.
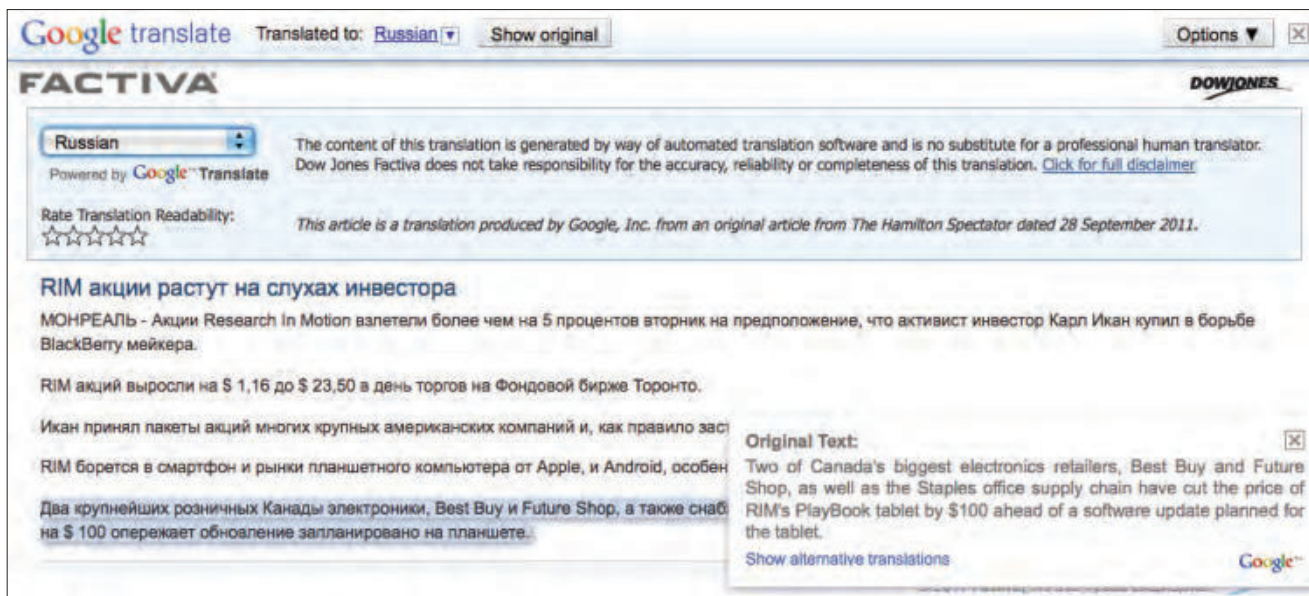
Share an Article or Photo

To quickly share an article or photo with other Factiva subscribers, use **⪕ Share** . After selecting **⪕ Share** , an overlay will appear with two verisons of the article link. Simply, cut and paste the appropriate url, based on your intended audience, and post to your corporate intranets, portals or social media sites.

Share is only for articles and photos, not for Web, blog or video content. To view the article or photo, the user must be a Factiva subscriber.
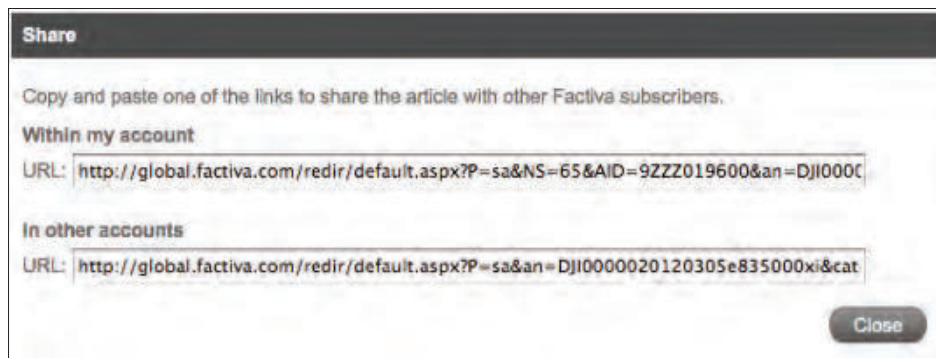
Sharing a Page using Direct Link

The Direct Link feature allows you to share a specific page within Factiva. For example, you can send a company's financial information by sharing the Company Profile page from the Companies /Markets section of Factiva.
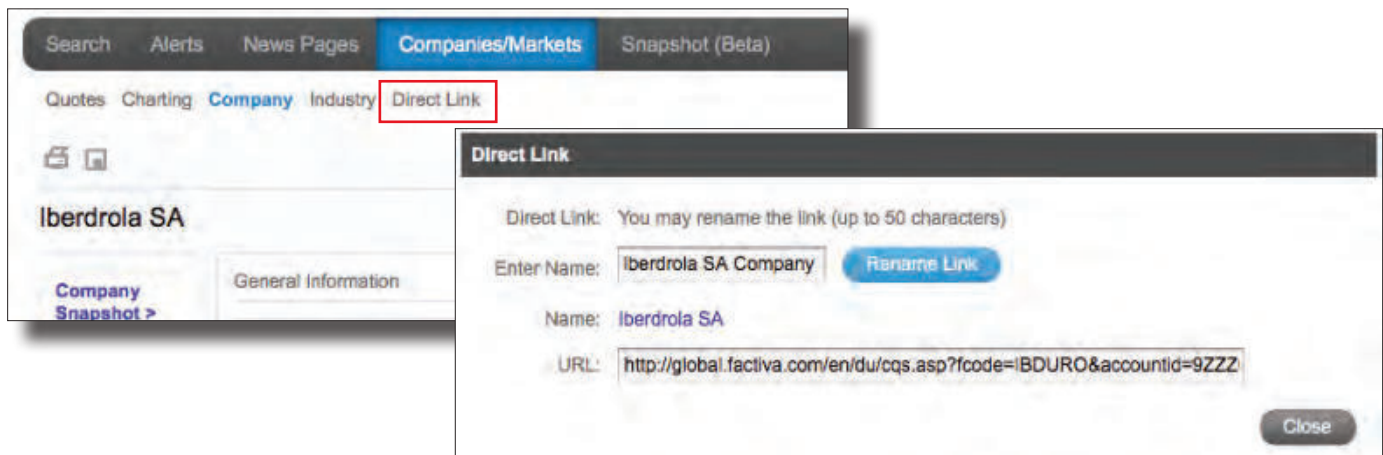
To share a page:

1. Click **Direct Link** from the sub navigation menu on that page. An overlay will appear containing the direct link for the page.
2. (Optional) Enter a new name for link and click **Rename Link** .
3. Cut and paste either the link in the **Name** field or the system-generated link in the **URL** field and share with other Factiva users.

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More Like This

More Like This will allow you to quickly access articles that are similar to the one you are viewing. Simply expand the **More Like This** category at the end of an article and similar articles will be listed.

Hyperlinking within Articles

Additional information can be found on companies or executives that are indexed in Factiva.com from within the text of an article. When viewing an article, click on any company or executive name that has a perforated underline. This indicates that the company or executive name is hyperlinked. Once you have clicked on the company or executive name an overlay window appears. Within the window you can:

- Link to Company Profile for financial information
- Access News
- Save the company to a company list
- Start a search on the company

How to Use Processing Tools for Managing Information

Factiva.com has several tools to assist with processing articles once they have been retrieved.

Processing Tools

Select Content to View ✔

Use the Select box next to Headlines to select and de-select all of your search results on the page. Use the selection boxes next to the documents to select individual items. To help you decide which articles, pictures or multimedia files to view, headlines and lead sentences are displayed free of charge.
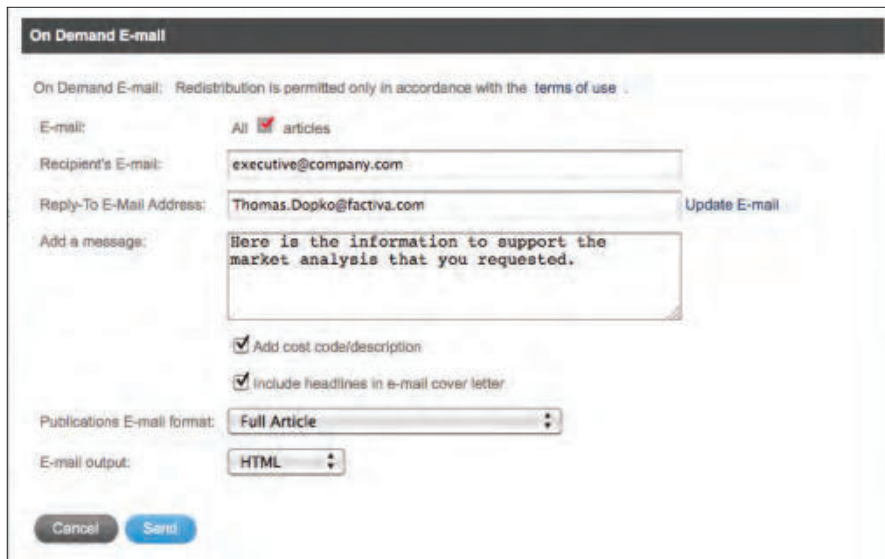
View Selected 👁

Clicking the eye icon will display selected headlines in the format you choose.

Email Your Results ✉

You can email documents in any of the available display formats.

1. Select the documents you want to email. You may send up to 100 items at once.
2. Select ✉ .
3. Enter the email address of the recipient and verify the Reply-To Address. Only one email address may be entered in each box.
4. You can add a message of up to 1,000 characters to the person who is receiving the documents.
5. To add a client/project code (if previously selected) or description to the files, select the box next to that option.
6. You can add the headlines to a cover letter by choosing the appropriate box.
7. Select the format from the pull-down menu.
8. Select the type of email output. Your email output options are **HTML** or **Plain Text**.
9. Click **Send**. You will receive a confirmation.

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Print Results

Select Format for Printing to strip out any links, background graphics and buttons. You can clean up a list of headlines, or clean up full articles, blogs, multimedia files, pictures and website information. By selecting the Printer icon, you will launch a new browser window containing your results. Use your browser's commands to print the items.

Save Results

Before saving your results, you will want to strip out any links and other items. You can save your results in headline or full article format. Select the Save icon to launch a new browser window containing your results. Use your browser's commands to save the items. Depending on the browser you are using, you may be given the choice of saving the file as a Web Page or Text File.

Use Workspace

The Workspace allows you to save headlines retrieved for viewing at a later time.

Facts about the Workspace

- You may create a total of 25 Workspaces.
- There is a limit of 100 headlines that can be saved in a Workspace.
- Headlines will remain in your Workspace until they are deleted.
- You may share or publish headlines in your Workspace via the following formats: widget, podcast or RSS feed. Instructions for sharing headlines in your Workspace can be found in Appendix 1.

Saving Headlines in the Workspace:

1. Select the headlines you want to place in the Workspace and then click ⬚ .
2. Click the **Create New** link and name the Workspace, using up to 25 characters.
3. Click **Save** .
4. Add the selected headlines to your new Workspace. Hover over the Workspace to see the **Add** link.

Accessing Your Workspace:

There are two methods of accessing a Workspace that you have created:
1. Click ⬚ on the results screen; hover over the Workspace and click the Edit link.
2. Go to the **Settings/Tools** link at the top right of the screen, click **Workspaces** under the Tools link and choose the appropriate Workspace.

Rich Text Format

Select the RTF icon to display documents in Rich Text Format. You will see a dialog box asking if you wish to open the items or save them to your computer. The documents will be opened (or saved if you choose) and you will see them in your word processing program. RTF will allow you to export your selected documents as headlines, articles, or headlines and articles with a table of contents.

PDF

PDF will allow you to export headlines, articles, or headlines and articles with a table of contents in a presentation-ready format.

Extensible Markup Language (XML)

Use this flexible document format for saving and republishing articles in newsletters, intranets or other communication tools.

Newsletter

Newsletter Builder helps you create professional, attractive newsletters with ease. It allows you to share Factiva content throughout your organization and is a great tool for current awareness, competitive intelligence or research. To build a Newsletter, see Appendix 3.

Search History in Search Builder

The Search History link allows you to quickly view a list of your most recent 100 searches using the Free Text Search or Search Form interface. Any searches that contain free-text terms will be saved in the list. Searches comprised of only Dow Jones Intelligent Indexing will not be saved. You can use the list to rerun any search in your history. Click the Search History link and then select the search you want to rerun.
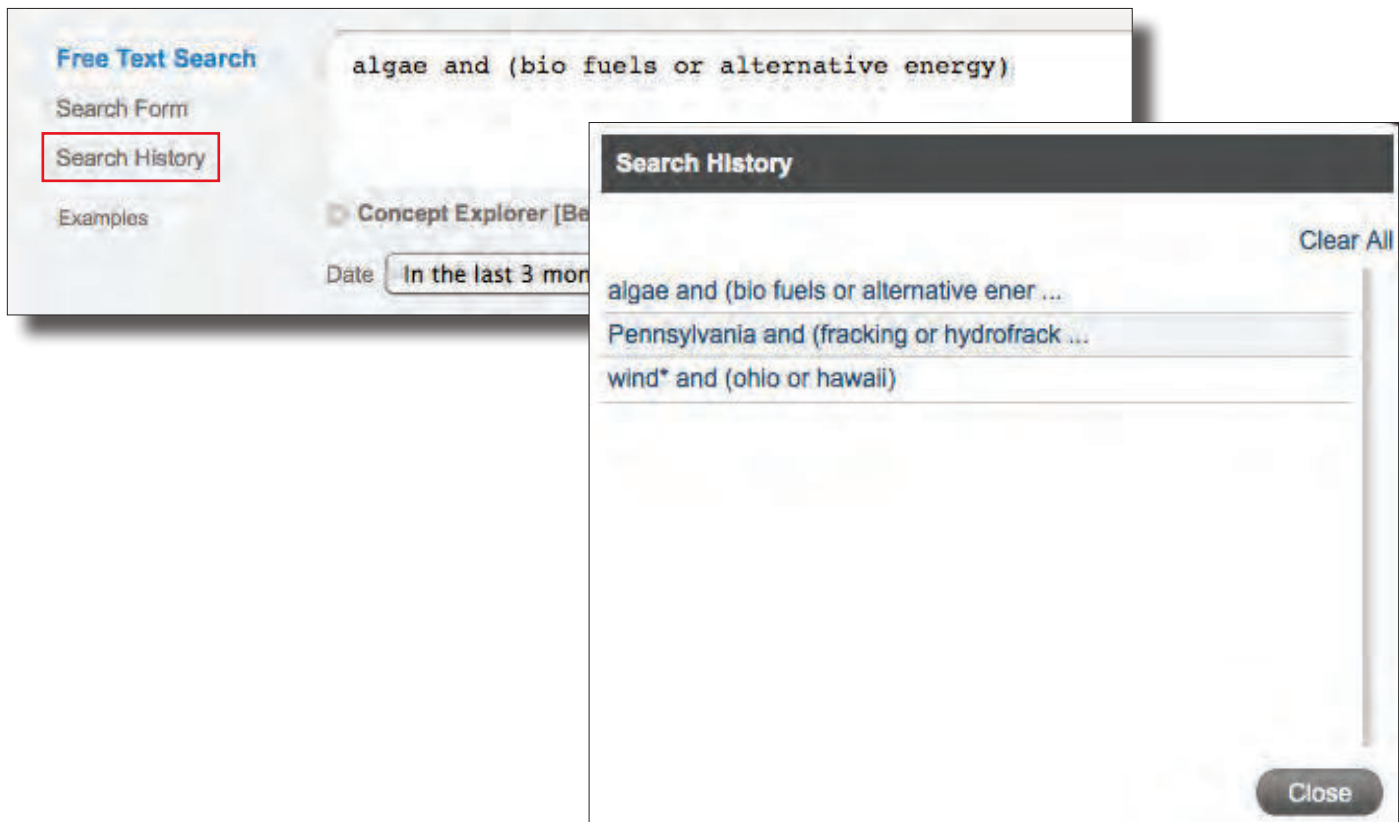
Alert is a current awareness tool that scans articles upon arrival to Factiva.com and continuously crawls hundreds of websites for news matching your interests. The search is performed automatically and Alert results can be delivered to you via email, RSS feed, Snapshots, Alert Widgets and your Personal Alert folder.

Facts about Factiva Alerts

- You can create an Alert from the Simple Search Interface, Search Builder, Snapshots, and Company and Industry Profiles.
- You may have a total of 50 Personal Alerts. Twenty-five can be created in Simple Search and the remaining 25 can be created from Search Builder, Snapshot and Company and Industry Profiles.
- You can start to receive results 30 minutes after an Alert is created.
- All Alerts will also appear on the Manage Alerts page.

Creating Personal Alerts

Simple Search Personal Alert
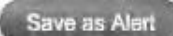
1. Enter your keywords into the free-text box and click **Search** .
2. Evaluate the search results to determine if articles retrieved are relevant. Revise search, if necessary.
3. Once satisfied with results, click **Save as Alert** . A **Create New Alert** overlay window will appear.
4. Enter a name for the Alert, up to 25 characters. At this point, you will also have the opportunity to revise your search by modifying your source selection and search terms using the **Sources** and **Criteria** fields.
5. If you choose to have Alert results emailed, enter an email address and specify the format. The options are Plain Text or HTML.
6. Select a delivery time for your emailed Alert. Your options are Early Morning, Morning, Afternoon, Morning and Afternoon, or Continuous.   **Note**: The delivery time must be selected before entering an email address and choosing any of the other delivery options in the overlay window.
7. To remove duplicate articles from your emailed Alert, choose one of the following options from the "Remove Duplicates" pull-down menu: 1 - Virtually Identical or 2 – Similar. If you prefer to receive duplicate articles, leave the setting to 0 – Off.   **Note**: For more information about the Duplicates feature, see page 32.
8. Click **Start Alerting** and then click **OK** when notified that your Alert folder has been created.

Search Form Personal Alert

1. Enter your keywords into the Search Form. Add Dow Jones Intelligent Indexing terms by clicking on the desired Industry, Region, Subject or Company terms, or use the Look up tab to find terms. For more information on using indexing terms, see page 25. Click on More Options to select other criteria, such as exclusion filters and relevance. Click Search .

2. Evaluate the results to determine if articles retrieved are relevant. Revise search, if necessary.

3. Once satisfied with results, click Save as Alert . A **Create New Alert** overlay window will appear.

4. Enter a name for the Alert, up to 25 characters.   At this point, you will also have the opportunity to revise the search by modifying keywords, sources and Dow Jones Intelligent Indexing terms. In **More Options**, you can change any exclusion filters or relevance settings.

5. Select the method by which you wish to have your Alerts delivered in the Delivery Options. (You may need to click the arrow to expand the Delivery Options.)

6. Click Start Alerting and then click OK when notified that your Alert folder has been created.

Free Text Personal Alert

Note: Consider these facts when setting up an Alert:

Some content that you may use in Search is not available in Alerts. This includes discontinued publications where only older articles are available, some publications whose publishers do not permit their distribution in Alert, some Web news, and pictures.

1. Enter your search statement into the Free Text Search box. Add Dow Jones Intelligent Indexing terms by clicking on the desired Industry, Region, Subject or Company terms, or use the Look up tab to find terms. For more information on using indexing terms, see page 25. Click on *More Options* to select other criteria, such as exclusion filters and relevance. Click ⬭Search⬭.

2. Evaluate the results to determine if articles retrieved are relevant. Revise search, if necessary.

3. Once satisfied with results, click ⬭Save as Alert⬭. A **Create New Alert** overlay window will appear.

4. Enter a name for the Alert, up to 25 characters. At this point, you will also have the opportunity to revise the search by modifying keywords, sources and Dow Jones Intelligent Indexing terms. In **More Options**, you can change any exclusion filters or relevance settings.

5. Select the method by which you wish to have your Alerts delivered in the **Delivery Options**. You may need to click the arrow to expand the Delivery Options. For more information on your available Delivery Options, see page 44.

6. Click ⬭Start Alerting⬭ and then click ⬭OK⬭ when notified that your Alert folder has been created.

Managing Delivery Options for Search Form and Free-Text Alerts

In **Delivery Options** you can:
- Select to have your Alerts posted to a News Page
- Choose the content type you would like included in your Alerts: Publications, Web News or both
- Remove duplicate articles from your emailed Alerts
- Choose method and time of day to receive emailed Alerts using the **Bundled Email** and **Custom Email Delivery Options**

Bundled Email Delivery

The Bundled Email Delivery option allows you to consolidate your Alerts into a single email.   Instead of setting up a Custom Email Delivery for each of your Alerts, you can set up a Bundled Email delivery and apply a specific delivery time across multiple Alerts. Factiva will then send you a single email message, at the time you specify, with the latest headlines from your selected Alerts.

The Bundled Email Delivery options are *First Delivery* and *Second Delivery*. One or both delivery options can be selected. You can define the specific delivery time by clicking the **Bundle Options** link on the upper right corner of **Manage Alerts**.

1. On the **Bundled Delivery Email Settings** overlay window, complete the fields at the top of the page.
2. Click the name of an Alert from the left column.
3. Click [Add ▶] to include the Alert in your First Delivery, Second Delivery or both. To remove an Alert that is currently included in a Bundled Delivery, click the name of the Alert listed under First or Second Delivery and click [◀ Remove].
4. Use the pull-down menu for **First Delivery Time** and **Second Delivery Time** to specify the exact hour that you would like your Alert email to arrive.
5. (Optional) Customize your email subject line by entering your own text in the **Default Subject Line** field for each delivery.
6. (Optional) Use ⬆⬇ to change the order in which your Alerts are presented when your Bundled Delivery email is received.
7. Click [Save].
8. Click [OK] to confirm your new Bundled Delivery Email settings.

Custom Email Delivery

Custom Email Delivery allows you to select when you would like to receive your emailed Alerts for each Personal Alert. (**Note:** Custom Email Delivery is not applicable to Group Alerts.) There are two *Custom Email Delivery* options: **Scheduled Email** and **Continuous Email**.   There is also a **No Custom Delivery** option, if you prefer not to set up a Custom Email Delivery.

Scheduled Email Delivery

Scheduled Email Delivery allows you to receive results of an individual Alert at a specific time up to three times a day – twice in the morning and once in the afternoon.

