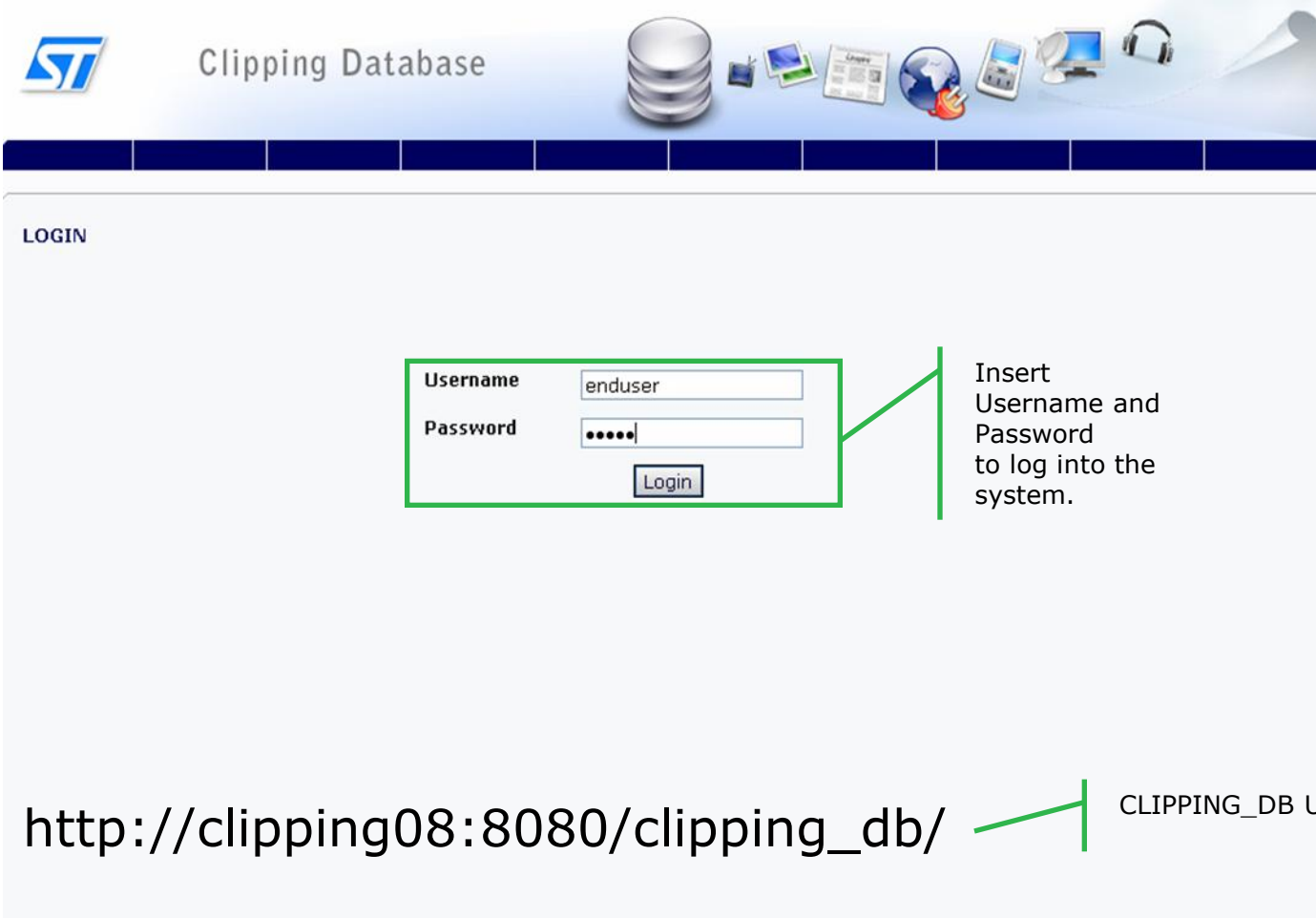




STMicroelectronics
CLIPPING DATABASE
End User's Manual

Login page



The image shows a web browser window displaying the login page for a 'Clipping Database'. The header features a blue banner with the 'ST' logo on the left, the text 'Clipping Database' in the center, and a row of icons on the right representing various media types: a database cylinder, a camera, a photo, a newspaper, a globe, a smartphone, a desktop monitor, and headphones. Below the banner is a dark blue navigation bar with several empty rectangular slots. The main content area is light gray and contains the 'LOGIN' section. This section includes a form with two input fields: 'Username' containing the text 'enduser' and 'Password' containing five dots. A 'Login' button is positioned below the password field. A green rectangular box highlights the entire login form. To the right of this box, a green line points to a text annotation. At the bottom of the page, the URL 'http://clipping08:8080/clipping_db/' is displayed, with a green line pointing from it to another text annotation.

ST Clipping Database

LOGIN

Username

Password

Login

Insert Username and Password to log into the system.

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

The screenshot shows the home page of the 'Clipping Database' application. At the top left is the 'ST' logo. The title 'Clipping Database' is centered. To the right of the title is a decorative banner with icons representing a database, photos, a newspaper, a globe, a mobile phone, a computer monitor, and headphones. Below this is a dark blue navigation bar with white text links: 'Publications', 'Clippings', 'Events', 'Reports', 'Full Help', and 'Logout'. The 'Clippings' and 'Full Help' links are highlighted with green boxes. Green lines with text annotations point to these links and other elements on the page.

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

Welcome

INDEX PAGE

AREAS: ASIA_PACIFIC

List of areas that trough the countries are linked to the end user logged.

Click here to open this help document.

