

Market Intelligence

Dialog

Information in this document is current through February 2010

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Dialog



Preface

Introduction

Along with a good product or service and an efficient marketing organization, market intelligence is an essential element to business success. The marketer needs detailed information about products and/or services, customers, the competition, technology, and the environment. Such information or "market intelligence" can be found on Dialog

The goal of this workbook is to help you gain a better understanding of the process of finding market information online quickly and efficiently in order to make informed decisions in the marketplace.

The major pieces of market intelligence that Dialog supplies include:

Market Overview

- Market size, including sales or consumption
- Market potential, including trends and projections
- Expert industry analysis
- New products or technology

Major Players

- Market share
- Ranking, e.g., top 10 companies

Audience

This workbook is intended for experienced Dialog searchers who are interested in searching for market information. The workbook assumes knowledge of basic system commands at the level presented in *Fast Start to DialogClassic Web* or one of Dialog's self-instructional training courses: *Introduction to Searching Dialog for the Business Professional*.

Workbook Overview

This workbook is divided into three sections:

1. Finding Market Data in the Trade Literature
2. Using Dialog MARKETFULL for Research Reports
3. Investigating the Market Using Industry and Product Codes

To reinforce what you learn in each section, Learning Checks are included throughout the workbook.

Learning Objectives

By the end of this workbook, you will learn the process of finding market information online in order to guide business decisions. You will be able to:

- Identify types of market intelligence information.
- Choose appropriate databases containing market research needed, using DIALINDEX, the Product Code Finder and database charts.
- Complete an online search, locating market information, such as market overviews, market share, product information and market research reports.

Workbook Conventions

Search Examples

In this workbook all search examples are presented using **Dialog Command Language**. All of the features illustrated in the search examples—search functionality, database indexing and content—are available using Dialog Command Language through the DialogClassic Web, DialogWeb—Command Search and DialogLink[®] interfaces. Dialog Command Language is not case sensitive; therefore, you will see examples in both upper- and lowercase.

Learning Checks

Learning Checks are provided to help reinforce material presented in each section. Sample answers are listed in Appendix B.

Online Practice

Use the Dialog ONTAP databases so you can practice the types of searches and techniques presented in this workbook. Practice passwords are available at support.dialog.com/ontap to enable you to complete your online practice free of charge.

Tips

Tips to help you get the most from using Dialog appear in shaded boxes. Be sure to look for these throughout the text.

Case Scenario

Digital TV is currently a concept still in its infancy stage; it is the blending of home computers and television sets. The major players monitoring this concept are online Internet service providers and cable/pay TV providers. A variety of technological factors and timing will determine who conquers the market first.

Our company for this workbook is a growing Internet service provider in the U.S. As researchers for this company, we want to closely monitor the digital concept to see where, when, and how we can enter the market. We have been tasked with providing the board of directors with a comprehensive overview of digitalization: the products, technologies, industries, major players in the market, and forecasts for the industry; and also with keeping a constant monitor on all current events in the market.



Section 1: Finding Market Data in the Trade Literature

In this section you will learn to:

- Obtain an industry overview
- Use indexing to find industry forecasts
- Track current information about an industry
- Set up an Alert

For a company to be competitive, it must stay on top of trends and events in its own industry or market. Sometimes a company is looking to enter a new market by launching a new product or service. It may also enter an entirely new industry by acquiring a company or diversifying its product offerings. In any of these scenarios, you may be asked to research what is happening in a particular industry and the markets it encompasses. Components of an industry or market analysis might include:

- Industry overview
- Major players and market shares
- Market structure and cost structure
- Market size and sales
- Market potential
- Key success factors
- Barriers to entry
- Distribution channels
- Trends
- Product life cycles
- Regulatory environment
- Demographics

Many information sources are available for researching an industry or specific markets. Before tackling full-text market research reports, you can delve into the trade literature for industry overviews and forecasts, market share and size, new product announcements, major players, and/or corporate strategies. Table 1 on page 4 provides a list of key databases to use when looking for overview information on an industry. The search tips offer valuable help when you search these databases.