To set up a Scheduled Email Delivery, follow these steps:

1. From the Create New Alert overlay window, scroll down to the **Delivery Options** area.
2. Select an **Email Delivery Content Type** to receive only results from Publications, only from Web News or from both.
3. Use the pull-down menu to apply a duplicate removal setting to your email delivery.
4. Choose the **Scheduled Email** radio button option next to Custom Email Delivery.
5. Confirm that the email address shown in the text-entry box is correct. Or, you may enter a different email address. Only one email address may be entered.
6. Select your preference for **Email Language**. This is the interface language used in the cover email message received from Factiva. Choices for this interface language are Chinese-Simplified, Chinese-Traditional, English, French, German, Italian, Japanese, Russian or Spanish. The articles included in the Alert and sent via email will be in the source language. For example, articles from *Le Monde* will be in French, regardless of the Email Language selected.
7. Select the **Email format**. For scheduled delivery, your choices are:
   - Plain text
   - Plain text attachment
   - HTML
   - HTML attachment
   - Mobile
8. Select a **Results Display Format**.
   Your choices are:
   - Headlines and lead sentences, with a link to the full text
   - Full-text documents
   - Full-text documents, with Indexing

9. Select time(s) of the day for delivery. Your choices are early morning, morning, afternoon or all three.
10. Select a time zone from the options listed in the pull-down menu. Local time delivery begins at 5:00 a.m. for early morning, 8:00 a.m. for morning and 4:30 p.m. for afternoon. Check the box if you would like to adjust your time for Daylight Saving Time.
11. Choose how you would like your results sorted. Your choices are to filter by date or by relevance.
12. Select from the pull-down the maximum number of results you expect in each delivery. Your choices are: 10, 20, 30, 40 , 50, 100 or 200. The option for 100 or 200 only applies when the Results Display Format is **Headline and lead sentences (with link to full-text)**.
13. Click [Start Alerting] . Then click [OK] when notified that your Alerts folder has been created.

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Continuous Email Delivery

The Continuous Email Delivery option will send you emails from your Alerts as new articles are identified throughout the day.

To set up Continuous Email Delivery, follow these steps:

1. From the Create New Alert overlay window, scroll down to the **Delivery Options** area.
2. Select an **Email Delivery Content Type** to receive only results from Publications, only from Web News or from both.
3. Use the pull-down menu to apply a duplicate removal setting to your email delivery.
4. Select the **Continuous Email** radio button next to Custom Email Delivery.
5. Confirm that the email address shown in the text-entry box is correct. Or, you may enter a different email address. Only one email address may be entered.
6. Select your preference for **Email Language**. This is the interface language used in the cover email message received from Factiva. Choices for this interface language are Chinese-Simplified, Chinese-Traditional, English, French, German, Italian, Japanese, Russian or Spanish. The articles included in the Alert and sent via email will be in the source language. For example, articles from *Le Monde* will be in French, regardless of the Email Language selected.
7. Select the **Email format**. For scheduled delivery, your choices are:
   • Plain text
   • Plain text attachment
   • HTML
   • HTML attachment
   • Mobile
8. Select a **Results Display Format**. Your choices are:
   • Headlines and lead sentences, with a link to the full text
   • Full-text documents
   • Full-text documents, with Indexing
9. Click [Start Alerting]. Then click [OK] when notified that your Alerts folder has been created.

![FACTIVA logo]

Creating an Alert from Company Profile

You may also set up Alerts when viewing a Company Profile.
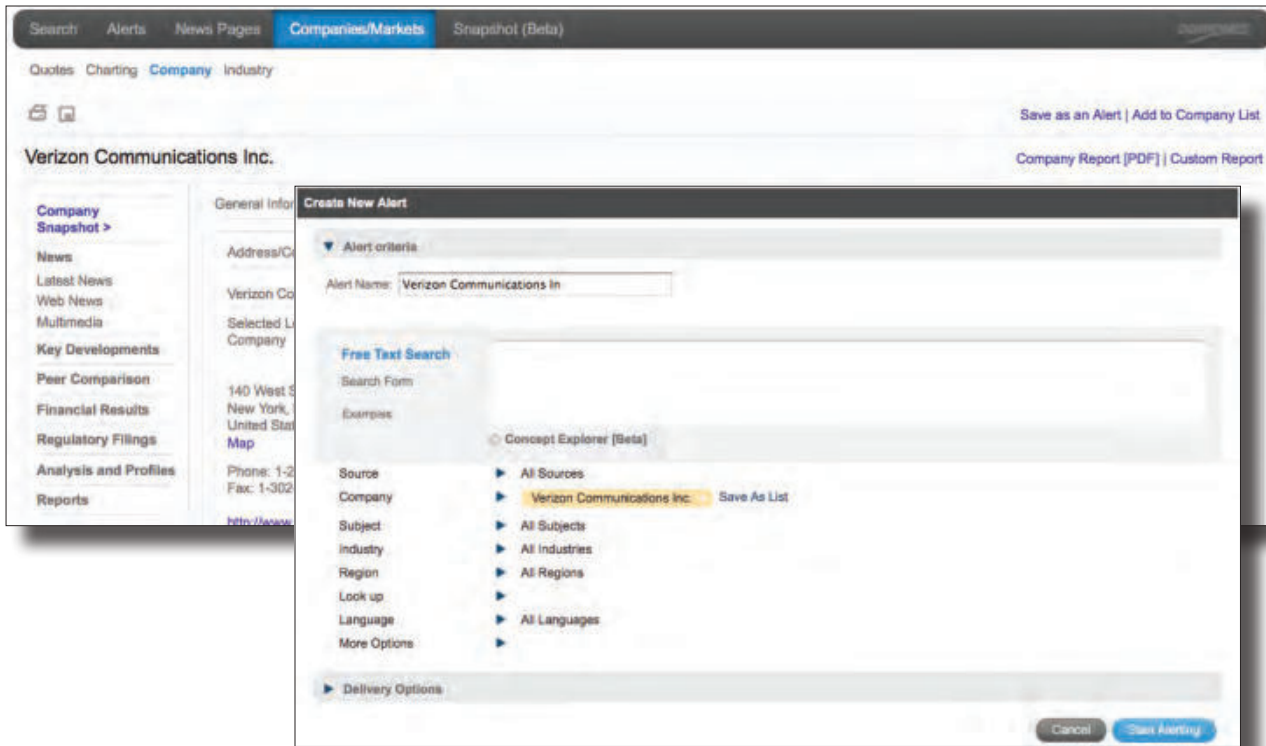
1. When viewing a Company Profile, click the <u>Save as an Alert</u> link. The **Create New Alert** overlay window will appear. If necessary, revise the search by modifying keywords, sources and indexing terms. In *More Options*, you can change any exclusion filters or relevance settings.

2. Select the method by which you wish to have your Alerts delivered in **Delivery Options**. You may need to click the arrow to expand the Delivery Options. For more information on your available Delivery Options, see page 44.

3. Click **Start Alerting** and then click **OK** when notified that your Alerts folder has been created.

More information about Company Profile can be found on page 84.

![DOW JONES logo]

Viewing and Processing Your Alert Results
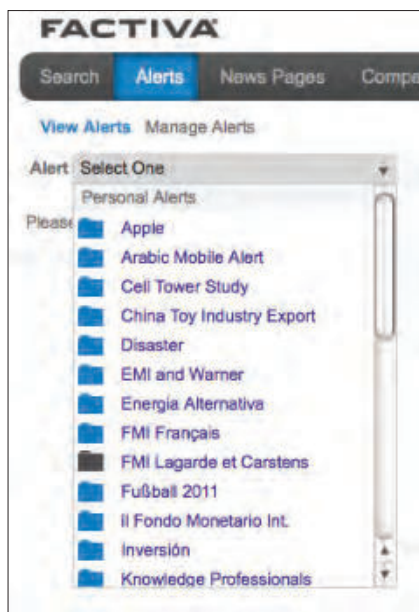
Go to View Alerts from the main Alerts navigation. Click the pull-down arrow next to **Alert Select One** . The names of your Alerts will be listed in alphabetical order. To the left of the names will be the Alert folder icon. A blue folder indicates articles about your topic have been received. If no articles have been received, the folder will be gray . To view the headlines, click on the Alert name. The article headlines will appear.

View Headlines by Content Type

Once the headlines have been retrieved, you have the option to view them by type of content: All, Publications or Web News. Select the tab that contains the content type you want to surface. Click All to have headlines from all content types co-mingled.

Sorting Results

Your Alerts results can be sorted by most recent first, oldest first, relevance or arrival time.
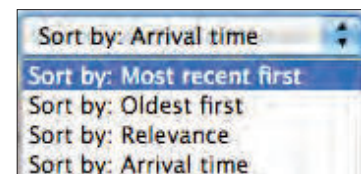
- **Most recent first**   Presents headlines by publication date from newest to oldest
- **Oldest first**   Presents headlines by publication date from oldest to newest
- **Relevance**   Presents headlines based on the quality of the articles relative to your keywords
- **Arrival time**   Presents headlines by their arrival date to Factiva

The arrival date often differs from the publication date. Across the tens of thousands of sources available in Factiva, some are received *prior* to the publication date, some are received on the *same day* as the publication date and others are received *after* the publication date.

Display Options

Several Display Options are available when viewing your Alerts. To choose a display option, click the pull-down arrow next to the Display Options link in the upper right corner of the screen. You may select from one of the following options:

- Full Article
- Keyword in Context
- Full Article/Report, plus Indexing
- Headline, Lead Paragraph, plus Indexing

For more information about Display Options, Article View Features and Processing Tools, see pages 33, 34, 38.

Creating Custom Display Fields

You also have the option of creating a custom display list to view Alert results with only the document fields that you select.   For example, instead of viewing the full article, you may prefer to view only the lead paragraph. To create your desired view:

> Full Article
> Keywords in Context
> Full Article/Report plus Indexing
> Headline, Lead Paragraph, plus Indexing
> Custom: By Author
>
> Create a custom list

1. Click the **Create a custom list** link located at the bottom of the **Display Options** list. A Custom Display Fields overlay box will appear.
2. Click the radio button next to **Create New List** and enter a name for the list.
3. Choose your desired display fields from the options listed and click [Save]. To access your custom list, click the pull-down arrow next to **Display Options**. The custom display lists you've created will appear next to the word Custom.   A total of 25 custom display lists may be created.

Using the Discovery Pane in Alert Results

The Discovery Pane provides a unique visualization of your Alert results. It contains filters that can be used to narrow or refocus your results.   Filter types are: *Date*, *Companies*, *Sources*, *Subjects*, *Regions*, *Industries*, *Keywords* and *Executives*.

The filters can be combined for added depth and insight into your Alert results. For example, you could select to view all results from a particular week, from a single source and referencing a particular company.   For more information about the Discovery Pane, see page 28.
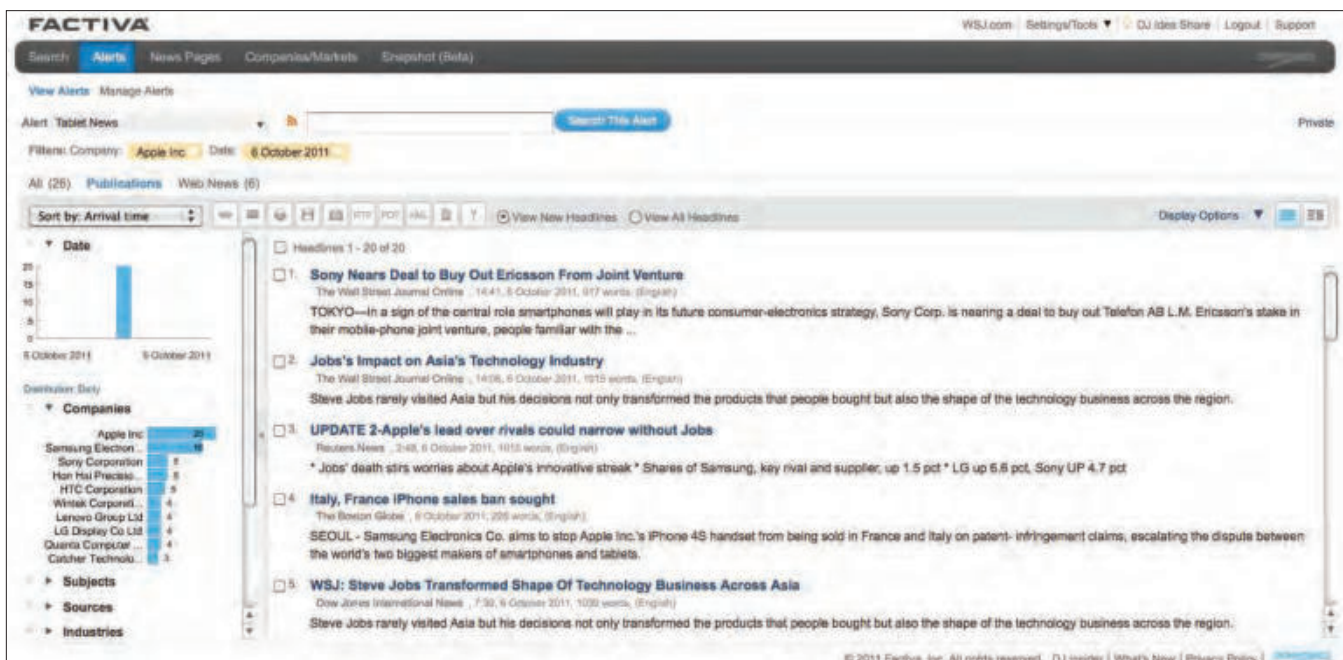
NOTE: If you do not see the Discovery Pane, click the expansion arrow ▶ on the left side of your headlines.

No frames view
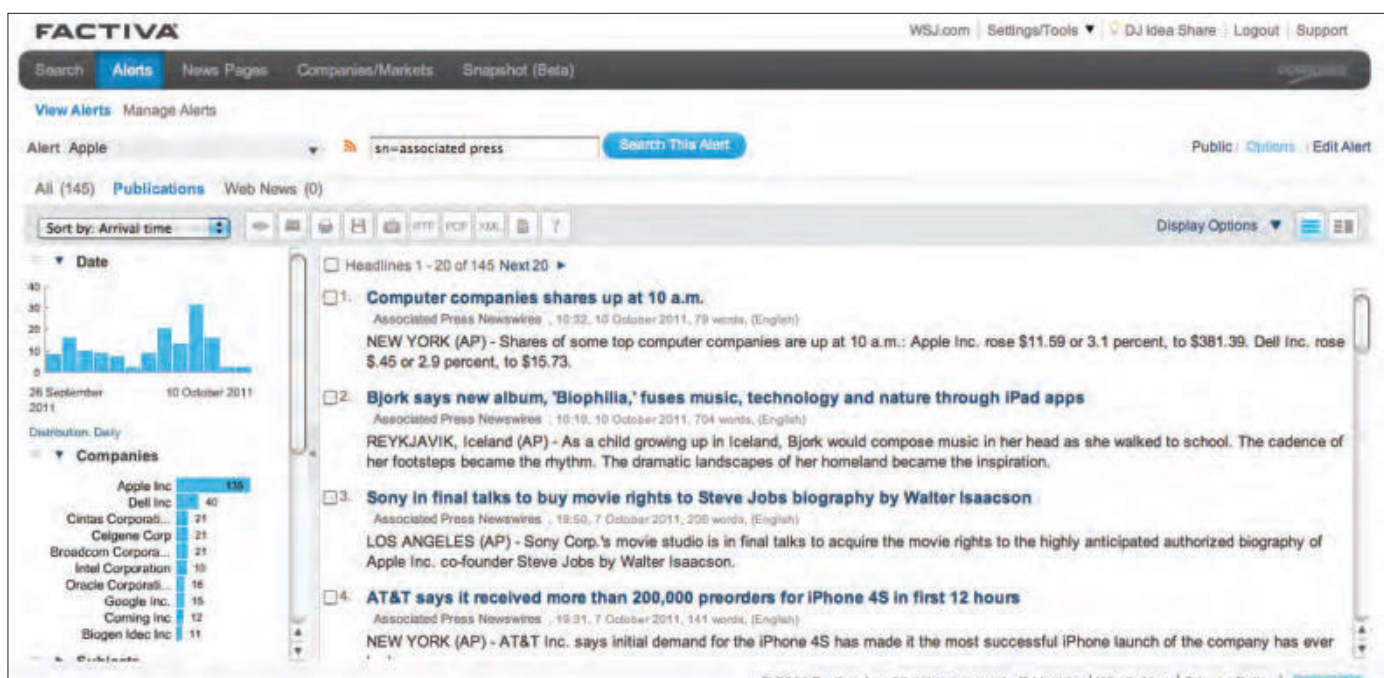
This is a single-screen view, with the headlines appearing across the screen. If you have elected to view the Discovery Pane, it will appear on the left of the screen and the headlines will appear to the right.

Frames view

This is a split-screen view, with the Discovery Pane on the left and the headlines in the middle. The results will include headlines, lead sentences, source name, date, word count, language and byline (if you have chosen this in your preferences). The article will appear on the right side of the screen in the Display Option you have chosen. For more information on using the Frames View, see pages 30 - 31.

Searching Within an Alert

You may search within your Alerts to quickly locate a specific article. You can use all the same free-text search tools that are available in Free Text Search or Alerts. This includes using basic and advanced search operators and field tags to pinpoint articles by author, date and keyword.

Managing Alerts

Click the Manage Alerts link that appears below Alerts on the main navigation. Here you can create new Alerts and share, edit or delete existing Alerts. The Manage Alerts page will give you a consolidated view of all Alerts associated with your user ID. Your Alerts will be presented by category in alphabetical order.   The name of each Alert will be accompanied by a folder icon. A blue folder 📁 indicates that your Alert has collected new headlines since your last online viewing. A gray folder 📁 indicates that your Alert has not collected any new headlines since your last online viewing. Corresponding to each Alert listing is also a view of the delivery methods applied to each Alert.

      ✔   **Online/Factiva.com:** Alerts are delivered to your Alert folder and results can be viewed online.

      🕐   **Scheduled:** Alerts are set up for email delivery at specific times during the day.

      🔄   **Continuous:** Alerts will be emailed as they arrive in Factiva.

    1 2   **Bundled:** Consolidated Alerts will be emailed at specific times during the day.
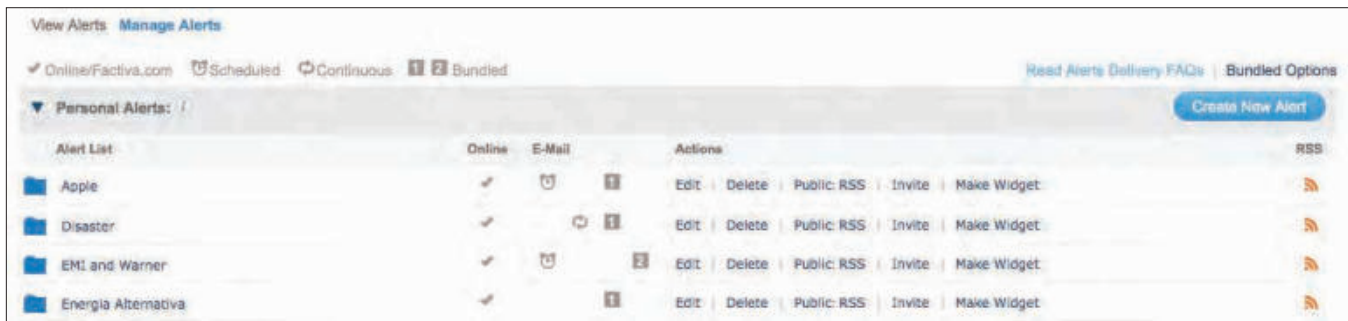
Editing and Deleting Alerts

Editing and deleting Alerts can also be performed from Manage Alerts. You will note a corresponding link for each Personal Alert. Clicking the **Edit** link will display the **Personal Alert Revision** overlay window. You will have the ability to change any element of your Alert, including the name, the keywords or the delivery option.

To remove an Alert, click **Delete**. A confirmation window will appear. Click [Yes] to confirm that you want to delete the Alert. It will be removed and you will see a final dialog box stating "**Alert deleted successfully.**"

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Sharing Personal Alerts

You can apply a public or private setting to a Personal Alert. An Alert with a private setting can only be accessed by the user who created the alert. An Alert with a public setting can be shared and viewed by others who have a Factiva account. The three methods for sharing Alerts are RSS Feed, Invitation and Alert Widget.

Public RSS Feed

You can share access to your Alert headlines by inviting your colleagues to subscribe to the Alert's RSS Feed.

1. If your Alert folder is not already set to **Public**, click the **Private** link to toggle to the Public state.
2. Click **Public RSS**. A new browser window will appear.
3. Copy the RSS Feed URL from the browser's URL field.
4. Paste the URL into an email and send to individuals you would like to subscribe to your Alert folder RSS Feed. Any recipient with Factiva login credentials will be able to click on the headlines and access the full articles. The URL may also be posted to an intranet or added to an enterprise RSS solution for sharing across an organization.
5. To cease access to your Public RSS Feed, simply return the Alert to the Private setting by clicking **Public** to toggle back to the Private state.

> **NOTE:** Later versions of most Web browsers have RSS Reader built-in. The browser will auto-detect a URL that is an RSS Feed, prompting the user with the option to subscribe and receive updates right within the browser.

Invite

Use this option to share a copy of your Alert with other Factiva.com users.

1. If your Alert folder is not already set to **Public**, click the **Private** link to toggle to the Public state.
2. Click **Invite**. A new browser window will appear.
3. Complete the template that appears in the **Invite** overlay box. You may also use your personal email client to send the invitation.
4. Click ![Send Invite]. An email delivery confirmation message will appear. Once the invitee accepts the invitation a copy of the folder will then be added to the invitee's User ID. The folder will appear in their list of personal Alerts, designated with the ![folder icon].
5. To cease access to your Shared Alert, simply return the Alert to the Private setting by clicking **Public** to toggle back to the Private state.

Make Widget

Creating an Alert Widget provides a quick way to share content from up to 20 of your Alerts with many in your organization. Alert Widgets can be posted to company portals, team sites or Web pages.