List of sections available for ENDUSER user:

- Publications
- Clippings
- Events
- Reports

Manage Publications: Add Publication

ST Clipping Database

Publications Clippings Events Reports Full Help Logout

Welcome AREAS: ASIA_PACIFIC

PUBLICATIONS - ADD PUBLICATION

Area* ASIA_PACIFIC

Name*

Date* (Mon/dd/yyyy)

Audience*

Level Of Press*

Size*

Frequency*

Medium*

Notes

Country*

* Required fields

Submit Reset Search Publication

Click
"Publications"
button to open
this page.

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

Click here to
open the
section help
document.

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

Manage Publications: Search Publication

The screenshot shows the 'Clipping Database' interface. At the top, there is a navigation bar with links: Publications, Clippings, Events, Reports, Full Help, and Logout. Below this is a 'Welcome' message and the text 'AREAS: ASIA_PACIFIC'. The main section is titled 'PUBLICATIONS - SEARCH PUBLICATION'. It contains a form with the following fields: Area (set to ASIA_PACIFIC), Name (text input), Date (From and To date pickers), Audience (dropdown), Level Of Press (dropdown), Size (dropdown), Frequency (dropdown), Medium (dropdown), Country (dropdown), and Archive (dropdown). At the bottom of the form are three buttons: 'Search Publication', 'Reset', and 'Enter Publication'. Annotations with green lines point to these elements: one points to the 'Area' field with the text 'This form allows the user to set the parameters of the publication search.'; another points to the 'Search Publication' button with the text 'Click "Search Publication" button to begin the search.'; and a third points to the 'Enter Publication' button with the text 'Click "Enter Publication" button to go to Add Publication form.'

Clipping Database

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

Welcome AREAS: ASIA_PACIFIC

PUBLICATIONS - SEARCH PUBLICATION

Area: ASIA_PACIFIC

Name:

Date: From To (Mon/dd/yyyy)

Audience:

Level Of Press:

Size:

Frequency:

Medium:

Country:

Archive:

Search Publication | Reset | Enter Publication

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

Click "Search Publication" button to begin the search.

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.

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 | artideant.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 | allinonetteam.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](#)

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

This button allows user to delete the publication.

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

Manage Publications: Modify Publication

ST Clipping Database

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

Welcome **AREAS: ASIA_PACIFIC**

PUBLICATIONS - MODIFY PUBLICATION

Area* ASIA_PACIFIC

Name* PUBLICATION NAME

Date* Jun/24/2008 (Mon/dd/yyyy)

Audience* Business

Level Of Press* Priority

Size* Smaller Than Tabloid

Frequency* Weekly

Medium* Television

Notes

Country* korea

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

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.

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

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

The screenshot shows the 'Clipping Database' interface. At the top, there's a navigation bar with links: Publications, Clippings, Events, Reports, Full Help, and Logout. Below this, a 'Welcome' message is displayed alongside the text 'AREAS: ASIA_PACIFIC'. A green banner reads 'CONGRATULATIONS YOU ENTERED THE NEW CLIPPING WITH SUCCESS'. A table lists the details of the entered clipping. A 'Back To Enter Clipping' button is at the bottom. Annotations with green lines point to a help icon, the table data, and the button.

Clipping Database

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

Welcome AREAS: ASIA_PACIFIC

CLIPPINGS - SUMMARY INSERT PAGE

CONGRATULATIONS YOU ENTERED THE NEW CLIPPING WITH SUCCESS

| | |
|-------------------|------------------|
| Area | ASIA_PACIFIC |
| Country | korea |
| Publication Title | PUBLICATION NAME |
| Clipping Title | CLIPPING TITLE |
| Type of Story | Company Strategy |
| Date | Jun/26/2008 |
| Length of Article | 3/4 page |
| Tone | Neutral |
| Graphic | Photo |
| Cover | YES |
| Event | |
| Score | 6240.0 |

[Back To Enter Clipping](#)

Click here to open the section help document.

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

The screenshot shows the 'Clipping Database' interface. At the top, there is a navigation bar with links: Publications, Clippings, Events, Reports, User, Full Help, and Logout. Below this is a 'Welcome' message and the text 'AREAS: ASIA_PACIFIC, INDIA'. The main section is titled 'CLIPPINGS - SEARCH CLIPPING'. It contains a form with the following fields: Area (dropdown menu with 'ASIA_PACIFIC' selected), Country (dropdown menu), Audience (dropdown menu), Publication (dropdown menu), Title (text input), Type of Story (dropdown menu), Date (From and To date pickers with a '(Mon/dd/yyyy)' format hint), Length of Article (dropdown menu), Tone (dropdown menu), Graphic (dropdown menu), Cover (dropdown menu), Score (text input), and Format* (dropdown menu with 'WEB' selected). A note '* Required fields' is at the bottom left of the form. At the bottom of the form are three buttons: 'Search Clipping', 'Reset', and 'Enter Clipping'. Green lines and text boxes provide annotations: one points to the 'Area' dropdown, another to the 'Date' field, and two others point to the 'Search Clipping' and 'Enter Clipping' buttons respectively.

Clipping Database

Publications Clippings Events Reports User Full Help Logout

Welcome AREAS: ASIA_PACIFIC, INDIA

CLIPPINGS - SEARCH CLIPPING

Area ASIA_PACIFIC

Country

Audience

Publication

Title

Type of Story

Date From To (Mon/dd/yyyy)

Length of Article

Tone

Graphic

Cover

Score

Format* WEB

* Required fields

Search Clipping Reset Enter Clipping

This combo 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 Full Help Logout

Welcome AREAS: ASIA_PACIFIC

CLIPPINGS - MODIFY CLIPPING

Area* ASIA_PACIFIC

Country* korea

Publication* PUBLICATION NAME

Title* CLIPPING TITLE

Type of Story Company Strategy

Date* Jun/26/2008 (Mon/dd/yyyy)

Length of Article* 3/4 page

Tone* Neutral

Graphic* Photo

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.

