





**STMicroelectronics**  
**CLIPPING DATABASE**  
**Manager's Manual**

# Login page



Clipping Database



LOGIN

Username

Password

Login

Insert Username and Password to log into the system.

[http://clipping08:8080/clipping\\_db/](http://clipping08:8080/clipping_db/) CLIPPING\_DB URL

# Home page

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 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 navigation bar with buttons: 'Publications', 'Clippings', 'Events', 'Reports', 'User', 'Full Help', and 'Logout'. The 'Clippings' button is highlighted with a green box, and a green line points from it to a list of sections. The 'Full Help' button is also highlighted with a green box, and a green line points from it to a text annotation. The main content area on the left says 'Welcome' and 'INDEX PAGE'. The main content area on the right shows 'AREAS: ASIA\_PACIFIC' with a green line pointing to a text annotation, and a list of sections available for the 'MANAGER' user.

**ST** Clipping Database

Publications Clippings Events Reports User Full Help Logout

Welcome

INDEX PAGE

AREAS: ASIA\_PACIFIC

List of areas associated with manager.

List of sections available for MANAGER user:

- Publications
- Clippings
- Events
- Reports
- User

Click here to open this help document.

# Manage Publications: Add Publication

Click  
"Publications"  
button to open  
this page.

**ST** Clipping Database

**Publications** | Clippings | Events | Reports | User | 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

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 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 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'. The main section is titled 'PUBLICATIONS - SEARCH PUBLICATION'. It contains a form with the following fields: 'Area' (pre-filled with 'ASIA\_PACIFIC'), 'Name' (text input), 'Date' (range with '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, another to the 'Search Publication' button, and a third to the 'Enter Publication' button. A text box on the right explains the form's purpose.

Clipping Database

Publications Clippings Events Reports User 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	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

"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 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 User 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

Welcome

CLIPPINGS - ADD CLIPPING

AREAS: ASIA\_PACIFIC

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.

Area\* ASIA\_PACIFIC

Country korea

Publication\* PUBLICATION NAME

Title\*

Type of Story

Date\* (Mon/dd/yyyy)

Length of Article\*

Tone\* Neutral

Graphic\*

Cover

Event

\* Required fields

Submit Reset Search Clipping

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Area\* ASIA\_PACIFIC

Name\* PUBLICATION NAME

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

Audience\* Business

Level Of Press\* Priority

Size\* Smaller Than Tabloid

Frequency\* Daily

Medium\* Radio

Notes

Country korea

\* Required fields

Submit Reset



# Manage Clippings: Summary Insert Page

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, Full Help, and Logout. Below the navigation bar, the page title is "CLIPPINGS - SUMMARY INSERT PAGE". A green message states: "CONGRATULATIONS YOU ENTERED THE NEW CLIPPING WITH SUCCESS". A table displays the details of the newly entered clipping. The table has two columns: labels and values. The values are: ASIA\_PACIFIC, korea, PUBLICATION NAME, title clipping, Business Result, Jun/26/2008, More 4 pages, Neutral, Photo, YES, and 12480.0. A button labeled "Back To Enter Clipping" is at the bottom. Annotations with green lines point to specific elements: a help icon, the success message, the table data, and the "Back To Enter Clipping" button.

**Clipping Database**

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

Welcome **AREAS: ASIA\_PACIFIC**

Click here to open the section help document.

**CLIPPINGS - SUMMARY INSERT PAGE**

CONGRATULATIONS YOU ENTERED THE NEW CLIPPING WITH SUCCESS

Area	ASIA_PACIFIC
Country	korea
Publication Title	PUBLICATION NAME
Clipping Title	title clipping
Type of Story	Business Result
Date	Jun/26/2008
Length of Article	More 4 pages
Tone	Neutral
Graphic	Photo
Cover	YES
Event	
Score	12480.0

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

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 with arrows point from text annotations to specific parts of the form: one points to the 'Area' dropdown, another points to the 'Date' field, and a third points to the 'Enter Clipping' button.

