



STMicroelectronics
Create Reports
EndUser's Manual

Create Reports (TEXT 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 main content area is divided into sections. On the left, there is a 'Welcome' message and a 'REPORTS' section. The 'REPORTS' section contains two main categories: 'TEXT REPORT:' and 'GRAPHIC REPORT:'. Under 'TEXT REPORT:', there are three links: 'NEW TEXT REPORT', 'IMPORTANT TITLES REPORT', and 'TEXT REPORT'. Under 'GRAPHIC REPORT:', there are three links: 'Scoring in N° of CLIPPINGS', 'Scoring in N° of POINTS', and 'TREND'. On the right side of the main content area, there is a section titled 'AREAS: ASIA_PACIFIC' with a green line pointing to the 'Reports' button in the navigation bar. Next to it, there is a text box that says 'Click "Reports" button to open this page.' Further to the right, there is a red question mark icon with a green line pointing to it, and a text box that says 'Click here to open this help document.'

Clipping Database

Publications Clippings Events **Reports** 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](#)

AREAS: ASIA_PACIFIC








Click "Reports" button to open this page.

Click here to open this help document.

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

WelcomeAREAS: ASIA_PACIFIC

REPORTS - NEW TEXT REPORT

Area*ASIA_PACIFIC

Country

Section*

Period Option*MONTHLY ☐ QUARTERLY ☒ YEARLY ☐

Interval Date*

From1Q

To1Q

Format*

* Required fields

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)

ST 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

Submit Reset

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

Text Reports: New Text Report Result (WEB FORMAT)

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

Monthly Report

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

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

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

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

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

Quarterly Report

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

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

Text Reports: New Text Report Result (EXCEL FORMAT)

Microsoft Excel - newTextReportYearly[1].xls

File Modifica Visualizza Inserisci Formato Strumenti Dati Finestra ?

