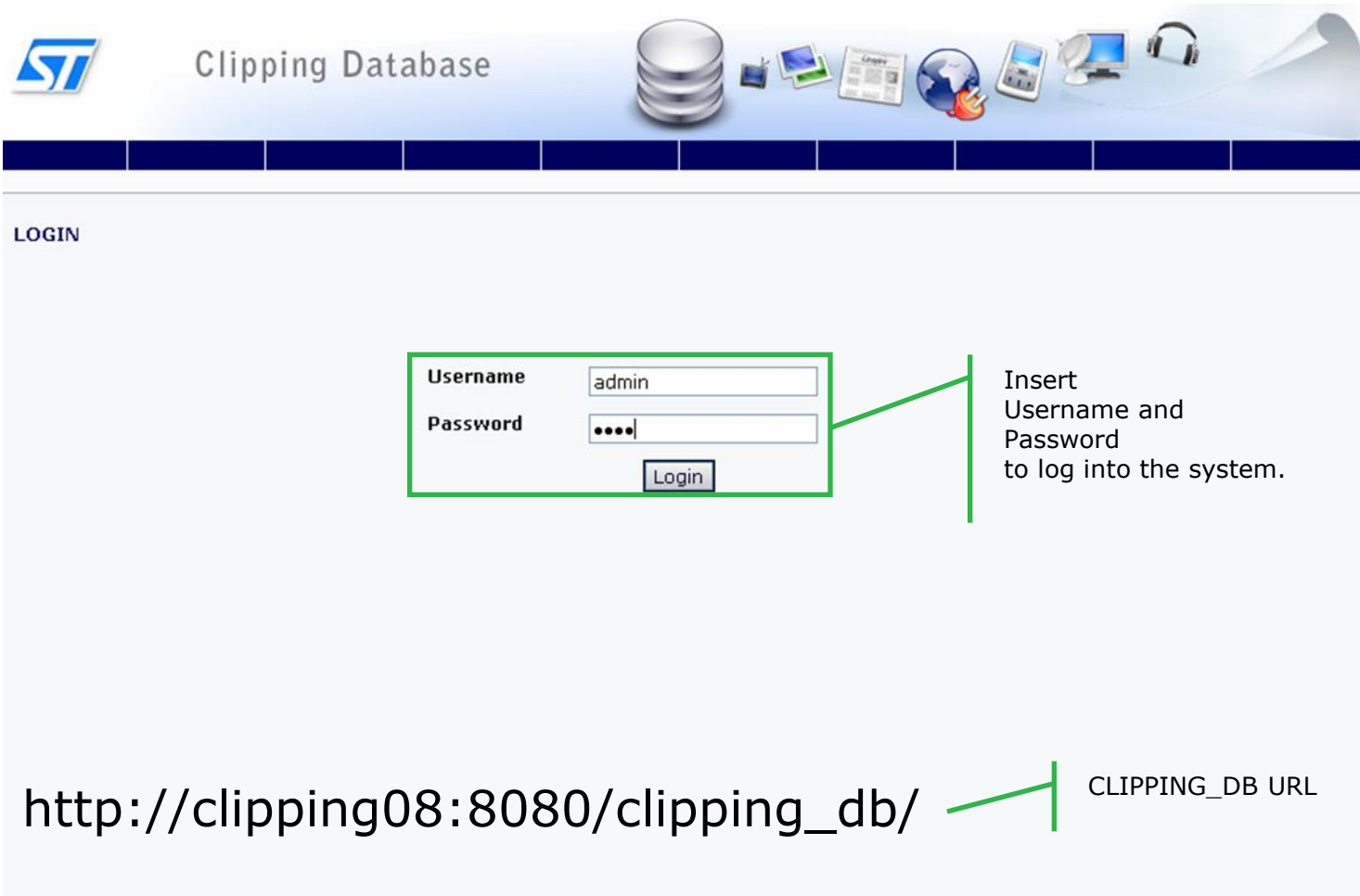




STMicroelectronics
CLIPPING DATABASE
Administrator's Manual

Login page



The image shows a web browser window displaying the login page for a system called "Clipping Database". The page has a blue header bar with the "ST" logo on the left, the text "Clipping Database" in the center, and a row of icons on the right including a database cylinder, a photo, a newspaper, a globe, a mobile phone, a computer monitor, and headphones. Below the header is a dark blue navigation bar with several empty slots. The main content area is light gray and contains the word "LOGIN" in the top left. In the center is a login form with a green border. The form has two input fields: "Username" with the text "admin" and "Password" with four dots. Below these fields is a "Login" button. A green line points from the text "Insert Username and Password to log into the system." to the login form. At the bottom of the page, the URL "http://clipping08:8080/clipping_db/" is displayed, with a green line pointing from the text "CLIPPING_DB URL" to it.

ST Clipping Database

LOGIN

Username

Password

Login

Insert Username and Password to log into the system.

http://clipping08:8080/clipping_db/ CLIPPING_DB URL

Home page

The screenshot shows the home page of a 'Clipping Database' application. At the top left is the 'ST' logo. To its right is the title 'Clipping Database'. Further right is a decorative banner with icons for a database, photos, a newspaper, a globe, a mobile phone, a computer, and headphones. Below this is a dark blue navigation bar with white text links: 'Publications', 'Clippings', 'Events', 'Reports', 'User', 'Country', 'Full Help', and 'Logout'. The 'Reports' and 'Full Help' links are highlighted with green boxes. A green line connects the 'Reports' box to a list of sections for the ADMIN user. Another green line connects the 'Full Help' box to a text instruction.

ST Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

INDEX PAGE

List of sections available for ADMIN user:

- Publications
- Clippings
- Events
- Reports
- User
- Country

Click here to open this help document.

Manage Publications: Add Publication



Clipping Database



Publications

Clippings

Events

Reports

User

Country

Full Help

Logout

Welcome

PUBLICATIONS - ADD PUBLICATION

Area*

Name*

Date*

  (Mon/dd/yyyy)

Audience*

Level Of Press*

Size*

Frequency*

Medium*

Notes

Country

* Required fields

Submit

Reset

Search Publication

Select the area, the name, the date, the audience, the level of press, the size, the frequency, the medium, the notes and the country of the new publication and click "Submit" button for send data to the database (The fields with * are mandatory).

Click "Search Publication" button to go to search publication form.

Click
"Publications"
button to open
this page.

Manage Publications: Search Publication



Clipping Database



[Publications](#) [Clippings](#) [Events](#) [Reports](#) [User](#) [Country](#) [Full Help](#) [Logout](#)

Welcome

PUBLICATIONS - SEARCH PUBLICATION

Area	<input type="text"/>
Name	<input type="text"/>
Date	From <input type="text"/> To <input type="text"/> (Mon/dd/yyyy)
Audience	<input type="text"/>
Level Of Press	<input type="text"/>
Size	<input type="text"/>
Frequency	<input type="text"/>
Medium	<input type="text"/>
Country	<input type="text"/>
Archive	<input type="text"/>

Click here to open the section help document.



This form allows the user to set the parameters of the publication search.

Click "Search Publication" button to begin the search.

Search Publication

Reset

Enter Publication

Click "Enter Publication" button to go to Add Publication form.

Manage Publications: Search Publication Result

"Back To Search" button allows the user to come back to the search publication form.

This checkbox allows the user to select all publications of this page for archiving, the others checkboxes select the single publication.

"Archive Selected" button allows the user to archive the selected publications.

The "Next Block" link allows the user to go to the next block of the search result pages.

This button allows the user to go to the modify publication form.

This button allows user to delete the publication.

PUBLICATIONS - SEARCH PUBLICATION RESULT

The search found **5758** results in **288** pages

[Back To Search](#)

[Archive Selected](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

[Next Block »](#)

Select All <input type="checkbox"/>	Area	Country	Date	Publication Name	Audience	Modify	Delete
<input type="checkbox"/>	GREATER CHINA	Taiwan	Aug/26/2021	www.infotimes.com.tw (TW)	Technical		
<input type="checkbox"/>	ASIA_PACIFIC	Australia, New Zealand	Feb/26/2010	www.connectedaustralia.com	Business		
<input type="checkbox"/>	ASIA_PACIFIC	Regional	Feb/26/2010	www.searchstorageasia.com	Business		
<input type="checkbox"/>	INDIA		Feb/25/2010	articleant.com	Technical		
<input type="checkbox"/>	INDIA		Feb/25/2010	chipdesigning.com	Technical		
<input type="checkbox"/>	FRANCE	France	Feb/24/2010	Le Pèlerin	Business		
<input type="checkbox"/>	FRANCE	France	Feb/24/2010	Qualiprotv	Technical		
<input type="checkbox"/>	FRANCE	France	Feb/22/2010	www.francefinance.com	Business		
<input type="checkbox"/>	INDIA		Feb/18/2010	computerworld.in	Business		
<input type="checkbox"/>	INDIA		Feb/18/2010	mydigitalfc.com	Technical		
<input type="checkbox"/>	INDIA		Feb/18/2010	techarena.com	Technical		
<input type="checkbox"/>	INDIA		Feb/18/2010	techonline.com	Technical		
<input type="checkbox"/>	FRANCE	France	Feb/16/2010	www.alternatives-economiques.fr	Business		
<input type="checkbox"/>	FRANCE	France	Feb/16/2010	www.erenumerique.fr	Business		
<input type="checkbox"/>	FRANCE	France	Feb/16/2010	www.innovationlejournal.com	Technical		
<input type="checkbox"/>	INDIA		Feb/15/2010	allinoneteam.blogspot.com	Business		
<input type="checkbox"/>	FRANCE	France	Feb/09/2010	air&cosmos	Technical		
<input type="checkbox"/>	FRANCE	France	Feb/09/2010	Ville rail & transports	Business		
<input type="checkbox"/>	FRANCE	France	Feb/08/2010	le journal du parlement	Business		
<input type="checkbox"/>	FRANCE	France	Feb/08/2010	www.grenews.com	Technical		

The search found **5758** results in **288** pages

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

[Next Block »](#)

[Back To Search](#)

[Archive Selected](#)

Manage Publications: Modify Publication

Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome

PUBLICATIONS - MODIFY PUBLICATION

Area* GREATER CHINA

Name* www.infotimes.com.tw (TW)

Date* Aug/26/2021 (Mon/dd/yyyy)

Audience* Technical

Level Of Press* Low Importance

Size* Smaller Than Tabloid

Frequency* Daily

Medium* Internet

Notes

Country Taiwan

Archive* Not Archived

* Required fields

Submit Back To Search Result

This form allows the user to modify the selected publication in the search result page.