"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 tabs: Publications, Clippings, **Events** (highlighted with a green box), Reports, and Full Help. Below the navigation bar, the 'Events' section is active, displaying the title 'EVENTS - ADD EVENT'. The form includes several input fields: 'Area*' (pre-filled with 'ASIA_PACIFIC'), 'Title*', 'Type*' (a dropdown menu), 'Event Date*' (with a calendar icon and format '(Mon/dd/yyyy)'), 'Pr Ref*', and 'Product or Subject*'. A note indicates that fields with an asterisk are required. At the bottom, there are three buttons: 'Submit', 'Reset', and 'Search Event'. Annotations with green lines point to specific elements: one points to the 'Events' tab, another to the 'Click "Events" button to open this page.' text, a third to the 'Search Event' button, and a fourth to a help icon (a red circle with a question mark) in the top right corner. A text box explains that the form allows the user to enter a new event.

Clipping Database

Publications Clippings **Events** Reports Full Help Logout

Welcome

EVENTS - ADD EVENT

AREAS: ASIA_PACIFIC

Click "Events" button to open this page.

Click here to open the section help document.

Area* ASIA_PACIFIC

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

ST Clipping Database

Publications Clippings **Events** Reports Full Help Logout

Welcome **AREAS: ASIA_PACIFIC**

EVENTS - SEARCH EVENT

Area ASIA_PACIFIC

Title

Type

Pr Ref

Product or Subject

Date From To (Mon/dd/yyyy)

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

Click "Search Clipping" button to begin the search.

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

Manage Events: Search Event Result

EVENTS - SEARCH EVENT RESULT

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

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

[Back To Search](#)

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

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

[Next Block >](#)

| Area | Title | Type | Date | Modify | Delete |
|---------------|--|---------------|-------------|--------|--------|
| NORDIC | STMicroelectronics announces completion fo acquisition of Arithmos Inc. | Press Release | Dec/17/2099 | | |
| 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 | | |

This button allows the user to delete the event.

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

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

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

[Next Block >](#)

[Back To Search](#)

Manage Events: Modify Event

ST Clipping Database

Publications | Clippings | **Events** | Reports | | | | | | | Logout

Welcome **AREAS: ASIA_PACIFIC**

EVENTS - MODIFY EVENT

Area* ASIA_PACIFIC

Title* Q1 2005 RESULTS

Type* 1-Press Release

Event Date* Apr/01/2005 (Mon/dd/yyyy)

Pr Ref* C1638C

Product or Subject* RESULTS

* Required fields

Submit Back To Search Result

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.

Create Reports (TEXT REPORTS)

The screenshot shows the 'Clipping Database' interface. At the top, there is a navigation bar with the following tabs: Publications, Clippings, Events, Reports, and Full Help. The 'Reports' tab is highlighted with a green box. Below the navigation bar, the main content area is titled 'Welcome' and 'REPORTS'. On the right side of the main content area, there is a section titled 'AREAS: ASIA_PACIFIC'. Below this, 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](#). A green line points from the 'Reports' tab to the 'TEXT REPORT:' section. Another green line points from the 'TEXT REPORT:' section to the text 'This serie of links allows the user to select the type of text report that you can create.' A third green line points from the 'Full Help' tab to the text 'Click here to open the section help document.'

Clipping Database

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

Welcome

REPORTS

AREAS: ASIA_PACIFIC

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.

This serie of links allows the user to select the type of text report that you can create.

Text Reports: New Text Report (Monthly)



Clipping Database



PublicationsClippingsEventsReportsFull HelpLogout

Welcome

AREAS: ASIA_PACIFIC

REPORTS - NEW TEXT REPORT

Area*

Country

Section*

Period Option*

Interval Date*

Format*

* Required fields

ASIA_PACIFIC

MONTHLY

☒ QUARTERLY

☐ YEARLY

☐

From

To


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



PublicationsClippingsEventsReportsFull HelpLogout

Welcome

AREAS: ASIA_PACIFIC

?

REPORTS - NEW TEXT REPORT

Area*

Country

Section*

Period Option*

Interval Date*

Format*

* Required fields

ASIA_PACIFIC

MONTHLY ☐ QUARTERLY ☒ YEARLY ☐

From 1Q

To 1Q


Submit

Reset


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 | | | | | Full Help | Logout |
|--------------|-----------|--------|---------|--|--|--|--|-----------|--------|

Welcome **AREAS: ASIA_PACIFIC** 

REPORTS - NEW TEXT REPORT

Area* ASIA_PACIFIC

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 ?

