

VIP Report

Product Review of Factiva.com

In-depth, independent review of the products,
plus links to related resources

"Factiva.com is a business intelligence system, offering news and business information from sources as varied as the top media outlets, to business and consumer websites. Altogether, Factiva.com offers 31,000 global sources from 200 countries in 26 languages. However, Factiva considers itself more than just a news aggregator, calling itself 'The Intelligence Engine.'"

November 2011



Contents

Product Review of Factiva.com

4



In-depth review of product by experienced researcher, including screenshots and commentary

| | |
|--|----|
| Introduction | 4 |
| VIP's View | 4 |
| Sources | 6 |
| <i>Table 1: Examples of content type and sources 2011</i> | 6 |
| <i>Table 2: Sources by industry</i> | 6 |
| Content | 7 |
| <i>Table 3: Number of sources by language</i> | 7 |
| <i>Screenshot Figure 1: Arabic language search results</i> | 8 |
| <i>Screenshot Figure 2: Google Translator</i> | 8 |
| <i>Table 4: Languages crawled for web content</i> | 9 |
| Interface | 9 |
| Search | 9 |
| <i>Table 5: Field Tags</i> | 10 |
| <i>Screenshot Figure 3: Intelligent indexing search</i> | 11 |
| Search results | 12 |
| <i>Screenshot Figure 4: Search Results, Discovery Pane and Formats</i> | 12 |
| Result Features | 13 |
| <i>Screenshot Figure 5: Industry Profile - Airlines</i> | 13 |
| Search output | 14 |
| <i>Screenshot Figure 6: Snapshot Trends and Radar Modules</i> | 15 |
| Browser support | 15 |
| Mobile | 15 |
| Pricing | 16 |
| Customer support | 16 |
| Contact details | 16 |
| Other Dow Jones Products | 17 |

Web Resources

18

Web-based resources relating to company

About the Reviewer

19

Biographical notes about the product reviewer

About this Report

VIP Report

VIP (<http://www.vivaVIP.com/>) publishes in-depth reports on products, vendors and user experiences relating to premium content products. The monthly *VIP Magazine*, available by paid subscription, includes news analysis and highlights from the latest product reviews. Subscribers also receive, as part of their subscription, the full product review reports published each month.

Users can also purchase individual reports and back-issues of the magazine to meet their immediate needs. The free *VIP Wires Weekly* HTML newsletter offers a regular update of the material which VIP's editorial team is reviewing and commenting upon.

To subscribe to VIP, purchase reports or back-issues or subscribe to the *VIP Wires Weekly* visit <http://www.vivaVIP.com/>

Disclaimer

This report was published by VIP in November 2011 and was accurate as of that date. Reprinted with the permission of Free Pint Ltd. All other rights reserved.

*For more information, contact us:
EMEA: +44 (0) 203 217 5100
North America: +1 800 369 0166
Asia Pacific: +61 (0) 2 8272 4600*

factiva.com

Product Review of Factiva.com (ISBN 978-1-907594-95-3) is a VIP Report published by Free Pint Limited.

The opinions, advice, products and services offered herein are the sole responsibility of the contributors. Whilst all reasonable care has been taken to ensure the accuracy of the publication, the publishers cannot accept responsibility for any errors or omissions.

Except as covered by subscriber or purchaser license agreement, this publication MAY NOT be copied and/or distributed without the prior written agreement of the publishers. Product names used in this report are for identification purposes only, and may be trademarks of their respective owners. Free Pint Limited disclaims any and all rights in those marks. All rights reserved.

This version of the report was published in November 2011 and was accurate as of that date.

Contact Information

Free Pint Limited

4-6 Station Approach, Ashford,

Middlesex, TW15 2QN, United Kingdom

Registered Office: Delaport Coach House, Lamer Lane, Wheathampstead, Herts, AL4 8RQ

Registered Number: 3754481

Telephone: 01784 605000

International: +44 1784 605000

Email: support@vivaVIP.com

Web: <http://www.vivaVIP.com/>

digbig

Publisher's Note

To improve the usability of VIP, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.



Heidi Longaberger
[View Author Biography](#)

Factiva.com is a business intelligence system, offering news and business information from sources as varied as the top media outlets, to business and consumer websites. Altogether, Factiva.com offers 31,000 global sources from 200 countries in 26 languages. However, Factiva considers itself more than just a news aggregator, calling itself "The Intelligence Engine." It includes tools to enable a deeper dig into the information to extrude those bits of data that can create intelligence and make the difference in decision making.

Factiva was founded in 1999 and is owned by Dow Jones, a News Corporation company. Dow Jones provides more than 50 information and news products, with many of these complementing Factiva.com. This includes the media monitoring tool Dow Jones Insight, Dow Jones Media Relations Manager and the Dow Jones Risk & Compliance offering. A full list of Dow Jones products is available in the Appendix.

"...Factiva considers itself more than just a news aggregator, calling itself "The Intelligence Engine." It includes tools to enable a deeper dig into the information..."

Factiva.com: VIP's View

- | | |
|--|---|
| <ul style="list-style-type: none">✓ Continued evolution of content, tools and functionalities keeps Factiva moving forward✓ Specific application for iPad and more in the works for mobile devices✓ Addition of publications originating from and reporting on the Middle East | <ul style="list-style-type: none">✓ Snapshot provides a quick summarisation of an industry or region, plus keywords, while also serving as an analytical tool✓ Appeals to varied needs and audiences while still being a generalist tool✗ The Help menu still needs help✗ Would be of value to have the ability to search using the "highly rated" list from the Source Rating tool. |
|--|---|

VIP's View

Last year I spoke with Factiva about some of the trends that are driving its future vision. Considering some of the changes and additions it has made to the database in 2011, it is certainly acting upon its vision:

- **Mastering the deluge of information:** focus on licensing the best possible content that is not available on the "free" Web and monitoring the broader information environment
2011 Update: added 19 million private company profiles to complement the public company profiles already existent from the Factiva Companies and Executives products (available to subscribers of this product).
- **Increased channels of information distribution:** concentrating on solutions for enhancing the mobilised Web and creating an optimal experience regardless of the device.
2011 Update: addition of Factiva for iPad as well as plans for iPhone and Android device applications. Factiva Mobile is available for most smart phones.
- **Explosion of social media:** offering more web and blog content and exploring solutions that capture the "chatter," sentiment and conversation within social content.
2011 Update: addition of 5,000 websites, 3,000 of which are blogs.