"Back To Search Result" button allows the user to come back to the search result page.

Manage Clippings: Add Clipping

Clipping Database

Publications **Clippings** Events Reports User Country Full Help Logout

Welcome ADMINISTRATOR mario orlando

CLIPPINGS - ADD CLIPPING

Area* ASIA_PACIFIC

Country Korea

Publication*

Title*

Type of Story

Date* (Mon/dd/yyyy)

Length of Article*

Tone* Neutral

Graphic*

Cover

Event

* Required fields

Submit Reset Search Clipping

[Add Publication](#)

Click "Clippings" button to open this page.

This form allows the user to insert a new clipping into the database.

The "Add Publication" link opens a pop-up window that allows the user to enter the new publication according to the selected area/country in the add clipping form and associate it directly to the clipping that is entering.

The publication can also be chosen from among those already existing through the combo box.

Click "Search Clipping" button to go to search clipping form.

PUBLICATIONS - ADD PUBLICATION

Area* ASIA_PACIFIC

Name* PUBLICATION NAME

Date* May/03/2010 (Mon/dd/yyyy)

Audience* Business

Level Of Press* Priority

Size* Smaller Than Tabloid

Frequency* Daily

Medium* Radio

Notes

Country Korea

* Required fields

Manage Clippings: Summary Insert Page

ST Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome

CLIPPINGS - SUMMARY INSERT PAGE

Click here to open the section help document.

CONGRATULATIONS YOU ENTERED THE NEW CLIPPING WITH SUCCESS

Area	ASIA_PACIFIC
Country	korea
Publication Title	PUBLICATION NAME
Clipping Title	clipping title
Type of Story	Business Result
Date	Jun/25/2008
Length of Article	1 page
Tone	Neutral
Graphic	Diagram
Cover	YES
Event	
Score	6624.0

Back To Enter Clipping

The user access to this page when the insert of the new clipping was successful and lists the data just entered.

Click "Back To Enter Clipping" button to go to add clipping form.

Manage Clippings: Search Clipping

Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome ADMINISTRATOR mario orlandi

CLIPPINGS - SEARCH CLIPPING

Area

☒ ASIA_PACIFIC ☐ CENTRAL_EUROPE ☐ FINLAND ☐ FRANCE
☐ GREATER CHINA ☐ INDIA ☐ INTERNATIONAL ☐ ITALY
☐ JAPAN ☐ NORDIC ☐ NORTH AMERICA ☐ OTHER
☐ UK

Country

ASIA_PACIFIC
☐ OTHER ☐ SG,AU..
☐ SG ☐ AU
☒ REG ☐ KR
☐ OTHER ☐ AU,NZ
☐ SG

Audience

Publication

Title

Type of Story

Date From To
(Mon/dd/yyyy)

Length of Article

Tone

Graphic

Cover

Score

Format*

* Required fields

This checkbox allows the user to choose Area of the clipping search.

This form allows the user to set the parameters of the clipping search.

Click "Search Clipping" button to begin the search.

Click "Enter Clipping" button to go to add clipping form.

Manage Clippings: Search Clipping Result

"Back To Search" button allows the user to come back to the search clipping form.

CLIPPINGS - SEARCH CLIPPING RESULT

Back To Search

Export Excel

Total Clipping: **12103**
Total Score: **4.910.642,03**

The search found **12103** results in **606** pages

1 2 3 4 5 6 7 8 9 10

Next Block »

Area/Country	Clipping Title	Publication Title	Audience	Date	Score	Modify	Delete
AP	Gov't to boost growth of RFID developments in Singapore	www.searchsmbasia.com	Business	Apr/16/2009	15.00		
AP / AU,NZ	C2532C ST WARNS ON PROFITS, SHARES FALL	www.smh.com.au (AUS)	Business	Jan/24/2007	240.00		
AP / AU,NZ	C2541C INTEL, STMICRO TO PARTNER ON FLASH MEMORY	www.smh.com.au (AUS)	Business	May/23/2007	450.00		
AP / AU,NZ	NOKIA ADDS LOW-POWER TECHNOLOGY FOR WIRELESS WATCHES, JEWELRY AND TOYS TO BLUETOOTH GROUP	www.smh.com.au (AUS)	Business	Jun/13/2007	30.00		
AP / AU,NZ	CHIPMAKER INFINEON TECHNOLOGIES REPORTS WIDER 3Q LOSS OF \$270 MILLION	www.smh.com.au (AUS)	Business	Jul/28/2007	30.00		
AP / AU,NZ	EU CLEARS INTEL, STMICRO JOINT VENTURE	www.smh.com.au (AUS)	Business	Aug/14/2007	120.00		
AP / AU,NZ	C2547C STMICROELECTRONICS STRENGTHENS TIES TO NOKIA	www.smh.com.au (AUS)	Business	Aug/09/2007	660.00		
AP / AU,NZ	CROWDED MOBILE CHIP MARKET LIKELY TO SHRINK FURTHER	www.smh.com.au (AUS)	Business	Aug/22/2007	120.00		
AP / AU,NZ	INTEL TO RESPOND QUICKLY TO ANTITRUST QUERIES ON DEAL WITH STMICROELECTRONICS	www.smh.com.au (AUS)	Business	Sep/06/2007	120.00		
AP / AU,NZ	SONY, QIMONDA AGREE ON JOINT VENTURE TO DEVELOP	www.smh.com.au (AUS)	Business	Oct/02/2007	30.00		
AP / AU,NZ	ANDROID'S OUTING AT BARCELONA	www.smh.com.au (AUS)	Business	Feb/12/2008	30.00		
AP / AU,NZ	MERCK, UCB LEAD EUROPEAN STOCKS HIGHER	www.smh.com.au (AUS)	Business	Apr/24/2008	30.00		
AP / AU,NZ	INTEL RESULTS IMPRESS	www.smh.com.au (AUS)	Business	Apr/16/2008	30.00		
AP / AU,NZ	C2585C STMicro narrows 2Q loss	www.smh.com.au (AUS)	Business	Jul/23/2008	450.00		
AP / AU,NZ	C2587C Ericsson, STMicroelectronics form joint venture	www.smh.com.au (AUS)	Business	Aug/20/2008	450.00		
AP / AU,NZ	C2610C STMicroelectronics posts loss for third quarter	www.smh.com.au (AUS)	Business	Oct/21/2009	450.00		
AP / AU,NZ	C2541C INTEL DIVESTS FLASH VENTURE	www.australianit.news.com.au (AUS)	Business	May/23/2007	225.00		
AP / AU,NZ	C2541C EUROPEAN SHARES SHOW MIXED FORTUNES	www.australianit.news.com.au (AUS)	Business	May/23/2007	90.00		
AP / AU,NZ	CHIP MAKERS SAY WORST IS OVER	www.australianit.news.com.au (AUS)	Business	Jul/26/2007	15.00		
AP / AU,NZ	CHIP MAKERS SAY WORST IS OVER	www.australianit.news.com.au (AUS)	Business	Jul/26/2007	60.00		

Total Clipping: **12103**
Total Score: **4.910.642,03**

The search found **12103** results in **606** pages

1 2 3 4 5 6 7 8 9 10

Next Block »

Back To Search

Export Excel

This button allows the user to export results in excel format

This link represents the next page of search results and allows to user to visit it.

The "Next Block" link allows the user to go to the next block of the search result pages.

This button allows the user to delete the clipping.

This button allows the user to go to the modify clipping form (see to NEXT SLIDE).

Manage clippings: Modify Clipping

ST Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

CLIPPINGS - MODIFY CLIPPING

Area* ASIA PACIFIC

Country korea

Publication* PUBLICATION NAME

Title* clipping title

Type of Story Business Result

Date* Jun/25/2008 (Mon/dd/yyyy)

Length of Article* 1 page

Tone* Neutral

Graphic* Diagram

Cover YES

Event

* Required fields

Submit Back To Search Result

This form allows the user to modify the selected clipping in the search result page. Area and Country fields refer to the publication and to the event associated to the clipping.

"Back To Search Result" button allows the user to come back to the search result page.

Manage Events: Add Event

The screenshot shows the 'Clipping Database' interface. At the top, there is a navigation bar with links: Publications, Clippings, **Events** (highlighted with a green box and an arrow pointing to the 'EVENTS - ADD EVENT' link), Reports, User, Country, Full Help, and Logout. Below the navigation bar, the page title is 'EVENTS - ADD EVENT'. The main content area contains a form with the following fields: 'Area*' (dropdown), 'Title*' (text), 'Type*' (dropdown), 'Event Date*' (text with a calendar icon and '(Mon/dd/yyyy)' format), 'Pr Ref*' (text), and 'Product or Subject*' (text). Below the form are three buttons: 'Submit', 'Reset', and 'Search Event'. Annotations with green lines and arrows point to specific elements: one points to the 'Events' menu item with the text 'Click "Events" button to open this page.'; another points to the 'Full Help' link with the text 'Click here to open the section help document.'; a third points to the form fields with the text 'This form allows the user to enter a new event'; and a fourth points to the 'Search Event' button with the text '"Search Event" button allows the user to go to search event form.'.