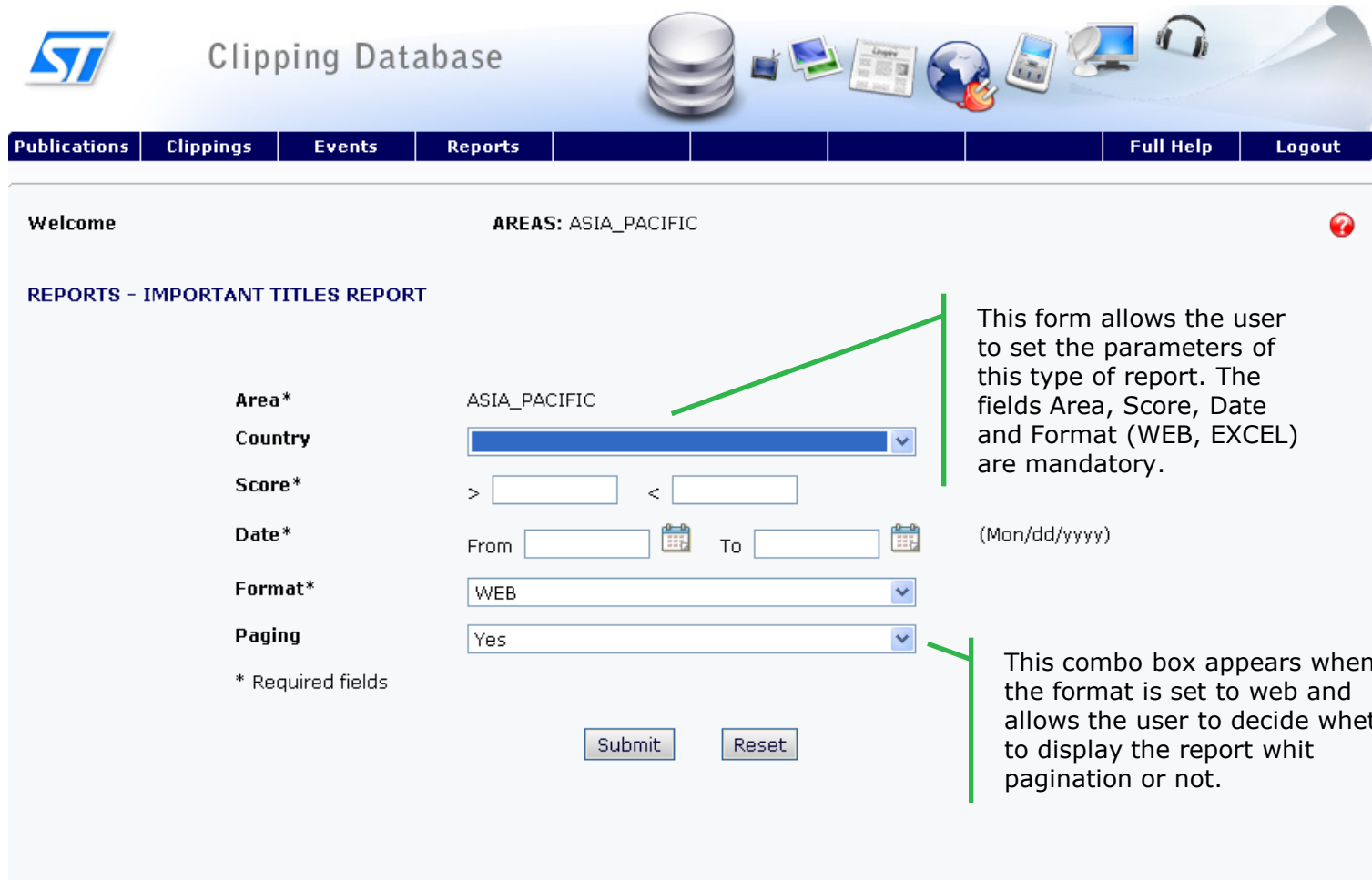
A1 Yearly Report

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

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

Text Reports: Important Titles Report

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



The screenshot shows the 'Clipping Database' web application. The header includes the 'ST' logo, the title 'Clipping Database', and a navigation bar with links: Publications, Clippings, Events, Reports, Full Help, and Logout. The main content area is titled 'Welcome' and 'AREAS: ASIA_PACIFIC'. Below this, the section 'REPORTS - IMPORTANT TITLES REPORT' is displayed. The form contains several fields: 'Area*' (ASIA_PACIFIC), 'Country' (a dropdown menu), 'Score*' (two input boxes with '>' and '<' operators), 'Date*' (two date pickers with 'From' and 'To' labels), 'Format*' (a dropdown menu showing 'WEB'), and 'Paging' (a dropdown menu showing 'Yes'). A note at the bottom left states '* Required fields'. At the bottom right, there are 'Submit' and 'Reset' buttons. Two green lines with arrows point to the 'Country' dropdown and the 'Paging' dropdown, with accompanying text explaining their functions.

Area* ASIA_PACIFIC

Country [Dropdown Menu]

Score* > [Input Box] < [Input Box]

Date* From [Date Picker] To [Date Picker] (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

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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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Text Reports: Important Titles Report Result (EXCEL FORMAT)

Microsoft Excel - importantTitlesReport[1].xls

File Modifica Visualizza Inserisci Formato Strumenti Dati Finestra ?