- **Understanding that information is both global and local:** concentrating on adding more local country and regional content and increasing native language offerings.

2011 Update: addition of Middle Eastern coverage as well as Arabic language offerings. 2011 also saw the addition of Bahasa Indonesian and Bahasa Melayu (Malaysia). The translation tool was switched which increased translation capabilities from nine to 53 languages.

Comment: Factiva is also pushing forward with a theme that it is more than just a business research or information aggregation database, and are marketing themselves as the Intelligence Engine. Factiva is actively providing search features and tools that allow you to take the information and do something with it, such as analyse a trend, make a competitive comparison, or understand the local market in a foreign economy. These are forward thinking changes to support increasingly sophisticated users who can look to Factiva.com as in all in one tool for finding, collecting, synthesising and analysing information. However, what is equally important is that Factiva has not lost sight of its core functionality, which is aggregating and providing access to thousands of global news publications, company profiles and social media sites. Factiva continues to increase its catalogue with regard to both content and international coverage.

The following are enhancements that Factiva has planned for the rest of 2011 and into 2012:

- Additional personalisation for Snapshot (described later in the review) to make it more granular and more specifically relevant, including highlighting certain industries within certain regions
- Continuing to expand the mobile platform including more devices and enhancing the existing experience
- Continuing to round out its global content, especially Brazil, Russia, India, China.

Audience

One of the nice things about Factiva.com is its wide audience appeal. There are offerings for the one-person shop, as well as the larger enterprise across any number of industries. Specific solutions are available for researchers, marketers, consultants, PR and corporate communications, investment bankers, and risk or compliance professionals.

"Factiva is actively providing search features and tools that allow you to take the information and do something with it, such as analyse a trend, make a competitive comparison, or understand the local market in a foreign economy."

"One of the nice things about Factiva.com is its wide audience appeal."

Selected related products

Factiva iWorks : this is like a "Factiva Light." It is a personalisation tool designed for those wanting a quick look at their favorite news or monitored topics. This includes results in chart and graph format to get the big picture, viewable in the customisable Discovery Pane. Includes access to 24,000 sources, company information, web search and a simplified Alerts feature.

Factiva Reader: this is similar to a newsletter tool, where information can be collected and shared with the organisation at large without violating any copyright terms.

1. **Factiva Select:** this is a customisable news feed delivered to the intranet or portal incorporating filtered XML content.

Factiva Managed News Summaries: this provides editorially selected news customized to the client's specific needs, a turnkey solution to keep an organization informed on the topics they need to know.

Factiva Companies & Executives: includes access to 25 million listed and unlisted companies, including, detailed profiles, analyst reports, financials, key developments, and family trees. Executive information includes coverage of 40 million individuals. Factiva Companies & Executives provides additional features such as company radar, company screening, company tree, signals, company brands, regulatory filings, analyses and profiles for private companies and a full set of 40 million executive and 900+ industry profiles. Also Factiva Companies & Executives exclusively contains private company data from Russia and Germany.

Sources

The 31,000 sources include 600 continuously updated newswires, thousands of business sources unavailable on the free web and over 2,300 sources available on or before the date of publication. Factiva does a good job of keeping its subscribers abreast of new source additions, listing them both on its public website as well as in the database under the Support link. There is always an impressive number of sources added monthly. For August 2011, these include 200 new licensed sources and 146 blogs and websites. Licensed content includes 123 regional and national newspapers, newswires and magazines and 45 industry publications. New blog and website content includes 64 blogs and 82 news websites. The newest August additions include English, Arabic, French, German, Italian, Indonesian, Chinese and Russian language and countries of origin. The titles are quite diverse, from *Vegetarian Journal* and *Bowhunter* to *Economic Security for Business* in Russian.

Table 1: Examples of content type and sources 2011

| Type | Number | Examples |
|-------------------------------|--------|---|
| Newspapers | 7772 | <i>The Wall Street Journal, The New York Times, Washington Post, The Globe and Mail, the Times, the Guardian, Les Echos, South China Morning Post, The Australian, Sydney Morning Herald, Straits Times, Yomiuri Shimbun, The Irish Times</i> |
| General Interest Publications | 3735 | <i>The Economist, Forbes, Newsweek, Finanz & Wirtschaft, Satellite News, Focus, L'Express, Barron's</i> |
| Newswires | 1310 | <i>Dow Jones, Reuters, and The Associated Press</i> |
| Broadcast Transcripts | 408 | <i>BBC, ABC, CBS, NBC, Fox, CNN, NPR, ABC (Australia), CTV, Deutsche Welle</i> |
| Blogs | 8811 | <i>Beijing Business Today, Clean Coalition, Germany Trade and Invest, Lao Voices, Sky Writing, Mim's Bits, Green Patent Blog</i> |
| Multimedia | 45 | <i>Reuters Pictures, McClatchy - Tribune Photo Service (MCT), Fashion Wire Daily Photos and South China Morning Post Photos</i> |

To get a fuller understanding of the depth and breadth of Factiva.com's source arsenal, [Table 2](#) details the sources broken down by industry.

Table 2: Sources by industry

| Industry | Number of Sources in Group | Industry | Number of Sources in Group |
|----------------------------------|----------------------------|----------------------------------|----------------------------|
| Accounting and Consulting | 548 | Chemicals | 441 |
| Advertising and Public Relations | 589 | Clothing and Textiles | 212 |
| Aerospace and Defence | 370 | Computers and Electronics | 2182 |
| Agriculture and Forestry | 395 | Construction and Real Estate | 628 |
| Airlines | 141 | Consumer Products | 452 |
| Automobiles | 487 | Energy | 777 |
| Banking and Credit | 890 | Environment and Waste Management | 504 |
| Business and Consumer Services | 386 | Food, Beverage and Tobacco | 566 |

Table 2: Sources by industry (continued)

| Industry | Number of Sources in Group | Industry | Number of Sources in Group |
|---------------------------------|----------------------------|-----------------------------|----------------------------|
| Health Care | 1192 | Metals and Mining | 235 |
| Hotels, Restaurants and Casinos | 246 | Paper and Packaging | 115 |
| Insurance | 272 | Pharmaceuticals | 437 |
| Internet and Online Services | 957 | Retail | 261 |
| Leisure and Arts | 1954 | Securities and Investing | 1691 |
| Machinery and Industrial Goods | 342 | Telecommunications | 653 |
| Media | 983 | Transportation and Shipping | 383 |

Content

Content is available in 26 languages: Arabic, Bahasa Indonesian, Bahasa Melayu (Malaysian), Bulgarian, Catalan, Simplified and Traditional Chinese, Czech, Danish, Dutch, English, Finnish, French, German, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish and Turkish.