1. If your Alert folder is not already set to **Public**, click the **Private** link to toggle to the Public state.
2. Click **Make Widget**. The Widget Builder overlay window will appear.
3. Select the Alerts you would like in your widget and click ![Make Widget].   You will be taken to Widget Designer. Here, you can define the attributes of the widget, including:
   • the widget name
   • the widget audience
   • the number of headlines per Alert folder
   • color and font design
4. Once your selections have been made, click ![Save Widget Design Now].
5. Next, click ![Publish My Widget Now].
6. To share the widget, copy the code that appears in the overlay box and paste it on your organization's portal or website.
7. Alternatively, you can integrate the widget onto a widget integration site by clicking on any of the websites listed.
8. To cease access to your Alert Widget, simply return the alert to the Private setting by clicking **Public** to toggle back to the Private state.

NOTE: The **Sharing Alerts** options can also be applied from **View Alerts**.
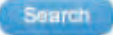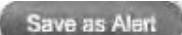
FACTIVA®

Private RSS Feed 📶

Use this method as an alternative or in addition to email and online delivery of your Alerts.

1. From Manage Alerts, click the RSS broadcast icon 📶 that corresponds to your Alert. This will launch a new browser window.

2. Copy the RSS address from the browser URL and paste it into your RSS reader, if your browser does not have a built-in RSS Reader.

> **NOTE:** Later versions of most Web browsers have RSS Reader built-in. The browser will auto-detect a URL that is an RSS Feed, prompting the user with the option to subscribe and receive updates right within the browser.

Personal Alerts Delivered to a Mobile Device

1. Create your search in either the Search Form or the Free Text Search interface and click **Search** .
2. On the search results screen, evaluate the search results to determine if articles retrieved are relevant and then click **Save as Alert** . The **Create New Alert** overlay box appears.
3. Select a Custom Email delivery method under **Delivery Options**.
4. Next, choose Mobile as your delivery format and click **Start Alerting** . Selecting the Mobile format will ensure that your results are formatted appropriately for your BlackBerry, iPhone or other mobile device.

You may also edit an existing Alert and change the delivery format to Mobile.
1. Click **Manage Alerts** from the **Alerts** navigation.
2. Click **Edit** beside the name of the desired Alert. The Personal Alert Revision Overlay box will appear.
3. Under **Custom Email Delivery**, change the format to Mobile and click **Save** .
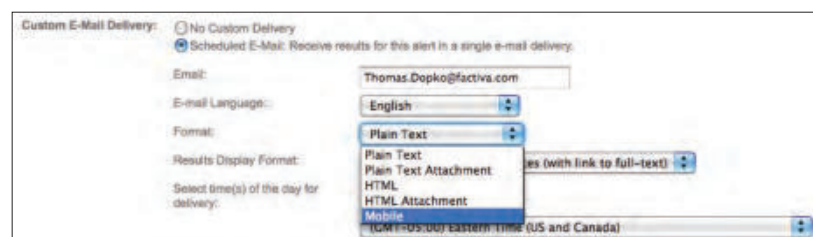
> **NOTE:** To choose the Mobile delivery format, your Alerts must be set for Scheduled Email Delivery or Continuous Email Delivery. The Mobile delivery option is not available for Alerts created in the Simple Search interface.

Group Alerts

Group Alerts are a specific type of Alert. These Alerts have been created by your Administrator. A Group Alert can either be a Subscribed Group Alert or an Assigned Group Alert.

Subscribed Group Alert

Subscribed Group Alerts are Group Alerts that have been created and published to all users on an account. Users can choose to subscribe to these Alerts based on the relevance of the topic. Subscribed Group Alerts can be viewed online in the Alert area and they can be added to a Bundled Email Delivery. For more information on Bundled Delivery, see pages 44-45.
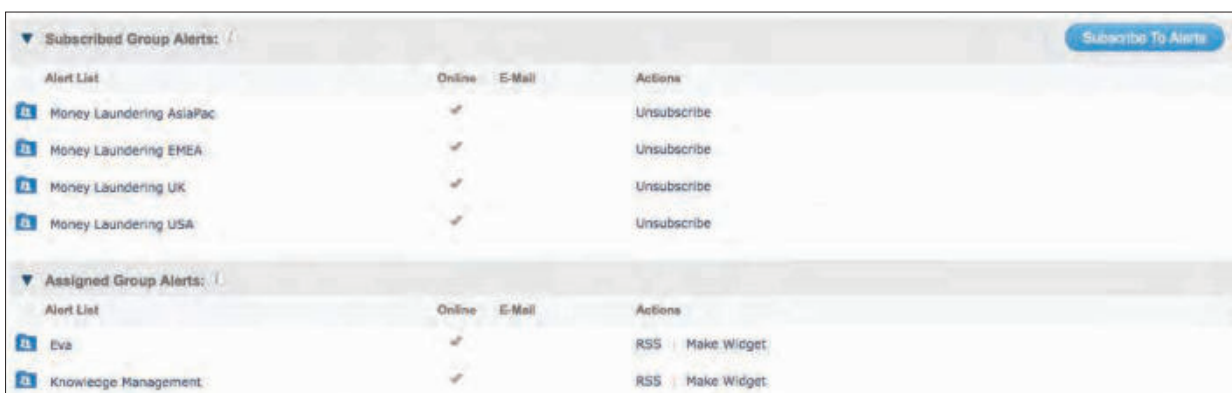

To subscribe to a Group Alert:

1. Choose Manage Alerts from the Alerts navigation.
2. Click **Subscribe To Alerts** . The Subscribe to Group Alerts overlay window will appear.
3. Select a category from the pull-down menu. Many accounts have a large collection of Group Alerts. The category selection helps you view only the Alerts that reflect your area of interest.
4. Place a check next to the Alert(s) that you would like to subscribe to and click **Save** .
5. Click **OK** to confirm the addition of the Subscribed Group Alert. The Alert will be listed in the **Subscribed Group Alerts** area designated by ▣ . If you wish to unsubscribe to a Subscribed Group Alert, click the **Unsubscribe** link in the Actions column.

Assigned Group Alert

Assigned Group Alerts are Group Alerts that have been created, published and assigned to you by your Factiva administrator. These Alerts appear on the Manage Alerts page automatically as soon as your administrator assigns them.   You cannot remove or delete an Assigned Group Alert. However, you may share these Alerts through RSS Feeds or by creating an Alert Widget. For more information on Sharing Alerts, see page 53.
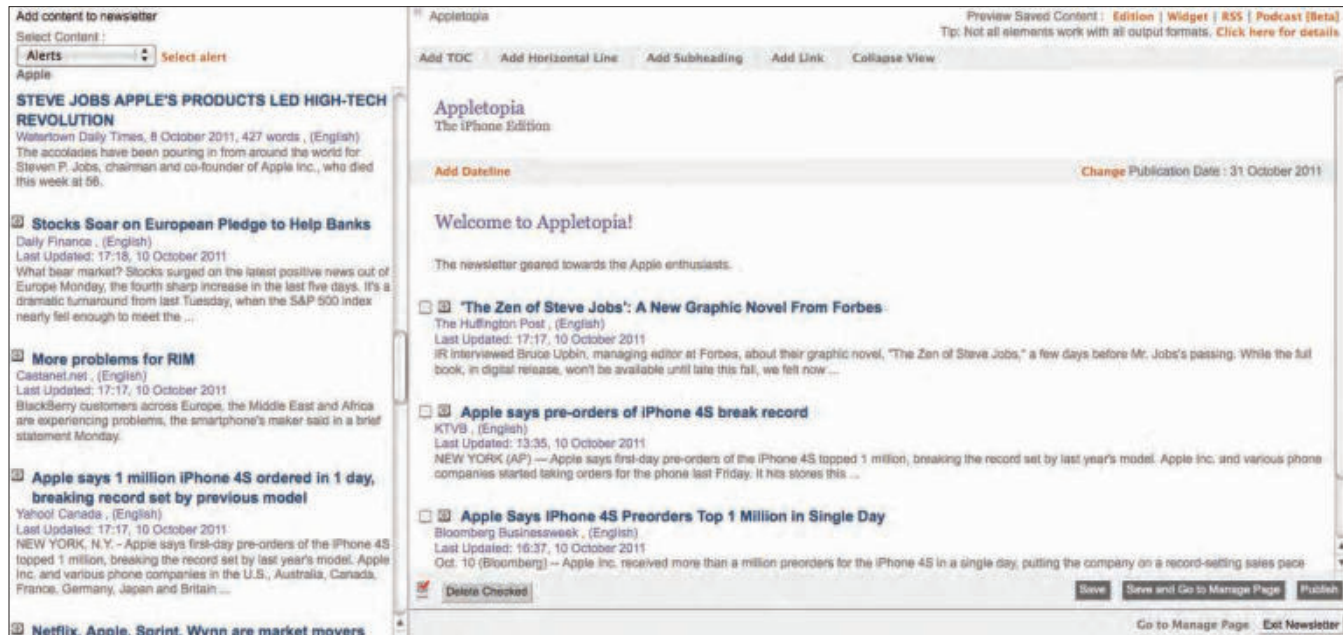

Email Administrator

To communicate with your Factiva administrator regarding the content of a Group Alert, use the **Email Administrator** link within View Results.

Adding Alert Headlines to Newsletters

Another option for sharing headlines from your Alert is to include them in a newsletter, using the Factiva Newsletter Builder.

1. Select **Newsletter** from **Settings/Tools** located in the upper right of the Factiva home page. You will arrive on the **Manage And Write** tab of the Newsletter Builder area.
2. Create a new newsletter or click **Edit** to create a new edition of an existing newsletter.
3. Select **Alerts** from the **Select Content** pull-down menu. Your personal Alerts will be listed. If you do not see the Select Content menu, it may be collapsed. Click on the double arrow ≫ to the left of the Newsletter name.
4. Choose an Alert to view the headlines.
5. Drag-and-drop into the newsletter the headlines you would like include, and click Save .

For more information about Newsletters, see Appendix 3.

> **NOTE:** You may also access your Newsletters by clicking 🗎 on the Search or Alert results page.

Factiva Snapshot BETA provides you with a simple and effective way to find and monitor news and information on a specific industry, company, region or topic in a single place.   Consume news in the form of video, visualizations and timelines. There are 31 predefined Industry and 18 predefined Region Snapshots that can be instantly added to your view. You may also create up to 25 custom Snapshots to follow your topic of interest.

You can access Snapshot BETA by clicking on the **Snapshot (Beta)** link in the main Factiva navigation bar.

Snapshots allow you to:

- Capture your personalized view of needed information
- Highlight patterns that may not have been surfaced otherwise, ensuring that you have not missed any essential information
- Dive deep into specific areas of interest to understand what's happening beneath the surface
- Share Snapshots with your colleagues
- Easily combine and access content from multiple sources such as Factiva Alerts and RSS feeds

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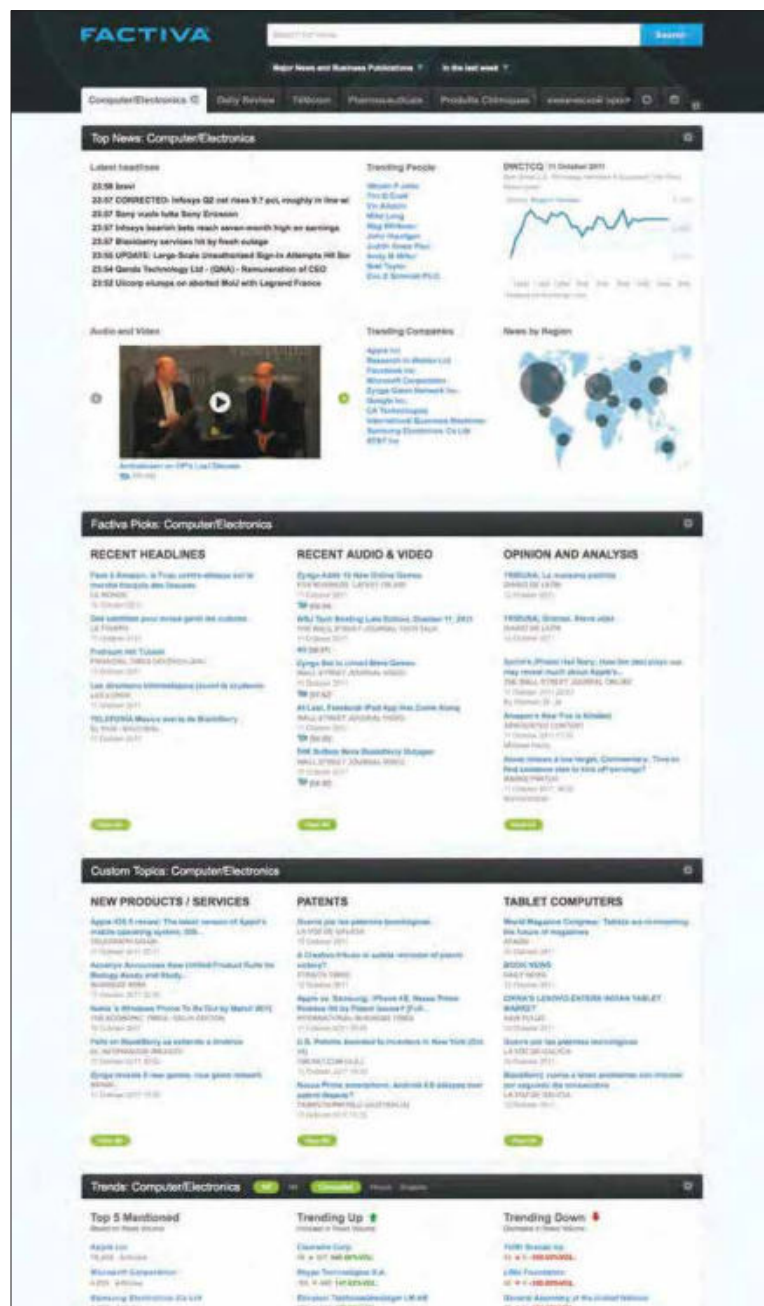
Snapshot Modules

Snapshots contain a rich variety of content – including video, advanced visualizations and articles – in consumable modules. The following modules are included in a Snapshot:

Top News Module

The Top News module provides an instant summary of "what's happening now" for the industry or region selected. News is organized into themes and presented in various formats, such as headlines, videos, charts or regional heat maps. You can interact with each component for more information. Click the:

1. Headlines to read full articles.
2. Chart to see index values and timestamps.
3. Name of a person, 4 company, 5 keyword or 6 news subject to see the five most recent headlines.
7. Play button to view videos or listen to podcasts.
8. Bubble to see the volume of articles for a region and associated headlines.

The configuration of the Top News module can include different combinations of the eight components described.
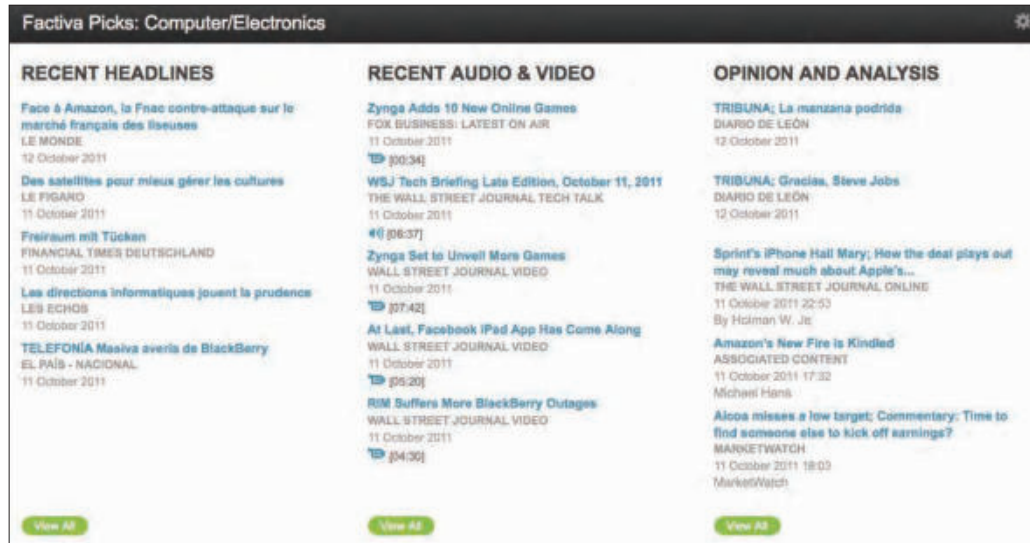

Latest Headlines 1	Market Index Chart 2
Current news headlines, including corporate and industrial news headlines for the relevant industry or region. It includes previous day and current day content, presented by arrival time.	Charts the activity of an industry on the Dow Jones global index. The chart will show the most recent closing price. If the market is closed, the previous day's closing price will be shown.

Trending People 3	Trending Companies 4
Links to news about the 10 most mentioned executives related to the industry or region for the current day.	Links to news about the 10 most mentioned companies related to the industry or region for the current day.

| Trending Keywords 5	Trending Subjects 6	Audio and Video 7	News by Region 8
The top 10 keywords by volume for the previous and current day. The trending keywords component is typically found on the regional Snapshot. (Not Pictured)	A list of the 10 most mentioned subjects in a specific region for the previous and current day. (Not Pictured)	Recent news in audio or video format for the last 7 days.	A global map showing the volume of daily news articles from major news publications and industry sources for the current day.

Factiva Picks Module

The Factiva Picks module presents an editorially selected collection of headlines for the selected industry or region. The information is displayed in three columns, organized by content type. The content in the Factiva Picks module covers the last 30 days.

Recent Headlines	Recent Audio and Video	Opinions and Analysis
A selection of highly relevant headlines chosen by Dow Jones editors as "must read" articles about an industry or region. Clicking a single headline will display the full article in an overlay window. Select **View All** to see more headlines.	News about an industry or region in audio or video format. Clicking a single headline will launch an audio or video player to play the multimedia content. Select **View All** to see more headlines.	Hand-selected articles focused on opinion, analysis and editorial content for the relevant industry or region. Clicking a single headline will display the full article in an overlay window. Select **View All** to see more headlines.

Custom Topics Module

The Custom Topics module displays news collections created and maintained by Dow Jones editors related to emerging themes occurring within an industry or region. The top five headlines for each topic are shown. You may view the full 30-day archive by clicking **View All** located at the bottom of each custom topic column.
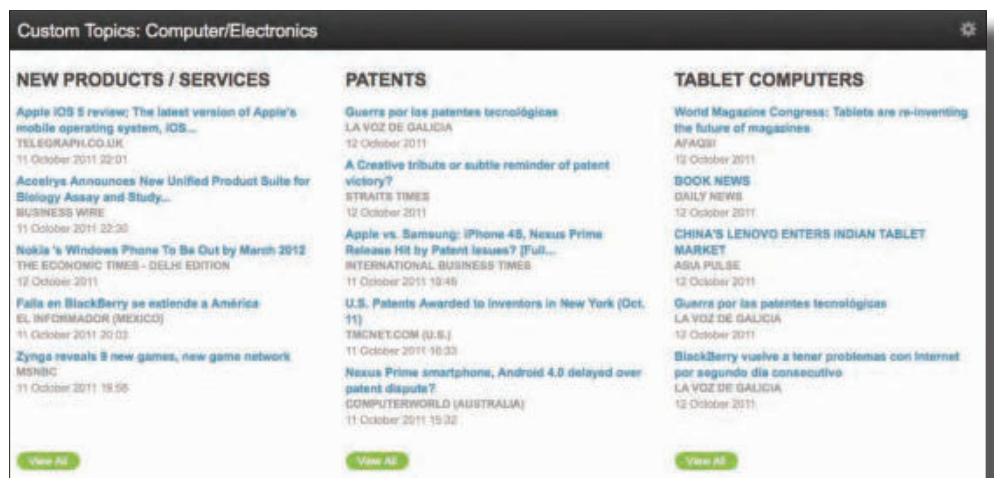
Trends Modules

The Trends module showcases the top five mentioned companies, people and subjects based on news volume. It also shows the largest increase and decrease in news volume and the corresponding percentage change. You have the option to select the date range of the content being viewed to one week (1W) or one month (1M). One week is the default view. Use the module selectors in the header to choose your time period and trend type.

Newsstand Module

The Newsstand module presents headlines from top sources that contain news about an industry or region. The module displays a trending topics bar at the top, followed by headlines from featured Newsstand sources, and then at the bottom, a secondary list of related Newsstand sources. The top five headlines are displayed by arrival time. The headlines are based on the industry or regional theme of the Snapshot and are from the latest edition of each source.
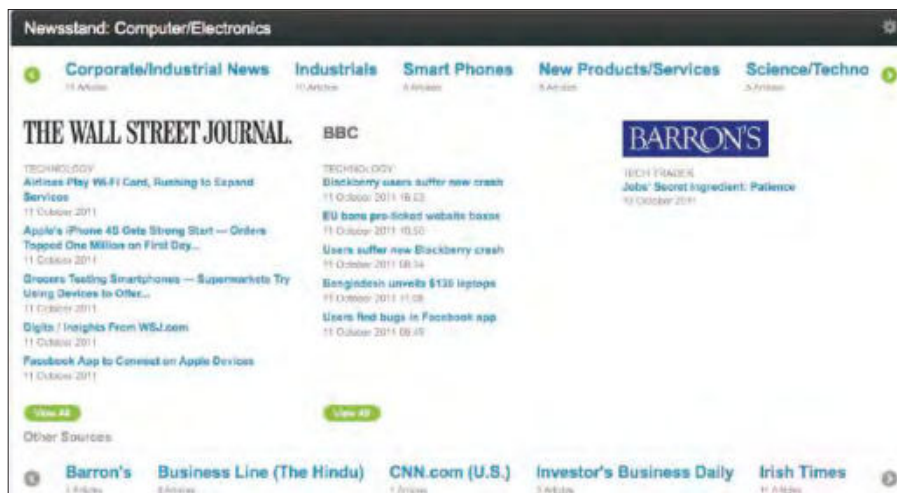
| Trending Topics Bar	Featured Newsstand Sources	Secondary Newsstand Sources
Shows the collective trending subjects for featured and secondary sources listed in the module. Clicking on a trending subject displays an overlay window with the five most recent headlines.	Editorially selected sources whose coverage and content is highly focused on the selected region or industry. Clicking on a headline displays an overlay window with the full article.	Editorially selected sources whose coverage and content is focused on the selected region or industry. Clicking on a source name displays an overlay window with the five most recent headlines from that source.