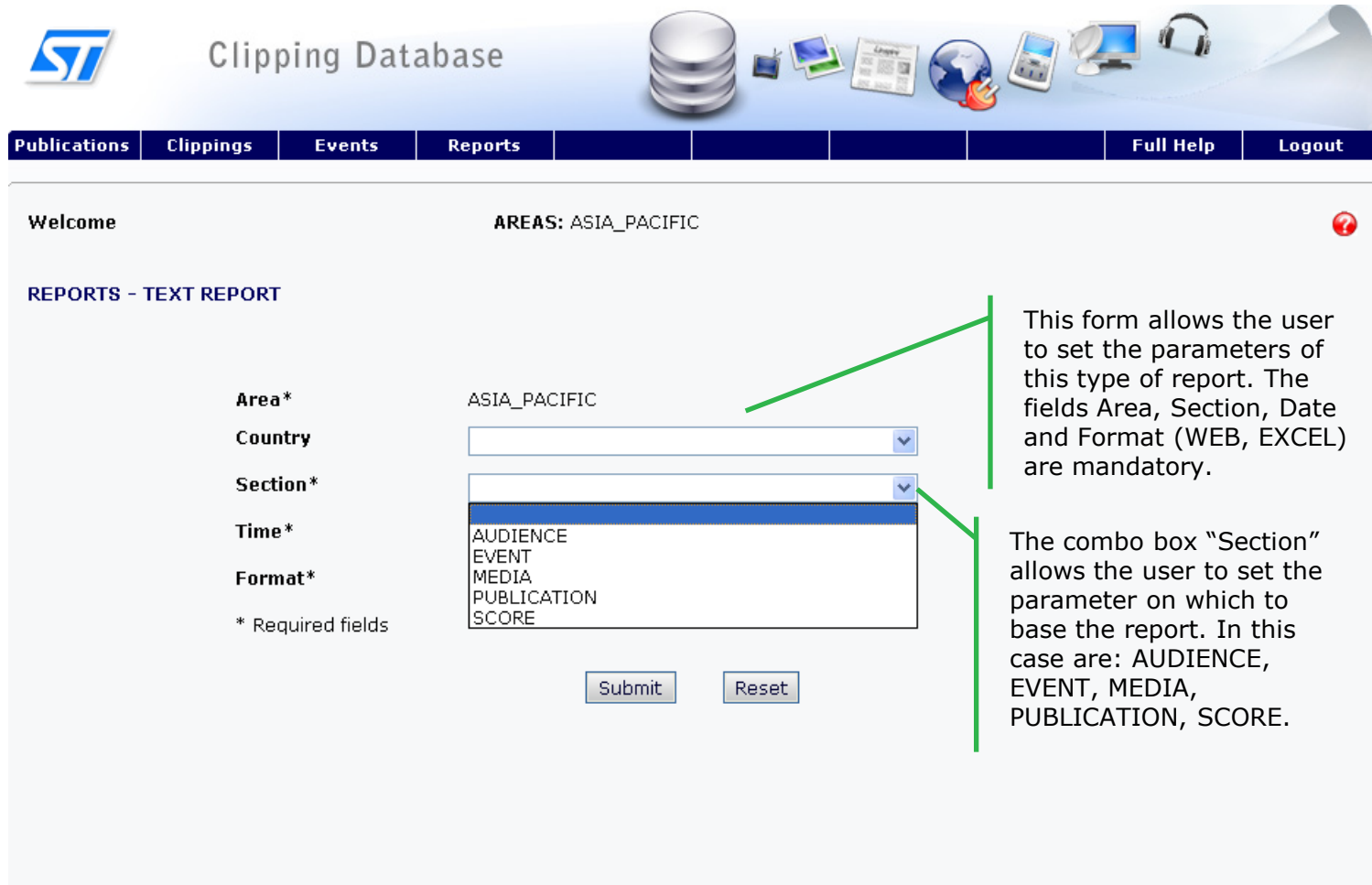
Verdana 14 G C S [Icons] % 000 € 0.00 0.00 [Icons] 100%

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 is labeled "REPORTS - TEXT REPORT". The form contains several fields: "Area*" (set to ASIA_PACIFIC), "Country", "Section*", "Time*", and "Format*". The "Section*" dropdown menu is open, showing options: AUDIENCE, EVENT, MEDIA, PUBLICATION, and SCORE. Below the form are "Submit" and "Reset" buttons. A green line points from the "Section*" dropdown to a text box on the right, which explains that the form allows users to set parameters for the report and that the "Section" dropdown allows users to set the parameter on which to base the report. Another green line points from the "Area*" field to the same text box, indicating that "Area" is also a mandatory 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



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

Welcome

AREAS: 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..)



Clipping Database



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

Welcome **AREAS: ASIA_PACIFIC** 

REPORTS - TEXT REPORT

Area*	ASIA_PACIFIC
Country	<input type="text"/>
Section*	AUDIENCE
Audience	<input type="text"/>
Time*	ALL TIME
Format*	WEB
Paging	Yes

* 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)

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 LHSN1	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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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

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' section 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 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.' section and a 'Click here to open this help document.' section. A green line connects the 'Reports' button in the navigation bar to the 'Click "Reports" button to open this page.' text. Another green line connects the 'GRAPHIC REPORT:' section to the text 'This series of links allows the user to select the type of graphic report that you can create.'.

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 this help document.

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.

The screenshot shows the 'Clipping Database' web application. The header includes the 'ST' logo, the title 'Clipping Database', and a navigation bar with links: Publications, Clippings, Events, Reports, Full Help, and Logout. The main content area is titled 'Welcome' and 'AREAS: ASIA_PACIFIC'. The 'REPORTS - Scoring in N° of CLIPPINGS' form is displayed with the following fields and options:

- Area***: ASIA_PACIFIC
- Country**: [Dropdown menu]
- Audience**: Total
- 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.