Table 3: Number of sources by language

| Language | Number in 2011 | Number in 2010 |
|-----------------------|----------------|-----------------------|
| Arabic | 184 | n/a |
| Bahasa Indonesian | 119 | n/a |
| Bahasa Melayu | 22 | n/a |
| English | 26,284 | 20,754 |
| Russian | 1,761 | 1,688 |
| Chinese (Simplified) | 889 | 1,341 (Chinese total) |
| Chinese (Traditional) | 529 | 1,341 (Chinese total) |
| German | 1056 | 960 |
| Spanish | 1256 | 800 |
| French | 1385 | 757 |

"The Middle East is teeming with so much newsworthy activity, especially these days, that it seems obvious for a news database to capture this information. Factiva.com has done just that, offering more than 100 Arabic language publications, mainly from the UAE and Saudi Arabia."

New in 2011: Arabic has been added along with the additions of Bahasa Indonesian and Bahasa Melayu. The Middle East is teeming with so much newsworthy activity, especially these days, that it seems obvious for a news database to capture this information. Factiva.com has done just that, offering more than 100 Arabic language publications, mainly from the UAE and Saudi Arabia. This is important because these publications may capture information that is not included in English language sources. But to that effect, the database also has over 150 English language publications covering the region and French language content from North Africa and Lebanon.



Figure 1: Arabic language search results

The automated translation tool, powered by Google Translate, is now available for 53 languages. Factiva has made a change in translation tools from 2010, which has provided a large increase in the number of languages translated. This includes translation to and from these languages. The feature comes with an interesting disclaimer: "The content of this translation is generated by way of automated translation software and is no substitute for a professional human translator. Factiva does not take responsibility for the accuracy, reliability or completeness of this translation." Also, only licensed sources are available for translation. Of the 14,500 licensed publications, 3,500 do not allow translation. One reason for this could be that many sources may already offer their publications in multiple versions featuring different languages. Figure 2 illustrates an article in German, and then the translated version.

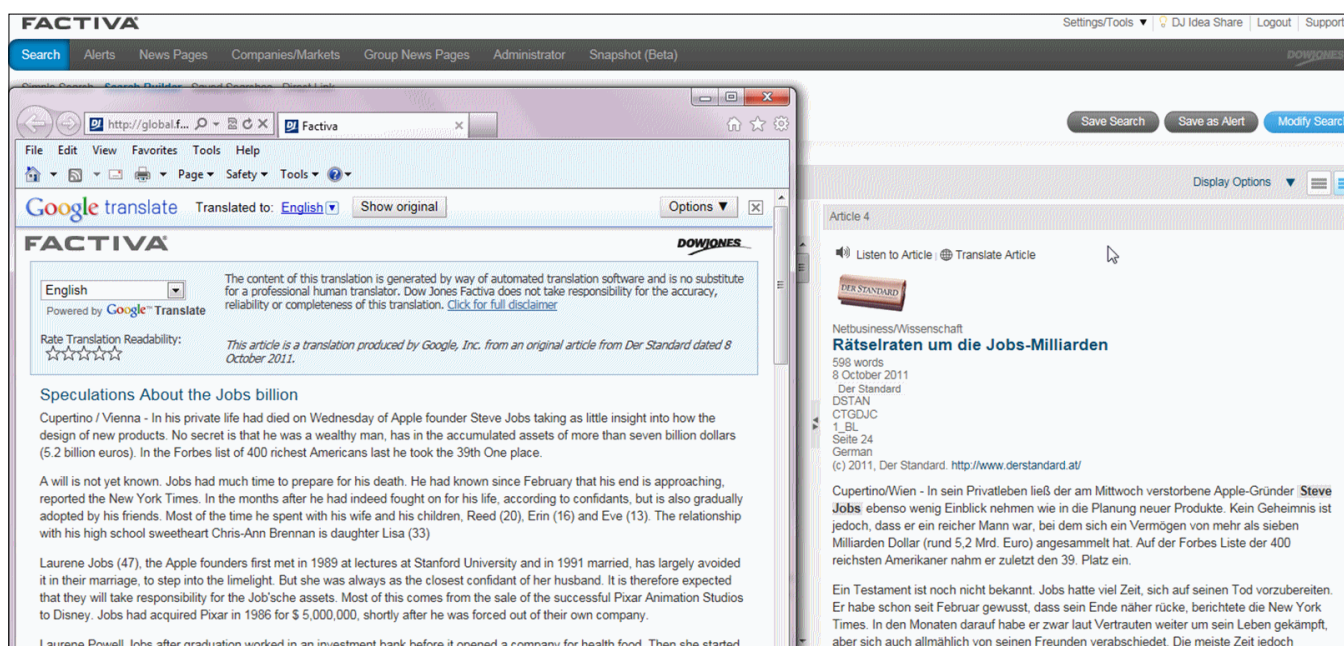


Figure 2: Google Translator

"...only licensed sources are available for translation. Of the 14,500 licensed publications, 3,500 do not allow translation."

Websites, blog and multimedia content are well represented, as is an increase in the number of company profiles:

- **Websites and blogs:** Factiva currently crawls 20,000 websites and blogs in 26 languages, having added Arabic and the Bahasa languages. Factiva targets only the sites that will complement the Factiva archive and provide client value. The goal is to link to articles from the web that are not otherwise available in Factiva, and eliminate as much duplicative content as possible. These sites primarily include companies, newspapers, industry publications, government sites and trade associations. Factiva editorial staff selects entire sites or certain parts of sites to crawl, applying Dow Jones Intelligent Indexing™ codes to the individual articles. An archive of 90 days of web content is retained.
- Factiva has added 19 million private company profiles for 2011. You do not need to have access to Factiva Companies & Executives (FC&E) to view the profiles.