ST Clipping Database

Publications Clippings **Events** Reports User Country Full Help Logout

Welcome

EVENTS - ADD EVENT

Click "Events" button to open this page.

Click here to open the section help document.

Area*

Title*

Type*

Event Date* (Mon/dd/yyyy)

Pr Ref*

Product or Subject*

* Required fields

Submit Reset Search Event

This form allows the user to enter a new event

"Search Event" button allows the user to go to search event form.

Manage Events: Search Event

The screenshot shows the 'Clipping Database' interface. At the top is a navigation bar with links: Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. Below this is a 'Welcome' message and a red help icon. The main section is titled 'EVENTS - SEARCH EVENT'. It contains a search form with the following fields: 'Area' (a dropdown menu), 'Title' (a text input), 'Type' (a dropdown menu), 'Pr Ref' (a text input), 'Product or Subject' (a text input), and 'Date' (with 'From' and 'To' date pickers and a '(Mon/dd/yyyy)' format hint). At the bottom of the form are three buttons: 'Search Event', 'Reset', and 'Enter Event'. Green lines with text boxes point to these buttons and the form fields. The text boxes contain instructions: 'Click "Search Clipping" button to begin the search.' (pointing to 'Search Event'), 'This form allows the user to set the parameters of the event search.' (pointing to the form fields), and 'Click "Enter Event" button to come back to add event form.' (pointing to 'Enter Event').

Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

EVENTS - SEARCH EVENT

Area

Title

Type

Pr Ref

Product or Subject

Date From To (Mon/dd/yyyy)

Search Event Reset Enter Event

Click "Search Clipping" button to begin the search.

This form allows the user to set the parameters of the event search.

Click "Enter Event" button to come back to add event form.

Manage Events: Search Event Result

EVENTS - SEARCH EVENT RESULT

The search found **2164** results in **109** pages

[Back To Search](#)

1 2 3 4 5 6 7 8 9 10 [Next Block »](#)

Area	Title	Type	Date	Modify	Delete
NORDIC	STMicroelectronics announces completion fo acquisition of Arithmos Inc.	Press Release	Dec/17/2009		
JAPAN	V.90 AC Link World Modem chipset cuts cost and reduces power dissipation	Press Release	May/09/2010		
FRANCE	World Mobile Congress 2009	Trade Show	Feb/16/2009		
FRANCE	Consumer Electronics Show - Las Vegas	Trade Show	Jan/08/2009		
FRANCE	Electronica 2008	Trade Show	Nov/11/2008		
FRANCE	CARTES & IDentification 2008	Trade Show	Nov/04/2008		
FRANCE	JV1 ERICSSON-ST NXP WIRELESS	Press Tour	Aug/20/2008		
GREATER CHINA	MMS	Other	Jun/01/2008		
GREATER CHINA	APM	Other	Jun/01/2008		
GREATER CHINA	APG	Other	Jun/01/2008		
GREATER CHINA	HED	Other	Jun/01/2008		
GREATER CHINA	MMC	Other	Jun/01/2008		
GREATER CHINA	CCI	Other	Jun/01/2008		
GREATER CHINA	Corporate	Other	Jun/01/2008		
GREATER CHINA	FTM	Other	Jun/01/2008		
GREATER CHINA	AST	Other	Jun/01/2008		
GREATER CHINA	Regional	Other	Jun/01/2008		
GREATER CHINA	PTM	Other	Jun/01/2008		
FRANCE	CEA-ST event	Other	May/22/2008		
JAPAN	P999P	Press Release	May/21/2008		

The search found **2164** results in **109** pages

1 2 3 4 5 6 7 8 9 10 [Next Block »](#)

[Back To Search](#)

Annotations:

- "Back To Search" button allows the user to come back to the search event form.
- This link represents the next page of search results and allows to user to visit it.
- The "Next Block" link allows the user to go to the next block of the search result pages.
- This button allows user to delete the event.
- This button allows the user to go to the modify event form (see to NEXT SLIDE).

Manage Events: Modify Event

ST Clipping Database

Publications | Clippings | **Events** | Reports | User | Country | Full Help | Logout

Welcome

EVENTS - MODIFY EVENT

Area*

Title*

Type*

Event Date* (Mon/dd/yyyy)

Pr Ref*

Product or Subject*

* Required fields

This form allows the user to modify the selected event in the search result page

"Back To Search Result" button allows the user to come back to the search result page.

Manage Users: Search User

The screenshot shows the 'Clipping Database' application interface. At the top, there is a navigation bar with tabs: Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. The 'User' tab is highlighted. Below the navigation bar, the main content area displays 'Welcome' and 'USERS - SEARCH USER'. There are two labels, 'Role' and 'Area', on the left. A dropdown menu is open, showing three options: ADMINISTRATOR, ENDUSER (highlighted), and MANAGER. Below the dropdown are three buttons: 'Search User', 'Reset', and 'Enter User'. A red question mark icon is located in the top right corner of the main content area. Green lines with text boxes provide instructions for each of these elements.

Click "User" button to open this page.

Click here to open the section help document.

Drop down menu to search for users, if the role of user searched is ENDUSER or MANAGER the search can also be made by the area

Click "Search User" button to begin the search.

Click "Enter User" button to go to add user form.

Manage Users: Search User Result






































"Back To Search" button allows the user to come back to the search user form.

USERS - SEARCH USER RESULT

The search found **25** results in **2** pages

[Back To Search](#)

[1](#) [2](#)

Role	Area	Country	Username	Modify	Delete
ADMINISTRATOR	--	--	MICHAEL MARKOWITZ		
ADMINISTRATOR	--	--	RICHARD STOCKDILL		
ADMINISTRATOR	--	--	MARIO ORLANDI		
MANAGER	ITALY	--	SIMONA BUGADA		
MANAGER	ASIA_PACIFIC, INDIA	--	ANGELA GOH		
MANAGER	FINLAND	--	ALEXANDER JURMAN		
MANAGER	GREATER CHINA	--	NANCY ZHAO		
MANAGER	FRANCE	--	NELLY DIMEY		
MANAGER	NORTH AMERICA	--	CAROL BROWN		
MANAGER	CENTRAL_EUROPE	--	ALFRED EIBLMAYR		
MANAGER	JAPAN	--	KEIKO SAKO		
MANAGER	INTERNATIONAL, NORDIC, OTHER, UK	--	JANICE FENTON		
MANAGER	FRANCE	--	JOANNA MAFWATA		
MANAGER	INDIA	--	Puja Bhalla		
MANAGER	FRANCE	--	Didier DEDEURWAERDER		
MANAGER	ITALY	--	laura sipala		
MANAGER	ASIA_PACIFIC, INDIA	--	corpcomm amk		
ENDUSER	NORDIC	Sweden, Norway, Denmark	KISTA RECEPTION		
ENDUSER	ASIA_PACIFIC	Singapore, Australia, New Zealand, Other (Vietnam, Philippines, Thailand, Malaysia, Indonesia, Cambogia), Korea, Regional	ESTHER GAN		
ENDUSER	JAPAN	Japan	YUSUKE UCHISHIBA		

The search found **25** results in **2** pages

[1](#) [2](#)

[Back To Search](#)


This link represents the next page of search results and allows to user to visit it.

The administrators can not be modify.


This button allows to delete the user.

This button allows to go to the modify user form (see to SLIDE 22).


Manage Users: Add User (Admin)



Clipping Database



Publications	Clippings	Events	Reports	User	Country			Full Help	Logout
--------------	-----------	--------	---------	------	---------	--	--	-----------	--------

Welcome 

USERS - ADD USER

Role*

Username*

* Required fields

ADMINISTRATOR

ADMINISTRATOR

ENDUSER

MANAGER

Drop down menu for the insert of a new user, selecting role ADMINISTRATOR the only field required is the username.

Manage Users: Add User (Manager)

Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

USERS - ADD USER

Role* MANAGER

Username*

Area*

- ☐ ASIA_PACIFIC
- ☐ FINLAND
- ☐ GREATER CHINA
- ☐ INTERNATIONAL
- ☐ JAPAN
- ☐ NORTH AMERICA
- ☐ OTHER
- ☐ CENTRAL_EUROPE
- ☐ FRANCE
- ☐ INDIA
- ☐ ITALY
- ☐ NORDIC
- ☐ NORTH_AMERICA
- ☐ UK

* Required fields

Submit Reset

Selecting role MANAGER the fields required are username and one or more areas.

Manage Users: Add User (End User)

ST Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome

USERS - ADD USER

Role*

Username*

Area*

Country*

- ☒ Austria
- ☒ Germany
- ☒ Other (Luxemberg, Liechtenstein...)
- ☒ Switzerland
- ☒ Belgium
- ☒ Netherlands
- ☐ Spain

* Required fields

[Add Country](#)

Submit Reset

This icon indicates that this country can not be associated to the end user that is entering because it is already associated to another.

Selecting role ENDUSER the fields required are username and one or more countries of the selected area.

The "Add Country" link opens a pop-up window that allows the user to enter a new country according to the selected area in the add user form and associate it directly to the end user that is entering.

STMicroelectronics - Clipping DB - Microsoft Internet Explorer provided by VIDIE...

COUNTRIES - ADD COUNTRY

Area* CENTRAL_EUROPE

Country*

Description

* Required fields

Submit Reset Close Window

Manage Users: Modify User (Manager)

The screenshot shows a web application interface for a 'Clipping Database'. At the top, there is a navigation bar with links: Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. Below the navigation bar, the page title is 'Welcome'. The main content area is titled 'USERS - MODIFY USER'. It contains a form with the following fields:

- Role***: MANAGER
- Username***: ANGELA GOH
- Area***: A list of checkboxes for geographical regions. The 'ASIA_PACIFIC' checkbox is checked. The other regions are: FINLAND, GREATER CHINA, INTERNATIONAL, JAPAN, NORTH AMERICA, OTHER, CENTRAL_EUROPE, FRANCE, INDIA, ITALY, NORDIC, NORTH_AMERICA, and UK.