ST 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



Clipping Database



Publications Clippings Events Reports User Full Help Logout

Welcome AREAS: ASIA\_PACIFIC

CLIPPINGS - MODIFY CLIPPING


Area\* ASIA\_PACIFIC

Country

Publication\*

Title\*

Type of Story

Date\*   (Mon/dd/yyyy)

Length of Article\*

Tone\*

Graphic\*

Cover

Event

\* Required fields

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), Reports, User, Full Help, and Logout. Below the navigation bar, the page title is 'Welcome' and 'EVENTS - ADD EVENT'. The main content area is titled 'AREAS: ASIA\_PACIFIC' and contains a form for adding a new event. The form fields are: Area\* (ASIA\_PACIFIC), Title\* (text input), Type\* (dropdown menu), Event Date\* (calendar icon and text input with format (Mon/dd/yyyy)), Pr Ref\* (text input), and Product or Subject\* (text input). Below the form fields, there are three buttons: Submit, Reset, and Search Event. Annotations with green lines point to various elements: a green line points from the 'Events' tab to the 'Click "Events" button to open this page.' text; a green line points from a red question mark icon to the text 'Click here to open the section help document.'; a green line points from the form fields to the text 'This form allows the user to enter a new event.'; and a green line points from the 'Search Event' button to the text '"Search Event" button allows the user to go to search event form.'

**Clipping Database**

Publications | Clippings | **Events** | Reports | User | 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 | User | 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

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

[Back To Search](#)

[Next Block >](#)


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

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



Clipping Database



Publications	Clippings	Events	Reports	User					Logout
--------------	-----------	--------	---------	------	--	--	--	--	--------

Welcome [redacted] AREAS: ASIA\_PACIFIC [redacted]

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.



# 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**, Full Help, and Logout. The 'User' tab is highlighted. Below the navigation bar, the main content area displays 'Welcome' and 'AREAS: ASIA\_PACIFIC'. A section titled 'USERS - SEARCH USER RESULT' shows 'The search found 2 results in 1 pages'. A table lists two users: ESTHER GAN and JH LEE, both with the role 'ENDUSER' and area 'ASIA\_PACIFIC'. The table has columns for Role, Area, Country, Username, Modify, and Delete. Annotations with green lines point to various elements: the 'User' tab, a red question mark icon, the 'Enter User' button, and the 'Modify' and 'Delete' icons in the table.

**Clipping Database**

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

Welcome AREAS: ASIA\_PACIFIC

**USERS - SEARCH USER RESULT**

The search found 2 results in 1 pages

Role	Area	Country	Username	Modify	Delete
ENDUSER	ASIA_PACIFIC	Singapore, Australia, Vietnam, Other (Malaysia, Thailand, Philippines, Indonesia, New Zealand), Korea	ESTHER GAN		
ENDUSER	ASIA_PACIFIC	Singapore, Australia, Vietnam, Other (Malaysia, Thailand, Philippines, Indonesia, New Zealand), Korea	JH LEE		

[Enter User](#)

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

"User" button allows the user to go directly to the search result page that will display all end users of areas related to manager.

Click here to open the section help document.

This button allows to delete the user.

This button allows to go to the modify user form (see to SLIDE 18).

# Manage Users: Add User (End User)

**Clipping Database**

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

Welcome AREAS: ASIA\_PACIFIC

**USERS - ADD USER**

Role\* ENDUSER

Username\*

Area\* ASIA\_PACIFIC

Country\* ☐ asia pacific ☒ korea ☒ Singapore ☒ Australia ☒ Other (Malaysia, Thailand, Philippines, Indonesia, New Zealand) ☒ Vietnam

\* Required fields

[Add Country](#)

This form allows the user to enter a new ENDUSER, the fields required are username and one or more countries of the selected area.

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

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\* ASIA\_PACIFIC

Country\*

Description

\* Required fields

# Manage User: Modify User (End User)

# Create Reports (TEXT REPORTS)

The screenshot shows the 'Clipping Database' website interface. At the top, there is a navigation bar with the following links: Publications, Clippings, Events, Reports, User, Full Help, and Logout. The 'Reports' link is highlighted with a green box. Below the navigation bar, the main content area is divided into two columns. The left column contains a 'Welcome' message and a 'REPORTS' section. The right column displays 'AREAS: ASIA\_PACIFIC'. The 'REPORTS' section is further divided into two sub-sections: 'TEXT REPORT:' and 'GRAPHIC REPORT:'. The 'TEXT REPORT:' sub-section contains three links: 'NEW TEXT REPORT', 'IMPORTANT TITLES REPORT', and 'TEXT REPORT'. The 'GRAPHIC REPORT:' sub-section contains three links: 'Scoring in N° of CLIPPINGS', 'Scoring in N° of POINTS', and 'TREND'. Annotations with green lines and text boxes provide instructions: 'Click "Reports" button to open this page.' points to the 'Reports' link in the navigation bar; 'This serie of links allows the user to select the type of text report that you can create.' points to the 'TEXT REPORT:' sub-section; and 'Click here to open the section help document.' points to a red question mark icon in the top right corner.

**Clipping Database**

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

Welcome

AREAS: ASIA\_PACIFIC

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.