Interface

The interface has been altered in 2011 to give it a slightly more modern and stylish look. The colour has changed and the design employs softer edges and the logo has been updated as well. The system interface looks the same no matter your geographical region or language choice. Language options for the interface can be chosen under the Settings and Tools pull-down menu in the upper right of the screen. These options are: English, French, Spanish, German, Italian, Russian, Simplified and Traditional Chinese and Japanese.

Search

A few options are available depending on your level of need or expertise in search. Simple Search includes a search box with the option of narrowing the search by some source categories and by time, such as last week, last month, three months, to all dates. Focus by category includes:

- ✓ All Sources
- ✓ All Publications
- ✓ All Web News
- ✓ All Multimedia
- ✓ All Pictures
- ✓ All Blogs
- ✓ Dow Jones Newswire
- ✓ Press Release Wires
- ✓ Reuters Newswires
- ✓ Major News and Business Publications

Search Builder provides more advanced capability in either free text search or by using the search form. Free text search supports truncation, proximity, Boolean and wildcard strategies. Field Tags and Dow Jones Intelligent Indexing™ can be used in combination or separately. Field Tags are two to five letter abbreviations representing fields of a Factiva document. This is useful if you want to focus on a specific part of a document, such as headline and lead paragraph. The tag always comes before the search term, so if you are wishing to find articles on the Duchess of Cambridge's fashion flair, the search 'HLP: Kate Middleton and fashion' will bring up documents with those words in the headline and lead paragraph.

Table 4: Languages crawled for web content

| | |
|-----------------------|------------|
| Arabic | German |
| Bahasa Indonesia | Hungarian |
| Bahasa Melayu | Italian |
| Bulgarian | Japanese |
| Catalan | Korean |
| Chinese - Simplified | Norwegian |
| Chinese - Traditional | Polish |
| Czech | Portuguese |
| Danish | Russian |
| Dutch | Slovak |
| English | Spanish |
| Finnish | Swedish |
| French | Turkish |

| Table 5: Field Tags | | |
|-------------------------------|-----------|--|
| Field Name | Field Tag | Description |
| Accession Number | AN | Unique number assigned to document |
| Author | BY | Author's name |
| Art | ART | Captions, descriptions of graphics, etc. |
| Column | CLM | Column Name |
| Contact | CT | Contact name for additional information |
| Correction | CX | Area to describe or append corrections |
| Credit | CR | Credit information |
| Dateline | DLN | Dateline information |
| Descriptors | DE | All Descriptors |
| Dow Jones Ticker Symbol | CO | Company ticker symbol |
| Edition | ED | Edition of Publication |
| Factiva Company Codes | FDS | Factiva Company codes |
| Headline | HD | Headline |
| Headline Group | HL | Includes HD, SE, CLM |
| Headline/Lead Paragraph Group | HLP | Includes HD, SE, CLM, LP, CX |
| Industry Code | IN | Industry codes |
| Language Code | LA | Document Language |
| Lead Paragraphs | LP | First two paragraphs of a story |
| Page | PG | Page of a publication |
| Publisher Name | PUB | Publisher of a publication |
| Notes/Reference | RF | Notes associated with an article |
| Region Code | RE | Geographic Region codes |
| Source Restrictor code | RST | Codes for individual publication source codes <i>and</i> publication group source codes. |
| Section | SE | Section name |
| Source Name | SN | Publication name |
| Subject Code | NS | Subject codes |
| Text | TD | Text of article after lead paragraphs |
| Volume | VOL | Volume and/or Number of publication |
| Word Count | WC | All words found in the Headline and Text groups |
| Group Name | NGC | Publication Group Name |

Dow Jones Intelligent Indexing™ is a proprietary coding system implemented across the entire Factiva content set, including all languages, and can be used within a field tag search. The indexing taxonomy can now be licensed outside of Factiva.com for use in an intranet or portal. Codes are updated regularly, with a listing of changes available about every three months. To conveniently include a Dow Jones Intelligent Indexing™ code in the search, simply click on the blue pyramid beside the code. The following major topics can be picked to focus a search, with its content categories available as indexing codes:

- **Source:** search with a specific source in mind or choose from a user created "Source List"
- **Company:** input a specific company of interest or choose from an already created list

- **Subject:** this is an eclectic grouping of subjects to choose from such as Financial Market News, Economic News, Content Types, and Editor's Choice. The latter being articles that Factiva editors deem most relevant
- **Industry:** choose from a selection of 30 broadly indexed industry groups and their sub-groups
- **Regions:** as with industry, a selection of 16 indexed world regions and their constituent sub-regions and countries
- **Look-Up:** provides a simple text box to look up the above variables with one search entry
- **Language:** here the user chooses the preferred source languages from the list of 26
- **More Options:** provides additional capabilities like sorting, search within a specific section of the article.

"The indexing taxonomy can now be licensed outside of Factiva.com for use in an intranet or portal."

The screenshot displays the Factiva search interface. On the left, the 'Search Builder' is visible, showing a search form with the query 'ns=gcot ns=ccat ns=gcot ns=ecat and obama'. Below the search form, there are filters for 'Date' (set to 'In the last 3 months'), 'Duplicates' (set to 'Similar'), and various search criteria including Source, Company, Subject, Industry, Region, Look up, Language (set to 'English'), and More Options. The 'Subject' filter is expanded, showing a list of categories such as 'Commodity/Financial Market News', 'Content Types', 'Corporate/Industrial News', 'Economic News', 'International Pol-Econ Organizations', 'Political/General News', 'Selection of Top Stories/Trends/Analysis', and 'Sports/Recreation'. On the right, a pop-up window titled 'Dow Jones Intelligent Indexing' provides details for the 'Economic News' subject. The details include: Code: ECAT, Description: All national, regional and local economic news, Parent(s): Economic News>..., and Start Date: 1 January 1984. A 'Done' button is located at the bottom right of the pop-up window.

