



STMicroelectronics
Create Reports
Administrator's Manual

Create Reports (TEXT REPORTS)

The screenshot shows the 'Clipping Database' website interface. 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 (a red question mark) in the top right corner. The help icon is accompanied by the text 'Click here to open this help document.'

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 this 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*

Country

Section*

Period Option* MONTHLY ☒ QUARTERLY ☐ YEARLY ☐

Interval Date* From To

Format*

* 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
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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 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.



Clipping Database



Publications	Clippings	Events	Reports	User	Country			Full Help	Logout
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Welcome 

REPORTS - IMPORTANT TITLES REPORT

Area*

Country

Score* > <

Date* From  To  (Mon/dd/yyyy)

Format*

Paging

* 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

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

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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

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



Clipping Database



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

Welcome

REPORTS - TEXT REPORT

Area*

Country

Section*

Time*

Format*

AUDIENCE
EVENT
MEDIA
PUBLICATION
SCORE

* Required fields

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..)

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 'REPORTS - TEXT REPORT' section. The main form contains several dropdown menus: 'Area*' (set to ITALY), 'Country' (empty), 'Section*' (set to AUDIENCE), 'Audience' (empty), 'Time*' (open, showing options: ALL TIME, CURRENT MONTH, LAST MONTH, FROM TO), and 'Format*' (empty). A note indicates that '*' denotes required fields. At the bottom of the form are 'Submit' and 'Reset' buttons. To the right of the form, a green arrow points from the 'Section*' dropdown to a text box explaining that the page is reloaded with a new parameter-based dropdown. Another green arrow points from the 'Time*' dropdown to a text box explaining that it allows the user to choose a time interval, with 'FROM TO' leading to additional date input fields. Below the main form, a detailed view of the 'Time*' dropdown is shown, with 'FROM TO' selected, and the 'Date*' section below it, which includes 'From' and 'To' date pickers.

Clipping Database

Publications Clippings Events Reports User Country Full Help Logout

Welcome

REPORTS - TEXT REPORT

Area* ITALY

Country

Section* AUDIENCE

Audience

Time* ALL TIME
CURRENT MONTH
LAST MONTH
FROM TO

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..)



Clipping Database



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

Welcome 

REPORTS - TEXT REPORT

Area*

Country

Section*

Audience

Time*

Format*

Paging

* Required fields

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)

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.

REPORTS - TEXT REPORT RESULT

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

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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

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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. Above the navigation bar, there is a header area with the 'ST' logo, the text 'Clipping Database', and a row of icons representing various media and technology (database, photos, newspaper, globe, mobile phone, computer, headphones). 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 is enclosed in a green box and contains three links: [Scoring in N° of CLIPPINGS](#), [Scoring in N° of POINTS](#), and [TREND](#). There are two green callout boxes with arrows pointing to specific elements. The first callout points to the 'Reports' button in the navigation bar and contains the text: 'Click "Reports" button to open this page.' The second callout points to the 'GRAPHIC REPORT:' section and contains the text: 'This serie of links allows the user to select the type of graphic report that you can create.' On the right side of the page, there is a link that says 'Click here to open this help document.' with a red question mark icon next to it.

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 this 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 [Total] [Dropdown]