Radar Module

The Radar module provides a visualization of news volume for the most active companies related to the selected industry or region. The news is filtered by topics and events. The Radar includes up to 24 top companies based on news volume for the selected timeframe and industry or region. A maximum of six companies will appear per pane. To view the next set of companies, use the "dot navigation" in the footer of the module. The subjects covered in Radar are editorially selected for each industry. The subject list is static and will not change per pane.

Use the module selectors in the header to choose your time period, either one week (1W) or one month (1M). At the intersection of each company and subject is a radar bar representing the concentration of news volume for that combination of company, subject and either region or industry. Clicking on the bar launches an overlay window with the five most recent headlines, with an opportunity to **View All Articles**. The Totals area at the bottom of the Radar calculates the total news volume for each company across all of the subjects.

Sources Module

The Sources module showcases an additional collection of editorially selected sources and trade publications related to an industry or region. Three sources appear on each pane. To access the next pane of sources, use the "dot navigation" in the footer of the module. The five most recent headlines for each source are shown. Six months of headlines are available in the **Sources Module**.

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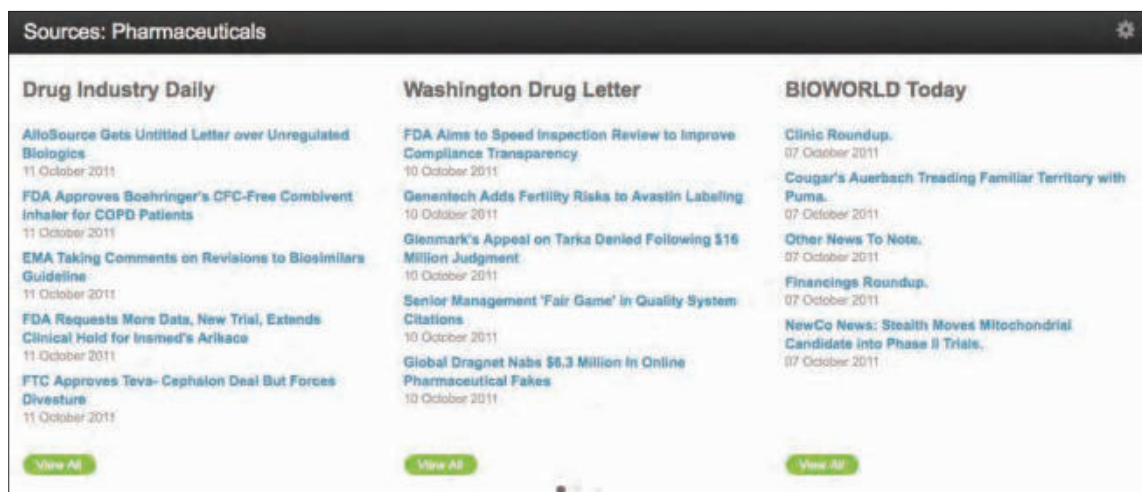
News by Region Module

The News by Region module displays the volume of articles from different geographic regions via a heat map. The volume of articles is represented by the size of the bubble on the map. The period-over-period percentage change in news volume for each region is also displayed. Clicking on a bubble displays an overlay window with up to five of the most recent headlines available for the region selected. Clicking **View All** allows you to view the full results set for the time period selected. Your options are one week (1W) or one month (1M).

Company Overview Module

The Company Overview module facilitates a focused view of a company's financial performance and current business activities.

Price-News Volume Chart

The Price-News Volume chart is one of the key components to the Company Overview module. It shows the daily stock price and daily news volume for the past 90 days, on a single chart. This overlay allows you to quickly access the correlation of news to financial performance.

Hover over the chart to see the corresponding values for price and news along the 90-day timeline. To disable one of the elements so you can view a single item on the chart, click on the unwanted category, **News Volume** or **Stock Price**. You are also able to zoom in on the chart to focus on a particular time period.

Company Profile

This component of the Company Overview module provides the current stock market trading data for the company. The information includes company symbol, stock exchange, current price, net price change, percentage change, open price, trade volume, high traded price for the day, low traded price for the day, 52-week range and market capitalization. This area also offers a Reports tab that displays the two most recent analyst reports. Click the link to view the full text of the report.

Company Profile | 04 March 2012 11:35

Current Price | Reports

ILHSBA XLON   Source: SIX-Telekurs

569.00   0.70   0.12%

OPEN	VOLUME
567.90	9,722,005
HIGH	LOW
572.80	565.10
52WK RANGE	MARKET CAP
654.47 - 456.48	177,641.0

* Quotes delayed at least 15 minutes or according to exchange regulations * Quotes in local currency

Keywords

Keywords display the terms and phrases with significant volume based on the day selected from the price-volume chart. The keyword font size indicates the frequency of the term in the news for the time period selected. Clicking on a keyword displays an overlay window with up to five headlines containing the keyword or phrase.

Keywords

eps est industry avg jeans corp
obscene jeans op eps please visit
religion apparel total rtm
true religion yr total

Recent Articles

The Recent Articles area shows the top five headlines related to the company based on the time period selected in the price-volume chart. Click a headline to launch an overlay window with the article. To see more than the top five headlines, click [View All].

Recent Articles

Global Denim Jeans Industry
PR NEWSWIRE (U.S.)
05 October 2011 07:27

True Religion Apparel, Inc .
MARKETRESEARCH.COM
01 October 2011

Nike picks former North Face, Columbia exec to run Hurley
PORTLAND BUSINESS JOURNAL ONLINE
30 September 2011

Nike names new CEO for Hurley brand
ASSOCIATED PRESS NEWSWIRES
29 September 2011 18:10

UPDATE 1- Nike names new CEO for unit
REUTERS NEWS
29 September 2011 17:31

[View All]

Executives

When viewing information for a private or unlisted company, the market data tab is replaced by an Executives tab. This displays the highest-ranking company executives available along with their titles.

Company Profile

Reports | Executives

Greg R. Page
Chairman of the Board, Chief Executive Officer

Dave W. MacLennan
President, Chief Operating Officer

Paul D. Conway

Alerts Module

The Alerts module can be used to incorporate your related Alerts into a Factiva Snapshot. Select which Alert folder you would like included. The Alerts module displays the five most recent headlines. Click a headline to launch an overlay window with the full article. To see more than the top five headlines, click View All . Up to three Alerts can appear on a single pane.
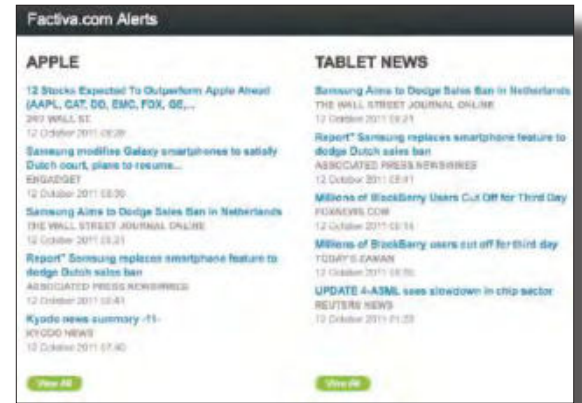
RSS Modules

The RSS module provides the ability to include important external content within a Snapshot via an RSS feed. When adding the RSS module to a Snapshot page, you will be prompted to copy and paste the feed URL. You can add multiple RSS feeds to a single module.

The title of the RSS feed along with the five most recent headlines will appear for each RSS feed. Click the RSS headline to view the full article from the originating website.

Snapshot Welcome Experience

Your first experience when entering Snapshot BETA is the ability to create an Industry Snapshot. On the Welcome to Your Snapshot BETA page:

1. Use the pull-down menu to select a specific industry.
2. Click Go . A snapshot of the industry you have selected appears with the option to tailor the content by adding sub-industry, region and/or keyword page filters.
3. (Optional) Use the text boxes to select your industry or region filter or enter keywords.
4. (Optional) Enter a new Page Name and/or Description.
5. Click Save to apply selections. If you do not want to apply any changes to your Industry Snapshot, click Cancel .
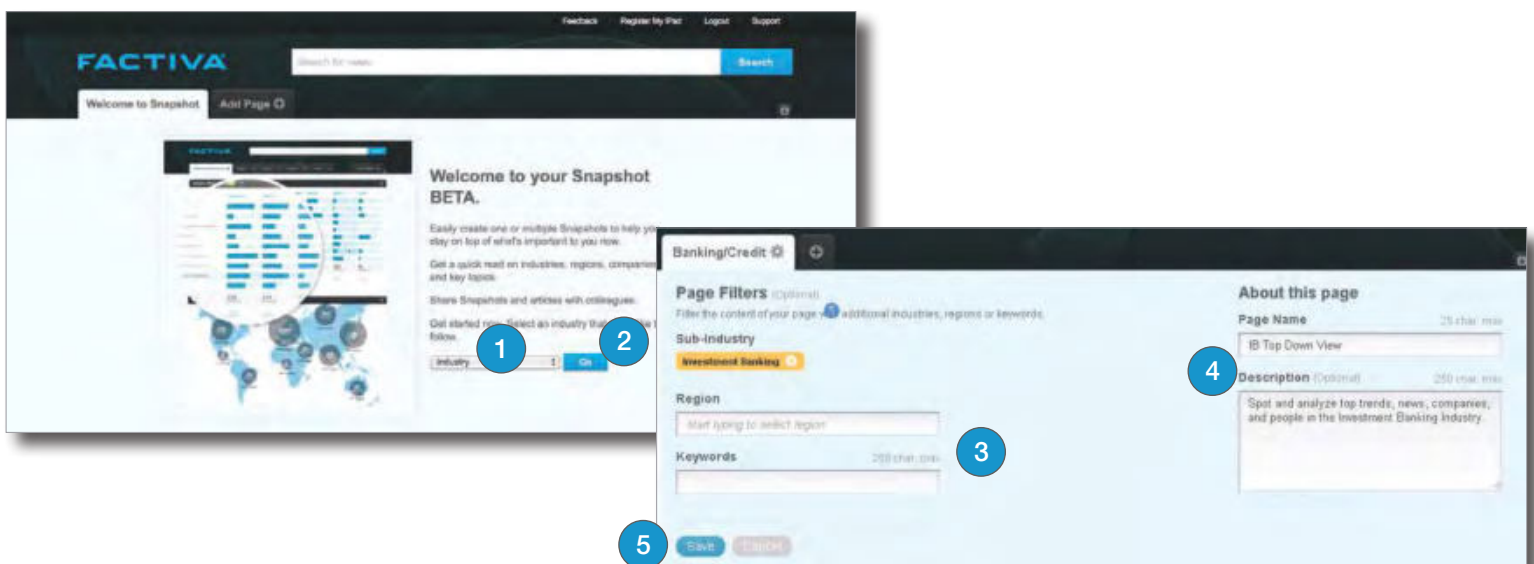
Region Snapshot

You can add a Region Snapshot to follow trends and news about a specific region. The 18 predefined regions include:

Americas	Asia-Pacific	EMEA
Brazil	Southeast Asia	Africa
Canada	Australia	Europe
Central America	Emerging Markets	France
South America	Greater China	Germany
United States	India	Middle East
	Japan	United Kingdom
	Russia	

Add a Regional Snapshot

1. Click the **Add Page** tab ⊕ .
2. Choose **Region**.
3. Browse through the 18 available regions. Use the category links to view a specific region.
4. Click ⊕ to view a description.
5. Click **Select** to add the Region Snapshot.
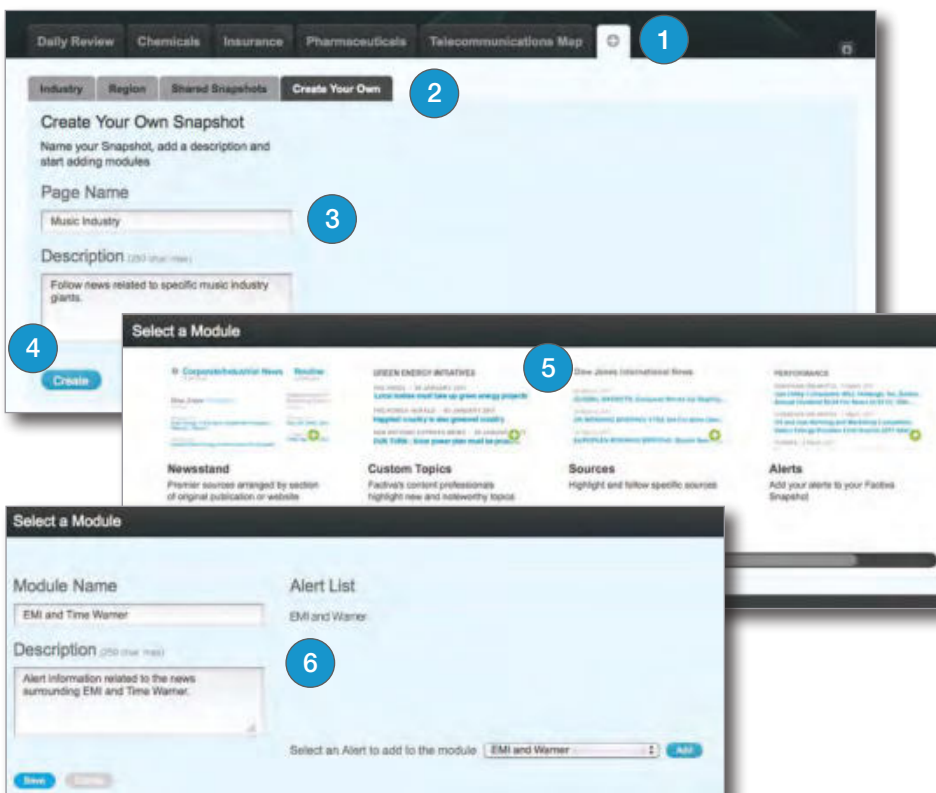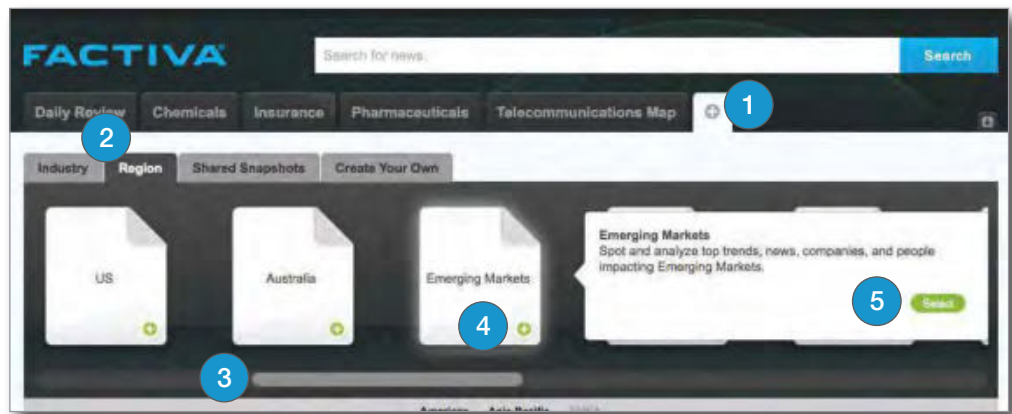
Customized Snapshots

Alternatively, to follow your topic of interest, you can create a customized Snapshot. You may add 10 modules to your customized Snapshot. For more information on the available Snapshot modules, see page 59.

Add a Customized Snapshot

1. Click the **Add Page** tab ⊕ .
2. Choose **Create Your Own**.
3. Provide a Page Name and Description.
4. Click **Create** .
5. Select one of the 11 available modules.
6. Complete the required fields for the selected Module (i.e. Alert Module – select the Alert folders you would like included).

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Add More Modules to an Existing Snapshot

To add more modules to an existing Snapshot page:

1. Click ⚙ on the tab of the Snapshot to which you would like to add a module. A menu will appear.
2. Select Add a Module from the menu. The Select a Module pane will appear.
3. Click the Module Name to select it and follow the prompts (which can be slightly different for each module).
4. Click **Save** .
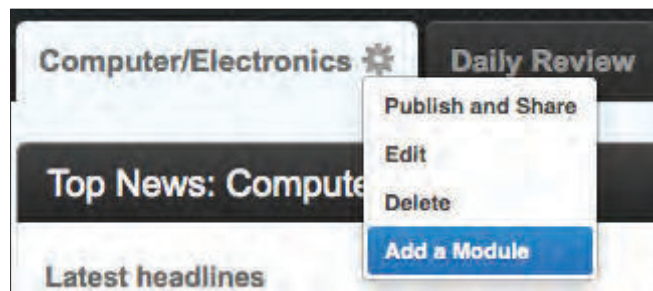
Edit a Module from a Snapshot Page

You can edit each of the individual modules to meet your specific needs.

1. Click ⚙ located in the upper right corner of the module. A menu will appear.
2. Click the **Edit** link.
3. Uncheck the **Use Page Level Settings** box. This is required if you want to change any module attributes.
4. Follow the prompts for changing the module. These prompts will be slightly different depending on the selected module.

    a. Enter a new Name and/or Description

    b. Change the focus of the module by selecting either a different industry or region using the pull-down menus provided. When selecting an industry, the following filters may be added to create a more granular or tailored view of your topic.

        • Sub-industry

        • Region

        • Keywords
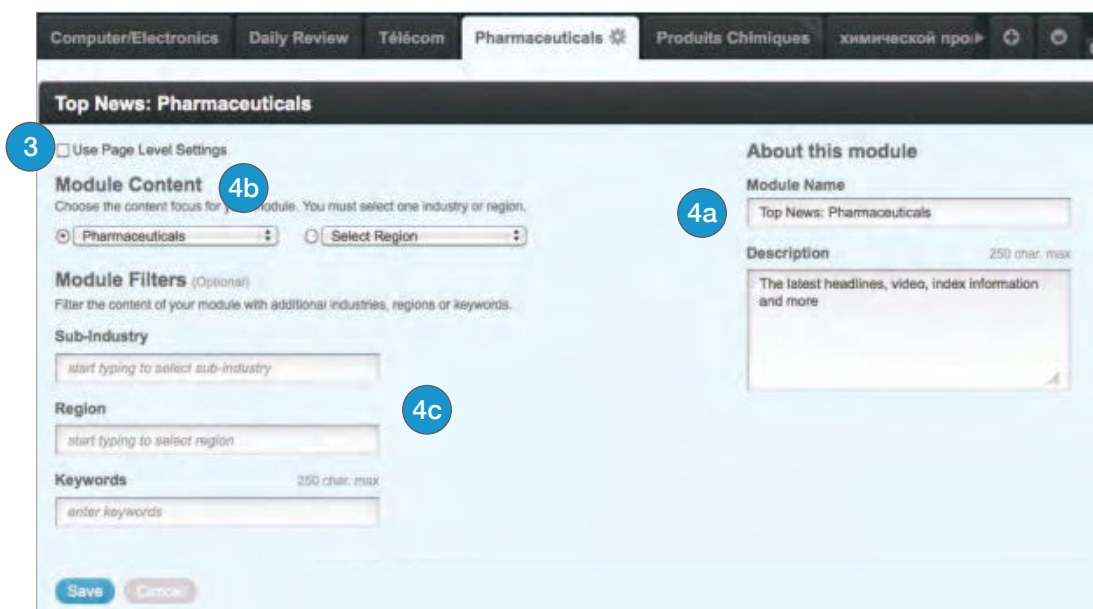
Publishing and Sharing Snapshots

You can share the information and intelligence you gather from your Snapshots with other individuals within your organization.

1. Click ⚙ located on the tab next to the Snapshot name.
2. Choose **Publish and Share**. The **Share Your Snapshot** overlay window will appear.
3. Actively invite team members with a Factiva subscription to add your Snapshot by completing the form. You may enter up to 50 email addresses. Alternatively, to publish your Snapshot without inviting others leave the form blank.
4. Click ⚙ .
5. A confirmation message will appear. Click (Publish).
6. Your page will refresh and your Published Snapshot tab will now have an outward pointing arrow. This provides you with a visual cue that your page has been published.

> **NOTE:** Only individuals using the same Factiva account may view a Shared Snapshot.

Subscribe to a Shared Snapshot

You will need to subscribe to any Shared Snapshot you wish to view.

1. Click the **Add Page** tab.
2. Choose **Shared Snapshots**.
3. Browse through the published pages.
4. Click ⊕ to view a description of the pages.
5. Click (Select) to subscribe to the Shared Snapshot that you wish to view. The Subscribed Snapshot will have an inward pointing arrow.
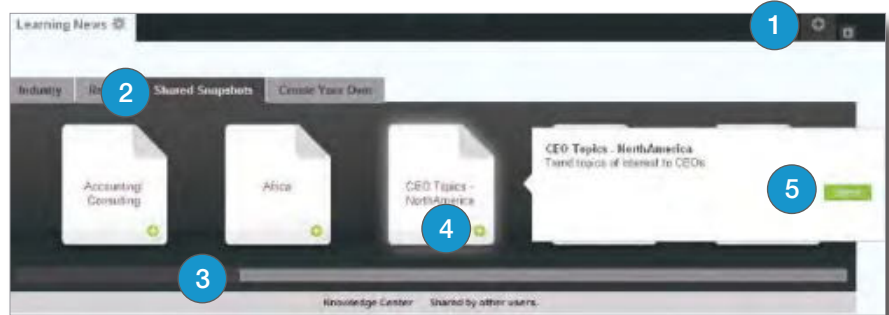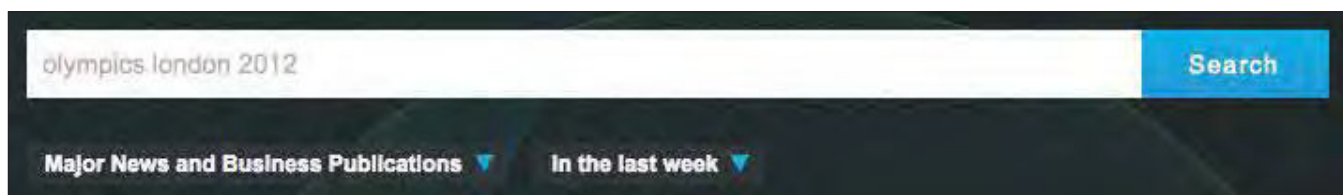

Searching Snapshots

Quickly search for topics of interest using the Simple Search functionality available in Snapshots. Simply enter your keywords in the free-text box located at the top of the Snapshot page and click [Search]. You can search across the complete Factiva content set. The option to refine your search by selecting a specific content group or choosing a different date range is also available.