Figure 3: Intelligent indexing search

Search results

Results are displayed with headline, source, date, word count and language if appropriate. A brief abstract is the default, but other display options are full article, keyword in context, full article with indexing and headline/lead paragraph plus indexing. A custom list can be created. Once an article is opened, audio is offered, if available. Text to speech capability is provided by ReadSpeaker.

The "Discovery Pane" along the left side is a useful tool for viewing search results through a set of filters, which can be dragged and dropped into an order that is most beneficial to the user. Filter topics are Subjects, Companies, Industries, Dates, Sources, Keywords, and new for 2011, Regions. Simply click on a variable to view the related articles. A Search Summary in the right side half of the screen serves as a reminder of the choices that were made when constructing the search. Results are further segmented by format along the upper left of the screen, displaying the number of results by All, Publications, Web News, Pictures or Multimedia.

New in 2011: Source Rating encourages you to rate a source from a search result, so in future searches your more highly rated sources will appear at the top of search results. This feature will allow you to rate each 25 higher and lower rated sources. It is not quite obvious how to go about rating a source, but it is done by clicking on the source name in the result list. One option Factiva may consider that would make this even more valuable is to allow search on only the sources you have rated, preferably the top rated sources. Currently, this is not an option but would be nice to search exclusively on your 'highly rated' list.

"Source Rating encourages you to rate a source from a search result, so in future searches your more highly rated sources will appear at the top of search results."

The screenshot displays the Factiva search results page. At the top, there's a navigation bar with 'Search', 'Alerts', 'News Pages', 'Companies/Markets', 'Group News Pages', 'Administrator', and 'Snapshot (Beta)'. Below this, there are buttons for 'Save Search', 'Save as Alert', and 'Modify Search'. The main content area shows search results with a 'Discovery Pane' on the left and a 'Search Summary' on the right. The Discovery Pane has three sections: 'Companies' (listing Apple Inc. with 2,213 results), 'Industries' (listing Tablet Computers with 452 results), and 'Keywords' (listing 'chief executive' with 1 result). The Search Summary table on the right lists search criteria: Free Text (steve jobs), Date (In the last day), Source (All Sources), Company (All Companies), Subject (All Subjects), Industry (All Industries), Region (All Regions), and Language (All Languages). The search results list shows four items, each with a headline, source, date, and word count.

Figure 4: Search Results, Discovery Pane and Formats

"Once an article is opened, audio is offered, if available. Text to speech capability is provided by ReadSpeaker."

Result Features

Factiva offers several other options to monitor or personalise information:

- **Alerts:** This news alerting service continuously updates based on the search criteria. Source type for Alerts includes only publications and/or web news-no multimedia or pictures. Alerts can be created from the Simple Search, Search Builder or under *Manage Alerts* via the Alerts tab at the left top of the interface. Alerts may be scheduled for delivery or continuously sent via RSS, Widgets, or email and can be sent to the appropriate mobile device. The database Administrator can also set up Group Alerts for sharing pertinent news with a specific department or group. Alerts can be viewed under the Alerts tab, from News Pages, or under Tools.
 - ✓ **Direct Link:** this can be used in an email message or on an intranet to notify users that Alerts are available
- **News Pages:** These allows you to quickly scan all personalised information in one place
 - ✓ **Personal Home Page:** provides instant access to the Alerts folders, selected publications, selected websites and Editor's Choice content
 - ✓ **Personal Pages:** a central repository of current information that's most important to the user, and a way to access all of the other key content areas of Factiva.com
 - ✓ **Group Pages:** set up by the Administrator only, with the same capability as the Person Pages, yet designed for a department or work group
 - ✓ **Factiva Pages:** News Pages created by Factiva Editors and cannot be revised by subscribers. Each Factiva Page provides news relating to a specific topic. There are industry, regional and news subject pages available.
- **Companies/Markets**
 - ✓ **Industry:** this has been improved since 2010 and now includes several analysis options such as market breakdown by company size, and peer comparison. News and trade association websites are featured. Investment and market research reports are available from providers such as Datamonitor, Mergent, IBISWorld and Investext