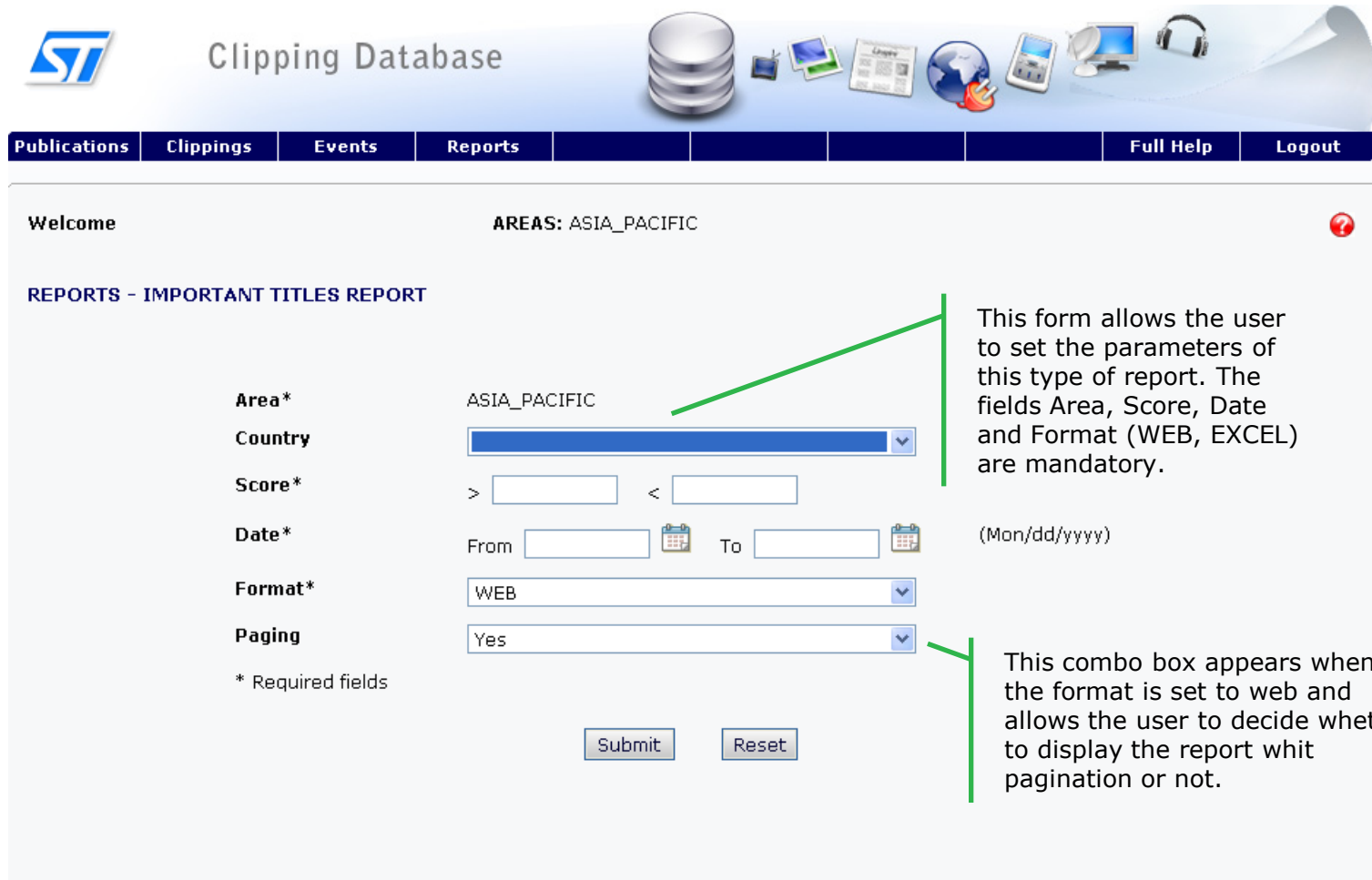
A1 Yearly Report

| | 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.



Clipping Database

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

Welcome **AREAS: ASIA_PACIFIC**

REPORTS - IMPORTANT TITLES REPORT

Area* ASIA_PACIFIC

Country

Score* > <

Date* From To (Mon/dd/yyyy)

Format* WEB

Paging Yes

* Required fields

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

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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 ?

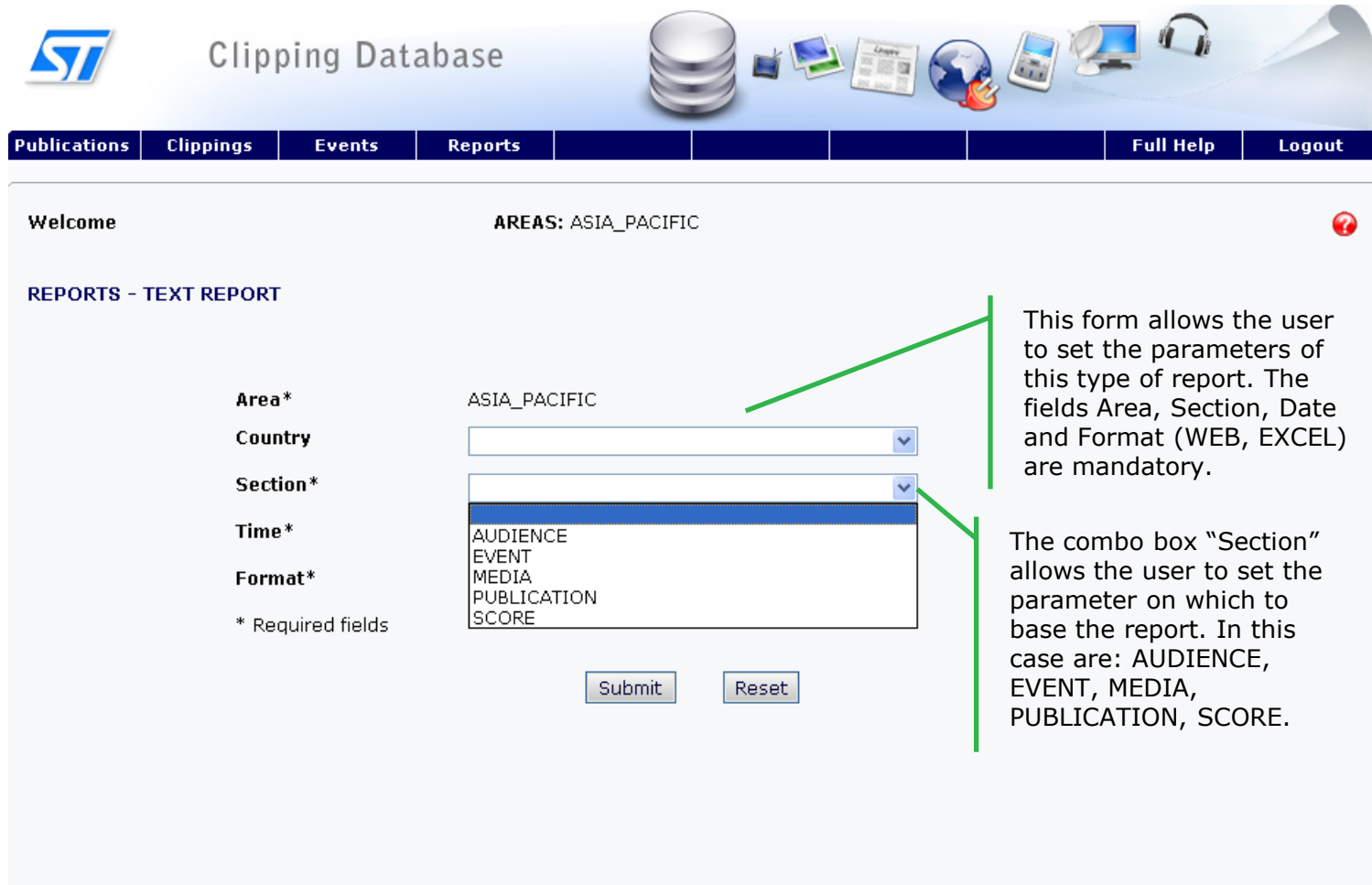
Verdana 14 G C S [Icons] % 000 € 0.00 0.00 [Icons] 100%