Search results are displayed as: All, Publications, Web News, Blogs, Pictures and Multimedia. Article results can be sorted by date or relevance, and can be printed, displayed in PDF format, or emailed to colleagues. Results can also be filtered using the Discovery Pane. For more information on using Simple Search, see page 7. Click the Snapshot Home link at the top of the page to return to Snapshots from article results.

> **NOTE:** Your Snapshot Searches will automatically be stored in the Search History area of Simple Search.

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Snapshot ^{BETA} Admin – Creating and Publishing Snapshots for Your Organization's Account

Administrators can also choose to create pages and share Snapshots with all end-users within their account.

Key Administrator Features and Functions:

- Administrators can create and publish an unlimited number of Admin pages.
- Any administrator can revise or delete the pages set up by any other administrator, which is helpful if an administrator is on leave or if an administrator userID is terminated.
- Administrators can create or add the same types of pages available to end users: **Industry**, **Region** and **Create Your Own**.
- When an end user selects to add a page, the published Admin pages are available in the **Knowledge Center** category of the **Shared Snapshots** section.
- If the Admin chooses to **Push this page to all users in the account**, it will appear alphabetically after the end user's default page.

Create an Admin Page:

1. Click the *Admin* tab in the upper right corner of Snapshot ^{BETA} to open the **Administrator Workspace**.
2. Click the **Add Page** button.
3. Select the type of page you wish to add: **Industry**, **Region** or **Create Your Own**.
   - If you select to add an Industry or Region page, you will have the ability to customize it.
     - Click **Edit Page** below the page name. At this point, you can change the page name and description.
     - Click the ⚙ to move a module up or down, remove it or edit it to change the industry or region selection for that module.
     - Click **Add Module** to select an additional module for the page.
   - If you select to create your own Snapshot, you must first provide a name and description, and save it. You will then have the option to add modules of your choosing, each showing content or data for either an industry OR a region.
4. When you have finished creating or modifying the page, click the **Admin Workspace** link.
5. On the **Administrator Workspace** screen, click [Publish] for any Admin Page you wish to push to your end users. The Share Your Snapshot overlay will appear.
6. You can select to **Push this page to all users in the account**. You may select to send an email to your colleagues to tell them about your Snapshot.

These selections are optional. If you simply want to make the page available in the **Shared Snapshots** section, click [Publish] on the overlay without filling out the form.

> **NOTE:** When adding an Alerts module, you may select a maximum of 25 Alerts. You may choose from among personal and group Alerts. Please note that if you select a personal Alert that has a Private status, it will be made Public once the Admin page has been published and shared.
>
> Your end users have a limit of 25 pages in Snapshot. If they are already at the limit of 25 when you select to push a page, the pushed page may not be added automatically. The end user would have to delete at least one page before the new Admin page can be added from the Shared Snapshots section.

Access Snapshot ^{BETA} *on Your iPad:*

The *Factiva for iPad* application meets the growing demand for a tablet solution and delivers comprehensive, compelling and credible information at the right time, in the right form by providing access to your Snapshot ^{BETA} pages.

The *Factiva for iPad* application gives you the ability to:

- View the same collection of Snapshots added via the Snapshot Web interface
- Add additional Factiva or company shared Snapshots to your collection of pages
- Save individual articles directly to a mobile device or email articles to colleagues
- Access cached content for offline reading
- Monitor summary or full views of all 11 available Snapshot modules
- Search a one-year archive of Factiva content.

To get started, download the application to your iPad via the Apple iTunes store. Then, simply use your existing Factiva credentials to log in.

If you do not know your username and password because you log in automatically to Factiva.com, complete the following steps to enable automatic login on your iPad:
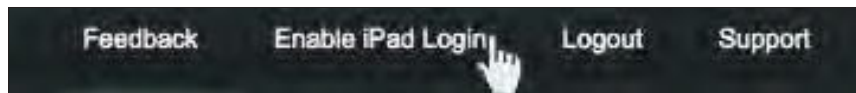
1. **Recommended:** Completely close the app on your iPad:
   a. Double tap the circular iPad home button.
   b. Tap and hold on the Factiva app icon until it shakes.
   c. Tap the red icon that appears when the Factiva app icon is shaking.
2. From Factiva.com, go to Snapshot ^{BETA}.
3. Click the *Register My iPad* link at the top of the screen.
4. On the form that appears, supply your email address and click the Send Email button. A link will be sent via email that will launch the Factiva for iPad app that you downloaded. This link will expire after 48 hours.
5. Open the email message from your iPad and tap the link. The app will launch and you will be logged in automatically.

This process needs to be followed only once. The app will cache your login credentials and authenticate them automatically upon launching the app moving forward.

> **NOTE:** The email address you supply for the Enable iPad Login option must be the address accessible with your iPad.
>
> Snapshot pages are not customizable via the iPad. Creating a custom page and adding, removing or repositioning modules may only be done from the Factiva Snapshot Web interface.
>
> Any changes made in Factiva.com to Snapshot pages will appear in the Factiva for iPad app. Additionally, any pages you add in the app will appear when viewing Snapshot (Beta) on your desktop.

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Use **Companies / Markets** to research your competitors, suppliers, customers or partners.   Streamline the way you analyze a company through market data, interactive charts, financial statements and more. Get current and historical pricing on a variety of financial instruments including stocks, funds, currencies and market indexes. Then use the Charting area to get a graphical view of the numbers.

Quotes

The Quotes area of Factiva covers various types of securities, including equities and debt that trade on exchanges located around the globe. Specifically, pricing information is available for stocks, funds, corporate bonds, currencies, market indexes, unit trusts and U. S. government debt. Current and historical pricing on actively traded issues is available for most instruments going back approximately 25 years.

Twenty-five years of capital change records are also available for equities. The availability of this content allows you to quickly find stock split, dividend and cash disbursement figures.

Requested data can be presented in one of three formats:
- Formatted Table
- Static Chart
- Comma-Delimited or CSV file

For certain instruments, you can also link to an interactive chart. Quotes are provided by two leading market data suppliers, SIX-Telekurs and SunGard PowerData.

Request Quotes for Active Stocks or Funds

1. Click **Quotes** from the Companies/Markets navigation.
2. Select either **Stocks** or **Funds** from the Select Instrument pull-down menu.
3. Enter the company or fund symbol(s). Up to 20 symbols, separated by spaces, can be entered at one time. If you don't know the stock or fund symbol, click Symbol Lookup. For more information on using Symbol Lookup, see page 72. Alternatively, you may select up to 20 stocks or funds from your Quotes List. For information on creating a Quotes Lists, see 78.
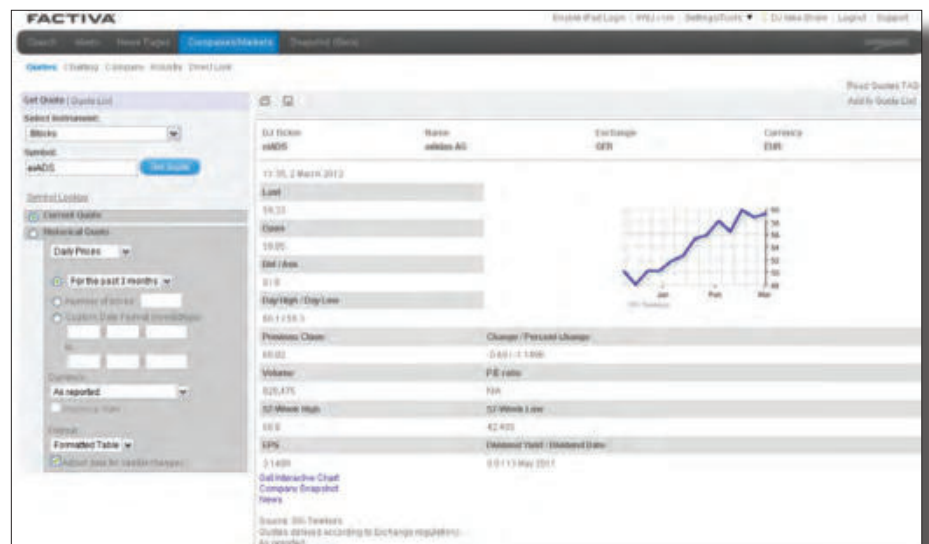
4. Select your date option. For more information on Date Options, see page 75.
5. (Optional) Pick the currency in which you would like to see your quotes displayed from the **Currency** pull-down menu. **Currency** as Reported is the default. For more information on Currency as Reported, see page 73.
6. Choose your display **Format** from the pull-down menu. For more information on available Quote Display Formats, see page 74.
7. (Optional) Uncheck the box next to **Adjust for Capital Changes** if you do not want your prices adjusted for stock splits and stock dividends.
8. Click **Get Quote**.

Request Prices for Delisted/Merged Stocks

1. Click Quotes from the Companies/ Markets navigation.
2. Select Delisted/Merged Stocks from the Select Instruments pull-down menu.
3. Enter the company's former ticker symbol. If the symbol is unknown, click Symbol Lookup.
4. Select your date option. Use Symbol Lookup to determine available trading history for delisted/merged stocks. For more information on Date Options, see page 75.

5. (Optional) Pick the currency in which you would like to see your quotes displayed from the Currency pull-down menu. Currency as Reported is the default. For more information on Currency as Reported, see page 73.
6. Choose your display Format from the pull-down menu. For more information on available Quote Display Formats, see page 74.
7. (Optional) Uncheck the box next to Adjust for Capital Changes if you do not want the quotes adjusted for stock splits and stock dividends.
8. Click **Get Quote**.

Request Quotes for Historical Corporate Bonds
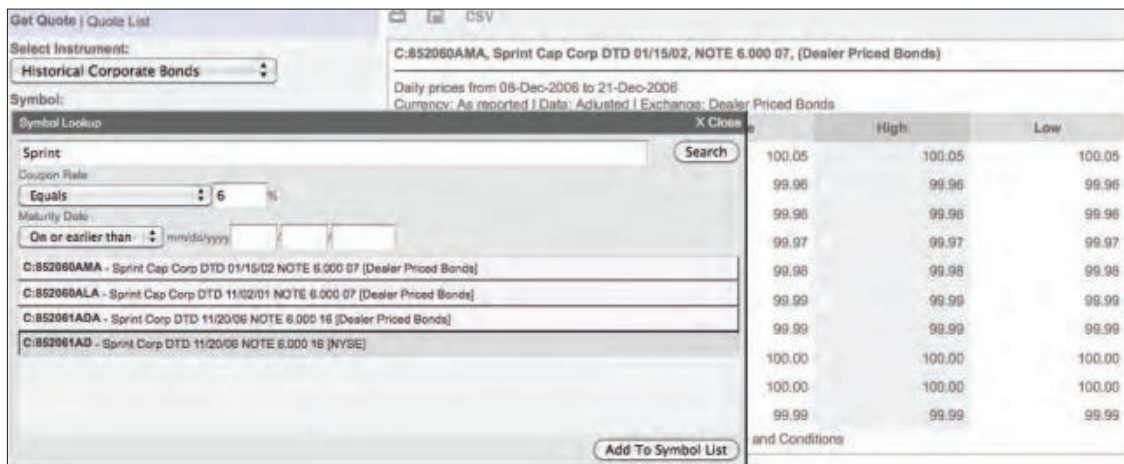
1. Click **Quotes** from the Companies/Markets navigation.
2. Select **Historical Corporate Bonds** from the Select Instrument pull-down menu.
3. Enter the company's debt instrument symbol. If the symbol is unknown, click Symbol Lookup. Enter the company's name in either lowercase or uppercase text. If you are unsure of the spelling, you can truncate the company's name with an asterisk. As an added option, you can include the bond's coupon rate (interest rate) and maturity date to help you quickly locate the bond you need. When searching with coupon rates, enter the Coupon Rate, or interest rate, using decimal format. Then choose the condition from the pull-down menu. Your choices are:

    a. *Less than or Equal to the rate you entered*
    b. *Greater than or Equal to the rate you entered*
    c. *Equals the rate you entered*

> **Currency as Reported**
>
> Currency as Reported means the currency corresponds to the country of the exchange listed. For example, for a fund that trades on the London exchange, the currency as reported would be the British Pound. Should you change your currency selection, you will have the option to use a historical exchange rate.   Checking the box next to Historical Rate would recalculate prices for each requested quote with its corresponding closing exchange rate. Otherwise, all requested quotes will be recalculated using only the previous day's closing exchange rate.

When searching with maturity date, enter the Maturity Date of the bond. Then choose the condition from the pull-down menu. Your choices are:

    a. *On or Earlier Than the date you entered*
    b. *On or Later Than the date you entered*
    c. *On the day you entered*

Click [Search] . Highlight the historical corporate bond(s) of interest. A maximum of 20 bonds may be selected. Click [Add To Symbol List] .

4. Select your date option. For more information on Date Options, see page 75.
5. Choose your display Format from the pull-down menu. For more information on available Quote Display Formats, see page 74.
6. (Optional) Pick the currency in which you would like to see your quotes displayed from the Currency pull-down menu. Currency as Reported is the default.
7. Click [Get Quote] .

Requests Quotes for Common Market Indexes and Currencies

1. Click **Quotes** from the Companies/Markets navigation.
2. Select either **Currencies** or **Common Market Indexes** from the Select Instrument pull-down menu. A list of available instruments for the type selected will appear.
3. Highlight the instruments you like. You can select up to 20. When requesting quotes on currencies, your default base currency is the U. S. Dollar. You can change your base currency by clicking the pull-down menu next to **Currency**. Alternatively, you can select up to 20 instruments from your Quotes List.
4. Select your date option. For more information on Date Options, see page 75.
5. Choose your display **Format** from the pull-down menu.
6. Click **Get Quote**.

Quote Display Format

There are two primary formats for displaying Quotes data:

Formatted Table (default)
Static Chart

Once the data is presented in one of the above formats, you will also have the option of exporting the data to a spreadsheet as a **Comma Separated Value (CSV)** file.

Request Quotes for Market Indexes by Name and Unit Trust

1. Click **Quotes** from the Companies/Markets navigation.
2. Select **Market Indexes** or **Unit Trust** from the Select Instruments pull-down menu.
3. Enter the market index or unit trust symbol. If the symbol is unknown, click **Symbol Lookup**. For more information on using Symbol Lookup, see page 72.
4. Select your date option.
5. (Optional for unit trusts) Pick the currency in which you would like to see your quotes displayed from the **Currency** pull-down menu. Currency as Reported is the default. For more information on Currency as Reported, see page 73.
6. Choose your display **Format** from the pull-down menu. For more information on available Quote Display Formats, see page 74.
7. (Optional) Uncheck the box next to Adjust for Capital Changes if you do not want the quotes adjusted for stock splits and stock dividends.
8. Click Get Quote .

Date Options

Depending on the financial instrument, you can define the dates of your Quotes request in one of the following three ways:

Preset Date Series
This option allows you to choose one of seven defined date series.

Number of Prices
This option allows you to indicate the number of recent quotes to be displayed.

Custom Date Format
This option allows you to specify your own beginning and ending dates.

NOTE: The instrument type Market Indexes includes a variety of instruments such as secondary market indexes, interest rates and cash prices, to name a few.

Request Quotes for US Government Debt

1. Click **Quotes** from the Companies/Markets navigation.
2. Select **US Government Debt** from the Select Instrument pull-down menu.
3. Enter the US Government Debt symbol.
   a. If the symbol is unknown, click **Symbol Lookup**.
       i. Enter the US Government Debt name. If you are unsure of the spelling, you can truncate the US Government Debt name with an asterisk, and then click **Search**. Highlight the US Government Debt instrument(s) of interest. A maximum of 20 can be selected.
   b. To get quotes for commonly traded US Debt instruments, click Common Instruments.
       i. Select your Debt Type from the pull-down menu.
   c. (Optional) Enter the Coupon Rate, or interest rate, using decimal format. Then choose the condition from the pull-down menu. Your choices are:
      • *Less than or Equal to the rate you entered*
      • *Greater than or Equal to the rate you entered*
      • *Equals the rate you entered*
   d. When searching with maturity date, enter the Maturity Date of the bond. Then choose the condition from the pull-down menu. Your choices are:
      • *On or Earlier Than the date you entered*
      • *On or Later Than the date you entered*
      • *On the day you entered*
   e. Click [Search]. Highlight the historical corporate bond(s) of interest. A maximum of 20 bonds may be selected. Click [Add To Symbol List].
4. Select your date option.
5. (Optional) Pick the currency in which you would like to see your quotes displayed from the **Currency** pull-down menu. Currency as Reported is the default.   For more information on Currency as Reported, see page 73.
6. Choose your display **Format** from the pull-down menu. For more information on available Quote Display Formats, see page 74.
7. (Optional) Uncheck the box next to **Adjust for Capital Changes** if you do not want the quotes adjusted for stock splits and stock dividends.
8. Click [Get Quote].

Interactive Chart Link

A link to Interactive Charts is also available when viewing the quotes results for Stocks, Funds, Common Market Indexes and Currencies. Simply click the **Get Interactive Chart** link. This will take you to the Charting area of Factiva where you will receive a three-month daily price chart for your selected instrument. For more information on Interactive Charts, see page 80.

Accessing Capital Changes

The Quotes area of Factiva also provides access to Capital Change records for Stocks, as far back as 1968 in some cases. Capital Change transactions include the following: *Stock Splits*, *Stock Dividends*, *Cash Dividends* and *Cash Equivalents*.

Request Capital Change Records for Active Companies

1. Click **Quotes** from the Companies/Markets navigation.
2. Select **Capital Changes** from the Select Instrument pull-down menu.
3. Enter the company symbol. Up to 20 symbols, separated by spaces, can be entered. If you don't know the company symbol, click Symbol Lookup. For more information on Using Symbol Lookup, see page 72.
4. Select the **Capital Change transactions** that you would like retrieved from the Capital Changes pull-down menu. The default is to request All.
5. Select your date option. For more information on Date Options, see page 75.
6. (Optional) Pick the currency in which you would like to see your capital change transactions displayed from the **Currency** pull-down menu. Currency as Reported is the default. For more information on Currency as Reported, see page 73.
7. Choose your display **Format** from the pull-down menu. For more information on available Quote Display Formats, see page 74.
8. Click Get Quote .

Request Capital Change Records for Delisted/Merged Companies

1. Click **Quotes** from the Companies/ Markets navigation.
2. Select **Delisted/Merged Capital Changes** from the Select Instrument pull-down menu.
3. Enter the company's former ticker symbol. If the symbol is unknown, click Symbol Lookup. For more information on Using Symbol Lookup, see page 72.
4. Choose the transactions that you would like retrieved from the **Capital Changes** pull-down menu. The default is All. The other options are Stock Splits and Stock Dividends, and Cash and Cash Equivalents.
5. Select your date option. Use Symbol Lookup to determine available transaction history for delisted/ merged capital changes. For more information on Date Options, see page 75.
6. (Optional) Pick the currency in which you would like to see your capital change transactions displayed from the Currency pull-down menu. Currency as Reported is the default. For more information on Currency as Reported, see page 73.
7. Choose your display **Format** from the pull-down menu. For more information on available Quote Display Formats, see page 74.
8. Click Get Quote .

Quotes Lists

If you frequently search for quotes on specific instruments, you can create a custom list of those instruments. You can use this list to quickly retrieve quotes from the Quotes and Charting areas in Factiva. The following instruments can be saved in a Quotes List: Stocks, Funds, Currencies and Common Market Indexes.

Create a Quotes List
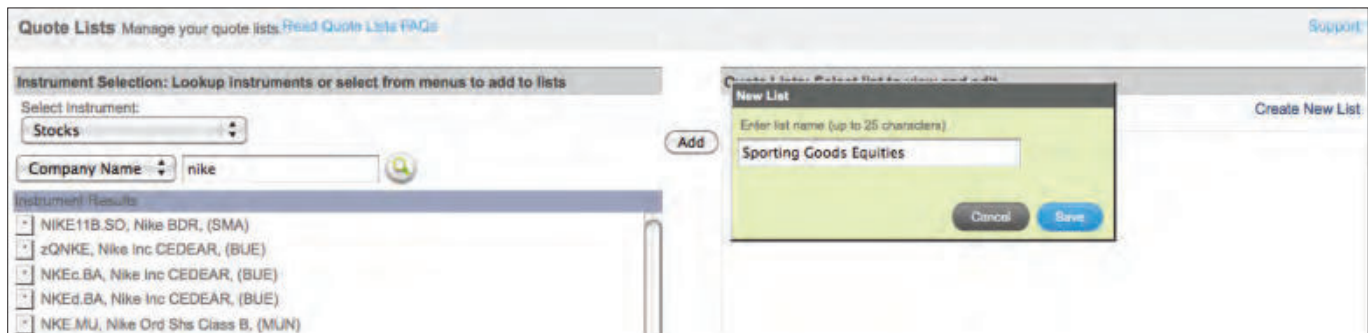
Click the **Settings/Tools** link located in the upper right corner of the main Factiva navigation. Next, select Quotes Lists from the menu options. The **Quotes Lists** screen will appear.

1. Click the Create New List link. The New List overlay window will appear. Enter a name for your quotes list and click **Save** .

2. Use the pull-down menus and the search box in the left-hand frame to locate the instruments you want to add to your list. Click on one or more instruments to select them for your list. You may search for stocks or funds by entering a company name or ticker symbol.

3. Highlight the desired instrument or multiple instruments you want to include in your list and click **Add** . A total of 10 Quotes Lists can be created. Up to 20 instruments may be added to each list.

4. Click **Done** .

Edit a Quotes List

• To rename a list, click the Rename link to the right of the list. Type the new name when prompted and then click **Save** .

• To delete an entire list, click the Delete link to the right of the list. Click **OK** to confirm deletion.

• To remove one or more instruments, expand the list and click the Remove link to the right of the instrument name.

Charting

This area in Factiva allows you to draw charts for Stocks, Funds, and Market Indexes. These charts are interactive. They do more than just provide a graphical representation of an instrument's activity. Interactive charts also supply the value for any given data point and one-click access to news for Stocks and Funds. Multiple chart types are available. Included are: *Candlestick*, *High-Low*, *High-Low-Open-Close* and *Line (default).*

Additionally, Charting contains tools for comparative analysis. For example, you can chart a stock along with a market index, or a stock with its 10-day or 50-day moving average. Up to 10 instruments can be charted on one graph.