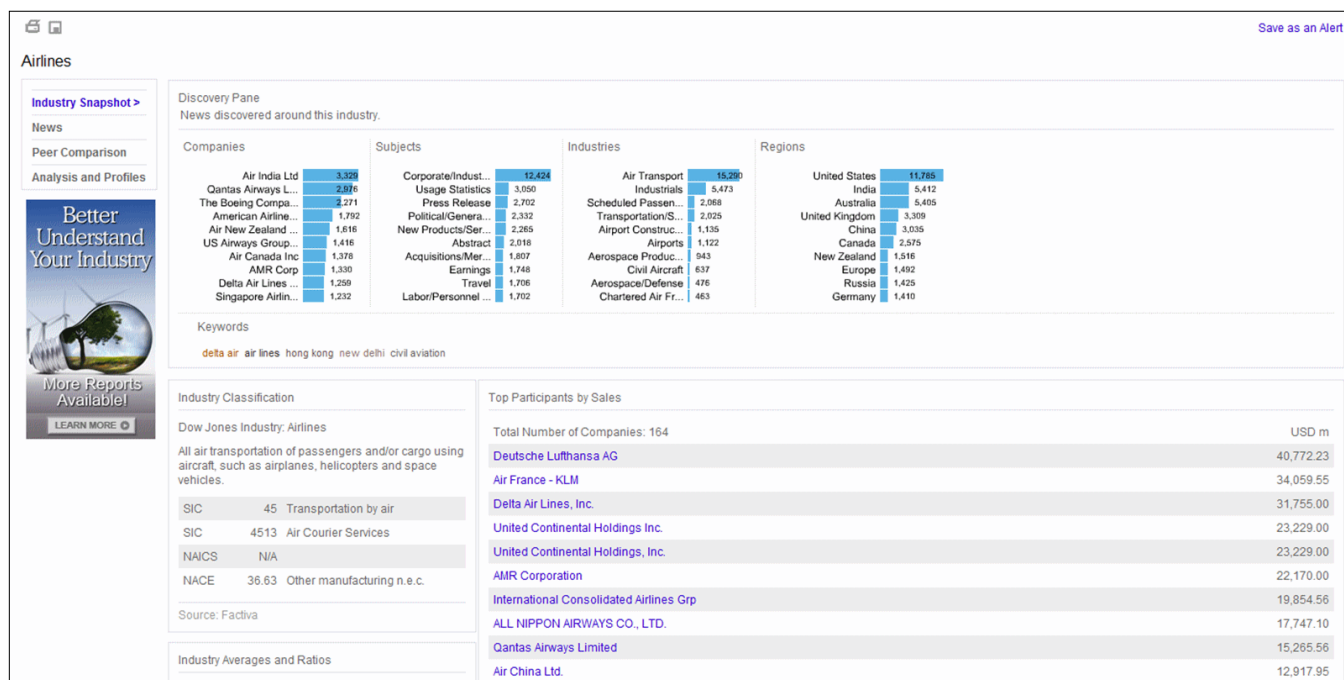


Figure 5: Industry Profile - Airlines

- ✓ **Company:** provides a rather extensive, customisable profile. Includes a Discovery Pane for related news topics, and the ability to save the profile as an Alert or save to a Company List for quick retrieval
- ✓ **Charting:** provides customisable charting and comparison features for specific tickers and Indices
- ✓ **Quotes:** this shows current and historical stock analysis and the capability to create a Quote List for repeat, quick retrieval.

These tools are offered to promote and enhance productivity and intelligence creation:

- **Newsletter:** the Newsletter Builder lets you share Factiva content throughout an organisation
 - ✓ **Content:** content can be added by running a search, accessing an Alert or from a Workspace. You can personalise by adding executive summaries, comment on individual articles and rate the importance of articles. Links to other articles or Web sites can be included.
 - ✓ **Distribution:** if available on an account, Newsletters may be legally redistributed outside of an account to clients, partners, investors and distributors. This is a valuable way to keep communication flowing to your larger sphere of influence.
- **Workspaces:** this feature will hold results indefinitely. Maintain up to 25 Workspaces at a time and store up to 100 pieces of content in each. Workspace results can be sent to other Factiva users via RSS feeds, Widgets or Podcast.
 - ✓ **Widgets:** lets you post your relevant news to a company portal or team site so everyone can benefit from it. Use this tool to post to multiple websites for a visual display of headlines
 - ✓ **Podcast:** currently in Beta, will send the feed URL to your audience

Search output

Articles can be viewed or emailed, formatted for saving or printing, or downloaded in PDF, HTML or RTF. Two other convenient features include saving to a Workspace or adding to a Newsletter.

"You can personalise by adding executive summaries, comment on individual articles and rate the importance of articles."

New Tool - Snapshot

Factiva Snapshot is a new tool currently in beta. This is one of the tools that Factiva is providing to help the user create intelligence and order out of information. Factiva Snapshot is a customisable look at news, regions, topics and companies using a variety of trending and analytical features such as showing news by industry, region, and results clustered by topic. At launch, there are 31 pre-defined industry Snapshots and 19 Region Snapshots, or design your own. Factiva picks the top headlines, audio, video and opinion to include in the Snapshot, and also provides trend details for mentions, people, keywords, companies and subjects. All module sections can be edited, moved up or down, and removed. Snapshot is available via Factiva Mobile and also Factiva for iPad. The following is some additional detail on the modules available in a Snapshot:

- **Factiva Picks:** editors choose the top headlines, opinion, audio and video for the chosen Snapshot
- **Top News:** includes lists of trending people, companies, markets and keywords
- **Custom Topics:** special topics of interest that pertain to the Snapshots industry or region, chosen by the Factiva editorial team
- **Trends:** based on news volume, features top 5 mentioned companies, people and subjects
- **Radar:** analyses the trends of company mentions based on several factors including earnings, new products and fundings
- **Sources:** provide a summary of headlines by the top sources reporting on the Snapshot topic
- **News by Region:** this is a map that geographically shows the number of articles on the Snapshot topic by origination.

"Factiva Snapshot is a customisable look at news, regions, topics and companies using a variety of trending and analytical features such as showing news by industry, region, and results clustered by topic."

Figure 6 displays the Trends and Radar modules of a Snapshot on the Internet and Online industry sub-category under Technology.