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 | ASIA_PACIFIC | ANSA | Sep/28/2002 | provaClipping | 31050.00 | Very Positive |
| 5 | ASIA_PACIFIC | www.businessstimes.com.sg(R) | Jul/12/2007 | C2542C STMICRO TO SHIP TEXAS CHIP PLANT TO S'PORE | 11520.00 | Very Positive |
| 6 | ASIA_PACIFIC | www.businessstimes.com.sg(R) | Jul/17/2007 | S'PORE TO BE REGIONAL HUB FOR STM, INTEL JOINT VENTURE | 9984.00.00 | Positive |
| 7 | ASIA_PACIFIC | www.nzherald.co.nz | Aug/09/2007 | C2547C 3G CHIPS ARE DOWN IN TEXAS | 7488.00.00 | Positive |
| 8 | ASIA_PACIFIC | PUBLICATION NAME | Jun/25/2008 | clipping title | 6624.00.00 | Neutral |
| 9 | ASIA_PACIFIC | PUBLICATION NAME | Jun/24/2008 | CLIPPING TITLE | 6624.00.00 | Neutral |
| 10 | ASIA_PACIFIC | vtv 1 thoi su - TV station (VN) | Feb/29/2008 | WORLD LEADER IN THE FIELD OF MICROELECTRONICS APPLICATIONS, ST EMPHASIZES THE IMPORTANCE OF THE ELECTRONICS INDUSTRY TO THE VIETNAMESE ECONOMY | 6240.00.00 | Positive |
| 11 | ASIA_PACIFIC | www.asiaone.com.sg (SG) | May/22/2008 | SHE'S REDEPLOYED WITH PAY HIKE IN HER 50S | 5760.00.00 | Positive |
| 12 | ASIA_PACIFIC | Viet Nam News Online (VN) | Mar/21/2008 | FOREIGN ELECTRONICS MAKERS BRING IT ON | 4992.00.00 | Neutral |
| 13 | ASIA_PACIFIC | www.businessstimes.com.sg(R) | Mar/25/2008 | T2277R VEREDUS IN LAB TIE-UP FOR DIAGNOSTIC TOOL RD | 4992.00.00 | Neutral |
| 14 | ASIA_PACIFIC | www.biz.yahoo.com | Jul/25/2007 | C2545C STMICRO POSTS \$758 MILLION 2Q LOSS | 4800.00.00 | Positive |
| 15 | ASIA_PACIFIC | www.biz.yahoo.com | Aug/08/2007 | C2547C NOKIA TO BOOST COOPERATION WITH STMICRO | 4800.00.00 | Positive |
| 16 | ASIA_PACIFIC | asia.news.yahoo.com (R) | Aug/08/2007 | C2547C NOKIA EXITS CHIPS, OUTSOURCES MODEM TECHNOLOGY | 4050.00.00 | Positive |
| 17 | ASIA_PACIFIC | www.digitimes.com.tw | Sep/21/2005 | CONSUMER MULTIMEDIA AND DIGITAL HOME BY YU LEE | 3900.00.00 | Positive |
| 18 | ASIA_PACIFIC | www.biz.yahoo.com | May/27/2008 | T2295M STMICROELECTRONICS STRENGTHENS POSITION IN WIRELESS SEGMENT | 3840.00.00 | Neutral |
| 19 | ASIA_PACIFIC | www.computerworld.com.au | Apr/01/2008 | C2569C INTEL CLOSES DEAL TO CREATE NEW FLASH MEMORY VENDOR | 3840.00.00 | Neutral |
| 20 | ASIA_PACIFIC | malaysia.news.yahoo.com (MY) | Apr/11/2008 | C2574C STMICRO, NXP MERGE \$3 BLN WIRELESS CHIP OPERATIONS | 3840.00.00 | 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 image shows a web application interface for a "Clipping Database". At the top, there is a navigation bar with links: Publications, Clippings, Events, Reports, Full Help, and Logout. Below the navigation bar, the main content area is titled "Welcome" and "AREAS: ASIA_PACIFIC". The section "REPORTS - TEXT REPORT" is active. The form contains several fields: "Area*" (set to ASIA_PACIFIC), "Country" (empty), "Section*" (a dropdown menu with options: AUDIENCE, EVENT, MEDIA, PUBLICATION, SCORE), "Time*" (empty), and "Format*" (empty). A note at the bottom left states "* Required fields". At the bottom right, there are "Submit" and "Reset" buttons. Two green arrows point from text boxes to the "Section*" dropdown and the "Area*" field.