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

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

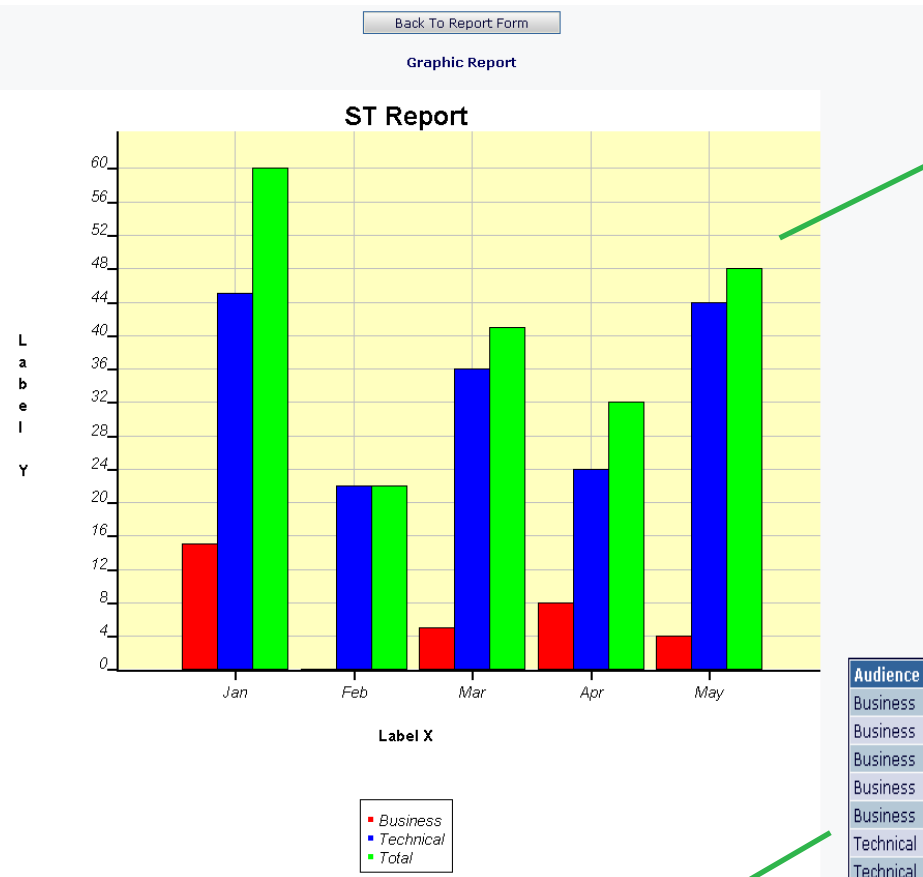
* Required fields

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.

The screenshot shows the 'Clipping Database' interface with a navigation bar containing 'Publications', 'Clippings', 'Events', 'Reports', 'User', 'Country', 'Full Help', and 'Logout'. The 'Reports' section is active, displaying a 'Welcome' message and a 'REPORTS - TREND' form. The form includes several fields: 'Area*' (a dropdown menu), 'Country' (a dropdown menu), 'Audience' (a dropdown menu with 'Total' selected), 'Date*' (a date range selector with 'From' and 'To' dropdowns), 'Diagram Type:' (a radio button for 'Line'), 'Image Title:' (a text box containing 'ST Report (Value * 100)'), 'Axis Label:' (two text boxes for 'Label X' and 'Label Y'), and 'Trend Option*:' (checkboxes for 'Annual', 'Halfyear', and 'Quarterly'). A 'Submit' button is at the bottom. Annotations with green lines point to specific parts of the form: one points to the 'Area*' dropdown, another to the 'Image Title:' and 'Axis Label:' fields, and a third to the 'Trend Option*:' checkboxes. A red question mark icon is in the top right corner of the form area.

Area*

Country

Audience

Date*

Diagram Type:

Image Title:

Axis Label:

Trend Option*:

* Required fields

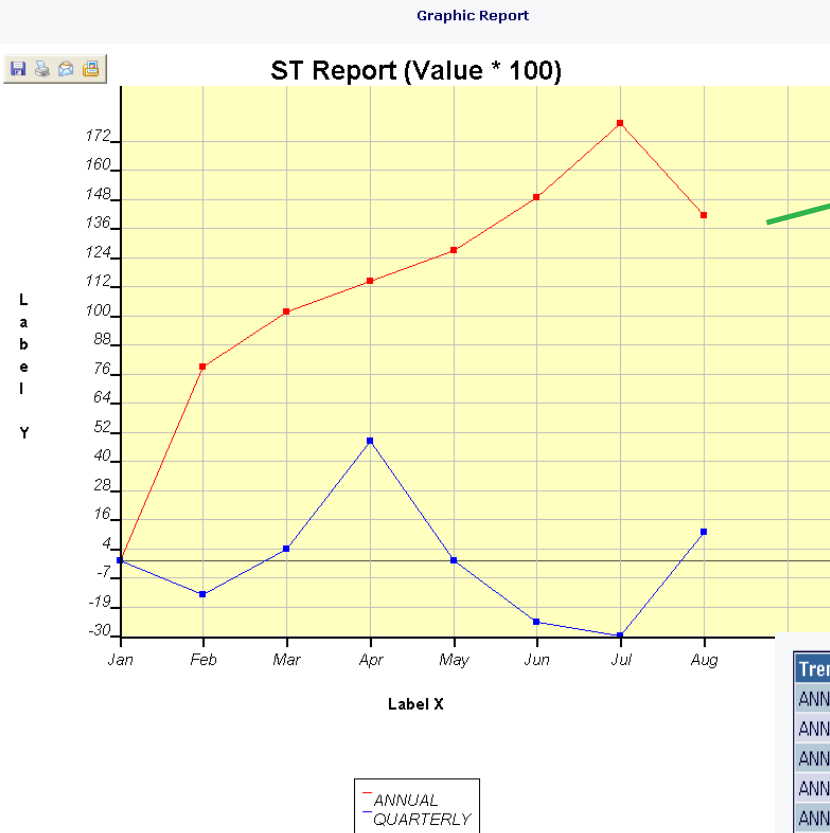
Submit

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	-----	-----