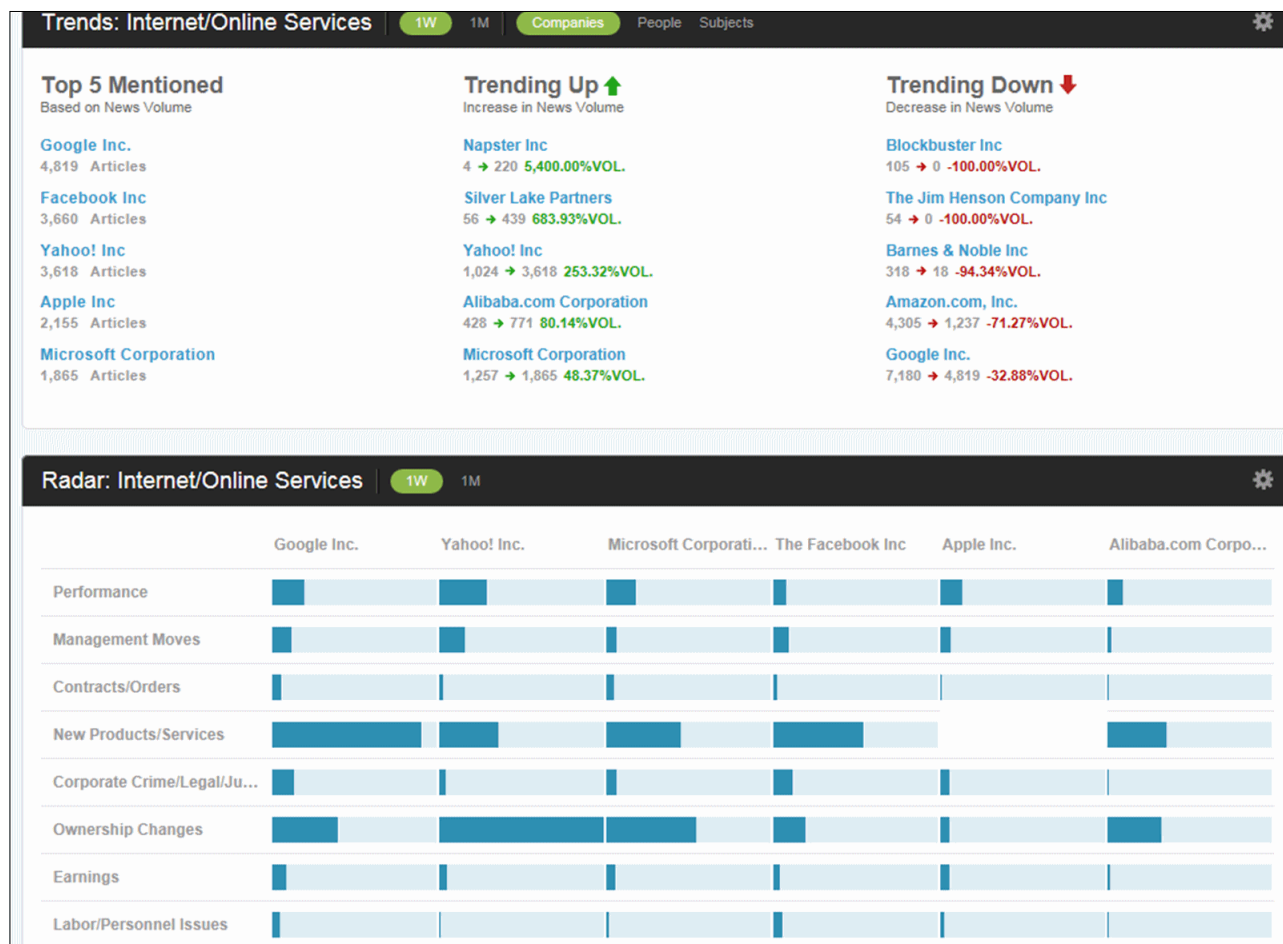


Figure 6: Snapshot Trends and Radar Modules

Browser support

The system is still best used in Windows Explorer. While Factiva.com supports some administrative capabilities via Firefox and Safari, the following administration features are only supported through Internet Explorer 6+ on Windows:

- Group Manager
- Custom Client Billing
- Account Support
- Factiva Editor Administration.

Factiva adds these notes to their description of browser capabilities:

- By saying we support certain browser and operating system versions, we mean that these are browsers and operating systems that we have tested to ensure that areas of our products that are surfaced through them will function as intended

- Factiva Snapshot Beta may only be accessed via Internet Explorer 7+, Firefox 3.0+, Chrome or Safari 3.0+
- Now we are also supporting the following areas of Factiva.com in Google Chrome and Mozilla Firefox: *Simple Search, Search, Alerts, News Pages, Group News Pages, Companies/Markets and Snapshot Beta*
- As of April 2011, subscribers *must* have Safari Version 3.0 or higher or Firefox Version 3.0 or higher to access Factiva.com.

Mobile

New in 2011: Factiva has introduced a new Factiva for iPad application. It has an interface much like the Snapshot tool, access to a one-year archive and can be called up with the same user id and password as for the main Factiva.com database. The application is available for free off of the iTunes store. Factiva has plans for iPhone and Android device specific applications. There is also Factiva Mobile which is available for most smart phones.

"Factiva has introduced a new Factiva for iPad application. It has an interface much like the Snapshot tool, access to a one-year archive and can be called up with the same user id and password as for the main Factiva.com database."

Pricing

Factiva offers three types of pricing plan subscriptions: enterprise, individual, and custom for Factiva.com.

- **Enterprise Flat Fee Subscriptions:** are designed for organisations, such as banks, consulting firms and government agencies with large numbers of information workers and individual departments in an organisation, including corporate and government libraries, corporate communications departments, etc.
- **The Individual Subscription:** is aimed at small businesses and occasional researchers. For an annual fee of U.S. \$69, Factiva's entire database can be searched, with each article accessed costing US \$2.95
- **Custom Solutions:** are designed for customers using Factiva's growing range of integration products, consulting and taxonomy services and role-based applications where text mining and visualisation technologies are utilised. Pricing for these is inevitably "non-standard" and based on a customer's individual requirements.

Customer support

The Support Menu and FAQ search option, which can be focused by topic, is Factiva's version of a help menu. I find it limited, just as I did last year. Really, the last thing a client wants when they are trying to understand a database is to try and understand how to most effectively navigate the help section, or have to search extensively to find an answer to their query. Each FAQ Article does notify as to the date it was last updated, so at least you know if you are looking at fresh information. It looks like Factiva has added a set of modules called The Troubleshooter Guide addressing "Billing," "Access," and "Using My Product," each offering a path to enlightenment via a series of questions you are meant to answer. It is an alternative way of accessing the FAQs in the Support Menu, but this was just time consuming. An overhaul of the Support Menu section would be welcomed, just as Factiva has overhauled its interface to optimise the platform.

"An overhaul of the Support Menu section would be welcomed, just as Factiva has overhauled its interface to optimise the platform."

There are a number of other options and tools provided for learning and training:

- **Instructor led training:** both online or face-to-face
- **On-Demand Modules:** quick takeaways highlighting specific product features for search, Alerts, widgets, and Factiva Snapshots
- **Learning Tools:** Quick Reference Cards for a number of functions including search, alerts, mobile, news page, newsletter builder.

Customer contact options include a phone number for those of us that still like to communicate verbally, as well as an eform, web chat and "call me back" options.

Dow Jones also offers the Knowledge Professionals Alliance. This is not a forum, but a centralised resource destination. It is like an extended help and reference resource available to the Dow Jones product user. It includes The Knowledge Professionals Toolkit with practical guidelines and examples for subjects such as information needs assessments, content curation and return on investment. Also available are how-to white papers on "The Art of Newsletters," or "Social Media Metrics." Webinars, case studies and video are also instructional tools available.