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

Click here to open the section help document.


# Text Reports: New Text Report (Monthly)



Clipping Database



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

Welcome **AREAS: ASIA\_PACIFIC** 

**REPORTS - NEW TEXT REPORT**


<b>Area*</b>	ASIA_PACIFIC
<b>Country</b>	<input type="text"/>
<b>Section*</b>	<input type="text"/>
<b>Period Option*</b>	MONTHLY <input checked="" type="radio"/> QUARTERLY <input type="radio"/> YEARLY <input type="radio"/>
<b>Interval Date*</b>	From <input type="text"/> <input type="text"/> To <input type="text"/> <input type="text"/>
<b>Format*</b>	<input type="text"/>

\* Required fields


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				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 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			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
<b>TOTAL</b>	<b>15296</b>	<b>22319</b>	<b>21854</b>	<b>28900</b>	<b>19654</b>	

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
<b>TOTAL</b>	<b>145</b>	<b>183</b>	<b>180</b>	<b>193</b>	<b>195</b>	

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
<b>TOTAL</b>	<b>59467</b>	<b>68940</b>	<b>45191</b>	<b>23717</b>	

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
<b>TOTAL</b>	<b>508</b>	<b>597</b>	<b>550</b>	<b>231</b>	



# Text Reports: New Text Report Result (EXCEL FORMAT)

Microsoft Excel - newTextReportYearly[1].xls

File Modifica Visualizza Inserisci Formato Strumenti Dati Finestra ?