Below the form, there is a note: '* Required fields'. At the bottom of the form, there are two buttons: 'Submit' and 'Back To Search Result'. A green line points from the 'Back To Search Result' button to a text box on the right. Another green line points from the 'ASIA_PACIFIC' checkbox to a text box on the right.

In this case the only information that you can modify are the areas linked to the selected manager in the search result page.

"Back To Search Result" button allows the user to come back to the search result page.

Manage User: Modify User (End User)

Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome

USERS - MODIFY USER

Role* ENDUSER
Username* ESTHER GAN
Area* ASIA PACIFIC
Country*

- ☒ Australia
- ☒ Other (Malaysia, Thailand, Philippines, Indonesia, New Zealand)
- ☒ Vietnam
- ☒ Korea
- ☒ Singapore

[Add Country](#)

* Required fields

In this case the only information that you can modify are the countries linked to the selected end user in the search result page.

The "Add Country" link opens a pop-up window that allows the user to enter a new country according to the selected area in the modify user form and associate it directly to the end user that is entering. (see to SLIDE 21)

Changing the area you can associate to the selected end user in the search result page, the countries of that area.

"Back To Search Result" button allows the user to come back to the search result page.

Manage Countries: Search Country

ST Clipping Database

Publications | Clippings | Events | Reports | User | **Country** | Full Help | Logout

Welcome

COUNTRIES - SEARCH COUNTRY

Area

Country

Click "Country" button to open this page.

Click here to open the section help document.

This form allows the user to set the parameters of the country search.

Click "Search Country" button to begin the search.

Click "Enter Country" button to go to add country form.

Manage Countries: Search Country Result

"Back To Search" button allows the user to come back to the search user form.

COUNTRIES - SEARCH COUNTRY RESULT

The search found **30** results in **2** pages

[Back To Search](#)

[1](#) [2](#)

Area	Country	Description	Modify	Delete
ASIA_PACIFIC	australia			
ASIA_PACIFIC	Australia, New Zealand			
ASIA_PACIFIC	Korea			
ASIA_PACIFIC	other			
ASIA_PACIFIC	Other (Vietnam, Philippines, Thailand, Malaysia, Indonesia, Cambogia)			
ASIA_PACIFIC	Regional			
ASIA_PACIFIC	Singapore			
ASIA_PACIFIC	Singapore, Australia, New Zealand, Other (Vietnam, Philippines, Thailand, Malaysia, Indonesia, Cambo			
ASIA_PACIFIC	Singapore			
CENTRAL_EUROPE	Austria			
CENTRAL_EUROPE	Belgium			
CENTRAL_EUROPE	Germany			
CENTRAL_EUROPE	Netherlands			
CENTRAL_EUROPE	Other (Luxemberg, Liechtenstein...)			
CENTRAL_EUROPE	Switzerland			
FRANCE	France			
ITALY	Italy			
JAPAN	Japan			
NORDIC	Denmark			
NORDIC	Norway			

The search found **30** results in **2** pages

[1](#) [2](#)

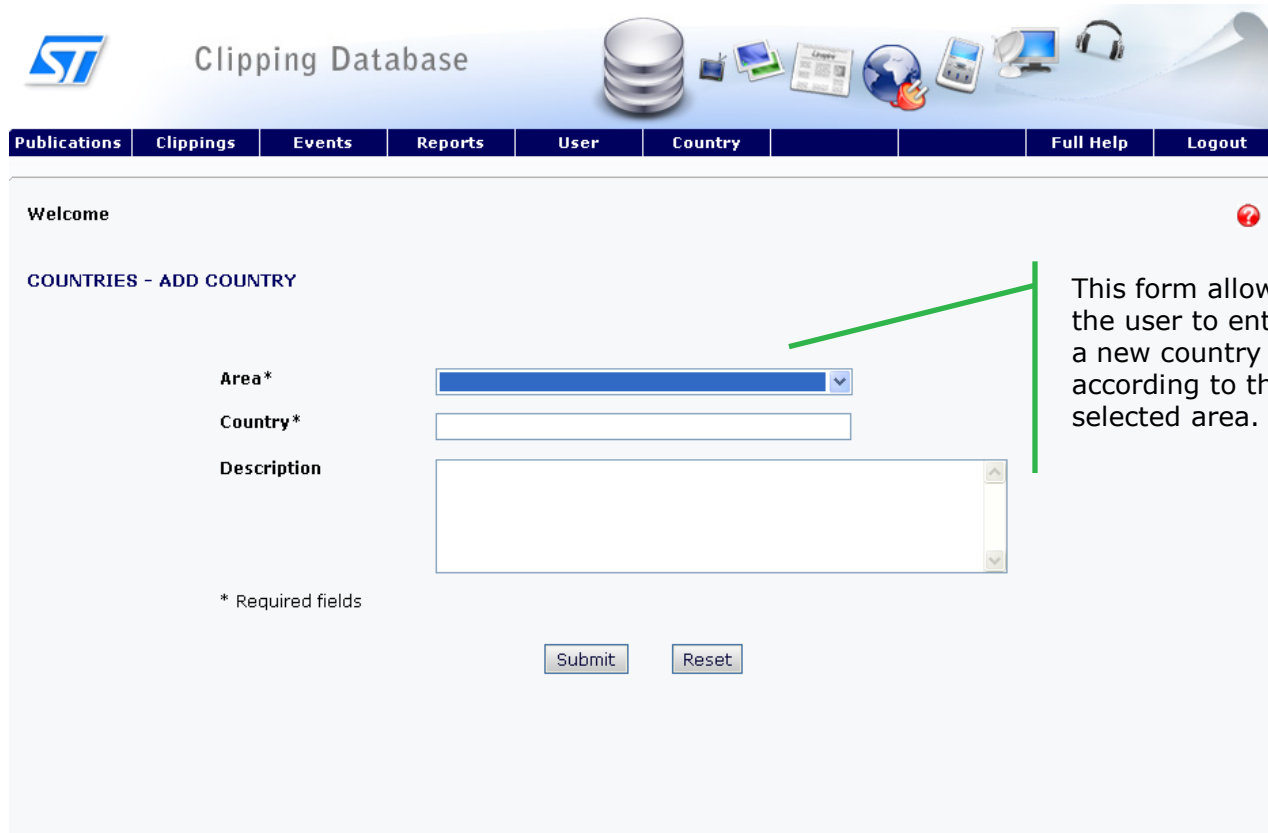
[Back To Search](#)

This link represents the next page of search results and allows to user to visit it.

This button allows to delete the country.

This button allows to go to the modify country form (see to SLIDE 26).

Manage Countries: Add Country



The screenshot shows a web application interface for managing countries. At the top, there is a header with the 'ST' logo and the text 'Clipping Database'. Below the header is a navigation bar with links: Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. The main content area is titled 'Welcome' and 'COUNTRIES - ADD COUNTRY'. It contains a form with three fields: 'Area*' (a dropdown menu), 'Country*' (a text input), and 'Description' (a text area). A green arrow points from the 'Area*' dropdown to a text box on the right that says 'This form allows the user to enter a new country according to the selected area.' Below the form, there are two buttons: 'Submit' and 'Reset'. A note at the bottom left states '* Required fields'.

ST Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

COUNTRIES - ADD COUNTRY

Area*

Country*

Description

* Required fields

Submit Reset

This form allows the user to enter a new country according to the selected area.

Manage Countries: Modify Country

Welcome

COUNTRIES - MODIFY COUNTRY

Area*

Country*

Description

* Required fields

This form allows the user to modify the selected country in the search result page.

"Back To Search Result" button allows the user to come back to the search result page.

Create Reports (TEXT REPORTS)

The screenshot shows the 'Clipping Database' website. At the top, there is a navigation bar with links: Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. The 'Reports' link is highlighted with a green box. Below the navigation bar, the main content area is titled 'Welcome' and 'REPORTS'. Under 'REPORTS', there are two sections: 'TEXT REPORT:' and 'GRAPHIC REPORT:'. The 'TEXT REPORT:' section contains three links: 'NEW TEXT REPORT', 'IMPORTANT TITLES REPORT', and 'TEXT REPORT'. The 'GRAPHIC REPORT:' section contains three links: 'Scoring in N° of CLIPPINGS', 'Scoring in N° of POINTS', and 'TREND'. Annotations with green lines point to the 'Reports' link in the navigation bar, the 'TEXT REPORT:' section, and a help icon in the top right corner.

Clipping Database

Publications Clippings Events **Reports** User Country Full Help Logout

Welcome

REPORTS

TEXT REPORT:

- [NEW TEXT REPORT](#)
- [IMPORTANT TITLES REPORT](#)
- [TEXT REPORT](#)

GRAPHIC REPORT:

- [Scoring in N° of CLIPPINGS](#)
- [Scoring in N° of POINTS](#)
- [TREND](#)

Click "Reports" button to open this page.

Click here to open the section help document.

Text Reports: New Text Report (Monthly)

Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome

REPORTS - NEW TEXT REPORT

Area* [Dropdown]

Country [Dropdown]

Section* [Dropdown]

Period Option* MONTHLY ☒ QUARTERLY ☐ YEARLY ☐

Interval Date* From [Month] [Year] To [Month] [Year]

Format* [Dropdown]


* Required fields

Submit Reset


This form allows the user to select the parameters of the report. The fields Area, Section, Period Option, Interval Date and Format (WEB, EXCEL) are mandatory.