Request an Interactive Chart
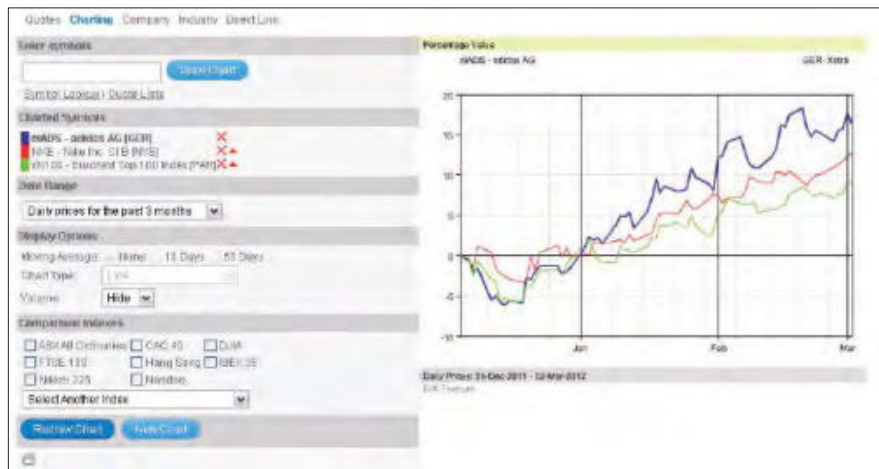
1. Click **Charting** from the Companies/Markets navigation.
2. Enter the symbol(s) for the Stocks or Funds you would like to chart. Up to 10 symbols, separated by commas, can be entered at one time. To chart a Market Index, check the box next to one of the major indexes listed under **Comparison Indexes** or select one from the **Select Another Index** pull-down menu. Alternatively, you can select up to 10 chartable instruments from your Quotes List.
3. Select your date option from the **Date Range** field. Daily prices for the past 3 months is the default.
4. Choose your Display Options. There are three fields to complete.
   - **Moving Average** - You can opt to display a Moving Average on your chart. Moving average charts will not start on the first date of your time series, but will use the first set of dates to calculate the average. For example, in a 10-day moving average chart, the chart will start on day 11 of the average.
   - **Chart Type** - You can select a Chart Type: **Candlestick**, **High-Low-Open-Close**, **High-Low** or **Line** (default).
   - **Volume** - You can choose to display the volume of shares traded for the **Instrument in Focus**. If you are charting multiple instruments, the **Instrument in Focus** is indicated by the color blue. To make another instrument the **Instrument in Focus**, under Charted Symbols, click the triangle at the end of the instrument name.
5. Click **Draw Chart** .

If you are displaying a single instrument, the price of the instrument will be listed on the Y-axis and the date range will be on the X-axis. If you are displaying two or more instruments, the Y-axis will change to Percentage Value, while the X-axis will continue to list the date range. Interactive Charts can be printed using the print icon 🖶 at the bottom left of the page.

Should your interactive chart not appear, you may need to change your charting option in the Preferences area of the Settings/Tools link. As a default, charts are produced using Adobe® Flash®. If your Web browser does not contain the Flash® plug-in, your charts will not display properly. You can remedy this issue by accessing the Company/Market Data tab in Preferences and switching your charting option from Adobe® Flash® to Portable Network Graphic (PNG).
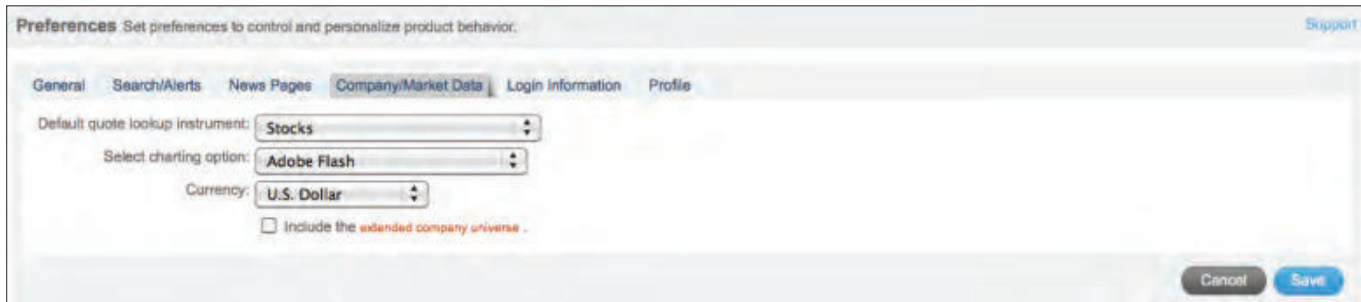
Click-to-News

After retrieving a chart, you might need more details to help you develop the "full picture" behind the performance of the instrument. You can evaluate the increase or decrease in data point values on a given chart by simply moving your mouse to any place on the chart. The actual values for the date selected will appear on mouse-over. Additionally, you can left-click your mouse on any data point for a charted stock or fund to access news for that time period which may have had an effect on the instrument's performance.

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Company

The Company area in Companies/Markets enables you to gather business intelligence on companies around the world with a single search.

There are several methods available for searching for company information in this area. You can search by:

- Company Name
- Company Symbol
- Company List

Company Lists

If you frequently search for information about the same company or companies, you can create a personalized company list. This simplifies the process of requesting a Company Profile or searching for information about companies in the Search Builder area. You may create a total of 10 personal Company Lists. Each list can contain a maximum of 500 companies.

Create a Company List
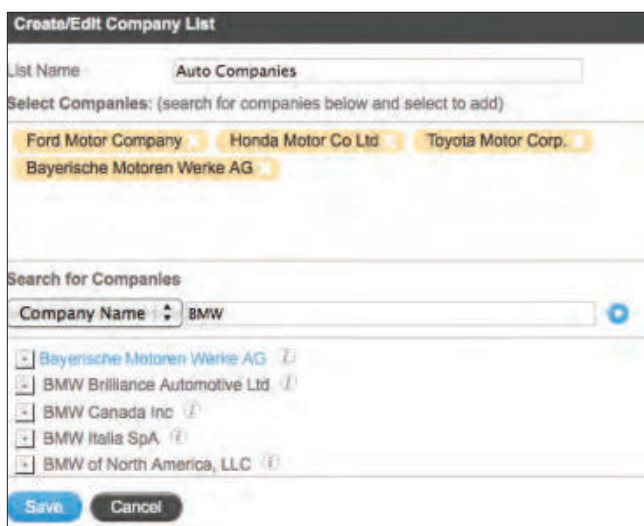
1. Select the **Settings/Tools** link in the upper right corner of the screen.
2. Choose **Company Lists** under the Lists section. The Lists Editor screen will appear.
3. Click **Create New List** in the Company List section. The Create/Edit Company List overlay window will appear.
4. Name your company list.
5. Search for your companies using any of the following five options listed in the pull-down menu: (1) Company Name, (2) Ticker, (3) DUNS or (4) Fcode.
6. Click ▶ . Your matching companies will appear.
7. Click the company name to add it to your list. The selected

companies will appear above in the Selected Companies box.

8. (Optional) Repeat to add more companies.
9. Click **Save** .

Retrieve a Company Profile

1. Click **Company** from the Companies/Markets navigation.
2. You may search for a Company using the following methods:

Smart Lookup	Company Name	Ticker/DUNS/ Registration ID	Company List
As you begin entering characters in the search box, the 10 best-matching companies will automatically appear. Once you have identified the company, click the name and the Company Profile will appear.	Choose your approach from the pull-down menu: **Begins with**, **Contains**, **Include common aliases** or **All aliases**. In the text box, enter as much of the company name as you know. A list of companies matching your entry will appear, including the following information: Company Name, Location, Ownership Type, Symbol, Industry, Sales and Number of Employees. Clicking on any of the blue headers will allow you to sort results by category, in ascending or descending order. Once you have identified the company, click the name and the Company Profile will appear.	Enter the unique Ticker, DUNS or Registration ID assigned to the company in the text box and click ⊙ . The Company Profile will appear.	Select a company from a saved Company List. Click ⊙ . The companies in your list will appear, including the following information: Company Name, Location, Ownership Type, Symbol, Industry, Sales and Number of Employees. Clicking on any of the blue headers will allow you to sort results by category, in ascending or descending order. Click the company name and the Company Profile will appear. (For more information about Company List, see page 82.)

> **NOTE:** When you look up a company by name, enter as much of the company name as possible, ending with an asterisk or dollar sign. Your search will look for aliases and trading names and a list of matching companies will be generated, including subsidiaries and recently acquired companies.
>
> When choosing the option to look up a company by name, you are searching across three million global companies. To expand the number of companies, check the Include the extended company universe box located in the upper left of your results screen. Click [Update]. This allows you to search an additional 10 million U.S. companies with $50,000 or more in revenue or a minimum of five employees.

Components of a Company Profile

General Information

This component will include the company's address and contact information, an interactive chart showing the company's stock activity over the last three months, and a Discovery Pane, which allows you to quickly access current news themes.

Primary and Secondary Industry Classification

This component will define the company's primary and secondary industries using the Dow Jones, SIC, NACE and NAICS industry classifications.

Performance Information

This component provides a graphical display of a company's performance in the following categories:

• Financial Performance
• Business Segment
• Geographic Segment

Business Description

This component defines the core activity of the company. It includes links to supplemental reports like the SWOT Analysis provided by Datamonitor.

Key Facts

This component lists the top 5 Key Executives and Key Financials.

Latest News

This component displays the most recent company news covering multiple topics, such as Management Moves, New Products/Services and Ownership Changes.

Peer Group

This component consists of a competition list of the nearest 10 public companies by Sales based on the Dow Jones Industry classification. Links to additional competition lists are provided.

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Links to Additional Company Information

The left navigation of the Company Profile provides deeper historical company information that expands on the summary information included on the opening page of the profile. The left navigation channels give you access to:

News

Select the **News** channel for quick access to news from multiple content types: publications, websites and multimedia, which includes both video and audio content. The Discovery Pane is available for each content type, giving you a visual representation of the news themes surrounding the company.

Key Developments

This channel includes snippets of key news developments filtered by key industry topics. Use the pull-down menu to select the key development of interest, then click .

Peer Comparison

This channel helps you to identify and evaluate competitors. The default presentation lists the nearest 10 competitors by sales based on the primary Dow Jones Industry classification. However, you may change the composition of the list using different criteria.

1. Click the **Peer Comparison** link.
2. Use the pull-down menu next to **Show** to select the number of competitors you would like to see.
3. Change the basis of your search criteria from Sales to Employees or Market Capitalization using the pull-down menu.
4. Choose a different SIC, NAICS or NACE industry classification.
5. Click . A new Peer Comparison list will appear based on your newly selected criteria.

Financial Results

This channel provides access to financial statements including:

- Balance Sheet
- Cash Flow
- Income Statement
- Geographic and Business Segment Breakdown
- Key Ratios

The list of available financial statements will vary by company based on its stock exchange listing status and location.

1. Select a report by using the **Statement Type** pull-down menu and click . Statements will report data for the last five periods on an annual or quarterly/interim basis. Each statement type will display a condensed report or chart with summary information.
2. To see a full report with detailed figures, click the **Show Details** link.
3. Click the **Spreadsheet** link, in the upper right corner, to export the contents of the report as a CSV file.
4. Click **Glossary** to access definitions of calculations included in the statements.

Regulatory Filings

This channel provides access to documents filed with government regulatory agencies that describe a company's activities and financial transactions. These documents are required for companies listed on stock exchanges. The most recent filings will appear instantly, displayed in order from newest to oldest.

1. Select a filing from the Filing Type pull-down menu to view specific filings.
2. Click .
3. Alternatively, if the filing is already displayed choose one of the three available display formats (1) HTML, (2) RTF or (3) PDF.

Analysis and Profiles

Analyst reports provide analysis and opinions from financial and brokerage experts. Names of the most two recent company reports from each provider will display automatically. Click the report name to display it in full. To view additional reports (if available), click the **View More** link in the section header for that provider.

Reports

This channel provides access to pre-formatted and custom company reports containing detailed financial information. Reports can be retrieved as an HTML or PDF file.
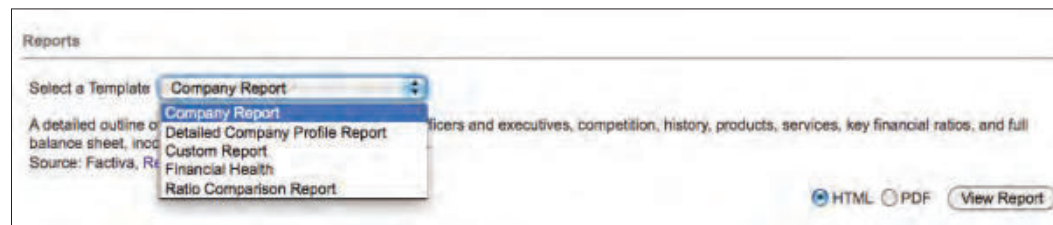
The following reports are available from the **Select a Template** pull-down menu:

Pre-formatted Reports

Company Report	Detailed Company Profile Report	Financial Health Report	Ratio Comparison Report
This selection offers a detailed outline of a company's primary activities, top officers and executives, competition, history, products, services, key financial ratios, full balance sheet, income statement and cash flow statements. This report is accessible from the Reports channel as well as the upper right corner of the Company Profile summary page.	This selection incorporates content from the Company Report, excluding the balance sheet, income statement and cash flow statements.	This report summarizes a company's financial health. It provides latest key indicators, margins, valuation and effectiveness ratios, and share and dividend activity data.	This report compares a company's key financial ratios against its industry, sector, and the S&P 500 Index aggregates.

Custom Report

A Custom Report can be created when the pre-formatted reports fail to bring together the company information you would like to have in a single report. Using the templates provided, you may select the specific categories you would like to display. This report is accessible from the Reports channel as well as the upper right corner of the Company Profile summary page.

1. Choose **Custom Report** from the Select a Template pull-down menu. The Basic Report Builder screen will appear.
2. To create the report, place a check next to your section choices.
3. Select the radio button next to your output choice: **HTML** or **PDF**.
4. (Optional) Place a check next to **Save Criteria for Custom Report Template** if you would like your current selection to appear by default each time you select Custom Report.
5. Click **View Report** .

When creating a Custom Report, if you need the ability to control the order in which the sections are presented, use **Advanced Report Builder**.
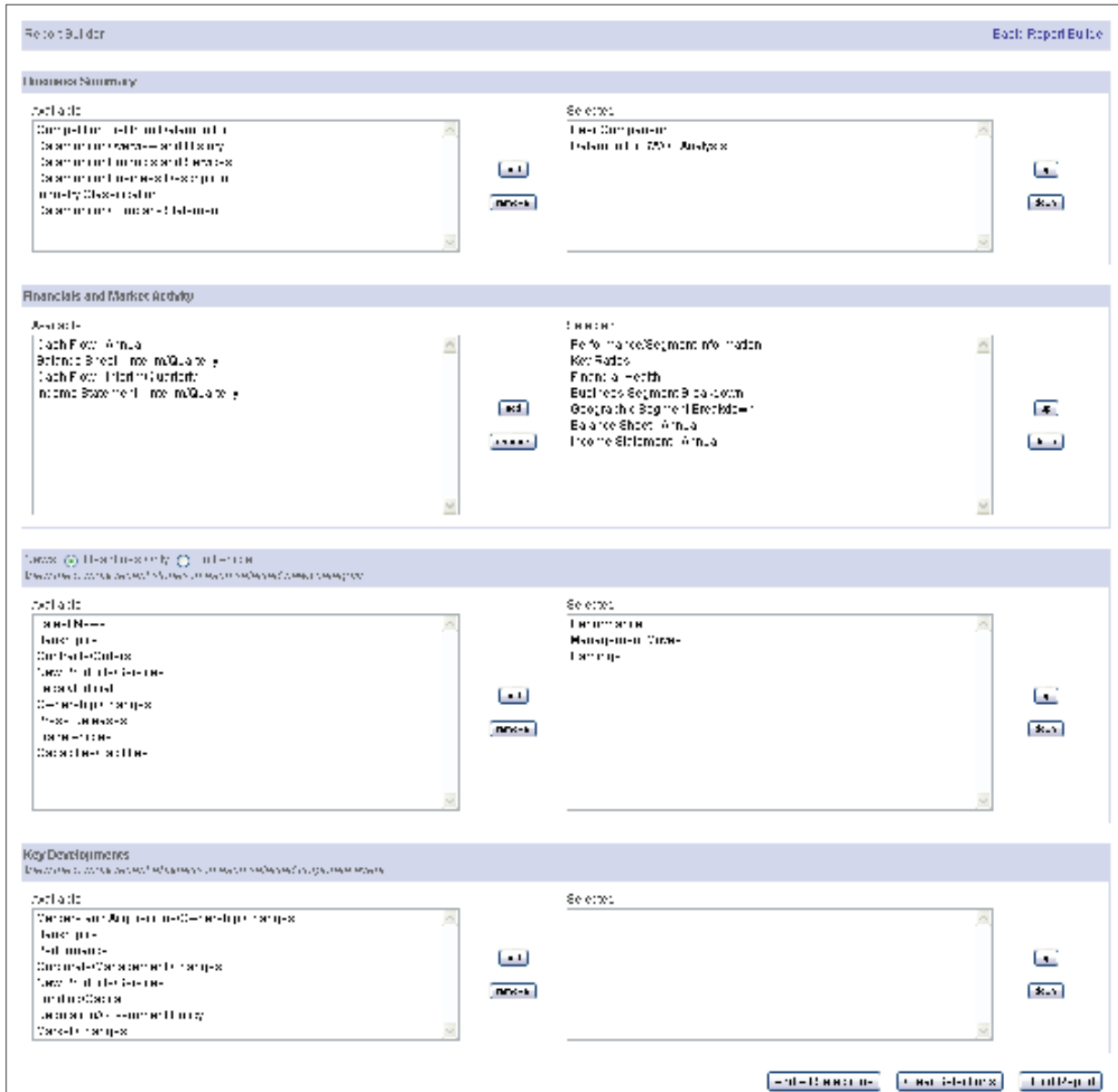

1. Select the desired section from the Available column. If selecting a section from the News category, choose the radio button to display **Headlines Only** or the **Full Article**.
2. Click ⬢ add ⬢ to move the categories to the Selected Column.
3. Use ⬢ up ⬢ or ⬢ down ⬢ to change the order of the sections.
4. Click ⬢ Build Report ⬢ to view your Custom Report. Your customized report will appear with your selected sections listed as hyperlinks along the top of the report.
5. To revise the report, click the **Revise Report** link located in the upper right corner.

NOTE: When creating Custom Reports, the General Information section, containing company contact and business description will automatically be included.

Save as an Alert from Company Profile

If you need to continuously follow news on the company you are researching, you can create an Alert.
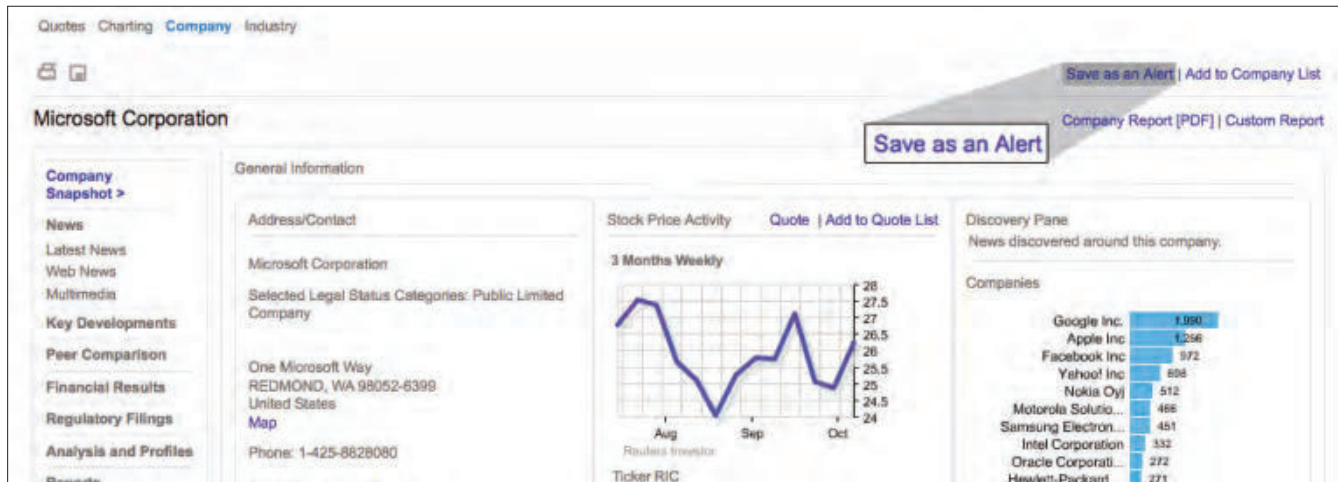
1. Click the *Save as an Alert* link in the upper right corner of the Company Profile page. The Create New Alert overlay window will appear. Your alert name and the Dow Jones Intelligent Indexing Company term will automatically be selected for you.
2. Make any adjustments to the alert that you desire, such as adding free-text terms, changing sources or setting delivery options.
3. Click **Start Alerting** to complete the setup of your Alert.

Industry

In the Industry area of Companies/Markets you will find Industry Snapshots.   Industry Snapshots are comprehensive summaries containing relevant data about an industry, including news, reports, charts, analysis and financial data.

To view an Industry Snapshot, click an industry name.

Components of an Industry Profile

Discovery Pane

The Discovery Pane provides a visual representation of the current news themes related to the industry.

Industry Classification

List of the Dow Jones, SIC, NAICS and NACE codes and descriptors for the selected industry.

Industry Averages/Ratios

Key ratios for the selected industry. The statistics help to benchmark performance for companies participating in the industry.

Top Participants by Sales

The top-performing companies in the industry, based on Sales.

News

List of the five most recent news articles for the industry.

Industry Breakdown

Bar chart that displays the companies by size. Size is determined by Sales.

Trade Association Web Sites

Key external trade association sites for the selected industry.