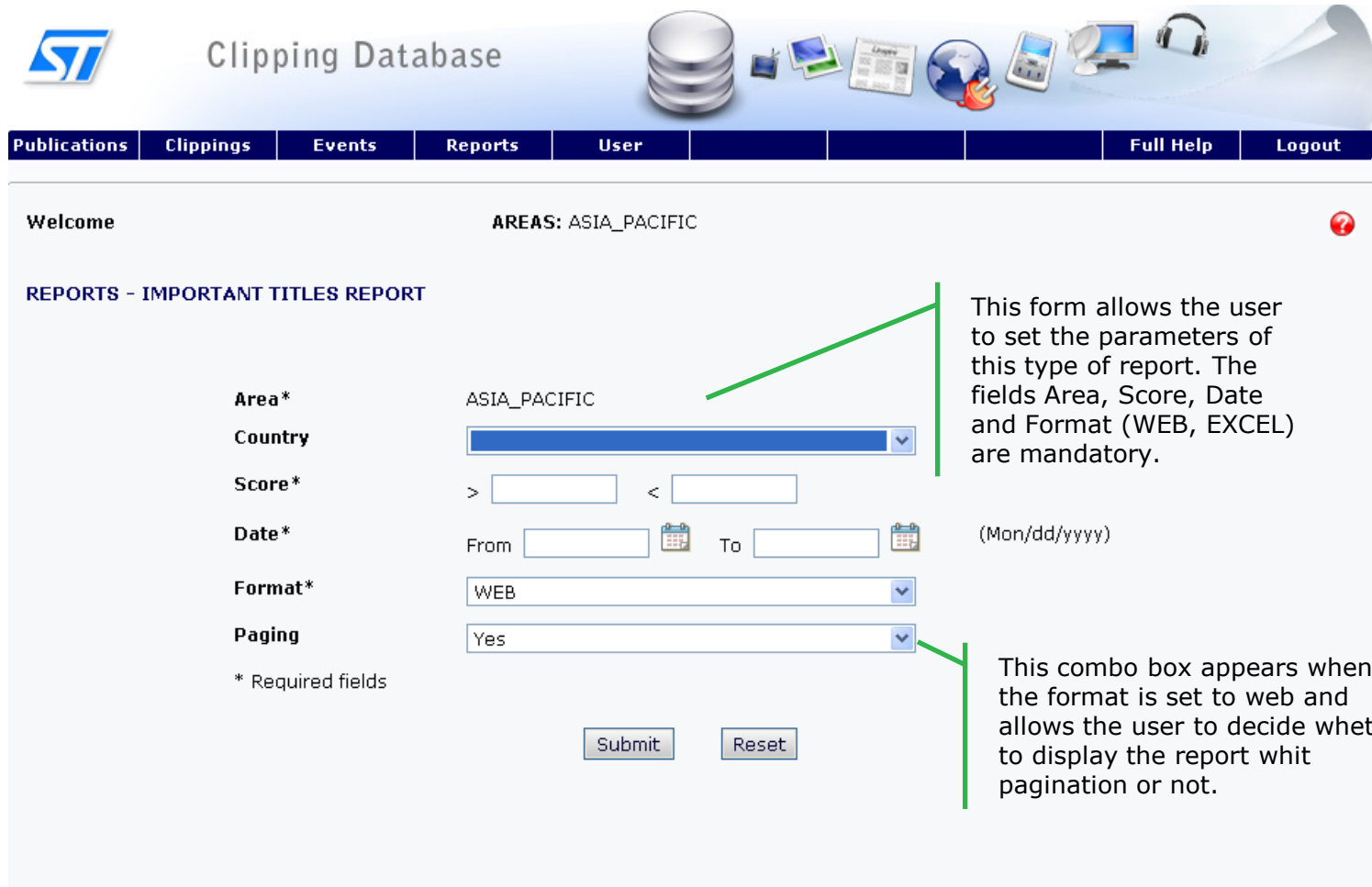
A1 Yearly Report

	A	B	C	D	E
1	<b>Yearly Report</b>				
2					
3	<b>Score (Points)</b>	<b>2000</b>	<b>2001</b>	<b>2000</b>	<b>2001</b>
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, Full Help, and Logout. The main content area is titled 'Welcome' and 'AREAS: ASIA\_PACIFIC'. Below this, the 'REPORTS - IMPORTANT TITLES REPORT' form is displayed. The form includes fields for Area\* (ASIA\_PACIFIC), Country, Score\* (with a range selector), Date\* (with a date range selector), Format\* (WEB), and Paging (Yes). A green line points to the Country field, and another green line points to the Paging field. A red question mark icon is visible in the top right corner of the form area.

**Area\*** ASIA\_PACIFIC

**Country** [Dropdown menu]

**Score\*** > [Input] < [Input]

**Date\*** From [Input] [Calendar icon] To [Input] [Calendar icon] (Mon/dd/yyyy)

**Format\*** WEB [Dropdown menu]

**Paging** Yes [Dropdown menu]

\* 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)

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

## 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](#)

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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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[Back To Report Form](#)

# 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	<b>Important Titles Report</b>					
2						
3	<b>Area</b>	<b>Publication Title</b>	<b>Date Published</b>	<b>Clipping Title</b>	<b>Score</b>	<b>Tone</b>
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/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.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	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

**ST** Clipping Database

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

Welcome AREAS: ASIA\_PACIFIC

REPORTS - TEXT REPORT

**Area\*** ASIA\_PACIFIC

**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 Full Help Logout

Welcome AREAS: ASIA\_PACIFIC

REPORTS - TEXT REPORT

Area\* ASIA\_PACIFIC

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 Full Help Logout

Welcome AREAS: ASIA\_PACIFIC

REPORTS - TEXT REPORT

Area\* ASIA\_PACIFIC

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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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](#)

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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

A1 Text Report

	A	B	C	D	E	F
1	<b>Text Report</b>					
2						
3	<b>Area</b>	<b>Publication Title</b>	<b>Date Published</b>	<b>Clipping Title</b>	<b>Score</b>	<b>Tone</b>
4	ASIA_PACIFIC	ANSA	Sep/28/2002	provaClipping	31050.00	Very Positive
5	ASIA_PACIFIC	www.business-times.com.sg(R)	Jul/12/2007	C2542C STMICRO TO SHIP TEXAS CHIP PLANT TO S'PORE	11520.00	Very Positive
6	ASIA_PACIFIC	www.business-times.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.business-times.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 links: Publications, Clippings, Events, Reports, User, Full Help, and Logout. The 'Reports' link is highlighted with a green box. Below the navigation bar, the page content includes a 'Welcome' message, the text 'AREAS: ASIA\_PACIFIC', and a section titled 'REPORTS'. Under 'REPORTS', there are two main categories: 'TEXT REPORT:' and 'GRAPHIC REPORT:'. The 'TEXT REPORT:' category has three links: 'NEW TEXT REPORT', 'IMPORTANT TITLES REPORT', and 'TEXT REPORT'. The 'GRAPHIC REPORT:' category has 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. Annotations with green lines point to the 'Reports' link in the navigation bar, the 'GRAPHIC REPORT:' section, and a help icon (a red circle with a question mark) in the top right corner. The help icon has a text box that says 'Click here to open the section help document.'

**Clipping Database**

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

Welcome

AREAS: ASIA\_PACIFIC

**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.

**ST** Clipping Database

Publications Clippings Events Reports User Full Help Logout

Welcome AREAS: ASIA\_PACIFIC

**REPORTS - Scoring in N° of CLIPPINGS**

**Area\*** ASIA\_PACIFIC

**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

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.