Period Option default is MONTHLY and in this case you must select month and year of date from, date to


Text Reports: New Text Report (Quarterly)



Clipping Database



Publications	Clippings	Events	Reports	User	Country		Full Help	Logout
--------------	-----------	--------	---------	------	---------	--	-----------	--------

Welcome 

REPORTS - NEW TEXT REPORT

Area*

Country

Section*

Period Option* MONTHLY ☐ QUARTERLY ☒ YEARLY ☐

Interval Date* From 1Q


To 1Q

Format*


* Required fields

In this case you must select quarter and year of date from, date to:
1Q means from 1 JAN to 31 MAR
2Q means from 1 APR to 30 JUN
3Q means from 1 JUL to 30 SEP
4Q means from 1 OCT to 31 DEC


Text Reports: New Text Report (Yearly)



Clipping Database



Publications	Clippings	Events	Reports	User	Country		Full Help	Logout
--------------	-----------	--------	---------	------	---------	--	-----------	--------

Welcome 

REPORTS - NEW TEXT REPORT

Area*

Country

Section*

Period Option* MONTHLY ☐ QUARTERLY ☐ YEARLY ☒

Interval Date* From To

Format*

* Required fields

In this case you must select only the year of date from, date to

Text Reports: New Text Report Result (WEB FORMAT)

This is an example of a "Monthly Report" in web format from January to May of year 2000 for the Section "Rank of Media".

Monthly Report

Score (Points)	2000	2000	2000	2000	2000	2000
	Jan	Feb	Mar	Apr	May	YT
Low Importance	25	297	178	607	910	2017
Medium Importance	6376	10918	9236	12022	9021	47573
Top National	8895	11104	12440	16271	9723	58433
TOTAL	15296	22319	21854	28900	19654	

This column represents the Total Score of Clippings for the selected months in the create report form.

Number of clippings	2000	2000	2000	2000	2000	2000
	Jan	Feb	Mar	Apr	May	YT
Low Importance	5	6	7	13	14	45
Medium Importance	53	84	81	76	87	381
Top National	87	93	92	104	94	470
TOTAL	145	183	180	193	195	

This row represents for each column the Total of "Number of Clippings" for each selected month in the create report form.

This is an example of a "Quarterly Report" in web format from first quarter to fourth quarter of year 2000 for the Section "Rank of Media".

Quarterly Report

Score (Points)	2000	2000	2000	2000	2000
	1Q	2Q	3Q	4Q	YT
Low Importance	500	1992	1857	630	4979
Medium Importance	26529	33694	20160	9740	90123
Top National	32438	33254	23174	13347	102213
TOTAL	59467	68940	45191	23717	

Number of clippings	2000	2000	2000	2000	2000
	1Q	2Q	3Q	4Q	YT
Low Importance	18	49	43	21	131
Medium Importance	218	255	194	79	746
Top National	272	293	313	131	1009
TOTAL	508	597	550	231	

Text Reports: New Text Report Result (EXCEL FORMAT)

Microsoft Excel - newTextReportYearly[1].xls

File Modifica Visualizza Inserisci Formato Strumenti Dati Finestra ?

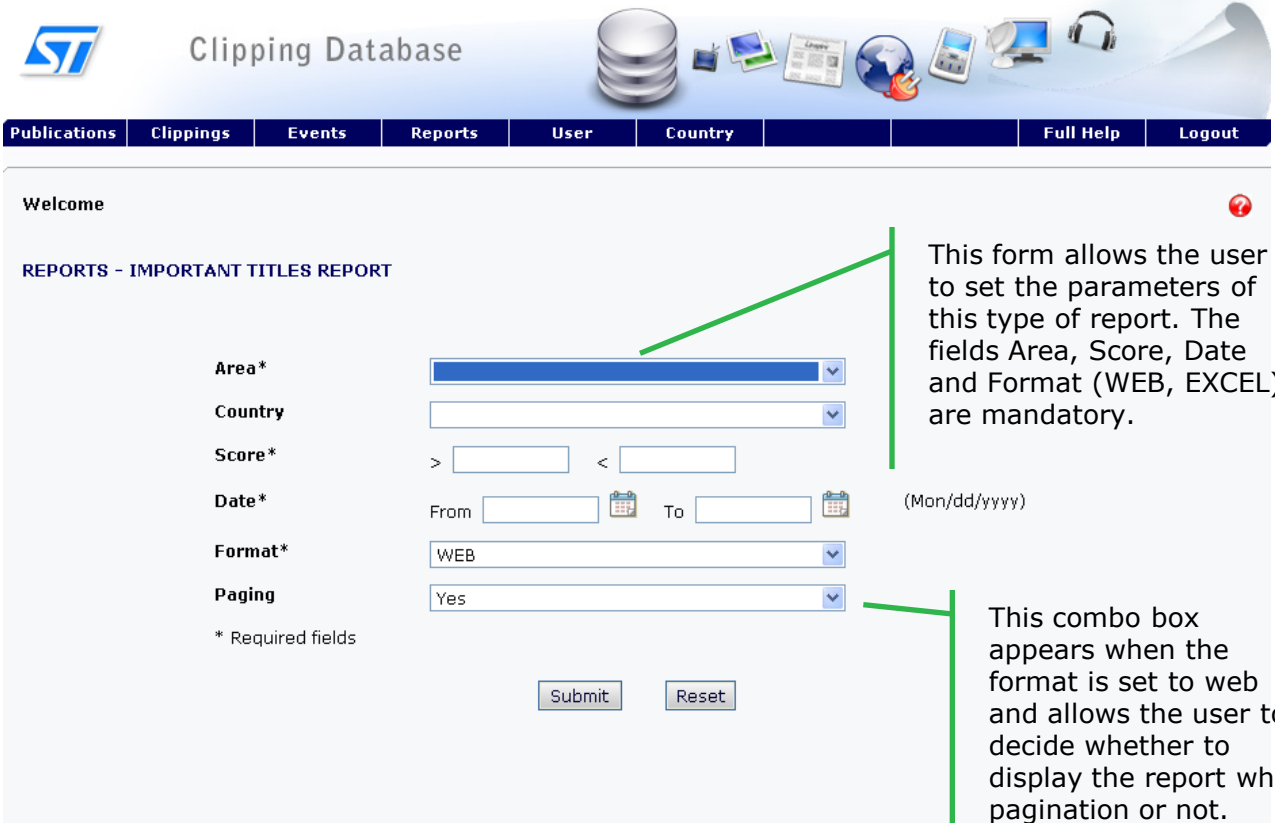
A1 Yearly Report

	A	B	C	D	E
1	Yearly Report				
2					
3	Score (Points)	2000	2001	2000	2001
4				YT	YT
5	Rheinische Post online		173		173
6	Die Presse		60		60
7	Internet-Newsletter		40		40
8	Neue Zürcher Zeitung		49		49
9	Cash Invest		10		10
10	Vorarlberger Nachrichten		8		8
11	Creditreform		10		10
12	Industrie-Anzeiger		10		10
13	Kreiszeitung		8		8
14	Nürnberger Nachrichten		8		8
15	Abendzeitung		68		68
16	PC Welt		161		161
17	Heilbronner Stimme		11		11
18	Sächsische Zeitung		8		8
19	Schwarzwälder Bote		34		34
20	Reutlinger General-Anzeiger		90		90
21	Traunsteiner Tagblatt		94		94
22	Alt-Neuöttinger Anzeiger	8	8	8	8
23	Stuttgarter Nachrichten		45		45
24	Netzticker	80		80	
25	Kleine Zeitung		8		8

This is an example of a "Yearly Report" in excel format from 2000 to 2001 for the Section "Publication".

Text Reports: Important Titles Report

This type of report allows the user to display the clippings with the score including in the selected interval.



The screenshot shows the 'Clipping Database' web application. The top navigation bar includes links for Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. The main content area is titled 'Welcome' and 'REPORTS - IMPORTANT TITLES REPORT'. The form contains several fields: 'Area*' (a dropdown menu), 'Country' (a dropdown menu), 'Score*' (two input boxes with '>' and '<' operators), 'Date*' (two date pickers with 'From' and 'To' labels and a '(Mon/dd/yyyy)' format hint), 'Format*' (a dropdown menu set to 'WEB'), and 'Paging' (a dropdown menu set to 'Yes'). A note at the bottom left states '* Required fields'. At the bottom center are 'Submit' and 'Reset' buttons. Two green callout boxes provide additional information: one points to the 'Area*' dropdown, stating 'This form allows the user to set the parameters of this type of report. The fields Area, Score, Date and Format (WEB, EXCEL) are mandatory.'; the other points to the 'Paging' dropdown, stating 'This combo box appears when the format is set to web and allows the user to decide whether to display the report with pagination or not.'

Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

REPORTS - IMPORTANT TITLES REPORT

Area*

Country

Score* > <

Date* From To (Mon/dd/yyyy)

Format*

Paging

* Required fields

Submit Reset

This form allows the user to set the parameters of this type of report. The fields Area, Score, Date and Format (WEB, EXCEL) are mandatory.

This combo box appears when the format is set to web and allows the user to decide whether to display the report with pagination or not.