Contact details

Dow Jones Corporate New York

Phone: +1 212 416 2000
Dow Jones & Co
1155 Avenue of the Americas
7th Floor
New York NY 10036

Dow Jones Corporate London

Phone +44 207 842 9900
Admiral House, 66-68 East Smithfield
London E1W 1AW
United Kingdom

Commodity Quay
East Smithfield
London E1W 1AZ
United Kingdom

10 Fleet Place
Limeburner Lane
London EC4M 7QN
United Kingdom

Other Dow Jones Products

| | |
|--|--|
| Daily Bankruptcy Review | Dow Jones Media Monitor |
| DBR High Yield | Dow Jones Media Relations Manager |
| DBR Small Cap | Dow Jones MarketBeat |
| Dow Jones Adviser | Dow Jones Metal Source (German) |
| Dow Jones Anti-Corruption | Dow Jones Metal Source (French) |
| Dow Jones Calendar Live Dow Jones CommentaryPlus | Dow Jones Metal Source (Italian) |
| Dow Jones Commodities Service | Dow Jones Montan Aktuell (German) |
| Factiva Companies & Executives | Dow Jones Multi-Asset eTrading |
| Dow Jones Elementized News Feed | Dow Jones NE-Metalle Aktuell (German) |
| Dow Jones en Espanol | Dow Jones NE-Metalle Monitor (German) |
| Dow Jones Energy Service | Dow Jones NE-Metalle Preismonitor (German) |
| Dow Jones FX Select | Dow Jones News & Archives for Algorithmic Applications |
| DJ FX Trader | Dow Jones News Analytics |
| Dow Jones Global FX & Fixed Income News | Dow Jones News Feeds with Revere Relationships |
| Dow Jones Global Equities News | Dow Jones NewsPlus |
| Dow Jones Global Markets News | Dow Jones News Service |
| Dow Jones Industrial Average | Dow Jones Newswires |
| Dow Jones Insight | Dow Jones Professional Investor Report |
| Dow Jones Insight: Research OnDemand | Dow Jones Sanction Alert |
| Dow Jones Intelligent Indexing | Dow Jones Solutions for Algorithmic & Quantitative Trading |
| Dow Jones Investment Banker | Dow Jones Stahl Aktuell (German) |
| Dow Jones Investor News | Dow Jones Stahl Monitor (German) |
| Dow Jones Lexicon | Dow Jones Watchlist |
| Dow Jones Local Language Services | Dow Jones Widget & Web Services |

*This report was published by
VIP in November 2011 and was
accurate as of that date. Reprinted
with the permission of Free Pint Ltd.
All other rights reserved.*

*For more information, contact us:
EMEA: +44 (0) 203 217 5100
North America: +1 800 369 0166
Asia Pacific - +61 (0) 2 8272 4600*

factiva.com

Web Resources

Find additional information and insight relating to this product through the following FreePint Family resources:



VIP <http://www.vivaVIP.com/>

- Press releases from this company can be found on the VIP Wire: <http://web.vivavip.com/forum/Wire/>
- Editorial commentary covering this company can be found at the VIP LiveWire: <http://web.vivavip.com/forum/LiveWire/>

[Subscribe to receive the VIP Wires Weekly](#), a free update of the latest commentary from our editors, plus current press release headlines.

Find additional product reviews in back issues of VIP Magazine or in VIP Reports by visiting <http://web.freepint.com/go/shop/vip/>



About the Reviewer

Heidi Longaberger has been connecting people to information for 18 years. The beginning of her career coincided with the release of one of the first web browsers, and she has been helping clients harness internet tumult into actionable intelligence ever since. Heidi has been a part of due diligence, marketing, strategy and competitive intelligence teams in the technology, communications and venture capital industries. She established Longaberger InformationWorks to continue the discovery of research and information to help her clients reach their business goals, as well as to write about the ever evolving information industry. Heidi can be reached at Heidi@Longabergerinfo.com; and [LinkedIn](#) or Twitter: @Longabergerinfo.

Subscribe to VIP

Upgrade to a VIP Subscription

If you make, support or advise on content purchase decisions, or if you do business in the content and information arena, credit your report purchase towards a VIP Magazine subscription.

You get VIP Magazine (PDF) every month, with feature stories, industry commentary and highlights from our product reviews, plus two or more in-depth product reports to add to your collection. VIP also regularly conducts User Surveys to gather benchmarking data about what premium content users are using – or not – to meet their organisation's needs.

To upgrade to a subscription, please complete the form below and return it:

Fax: UK: 01784 605555 (International: +44 1784 605555)

Or simply email your request to: support@vivavip.com

| | | | |
|---|---|---|-----------------------------------|
| Name: | _____ | | |
| Company: | _____ | | |
| Title: | _____ | | |
| Telephone: | _____ | | |
| Email address: | _____ | | |
| Best time to reach: | _____ | | |
| Interested in: | | | |
| <input type="checkbox"/> Single site | <input type="checkbox"/> Multi-site (up to 5 locations) | <input type="checkbox"/> Enterprise (unlimited locations) | <input type="checkbox"/> Not sure |
| <input type="checkbox"/> Please also send me information on how FUMSI (http://www.fumsi.com/) can help us Find, Use, Manage and Share Information at work | | | |

The FreePint Family

FreePint[®]

Sites, resources and community to support business information professionals worldwide. The free twice-monthly FreePint Newsletter keeps you informed about everything relating to the FreePint Family.

<http://www.freepint.com/>

VIP

VIP publishes in-depth unbiased product reviews on premium products, plus analysis of what's happening in the information industry, to support senior information professionals. Increase the value of even the tightest budget with VIP resources and guidance.

<http://www.vivaVIP.com/>

 **fumsi**[®]

Practical articles, reports and resources to help everyone in your organisation Find, Use, Manage and Share Information at work.

<http://www.fumsi.com/>

jinfo

Jinfo offers searchable databases of current information-related vacancies and upcoming events - conferences, workshops, webinars, etc. Free to search; cost-effective to advertise vacancies and events.

<http://www.jinfo.com/>

DocuTicker

Our editors help you find high quality, free PDF reports on the web, published by government agencies, universities, think tanks and other public interest groups.

<http://www.docuticker.com/>

Resource Shelf

Our contributing editors monitor and report on changes in free, freemium and premium sources. Updated daily, ResourceShelf is free!

<http://www.resourceshelf.com/>