Links to Additional Industry Information

The left navigation of the Industry Profile provides deeper industry information that expands on the summary information included on the opening page of the profile. The left navigation channels give you to access to:

News

Select the **News** channel for quick access to the latest headlines about the industry. The Discovery Pane is available to give you a visual representation of the news themes surrounding the industry.

Peer Comparison

This channel helps you to identify and evaluate a company's performance within a specific industry. The default presentation lists the top 10 participants by sales based on the primary Dow Jones Industry classification. However, you may change the composition of the list using different criteria.

1. Click the **Peer Comparison** link.
2. Use the pull-down menu next to **Show** to select the number of participants you would like to see.
3. Change the basis of your search criteria from Sales to Employees or Market Capitalization using the pull-down menu.
4. Choose a different SIC, NAICS or NACE industry classification.
5. Click 🔍 . A new Peer Comparison list will appear based on your newly selected criteria.

Analysis and Profiles

Analyst reports provide analysis and opinions from financial and brokerage experts. Names of the most two recent industry reports from each provider will display automatically. Click the report name to display it in full. To view additional reports (if available), click the **View More** link in the section header for that provider.

Save as an Alert from Industry Profile

Industry Alerts allow you to keep abreast of the latest information about specific industries.

1. Click the **Save as an Alert** link in the upper right corner. The Personal Alert Creation page will appear. Your alert name and the Dow Jones Intelligent Indexing Industry term will automatically be selected for you.
2. At this point, you will have the opportunity to modify the Alert by adding free-text terms or Dow Jones Intelligent Indexing.
3. Select a delivery option and hit [Start Alerting]. You will receive any information related to your industry within 30 minutes of creating the Alert.
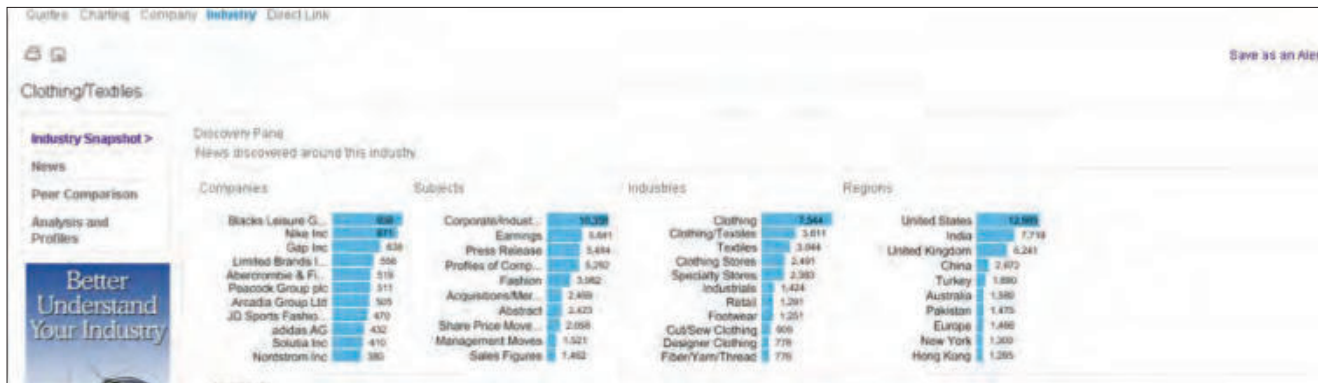
The **Preferences** screen, accessed by clicking the *Settings/Tools* link, allows you to personalize how Factiva is presented to you. For example, you can establish a home page, change the default settings to reduce the amount of time you spend specifying criteria in Search and Alerts, or change your password.

To change your Factiva preference settings:

1. Click the link for *Settings/Tools* located at the very top of the page in Factiva, then select *Preferences* from the menu that appears. The *Preferences* window will open.

2. Make your changes, click **Save** and then **OK**. Your preference changes will take effect immediately

There are several settings that can be personalized, and they are grouped by product area onto several tabs, including:

General Preference Tab

Select a different time zone, time stamp and display format. The time stamp indicates the date and time an article was published. You may also change the default date format. The default format is determined by your account's country of origin. For example, the format for accounts located in the U.S. is MM/DD/YYYY. The format for the U.K. is DD/MM/YYYY.
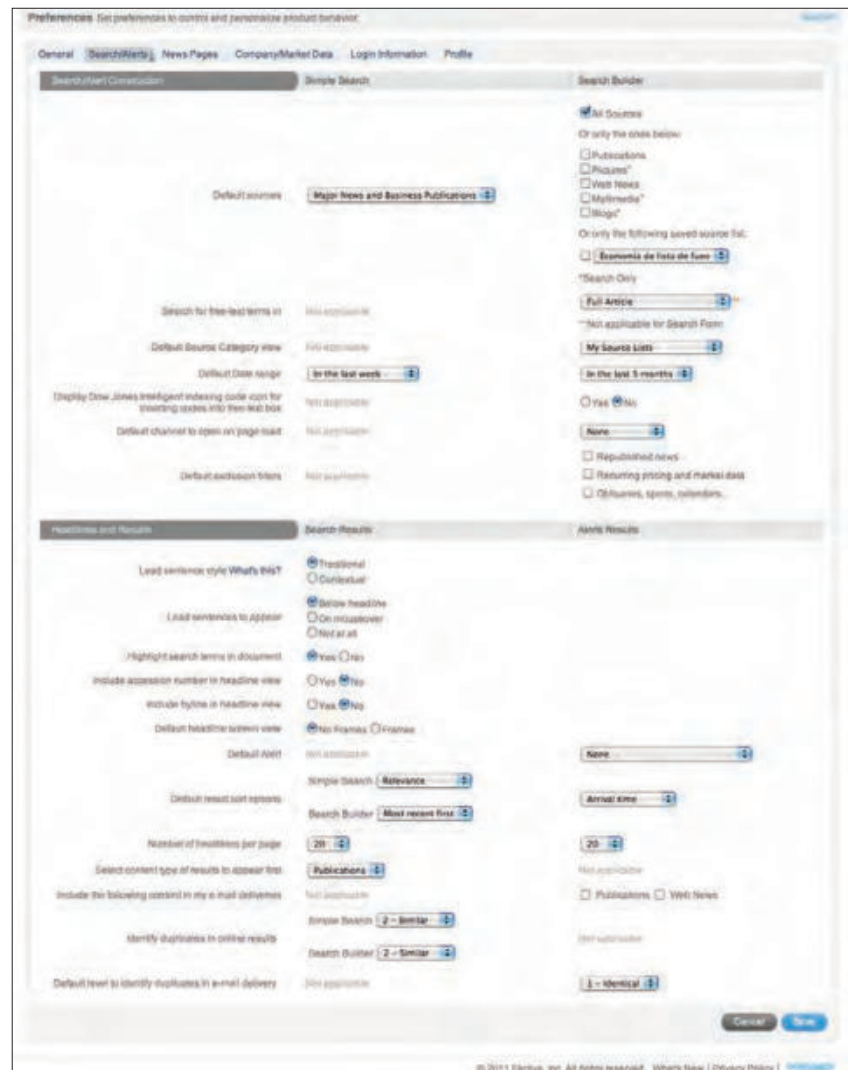
Your default views may also be changed. For example, **Set your initial page to display on login** allows you to select the page that will load when you enter Factiva. For new users, the default page is Simple Search. **Default article display format** allows you to select how much of a document will display. You may view the Full Article, Keywords in Context, the Headline and Lead Paragraph plus Indexing, or the Full Article plus Indexing.

Search/Alerts Tab

In the **Search and Alerts** area you can choose where to search for free-text terms in articles. You also have the option to **Display Dow Jones Intelligent Indexing** code icon for inserting codes into free-text box; when this preference is activated, the Intelligent Indexing code icon ▲ appears in the indexing channel, next to the indexing terms. Click ▲ to insert the code in the free-text box.

You can also set preferences for your headlines and results. For example, select the **Lead sentence style: Contextual or Traditional**. Traditional lead sentences display the initial text of a document, which does not necessarily contain any of your search keywords. Contextual lead sentences display a window of text around your search keywords, which is not necessarily the initial text of the document.

Companies/Markets Tab

Four preferences can be set in this area of Factiva.

Default quote lookup instrument: Select the instrument to appear first in the **Select Instrument** pull-down menu.

Select charting option: **Flash or Portable Network Graphic (PNG)**. As a default, charts are produced using Adobe® Flash®. If your Web browser does not contain the Flash® plug-in, your charts will not display properly. Choose Portable Network Graphic (PNG) if this problem occurs.

Currency: Change the currency for Historical Quotes. The default is *As reported*. Currency as reported means the currency corresponds to the country of the exchange listed. For example, for a fund that trades on the London exchange, the currency as reported would be the British Pound.

Include the extended company universe. Check this box if you want to expand the number of companies being searched when searching by company name in Company Profile. This allows you to search an additional 10 million U.S. companies with $50,000 or more in revenue or a minimum of five employees.

In the last two sections of Preferences you can update your personal information.

Login Information

- **Enable My E-mail Address for Login** – Choose this preference to use your email address to log in to Factiva.
- **Change your password**
- **Save My User ID and Password** – This stores your login credentials in your browser so you don't need to enter them manually each time.

Profile

In this section you can update the contact information associated with your User ID.

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Business research is often not a one-time event, but a continuous process to be conducted over a period of time. The Workspaces area of Factiva.com provides a place for you to store articles of interest so that you can quickly retrieve and reference them at a later time. In addition, you can easily publish the content of your Workspace to other Factiva users via a Workspace Widget, an RSS feed or a Podcast [Beta]. You can create up to 25 Workspaces. Each can contain up to 100 headlines.

Creating a Workspace

1. Click **Settings/Tools** and select **Workspaces** from the Tools category. The Workspaces Manage Page will appear.

2. In the text box that appears under **Create a New Workspace**, enter a name and click Create Workspace. Your newly created workspace will appear in the Workspace Inventory list.
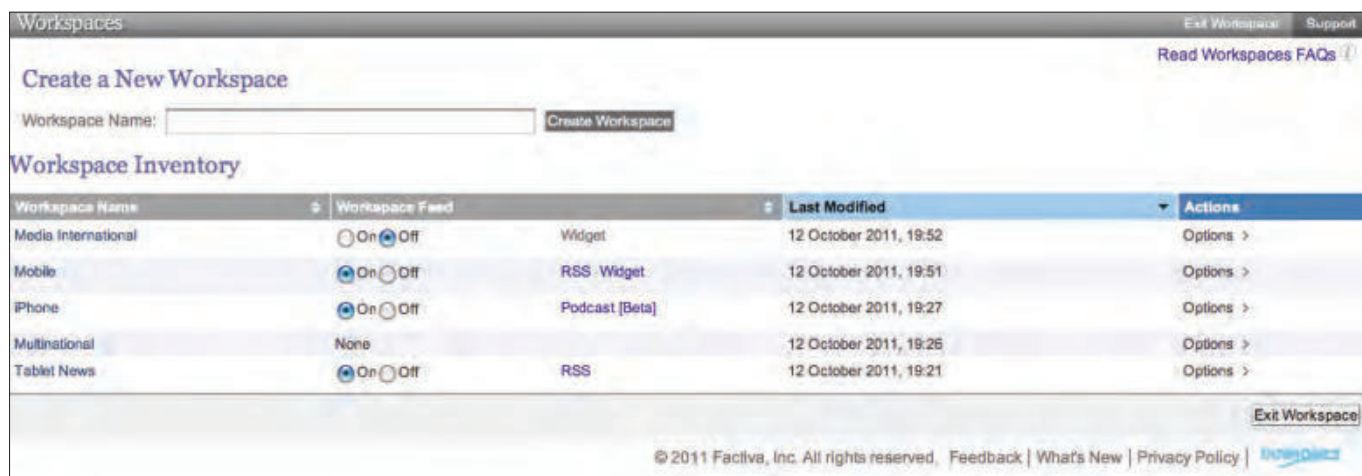
NOTE: A Workspace can also be created from Search/Alert results. For more information on using Workspaces from Search/Alert results, see page 40.

Workspace Inventory

The Workspace Inventory can be found on the Workspace Manage Page. It lists each of your Workspaces and tells you which workspaces you have published and how you have published them. The Last Modified date for each workspace is displayed along with an opportunity to perform one of several Actions with any of the listed workspaces.

Each of the columns in the Workspace Inventory can be sorted in ascending or descending order simply by clicking on the header.

DOWJONES

View a Workspace

Click the name of the Workspace within Workspace Inventory or click Options and choose Edit from the menu. The selected Workspace and its contents will appear. There are several tasks that you can now perform.

Sort By

This pull-down menu offers you five sorting options:

1. **First in, first out** – headlines are presented in the order in which they were added to the Workspace, from the oldest added to the most recently added.
2. **Last in, first out** – headlines are presented in the order in which they were added to the Workspace, from the most recently added to the oldest added.
3. **Oldest first** – headlines are presented by publication date in chronological order.
4. **Most recent first** – headlines are presented by publication date in reverse chronological order.
5. **Content types** – headlines are presented by type of content. Publication headlines will appear first, followed by Web News/Blogs, Pictures and Multimedia headlines.

Rename

Change the name of your Workspace at anytime using the Rename link. Click the Rename link and enter the new name in the text box provided. Click Save .

Post-Process Workspace Results

Workspaces provide you with a variety of post-processing choices that will help you quickly and efficiently use the content. You have options that allow you to email, print, save, export to RTF or PDF, move to another Workspace, include in a newsletter, or remove headlines that are no longer needed.
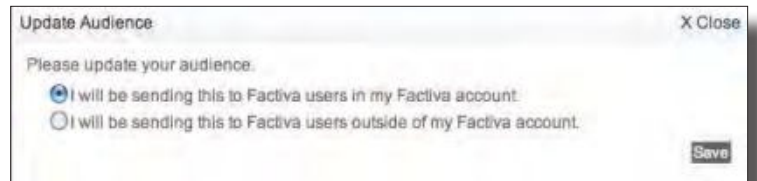
Publish a Workspace

You can publish the contents of your Workspace so that your colleagues can benefit from the articles that you are collecting. It saves time and resources and prevents redundant research activity within your organization.
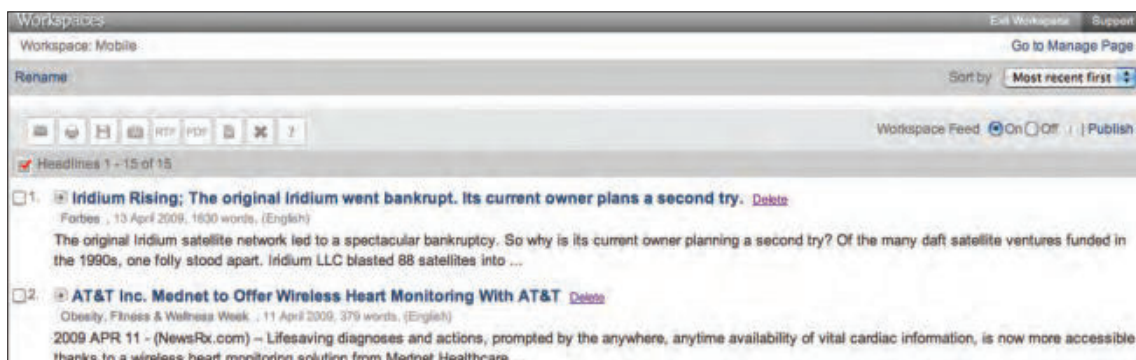
When viewing a Workspace, click the Publish link in the upper right corner. You can also select Publish from the Actions menu in the Workspace Inventory. Once you Publish a Workspace, you can share it using one or all of the publishing options.

Before choosing your publishing option, you must define your audience. Choose the radio button that fits your audience circumstances. If you do not see the choices for audience, click the **Change Audience** link.

Publish as a Widget

A Workspace Widget is a self-contained app that can be posted to a company portal or team site so everyone can benefit from it. Use this tool to embed the widget app for a visual display of headlines.

1. Click **Get Widget** . This will take you to Widget Builder.
2. Complete the steps in the Widget Designer by choosing headline settings, colors and fonts.
3. As you make selections, the design updates will appear in real time in the Preview Pane.
4. Click **Save Widget Design Now** .
5. Click **Publish My Widget Now** . The Publish My Widget Now dialog box will appear.
6. Integrate the Workspace Widget into its final destination using the preset integration options presented or the supplied Javascript code.
7. Click **OK** .

Publish As a RSS Feed

Automate and share access to your Workspace by RSS Feed.

1. Click **Create RSS** . A new browser window will appear.
2. Copy the RSS URL. Paste and send to other Factiva users.

Those users must then paste the RSS Feed URL into their RSS Reader of choice. Headlines from your Workspace will automatically update and you can add and remove content from the Workspace within Factiva.

Publish As a Podcast [Beta]

Give your users the ability to listen to articles rather than read them.

1. Click **Create Podcast [Beta]** .
2. Send the Podcast Feed URL to other Factiva users. If this is for your personal consumption, integrate the Workspace Podcast into your podcast receiver using one of the preset integration options or using the Podcast Feed URL.

Publishing as a Podcast may not include all content within your Workspace. Articles available for publishing via a podcast are those with a word count of less than 5,000 and with a source language of English, French, German, Spanish or Italian. Up to 100 articles may be added to your podcast. Only Publication content is supported.

Factiva Widgets allow you to view headlines from Alerts, Workspaces and Newsletters within a small application that can be installed into a Web page. Factiva Widgets can be created within the Alerts, Workspace and Newsletter workflow. Centralized creation and management of all Factiva Widgets can also be conducted from Factiva Widget Builder. From the Widget Builder, new widgets can be created, edited and designed. In addition, your full catalog of widgets can be reviewed and controlled.
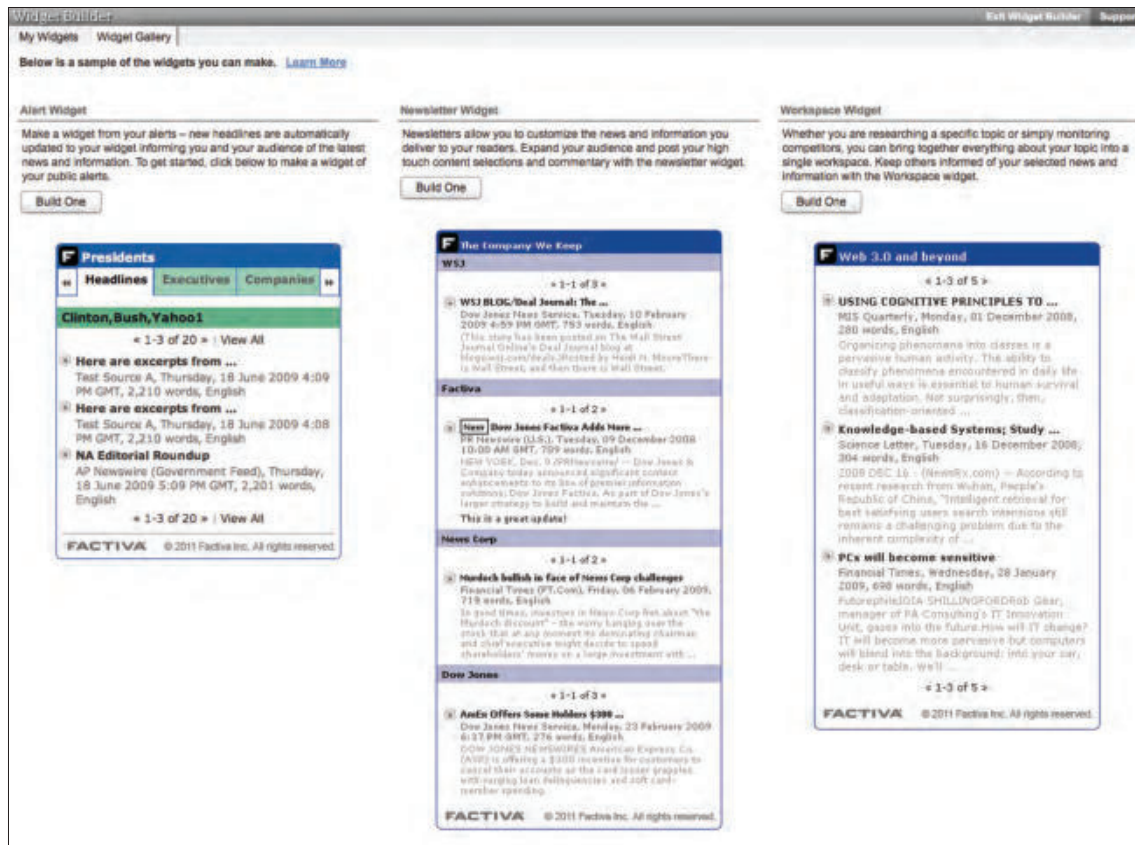

Creating a Widget from the Widget Gallery

1. Select **Widgets** from Settings/Tools in the upper right corner. This will take you to the Widget Builder.
2. Click the **Widget Gallery** tab. Definitions and examples of the three available widgets are displayed.
3. Click [Build One] for the type of widget that you wish to create. This will seamlessly take you to the widget creation workflow for the type selected. For specific steps on creating:
   - Alert Widgets, see page 54.
   - Workspace Widgets, see page Appendix 1.
   - Newsletter Widgets, see page Appendix 3

Working with Your Widgets

The **My Widgets** tab gives you a single view into all the widgets you have created, whether they are Alert, Workspace or Newsletter widgets.
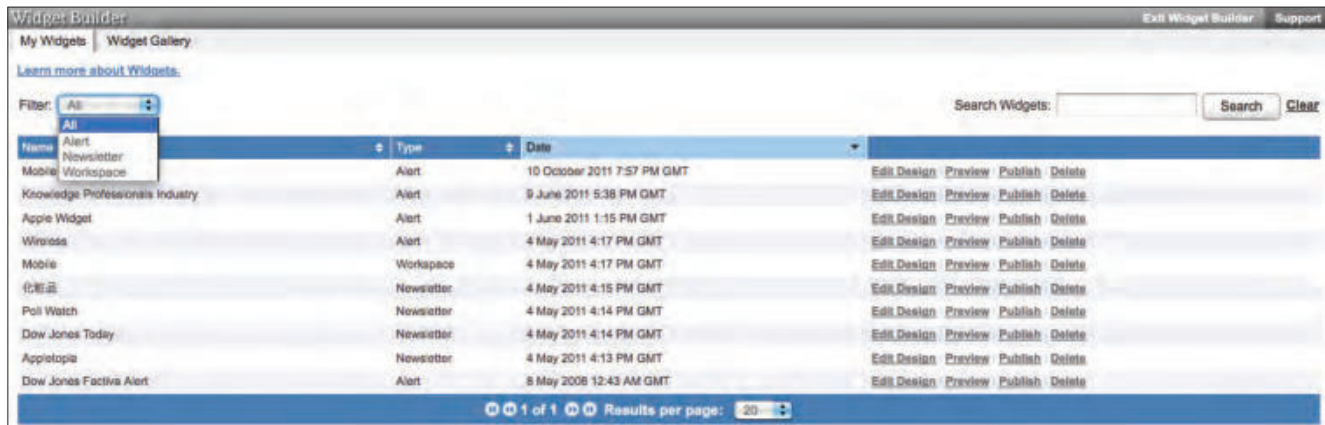
Depending on the size of your widget collection, you may need additional tools to help you quickly surface a particular widget.