Text Reports: Important Titles Report Result (WEB FORMAT)

REPORTS - IMPORTANT TITLES REPORT RESULT

[Back To Report Form](#)

The search found **14370** results in **719** pages

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

[Next Block »](#)

Area	Publication Title	Date Published	Clipping Title	Score	Tone
JAPAN	Nikkei Business online	Nov/17/2006	, CORP, FINANCIAL ENVIRONMENT AROUND ST	3840.00	Neutral
JAPAN	Weekly Diamond	Dec/03/2005	STRATEGY AND HISTORY OF BOZOTTI, CORP,	3744.00	Neutral
JAPAN	TV Tokyo	Jul/03/2007	, APM, 3AXIS ACCELERATION SENSOR	2145.00	Neutral
JAPAN	TV Tokyo	Nov/21/2006	, FTM, MEMS ACCELERATION SENSOR FOR MAN MACHINE INTERFACE	1980.00	Neutral
JAPAN	Nikkei Electronics (Magazine)	Feb/25/2008	, APM, FUEL CELL	1872.00	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2006	ST BOMBER THE BRICS MARKET, CORP,	1872.00	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2007	, CORP, ALAIN DUTHEIL INTERVIEW	1872.00	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Jun/01/2009	, HED, ST'S FUTURE MOBILE CAMERA(TSV)	1872.00	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Oct/01/2009	, APM, SENSOR DISCOVERS FUTURE OF NET	1872.00	Neutral
JAPAN	EDN Japan (Magazine)	Oct/01/2006	, MPA, IGBT ESBT POWER SWITCHING ELEMENT	1872.00	Neutral
JAPAN	EDN Japan (Magazine)	Oct/01/2005	AC-DC CONVERTER, MLD,	1656.00	Neutral
JAPAN	EDN Japan (Magazine)	Apr/01/2006	POWER MOSFET, MPA	1656.00	Neutral
JAPAN	EDN Japan (Magazine)	Jun/01/2006	SYSTEM C VIRTUAL PLATFORM, HPC	1656.00	Neutral
JAPAN	EDN Japan (Magazine)	Aug/01/2007	, APM, DC DC CONVERTOR	1656.00	Neutral
JAPAN	EETimes JAPAN (Magazine)	Mar/01/2008	, FTM, ISSCC CMOS	1656.00	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2008	, CORP, ALAIN DUTHEIL	1622.40	Neutral
JAPAN	Nikkei Microdevices (Magazine)	May/01/2008	, CPG, ST COMMERCIALIZE BIO CHIP	1622.40	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Aug/01/2008	, APM, ST GYROSCOPE TO THE MARKET	1622.40	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2009	, CORP, ST PLATFORM STRATEGY	1622.40	Neutral
JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2009	, APM, ST MEMS STRATEGY	1622.40	Neutral

The search found **14370** results in **719** pages

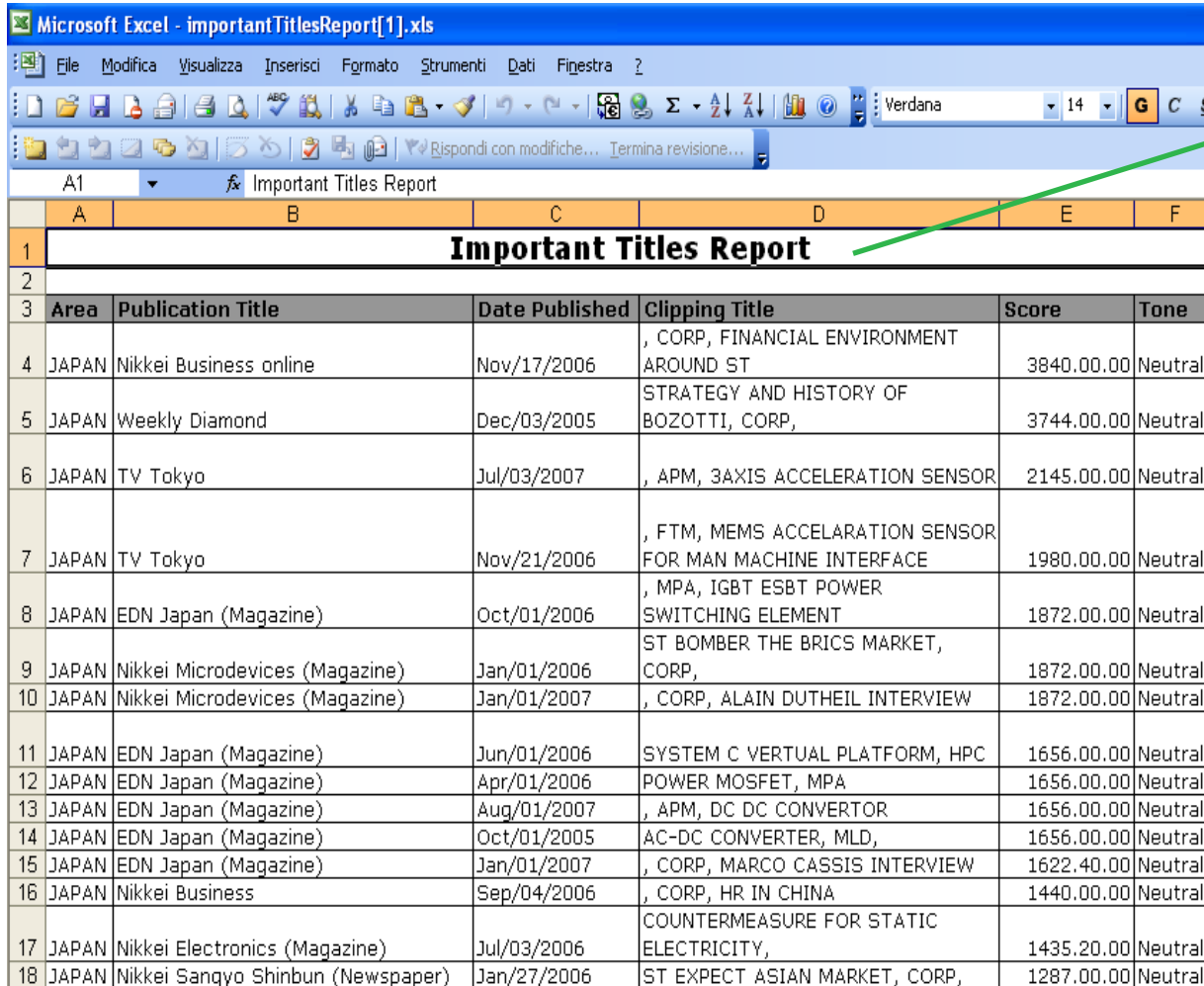
[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

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[Back To Report Form](#)

This is an example of a "Important Titles Report" in web format with the score > 1 and date from May/01/2005.

Text Reports: Important Titles Report Result (EXCEL FORMAT)



Microsoft Excel - importantTitlesReport[1].xls

File Modifica Visualizza Inserisci Formato Strumenti Dati Finestra ?

Verdana 14 G C S

Rispondi con modifiche... Termina revisione...

A1 Important Titles Report

	A	B	C	D	E	F
1	Important Titles Report					
2						
3	Area	Publication Title	Date Published	Clipping Title	Score	Tone
4	JAPAN	Nikkei Business online	Nov/17/2006	, CORP, FINANCIAL ENVIRONMENT AROUND ST	3840.00.00	Neutral
5	JAPAN	Weekly Diamond	Dec/03/2005	STRATEGY AND HISTORY OF BOZOTTI, CORP,	3744.00.00	Neutral
6	JAPAN	TV Tokyo	Jul/03/2007	, APM, 3AXIS ACCELERATION SENSOR	2145.00.00	Neutral
7	JAPAN	TV Tokyo	Nov/21/2006	, FTM, MEMS ACCELARATION SENSOR FOR MAN MACHINE INTERFACE	1980.00.00	Neutral
8	JAPAN	EDN Japan (Magazine)	Oct/01/2006	, MPA, IGBT ESBT POWER SWITCHING ELEMENT	1872.00.00	Neutral
9	JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2006	ST BOMBER THE BRICS MARKET, CORP,	1872.00.00	Neutral
10	JAPAN	Nikkei Microdevices (Magazine)	Jan/01/2007	, CORP, ALAIN DUTHEIL INTERVIEW	1872.00.00	Neutral
11	JAPAN	EDN Japan (Magazine)	Jun/01/2006	SYSTEM C VIRTUAL PLATFORM, HPC	1656.00.00	Neutral
12	JAPAN	EDN Japan (Magazine)	Apr/01/2006	POWER MOSFET, MPA	1656.00.00	Neutral
13	JAPAN	EDN Japan (Magazine)	Aug/01/2007	, APM, DC DC CONVERTOR	1656.00.00	Neutral
14	JAPAN	EDN Japan (Magazine)	Oct/01/2005	AC-DC CONVERTER, MLD,	1656.00.00	Neutral
15	JAPAN	EDN Japan (Magazine)	Jan/01/2007	, CORP, MARCO CASSIS INTERVIEW	1622.40.00	Neutral
16	JAPAN	Nikkei Business	Sep/04/2006	, CORP, HR IN CHINA	1440.00.00	Neutral
17	JAPAN	Nikkei Electronics (Magazine)	Jul/03/2006	COUNTERMEASURE FOR STATIC ELECTRICITY,	1435.20.00	Neutral
18	JAPAN	Nikkei Sangyo Shinbun (Newspaper)	Jan/27/2006	ST EXPECT ASIAN MARKET, CORP,	1287.00.00	Neutral

This is the same example of the "Important Titles Report" of previous slide but in excel format. The pagination in excel format is not possible.

Text Reports: Text Report

The screenshot shows a web application interface for a 'Clipping Database'. At the top, there is a navigation bar with links: Publications, Clippings, Events, Reports, User, Country, Full Help, and Logout. Below the navigation bar, the page title is 'Welcome'. The main content area is titled 'REPORTS - TEXT REPORT'. It contains a form with the following fields: 'Area*' (a text input field), 'Country' (a text input field), 'Section*' (a dropdown menu), 'Time*' (a text input field), and 'Format*' (a text input field). A note below the fields states '* Required fields'. At the bottom of the form are two buttons: 'Submit' and 'Reset'. A green line points from the 'Area*' field to a text box on the right that says: 'This form allows the user to set the parameters of this type of report. The fields Area, Section, Date and Format (WEB, EXCEL) are mandatory.' Another green line points from the 'Section*' dropdown to a text box on the right that says: 'The combo box "Section" allows the user to set the parameter on which to base the report. In this case are: AUDIENCE, EVENT, MEDIA, PUBLICATION, SCORE'. The 'Section*' dropdown menu is currently open, showing the following options: AUDIENCE, EVENT, MEDIA, PUBLICATION, and SCORE.

ST Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

REPORTS - TEXT REPORT

Area*

Country

Section*

Time*

Format*

* Required fields

AUDIENCE
EVENT
MEDIA
PUBLICATION
SCORE

Submit Reset

This form allows the user to set the parameters of this type of report. The fields Area, Section, Date and Format (WEB, EXCEL) are mandatory.