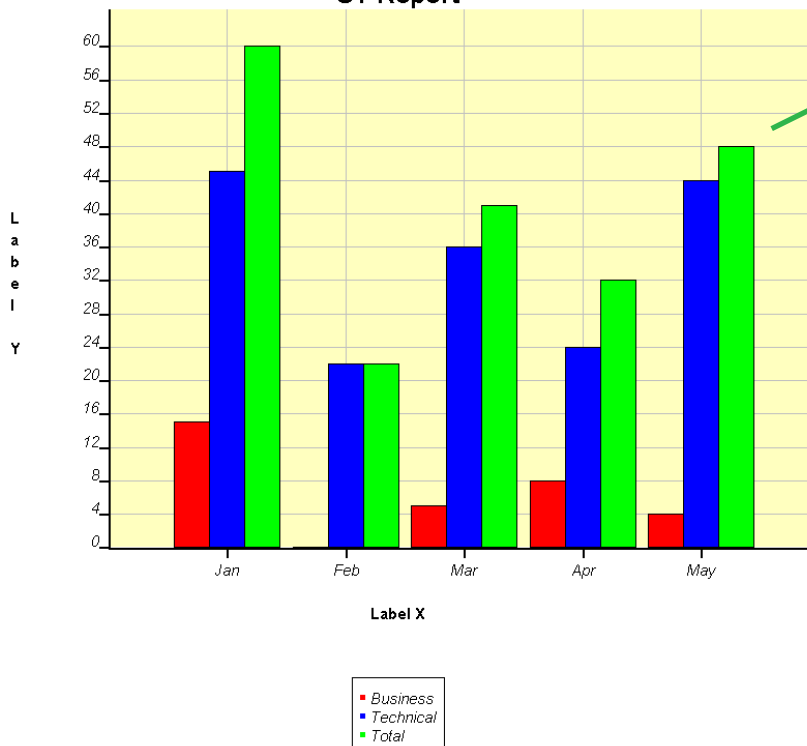
This option allows the user to chose if display the results for the selected year or for the selected year compared with the previous.

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

[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.

**Clipping Database**

Publications | Clippings | Events | Reports | User | 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 [Text]  
Label Y [Text]

**Trend Option\*:** ☐ Annual ☐ Halfyear ☐ Quarterly

\* Required fields

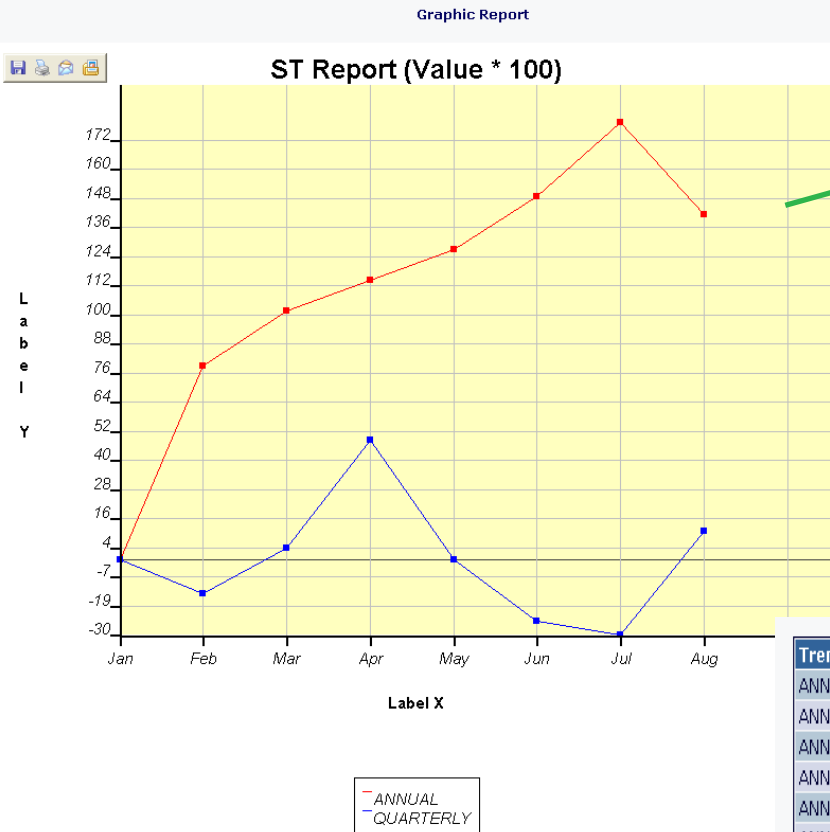
Submit

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	-----	-----