Filter by Widget Type

Use the pull-down menu to display only a particular type of widget.

Search by Widget Name

Enter a Widget Name into the text box next to Search Widgets to list only those widgets with your keyword in the name.
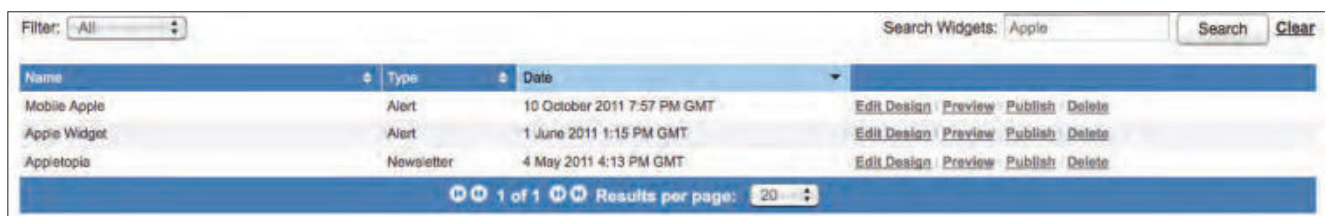
Column Sorting

The list of widgets is presented initially in date order, starting with the most recent modified date. You can re-sort the list, in ascending or descending order, using the up/down arrows in the column headers.

Footer Navigation

The footer provides you with additional display options. Navigation tools allow you to move to the next page, previous page, first page, or last page of results. Use the pull-down menu next to **Results per page** to change the number of widgets listed per page. Your choices include **10**, **20**, **30**, **40**, **50** or **100**.

Edit Design

Use this link to modify the visual attributes of your widget. You can change the:

- Headline display (with or without snippets)
- Number of headlines (1-10)
- Font type, size and color by applying a preset template as a theme or customizing each attribute to meet your organization's branding guidelines
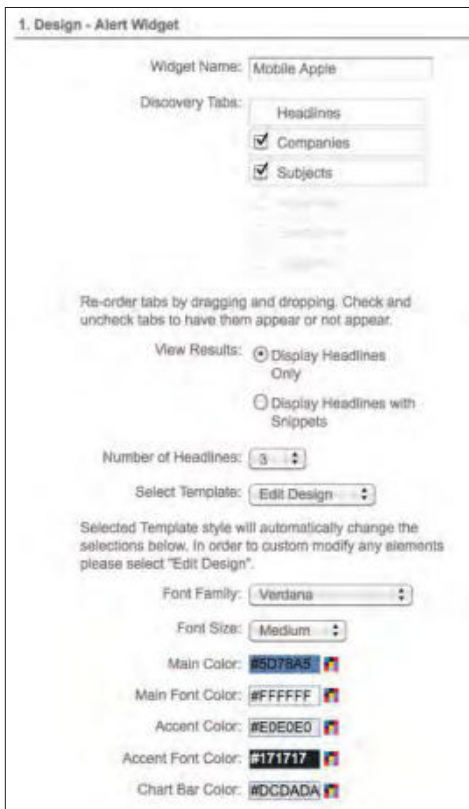

Preview a Widget

Click Preview to produce a current view of your widget in an overlay window.
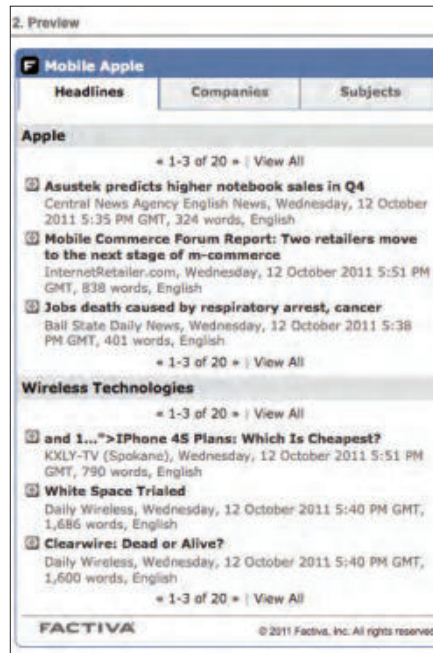
Publish a Widget

The **Publish** link displays in an overlay window your choices for publishing your widget. You can take the code and manually incorporate it into any HTML page. Use the radio buttons to choose whether the code should use HTTP or the secure HTTPs protocol.

Alternatively, you can integrate the widget directly onto a widget integration site by clicking on any of the websites listed.
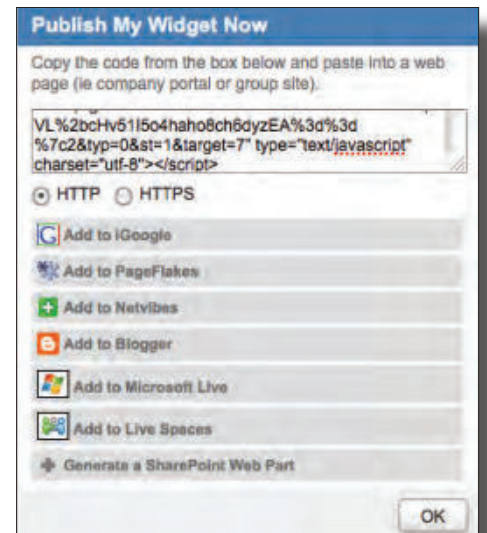
Delete a Widget

When there is no longer a need or purpose for a widget, use the Delete link. A prompt to confirm the intent to delete will appear. Click Yes and the widget will be removed from My Widgets. This does not remove the widget from the Web page where it was placed. This only prevents any further updating of the widget with new Factiva content.
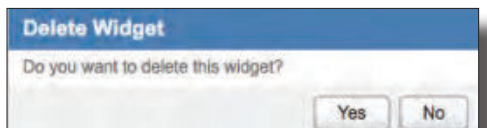
Timely, relevant newsletters can help you drive awareness about news that you have identified as critical to the business. Whether you send daily news to executives, prepare a weekly corporate newsletter or share research with colleagues occasionally, Factiva's newsletter-building capabilities let you create professional, attractive newsletters with ease.

Follow these steps to build a newsletter in Factiva.com:
I. Create a New Newsletter
II. Format Content
III. Select Content
IV. Edit or Repurpose an Existing Newsletter
V. Create an HTML Template
VI. Publish a Newsletter

Create a New Newsletter

1. Click the *Settings/Tools* link within the main Factiva.com navigation bar at the top of the page and then choose Newsletter from the Tools category to launch the Newsletter Builder tool.

2. Under *Create a New Newsletter*, enter a Newsletter Name (no more than 35 characters) for your newsletter and click *Create Newsletter*.
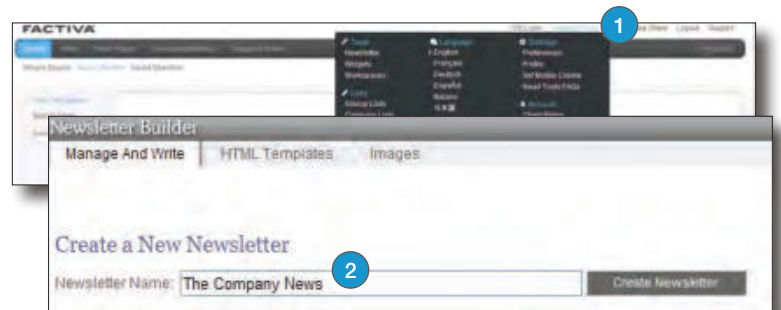
Format Content

Once you click Create Newsletter or Edit for an existing newsletter, you have many formatting and design options. Select from some or all of the following options.

1. **Add Masthead**:
   a. Enter Header Text Large and/or Header Text Small to give your newsletter a primary and/ or secondary tagline that can be no more than 35 characters.
   b. Click *Save* to save your changes and view them.
2. **Add Dateline**:
   a. The date is automatically formatted as year/month/day. To change the date, delete the auto-text and enter a new date.
   b. Click *Save* to save your changes and view them.
3. **Add Title**:
   a. Add a secondary name for this newsletter by entering text in the open field.
   b. Click *Save* to save your changes and view them.
4. **Write Summary**:
   a. Type in free text to summarize or describe the contents of the newsletter edition.
   b. Click *Save* to save your changes and view them.
5. **Add Footer**:
   a. To add a footer to the bottom of all pages in your newsletter, click *Add Footer*.
   b. Enter your free text along with any copyright or trademark information.
   c. Click *Save* to save your changes and view them.
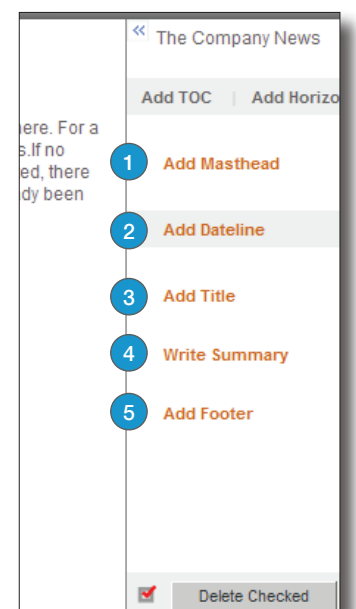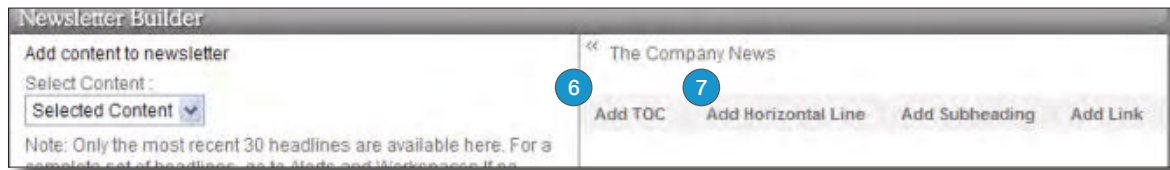
6. TOC (Table of Contents):
   a. A Table of Contents is automatically generated when you add subheadings.
   b. Click Add TOC to hide or unhide the Table of Contents in your newsletter.
7. Add Horizontal Line:
   a. Click Horizontal Line to add visual dividers to any section of your newsletter.
8. Add Subheading:
   a. Enter a subheading name to divide your newsletter content into subsections for better organization and viewing.
   b. Subheading titles also dynamically appear in the Table of Contents.
   c. Click Save to save your changes and view them.
9. Add Link:
   a. Click Add Link to include links to other internal or external content.
   b. Enter a URL and title then add up to 700 characters of commentary to describe the content.
   c. Click Save to save your changes and view them.
   Reorder Items:
   a. To move an item to a new location in the newsletter, mouse over the item until a gray bar appears and the item is high-lighted yellow.
   b. Drag the item to its new location.
10. Collapse View:
    a. To collapse the articles so that only the headlines are showing click the Collapse View link.
    b. To expand the view to show a snippet of the headline in addition to the headline click the Expand View link.
    Add Comment and Add Flag:
    a. To add a comment (up to 1,500 characters) or flag to any article, mouse over the citation until the gray bar appears.
    b. Click Comment to open the comment text box or click Flag and select the desired flag from the menu.
    c. To remove a comment or flag, mouse over the article headline until the gray bar appears. To remove a comment, click Comment and then delete from the menu. To remove a flag, click Flag and then Remove Flag.
11. Selected Content:
    a. Using dropdown, select an Alert or Workspace from your inventory.
    b. View up to 30 headlines sorted by arrival date.
    c. Mouse over a citation until a gray bar appears and the item is highlighted yellow.
    d. Drag and drop the citation to its new location within your newsletter.
12. Preview Selected Content:
    Select an option to view your newsletter in a preview window as HTML, Widget, RSS or Podcast (Beta).

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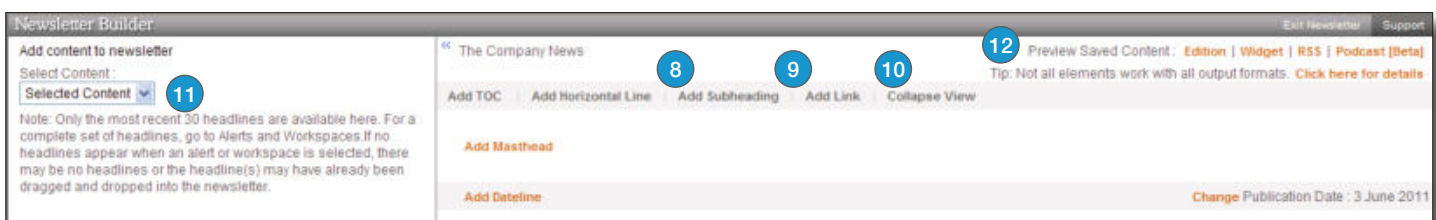
Select Content

Build Now

1. Click the checkbox next to any citation from your search results, Alerts (Group, Personal or Shared) or Workspace.
2. Click 📄 to begin building your newsletter immediately.

Store Content and Build Later

1. Click the checkbox next to any citation from your search results, Alerts (Group, Personal or Shared) or Workspace.
2. Click 🏪 to store content and build your newsletter later.
3. When you're ready to build your newsletter, click the Settings/Tools link in the top navigation bar.
4. Select Workspaces from the Tools category.
5. Click the checkbox next to the citation(s) you want to include in your newsletter.
6. Click 📄 and then Create New to begin building your newsletter.

Edit or Repurpose an Existing Newsletter

Click *Settings/Tools* then newsletter from the Tools category to acess the newsletter feature from anywhere in Factiva.com.

1. Click *Edit* next to a Newsletter name to open the Editorial Space and make changes to the format/content of the newsletter.
2. Click *Replace* to replace content of existing newsletter with new content while keeping the formatting.
3. Click *Publish* to publish your newsletter traditionally or via a feed.
4. Click *Update Audience* to choose your Newsletter audience.
5. Click *Delete* to delete a newsletter and all of its content.
6. Turn a newsletter feed ON or OFF.

Manage an Existing Newsletter Edition

7. Click *Download* to view archived content when published traditionally.
8. Click *Delete* to delete Edition name and archived content.
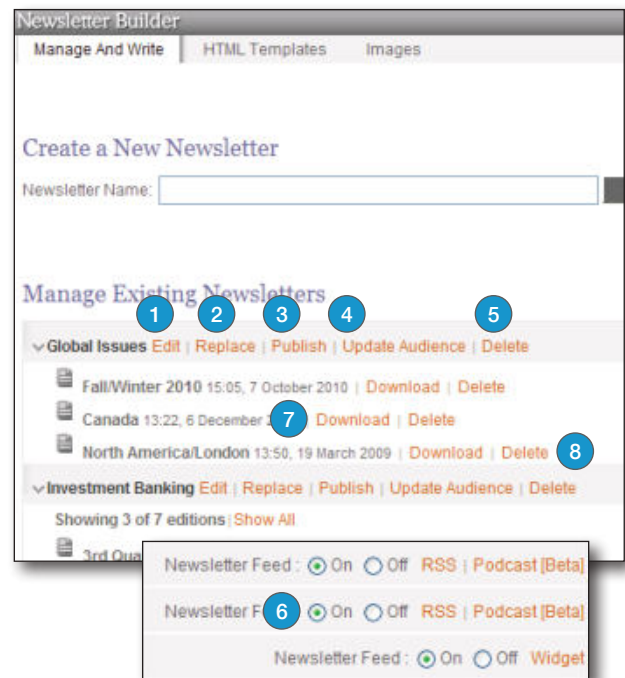
Create a HTML Template

Create up to 25 custom HTML Templates that allow for customization of a Factiva.com Newsletter without the need for HTML or CSS coding. If you plan to disseminate your newsletter other than using HTML, you can skip this step.

1. Click the *HTML Templates* tab from the Newsletter Builder page.
2. Type a name for the template using no more than 39 characters.
3. Click *Create Template* which opens the Template designer form.
4. When using our template designer, you may create your template with either:
   a. The Quick Design form which lets you start with an existing Factiva template and make modifications as needed.
   b. The Advanced Design form which lets you start without a pre-existing template.
5. Open/Collapse the first section (Masthead, Dateline, Body, Headline, External Links, Horizontal Lines, Add TOC and Footer) to access the different design options available for customization.
6. Within each section, edit colors by entering a legitimate hex code or by using the color picker to select a color.

Add up to 2 Images

7. Add an image that can be uploaded from your pc/laptop and stored in your Image Library.
8. Add an image that must be saved to a publicly accessible website. Copy and paste the URL into the URL Logo area.
9. Choose the desired alignment for your Image(s).
10. Provide a Click-thru URL if you wish to embed a hyperlink for your chosen image.
11. Using the drop-down options, select from nine font types.
12. Choose a font color by entering a legitimate hex code or by using the color picker.
13. Click *Preview Sample Newsletter* to preview a sample of what your changes will look like when applied to a newsletter.
14. Open/Collapse the other sections and make changes as appropriate to the colors, fonts, etc. Each section may have options applicable only to that section.
15. Click the *Save Template* button when all of your selections have been made.

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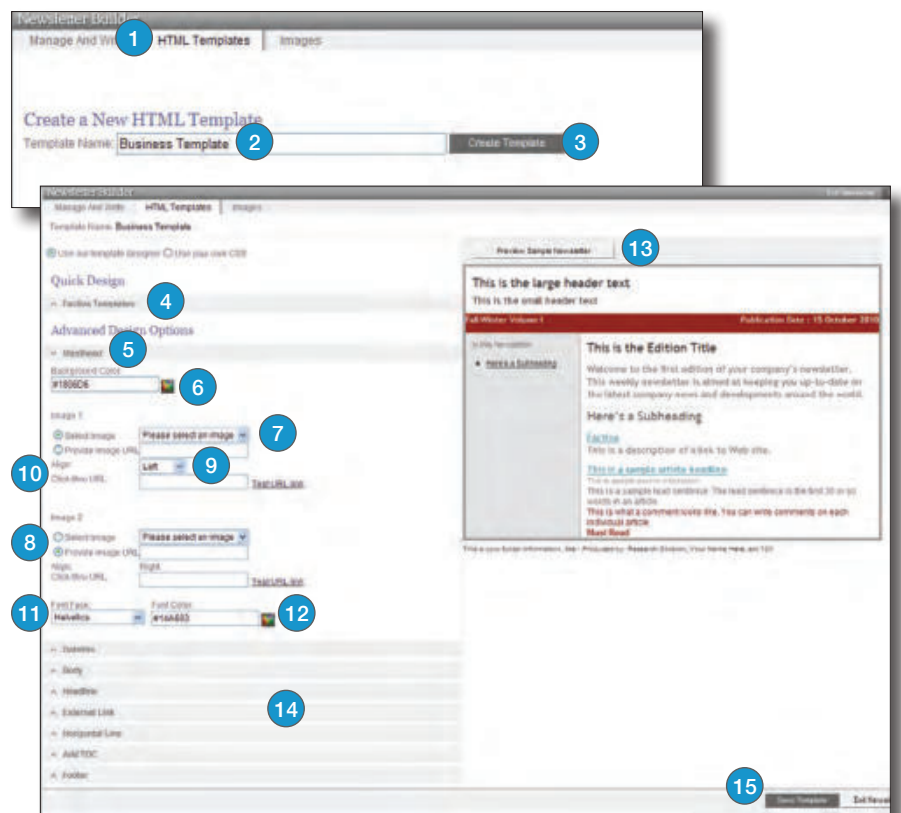
Publish a Newsletter

Once you are done formatting and editing your newsletter you can publish it from the Manage and Write area of the Newsletter Builder using several options: traditionally or as a feed to be disseminated in a Widget, RSS or as a Podcast (Beta).

1. Click the *Publish* link beside your newsletter name.
2. Set Newsletter Audience by using the radio buttons. Decide if your newsletter will be sent to users within or outside of your Factiva account, or using a Factiva Reader profile.
3. Publish traditionally so that you can send your newsletter to your audience whenever you have an update.
   a. Create a New Edition by typing in an Edition name (no more than 40 characters) allowing you acesss to the archived content.
   b. Over-write an existing Edition to save new content.
   c. Choose from many download formats.
   d. Select a template (Factiva or custom) when choosing RTF, PDF, Embedded HTML or HTML.

Mobile (Headlines Only): This light HTML design does not retain any column layouts or design theme and is appropriate format for viewing on a mobile device displaying the headline only.

Mobile: This light HTML design does not retain any column layouts or design theme and is appropriate format for viewing on a mobile device displaying the headline and lead sentence.

RTF: Additional customization can be added using an RTF editor (i.e., Microsoft Word). This option is meant to be sent as an attachment.

PDF: This format will enable you to limit changes to the content after you send it. This option is meant to be sent as an attachment.

Embedded HTML emailed by Factiva: Send an HTML newsletter embedded in an email sent by Factiva.

HTML: Additional customization can be added using an HTML editor (i.e., Dreamweaver, Front Page). This output format also allows you to apply a publicly accessible CSS (Cascading Style Sheet) file so that your newsletter can reflect your organization's persona in terms of the colors, font and layout. An HTML newsletter can also be posted as a Web page.

4. Publish as a feed to be communicated to your audience automatically when you choose to disseminate using a Newsletter Widget, RSS or a Podcast [Beta] . You can learn more about the Newsletter feed types by visiting the FAQ area of the Dow Jones Customer Support Center.

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