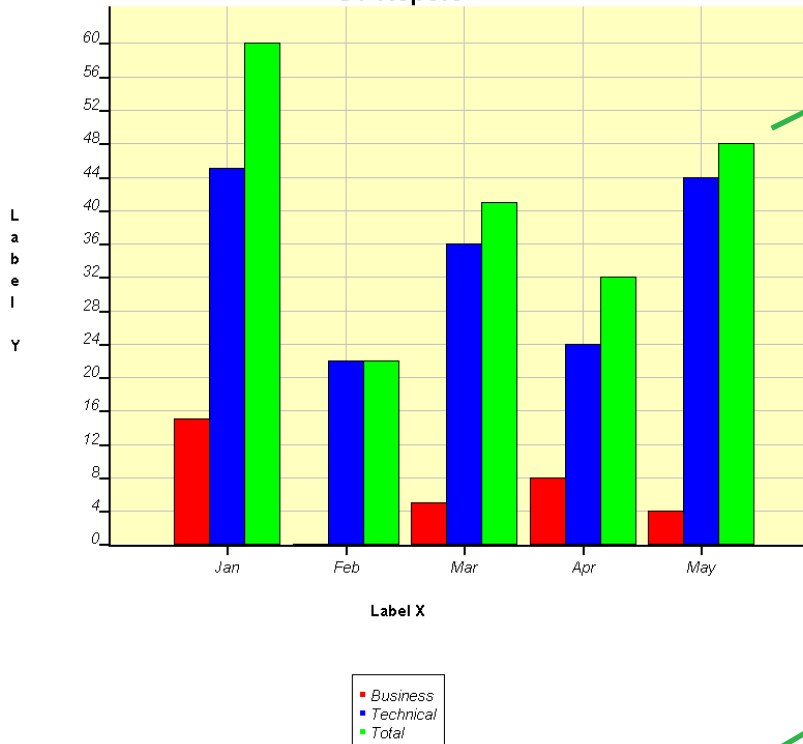
This option allows the user to chose if display the results for the selected year or for the selected year compared with the previous.

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

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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

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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 [Dropdown] [Dropdown] To [Dropdown] [Dropdown]

Diagram Type: ☒ Line

Image Title: ST Report (Value * 100)

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

Trend Option*: ☐ Annual ☐ Halfyear ☐ Quarterly

* Required fields

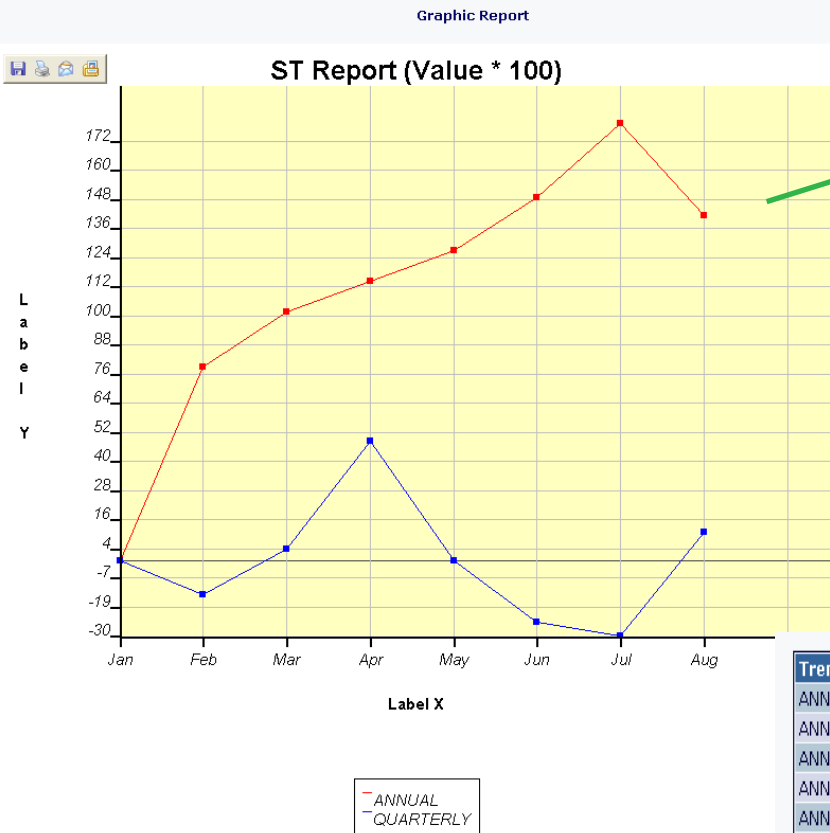
Submit

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	-----	-----