The combo box "Section" allows the user to set the parameter on which to base the report. In this case are: AUDIENCE, EVENT, MEDIA, PUBLICATION, SCORE

Text Reports: Text Report (Continue..)

ST Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

REPORTS - TEXT REPORT

Area* ITALY

Country

Section* AUDIENCE

Audience

Time*

Format*

* Required fields

Submit Reset

Depending on the "Section" chosen, the page is reloaded with another combo box where the user can specify the value of parameter which to base the report. In this case the value empty means All Audiences (both "Business" "Technical") else the user can specify one of two

The combo box "Time" allows the user to decide on what time interval to generate the report:
ALL TIME → without restriction
CURRENT MONTH
LAST MONTH
FROM TO → the page is reloaded with two text boxes: date from and date to

Time* FROM TO

Date* From To

Text Reports: Text Report (Continue..)

ST Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

REPORTS - TEXT REPORT

Area* ITALY

Country

Section* AUDIENCE

Audience

Time* ALL TIME

Format* WEB

Paging Yes

* Required fields

Submit Reset

This combo box appears when the format is set to web and allows the user to decide whether to display the report with pagination or not.

Text Reports: Text Report Result (WEB FORMAT)

REPORTS - TEXT REPORT RESULT

The search found **24177** results in **1209** pages

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[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

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Area	Publication Title	Audience	Date Published	Clipping Title	Score	Tone
ITALY	Panorama	Business	Nov/16/2000	Macche crisi, ci aspettano dieci anni di crescita. Parola di chip men	24960.00	Very Positive
ITALY	Panorama	Business	Nov/11/2009	LEtna Valley vince la gara del chip	22464.00	Very Positive
ITALY	Magazine/Corsera	Business	Apr/27/2000	Silicon Valley, Italia	22464.00	Very Positive
ITALY	ADNKronos-	Business	Feb/11/2000	Telecomunicazioni: 10 giovani cervelli nell'Etna Valley	11520.00	Very Positive
ITALY	Affari e Finanza/Repubblica	Business	Dec/20/1999	Quando il silicio non basterà più	10296.00	Very Positive
ITALY	Panorama Web	Business	Dec/27/2009	Visioni di Pasquale re dell'Etna Valley	9984.00	Positive
ITALY	Focus	Business	Jul/01/2000	Etna Valley	7800.00	Very Positive
ITALY	Panorama	Business	Mar/23/2006	T1753 - QUESTO CHIP IN UN'ORA POTRÀ INDIVIDUARE L'H5N1	7488.00	Positive
ITALY	Panorama Next	Business	Nov/01/1999	La valle dei sogni	7488.00	Positive
ITALY	Espresso	Business	May/16/2001	Io scommetto	6240.00	Neutral
ITALY	Espresso	Business	Mar/30/2006	T1753 - UN TEST PER L'INFLUENZA	6240.00	Positive
ITALY	Mondo	Business	Sep/01/2000	La vendetta del siciliano buono	6240.00	Very Positive
ITALY	Panorama	Business	Nov/28/2002	Pubblico e bello	6240.00	Positive
ITALY	Ventiquattro-Sole 24 Ore	Business	Oct/01/2000	Don Pasquale in Sicilia	5850.00	Very Positive
ITALY	ADNKronos-	Business	Jun/12/1998	Elettronica: ST, duemila miliardi per nuova fabbrica a Catania-2	5760.00	Positive
ITALY	Panorama	Business	Nov/07/2002	Adesso mi compro l'America	5616.00	Neutral
ITALY	D-La Repubblica delle donne	Business	Sep/28/2002	Benvenuti a Etna Valley	5616.00	Neutral
ITALY	Sole 24 Ore	Business	Mar/10/2000	La ripresa delle tigri	5148.00	Positive
ITALY	Affari e Finanza/Repubblica	Business	May/25/2009	field trip 2009 - l'auto elettronica porterà lontano st	5148.00	Positive
ITALY	Corriere della Sera Economia	Business	May/22/2000	Sul banco 4 mila miliardi	5148.00	Very Positive

The search found **24177** results in **1209** pages

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

[Next Block »](#)

[Back To Report Form](#)

This is an example of a "Text Report" in web format with pagination according to the selected parameters in the form of the previous slide figure.

Text Reports: Text Report Result (EXCEL FORMAT)

Microsoft Excel - textReport[1].xls

File Modifica Visualizza Inserisci Formato Strumenti Dati Finestra ?

Verdana 14 G C S

A1 Text Report

	A	B	C	D	E	F
1	Text Report					
2						
3	Area	Publication Title	Date Published	Clipping Title	Score	Tone
4	ITALY	Panorama	Nov/16/2000	Macche crisi, ci aspettano dieci anni di crescita. Parola di chip men	24960.00	Very Positive
5	ITALY	Panorama	Nov/11/2009	LEtna Valley vince la gara del chip	22464.00	Very Positive
6	ITALY	Magazine/Corsera	Apr/27/2000	Silicon Valley, Italia	22464.00	Very Positive
7	ITALY	Magazine/Corsera	Jun/10/2009	Catania? Praticamente Silicon Valley	12480.00	Positive
8	ITALY	ADNKronos-	Feb/11/2000	Telecomunicazioni: 10 giovani cervelli nell'Etna Valley	11520.00	Very Positive
9	ITALY	Affari e Finanza/Repubblica	Dec/20/1999	Quando il silicio non basterà più	10296.00	Very Positive
10	ITALY	Panorama Web	Dec/27/2009	Visioni di Pasquale re dell'Etna Valley	9984.00.00	Positive
11	ITALY	Focus	Jul/01/2000	Etna Valley	7800.00.00	Very Positive
12	ITALY	Panorama	Mar/23/2006	T1753 - QUESTO CHIP IN UN'ORA POTRÀ INDIVIDUARE LH5N1	7488.00.00	Positive
13	ITALY	Panorama Next	Nov/01/1999	La valle dei sogni	7488.00.00	Positive
14	ITALY	Panorama	Nov/28/2002	Pubblico e bello	6240.00.00	Positive
15	ITALY	Espresso	Mar/30/2006	T1753 - UN TEST PER L'INFLUENZA	6240.00.00	Positive
16	ITALY	Espresso	May/16/2001	Io scommetto	6240.00.00	Neutral
17	ITALY	Mondo	Sep/01/2000	La vendetta del siciliano buono	6240.00.00	Very Positive
18	ITALY	Ventiquattro-Sole 24 Ore	Oct/01/2000	Don Pasquale in Sicilia	5850.00.00	Very Positive
19	ITALY	ADNKronos-	Jun/12/1998	Elettronica: ST, duemila miliardi per nuova fabbrica a Catania-2	5760.00.00	Positive
20	ITALY	D-La Repubblica delle donne	Sep/28/2002	Benvenuti a etna valley	5616.00.00	Neutral
21	ITALY	Panorama	Nov/07/2002	Adesso mi compro l'america	5616.00.00	Neutral
22	ITALY	Corriere della Sera Economia	May/22/2000	Sul banco 4 mila miliardi	5148.00.00	Very Positive
23	ITALY	Sole 24 Ore	Mar/10/2000	La ripresa delle tigri	5148.00.00	Positive
24	ITALY	Espresso	Oct/18/2001	Sara il secolo dell'Europa	4992.00.00	Neutral
25	ITALY	Computer/Repubblica	Feb/12/1998	Etna Valley. Il microchip made in Sicily	4992.00.00	Neutral

This is the same "Text Report" of the previous slide in excel format.

Create Reports: Index Page (GRAPHIC REPORTS)



The screenshot shows the 'Clipping Database' interface. At the top, there is a navigation bar with the following items: Publications, Clippings, Events, Reports (highlighted with a green box), User, Country, Full Help, and Logout. Below the navigation bar, the page content is divided into sections. On the left, there is a 'Welcome' message and a 'REPORTS' section. The 'REPORTS' section is further divided into 'TEXT REPORT:' and 'GRAPHIC REPORT:'. Under 'TEXT REPORT:', there are three links: 'NEW TEXT REPORT', 'IMPORTANT TITLES REPORT', and 'TEXT REPORT'. Under 'GRAPHIC REPORT:', there are three links: 'Scoring in N° of CLIPPINGS', 'Scoring in N° of POINTS', and 'TREND'. A green box highlights the 'GRAPHIC REPORT:' section and its links. A green line points from the 'Reports' button in the navigation bar to the 'Click "Reports" button to open this page.' text. Another green line points from the 'Full Help' button in the navigation bar to the 'Click here to open the section help document.' text. A red question mark icon is also visible next to the 'Full Help' button.

Clipping Database

Publications Clippings Events **Reports** User Country Full Help Logout

Welcome

REPORTS

TEXT REPORT:

[NEW TEXT REPORT](#)

[IMPORTANT TITLES REPORT](#)

[TEXT REPORT](#)

GRAPHIC REPORT:

[Scoring in N° of CLIPPINGS](#)

[Scoring in N° of POINTS](#)

[TREND](#)

Click "Reports" button to open this page.

Click here to open the section help document.

Graphic Reports: Scoring in N° of CLIPPINGS/POINTS

This type of report allows the user to display in a chart and in a summary table the total number of clippings for each month of the period selected that may be at most 12 months.

Clipping Database

Publications | Clippings | Events | Reports | User | Country | Full Help | Logout

Welcome

REPORTS - Scoring in N° of CLIPPINGS

Area* [Dropdown]

Country [Dropdown]

Audience [Dropdown: Total]

Date* From [Month] [Year] To [Month] [Year]

Diagram Type:

- ☒ Vertical Bar
- ☐ Horizontal Bar
- ☐ Stacked Vertical Bar
- ☐ Line

Image Title: [Text: ST Report]

Axis Label: [Text: Label X]
[Text: Label Y]

Year: ☒ Selected Year ☐ Selected Year vs previous

* Required fields

This form allows the user to set the parameters of this type of report. The fields Area and Date are mandatory.