Area* ASIA_PACIFIC

Country

Section*

Time*


Format*

* Required fields








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..)



Clipping Database



PublicationsClippingsEventsReportsFull HelpLogout

WelcomeAREAS: ASIA_PACIFIC

REPORTS - TEXT REPORT

Area*

Country

Section*

Audience

Time*

Format*

* Required fields

ASIA_PACIFIC

AUDIENCE

ALL TIME
CURRENT MONTH
LAST MONTH
FROM TO

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*

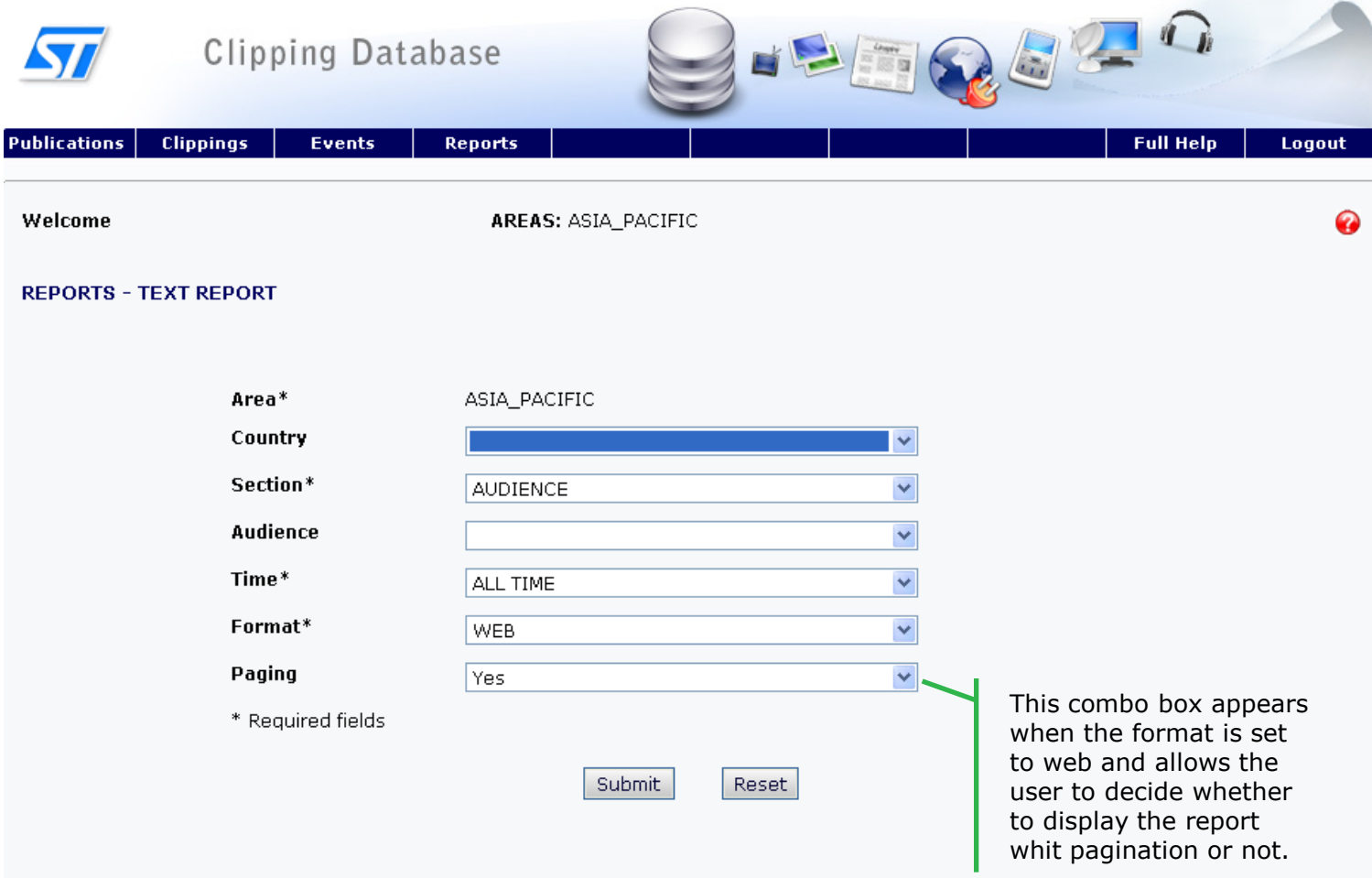
FROM TO

Date*

From

To

Text Reports: Text Report (Continue..)



The image shows a web application interface for a 'Clipping Database'. At the top, there is a header bar with the 'ST' logo on the left, the text 'Clipping Database' in the center, and a row of icons (database, camera, newspaper, globe, mobile phone, computer, headphones) on the right. Below the header is a navigation menu with tabs: 'Publications', 'Clippings', 'Events', 'Reports', and 'Full Help' (which is highlighted), and a 'Logout' link. The main content area has a 'Welcome' message on the left and 'AREAS: ASIA_PACIFIC' on the right. Below this is a section titled 'REPORTS - TEXT REPORT'. The form contains several dropdown menus: 'Area*' (set to ASIA_PACIFIC), 'Country', 'Section*' (set to AUDIENCE), 'Audience', 'Time*' (set to ALL TIME), 'Format*' (set to WEB), and 'Paging' (set to Yes). A note at the bottom left states '* Required fields'. At the bottom center are 'Submit' and 'Reset' buttons. A green line points from a text box on the right to the 'Paging' dropdown menu.

Area* ASIA_PACIFIC

Country [dropdown]

Section* AUDIENCE [dropdown]

Audience [dropdown]

Time* ALL TIME [dropdown]

Format* WEB [dropdown]

Paging Yes [dropdown]

* 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](#)

[Next Block »](#)

| 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 LH5N1 | 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 »](#)

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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 [Icons] 100%

Rispondi con modifiche... Termina revisione...

A1 Text Report

| | A | B | C | D | E | F |
|----|--------------------|---------------------------------|-----------------------|--|--------------|---------------|
| 1 | Text Report | | | | | |
| 2 | | | | | | |
| 3 | Area | Publication Title | Date Published | Clipping Title | Score | Tone |
| 4 | ASIA_PACIFIC | ANSA | Sep/28/2002 | provaClipping | 31050.00 | Very Positive |
| 5 | ASIA_PACIFIC | www.businesstimes.com.sg(R) | Jul/12/2007 | C2542C STMICRO TO SHIP TEXAS CHIP PLANT TO S'PORE | 11520.00 | Very Positive |
| 6 | ASIA_PACIFIC | www.businesstimes.com.sg(R) | Jul/17/2007 | S'PORE TO BE REGIONAL HUB FOR STM, INTEL JOINT VENTURE | 9984.00.00 | Positive |
| 7 | ASIA_PACIFIC | www.nzherald.co.nz | Aug/09/2007 | C2547C 3G CHIPS ARE DOWN IN TEXAS | 7488.00.00 | Positive |
| 8 | ASIA_PACIFIC | PUBLICATION NAME | Jun/24/2008 | CLIPPING TITLE | 6624.00.00 | Neutral |
| 9 | ASIA_PACIFIC | PUBLICATION NAME | Jun/25/2008 | clipping title | 6624.00.00 | Neutral |
| 10 | ASIA_PACIFIC | vtv 1 thoi su - TV station (VN) | Feb/29/2008 | WORLD LEADER IN THE FIELD OF MICROELECTRONICS APPLICATIONS, ST EMPHASIZES THE IMPORTANCE OF THE ELECTRONICS INDUSTRY TO THE VIETNAMESE ECONOMY | 6240.00.00 | Positive |
| 11 | ASIA_PACIFIC | www.asiaone.com.sg (SG) | May/22/2008 | SHE'S REDEPLOYED WITH PAY HIKE IN HER 50S | 5760.00.00 | Positive |
| 12 | ASIA_PACIFIC | Viet Nam News Online (VN) | Mar/21/2008 | FOREIGN ELECTRONICS MAKERS BRING IT ON | 4992.00.00 | Neutral |
| 13 | ASIA_PACIFIC | www.businesstimes.com.sg(R) | Mar/25/2008 | T2277R VEREDUS IN LAB TIE-UP FOR DIAGNOSTIC TOOL RD | 4992.00.00 | Neutral |
| 14 | ASIA_PACIFIC | www.biz.yahoo.com | Jul/25/2007 | C2545C STMICRO POSTS \$758 MILLION 2Q LOSS | 4800.00.00 | Positive |
| 15 | ASIA_PACIFIC | www.biz.yahoo.com | Aug/08/2007 | C2547C NOKIA TO BOOST COOPERATION WITH STMICRO | 4800.00.00 | Positive |
| 16 | ASIA_PACIFIC | asia.news.yahoo.com (R) | Aug/08/2007 | C2547C NOKIA EXITS CHIPS, OUTSOURCES MODEM TECHNOLOGY | 4050.00.00 | Positive |
| 17 | ASIA_PACIFIC | ANSA | Aug/03/2001 | Italian honoured by Singapore President Nathan | 4050.00.00 | Positive |
| 18 | ASIA_PACIFIC | Channel News Asia | Feb/19/2001 | Channel News Asia : Minute on the Dot - Matisse | 3900.00.00 | Positive |
| 19 | ASIA_PACIFIC | www.digitimes.com.tw | Sep/21/2005 | CONSUMER MULTIMEDIA AND DIGITAL HOME BY YU LEE | 3900.00.00 | Positive |
| 20 | ASIA_PACIFIC | www.biz.yahoo.com | May/27/2008 | T2295M STMICROELECTRONICS STRENGTHENS POSITION IN WIRELESS SEGMENT | 3840.00.00 | 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), and Full Help. Below the navigation bar, the page is divided into sections. On the left, there is a 'Welcome' message and a 'REPORTS' section. In the center, there is a 'TEXT REPORT:' section with three links: 'NEW TEXT REPORT', 'IMPORTANT TITLES REPORT', and 'TEXT REPORT'. Below this, there is a 'GRAPHIC REPORT:' section with three links: 'Scoring in N° of CLIPPINGS', 'Scoring in N° of POINTS', and 'TREND'. On the right, there is a 'Click "Reports" button to open this page.' message and a 'Click here to open the section help document.' message. A green line connects the 'Reports' button in the navigation bar to the 'Click "Reports" button to open this page.' message. Another green line connects the 'GRAPHIC REPORT:' section to the 'This series of links allows the user to select the type of graphic report that you can create.' message. A red question mark icon is located in the top right corner of the page.

Clipping Database

Publications Clippings Events **Reports** Full Help Logout

Welcome

REPORTS

AREAS: ASIA_PACIFIC

Click "Reports" button to open this page.

Click here to open the section help document.

TEXT REPORT:

[NEW TEXT REPORT](#)

[IMPORTANT TITLES REPORT](#)

[TEXT REPORT](#)

GRAPHIC REPORT:

[Scoring in N° of CLIPPINGS](#)

[Scoring in N° of POINTS](#)

[TREND](#)

This series of links allows the user to select the type of graphic report that you can create.