This options allows the user to set the parameters of the chart: type of graph, title, label of x axis and label of y axis.

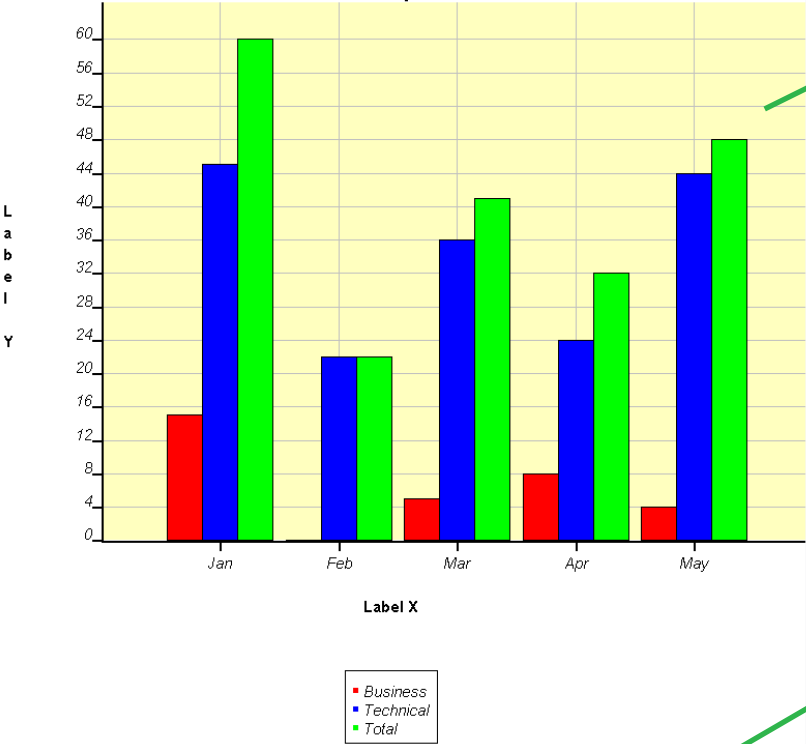
This option allows the user to chose if display the results for the selected year or for the selected year compared with the previous.

Graphic Reports: Scoring in N° of CLIPPINGS/POINTS Result

Back To Report Form

Graphic Report

ST Report



This is an example of chart with the following parameters: Area ASIA_PACIFIC, Audience Total, Date from Jan 1999, Date to May 1999, Diagram Type Vertical Bar and the result of report is for the Selected Year. Each different color for the bars represents a different type of audience (as the legend says): red for "Business", blue for "Technical", green for "Total".

This is the summary table for the values of chart, positioned just below it in the result page of this graphic report. The results is order by audience.

Audience	Number of Clippings	Month
Business	15	Jan
Business	0	Feb
Business	5	Mar
Business	8	Apr
Business	4	May
Technical	45	Jan
Technical	22	Feb
Technical	36	Mar
Technical	24	Apr
Technical	44	May
Total	60	Jan
Total	22	Feb
Total	41	Mar
Total	32	Apr
Total	48	May

Back To Report Form

Graphic Reports: TREND

This type of report allows the user to display in a chart and in a summary table the TREND of clippings score for each month of the period selected that may be at most 12 months.

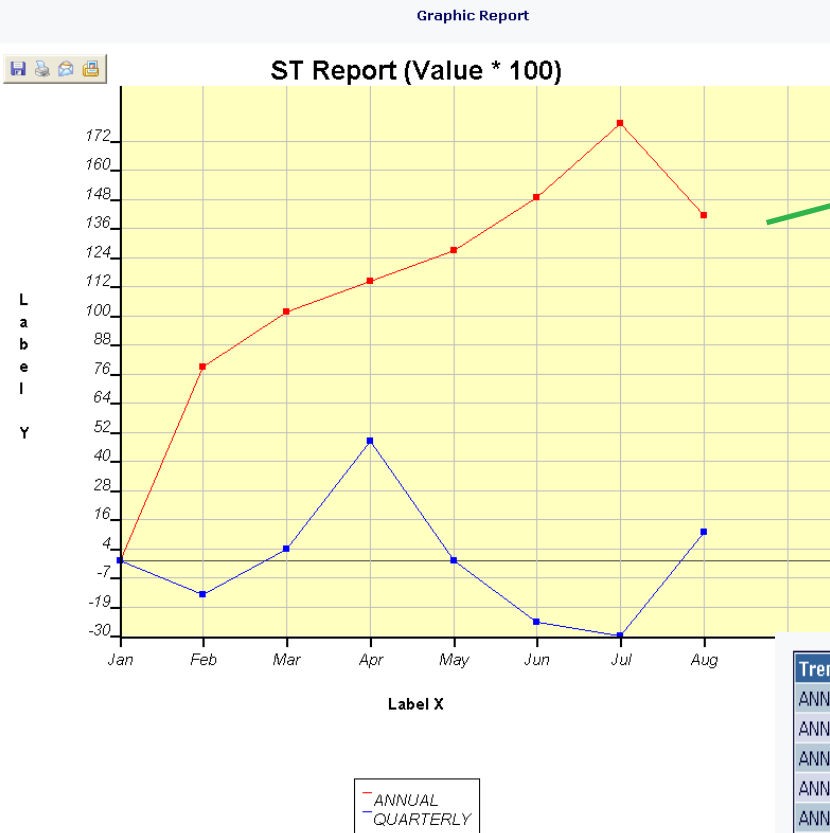
The screenshot shows the 'Clipping Database' interface with a navigation bar containing 'Publications', 'Clippings', 'Events', 'Reports', 'User', 'Country', 'Full Help', and 'Logout'. The main content area is titled 'Welcome' and 'REPORTS - TREND'. The form includes the following fields and options:

- Area***: A dropdown menu.
- Country**: A dropdown menu.
- Audience**: A dropdown menu with 'Total' selected.
- Date***: 'From' and 'To' date pickers.
- Diagram Type:** A radio button for 'Line'.
- Image Title:** A text input field containing 'ST Report (Value * 100)'.
- Axis Label:** Two text input fields, 'Label X' and 'Label Y'.
- Trend Option*:** Three checkboxes for 'Annual', 'Halfyear', and 'Quarterly'.
- * Required fields**: A note at the bottom left.
- Submit**: A button at the bottom center.

Three green annotations with arrows point to specific parts of the form:

- Annotation 1:** Points to the 'Area*', 'Country', and 'Audience' dropdowns. Text: 'This form allows the user to set the parameters of this type of report. The fields Area, Date and Trend Option are mandatory.'
- Annotation 2:** Points to the 'Image Title', 'Axis Label', and 'Trend Option' fields. Text: 'This options allows the user to set the parameters of the chart: title, label of x axis and label of y axis. The only Diagram Type possible is Line.'
- Annotation 3:** Points to the 'Trend Option' checkboxes. Text: 'This option allows the user to chose if display the results for one or more of these trends: Annual, Halfyear, Quarterly.'

Graphic Reports: TREND Result



This is an example of chart with the following parameters: Area UNITED KINGDOM, Audience Total, Date from Jan 2007, Date to Aug 2007, Trend Option Annual, Quarterly. Each different color for the lines represents a different type of trend (as the legend says): red for "ANNUAL", blue for "QUARTERLY".

This is the summary table for the values of chart, positioned just below it in the result page of this graphic report. The results is order by Trend.

Trend Option	Value * 100	Month
ANNUAL	0,00	Jan
ANNUAL	79,43	Feb
ANNUAL	101,99	Mar
ANNUAL	114,85	Apr
ANNUAL	127,21	May
ANNUAL	149,16	Jun
ANNUAL	179,14	Jul
ANNUAL	141,57	Aug
QUARTERLY	0,00	Jan
QUARTERLY	-13,85	Feb
QUARTERLY	4,81	Mar
QUARTERLY	49,34	Apr
QUARTERLY	0,03	May
QUARTERLY	-25,16	Jun
QUARTERLY	-30,95	Jul
QUARTERLY	11,71	Aug

Area and Country codes

AREA	AREA CODE	COUNTRY	CODE
Asia Pacific	AP	Singapore	SG
Asia Pacific	AP	Australia, New Zealand	AU, NZ
Asia Pacific	AP	Other (Vietnam, Philippines, Thailand, Malaysia, Indonesia, Cambogia)	VN, PH, TH, MY, ID, KH
Asia Pacific	AP	Korea	KR
Other	OTHER	Brazil	BR
Other	OTHER	Russia	RU
Greater China	G-CH	China	CN
Greater China	G-CH	Taiwan	TW
Greater China	G-CH	Hong Kong	HK
Nordic	NORDIC	Sweden	SE
Nordic	NORDIC	Norway	NO
Nordic	NORDIC	Denmark	DK
North America	NA	Mexico	MX
North America	NA	US	US
North America	NA	Canada	CA
Central Europe	EU	Germany	DE
Central Europe	EU	Austria	AT
Central Europe	EU	Switzerland	CH
Central Europe	EU	Netherlands	NL
Central Europe	EU	Belgium	BE
Central Europe	EU	Other (Luxemberg, Liechtenstein...)	LU, LI
Japan	JP	Japan	JP
Italy	IT	Italy	IT
India	IN	India	IN
France	FR	France	FR
Asia Pacific	AP	Regional	REG
Asia Pacific	AP	Singapore	SG
Asia Pacific	AP	other	OTHER
Asia Pacific	AP	australia	AU
Asia Pacific	AP	Singapore, Australia, New Zealand, Other (Vietnam, Philippines, Thailand, Malaysia, Indonesia, Cambo)	SG,AU..
United Kingdom	UK	-----	-----
Finland	FI	-----	-----