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 | Full Help | Logout

Welcome AREAS: ASIA_PACIFIC

REPORTS - Scoring in N° of CLIPPINGS

Area* ASIA_PACIFIC

Country [Dropdown]

Audience Total [Dropdown]

Date* From [Dropdown] [Dropdown] To [Dropdown] [Dropdown]

Diagram Type:

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

Image Title: ST Report

Axis Label:

Label X

Label Y

Year:

- ☒ Selected Year
- ☐ Selected Year vs previous

* Required fields

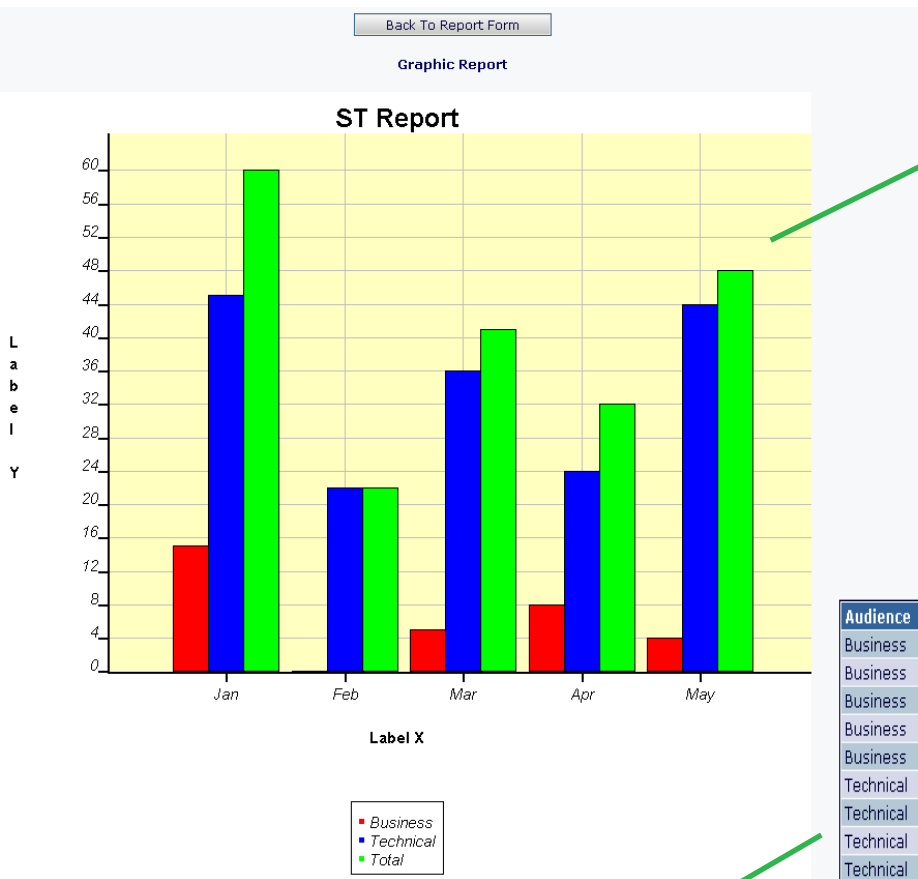
Submit

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



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.

ST Clipping Database

Publications Clippings Events Reports Full Help Logout

Welcome AREAS: ASIA_PACIFIC

REPORTS - TREND

Area* ASIA_PACIFIC

Country [Dropdown]

Audience Total [Dropdown]

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

Diagram Type: ☒ Line

Image Title: ST Report (Value * 100)

Axis Label: Label X
Label Y

Trend Option*: ☐ Annual ☐ Halfyear ☐ Quarterly

* Required fields

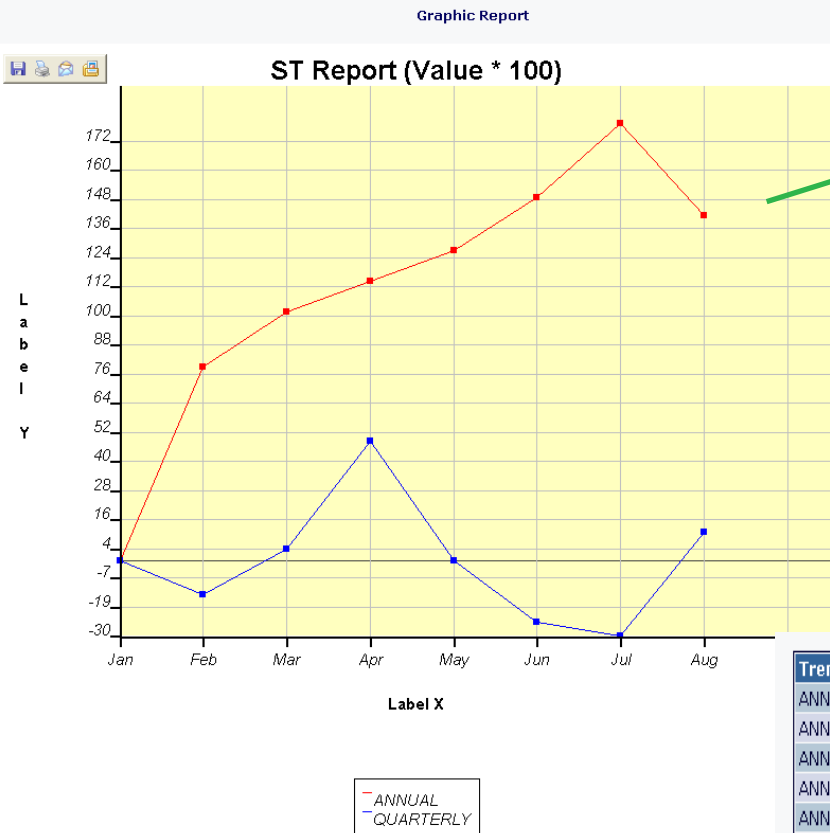
Submit

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

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.

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 | ----- | ----- |