Table 1: Key Databases for Creating an Industry Overview

File Name & Number/Acronym	Date Started	Countries	Updates	Sources	Product/Industry Codes	Data Type	Search Tips
Business & Industry™ (File 9)	1994	Over 30 countries	Daily	Over 600 trade & business publications	U.S. Product codes (PC=, SC=)	F,A	Over 50 industries (IN=). Use CT= for Concept Codes. Use DT=RANKING to provide lists.
Cengage/Gale PROMT® (File 16) Back File 160	1990 1972-1989	Worldwide	Daily	Over 1500 journals, trade publications, regional and national newspapers, analysts' reports, and newsletters. Covers virtually all industries.	Product codes (PC=). NAICS codes (NC=)	F,A	Use Event Code 6 (EC=6) for market data; e.g., EC=65? for sales data; EC=33? for new products. Use MARKET (5N)SHARE for market share data; LIMIT/USA for U.S. Use CN= for specific country data.
Cengage/Gale Trade & Industry Database™ (File 148)	1981	Primarily North America	Daily	Over 1000 trade, business, and industry publications, featuring industry overviews and economic climate.	U.S. Product codes (PC=, SC=) NAICS codes (NC=)	F,A	When searching with other Cengage/Gale files, use remove duplicates (RD). Use /FULLTEXT for full-text documents. Helpful commands are DT=industry overview; market share/de; trends/de
Business Dateline® (File 635)	1985	U.S. and Canada	Weekly	Over 350 local and regional business publications	U.S. SIC codes (PC=, SC=)	F	Fulltext of major news and feature stories from 550 regional business publications from U.S. and Canada.
Cengage/Gale Marketing and Advertising Reference Service® (File 570)	1984	North America, U.K	Daily	Consumer products and services with over 140 key sources including <i>Advertising Age</i> , <i>Adweek</i> , and <i>Marketing in Europe</i>	Product codes (PC=); based on U.S. SIC codes. NAICS codes use NC=.	F	Use Event codes (EC=) or Advertising Concept codes (AC=), for consumer attitudes. LIMIT/MARS to eliminate overlap with PROMT.
The McGraw-Hill Publications Online (File 624)	1985	Worldwide	Weekly	Over 20 McGraw industry publications including: <i>Aviation Week</i> , <i>Space Technology</i> and <i>Business Week</i>	None	F	Use IN= to limit to specific journal of interest or RANK JN.
Gale Group Newsletter Database™ (File 636)	1988	Worldwide	Daily	Over 650 industry newsletters for more than 65 industries, subject areas, and regions	Industry name (IN=), /DE for broad categories	F	Rely on full-text search strategies for precision: /TI, /LP; (S); KWIC and HILIGHT.



Application 1: Finding an Industry Overview

Market research can have many starting points, depending on your focus. One approach is to start the process by tracking the industry as a whole. Another approach is to begin research on a specific competitor and then gradually broaden out to the entire industry. We will start by collecting information on the interactive television industry. An overview article can give us an idea of the scope of the industry and define some of the important players and trends. Some of the major databases—Cengage Gale PROMT® (File 16), Business & Industry™ (File 9), Cengage Gale Trade & Industry Database (File 148), and World Reporter (File 20)—can provide this information.

For this application we will look at general industry overview information, which may include trends, forecasts, and major players. The first example shows a search for an industry overview in File 9, Business & Industry Database™. This database offers worldwide coverage for industries, markets, and products for all manufacturing and service industries. It contains leading trade magazines and newsletters, the general business press, regional newspapers, and international business dailies.

The second example illustrates a OneSearch for similar information using File 16, PROMT and File 9, Business & Industry. We will look at indexing that is specific to each file. *PROMT* provides broad international coverage of public and private companies, products, markets, and applied technologies for all industries. Included are records from the world's important trade and business journals, local newspapers, regional business publications, national and international business newspapers, industry newsletters, research studies, corporate news releases and corporate annual reports.

► **Topic** ◀ Find recent articles that will provide an overview of the interactive television industry. See if you can find trends, key players and projections.

Command Summary

B 9 current
 S (interactive or digital)(3n)(television or tv)/ti,xt and (dt=industry overview or ct=(trends or market?))
 T s3/FREE/1-5
 T s3/9/1

File 9 provides an excellent coding system to focus on specific market/industry information.

Limit search terms to the title and abstract or lead paragraph to focus on the industry of interest.

? b 9 current	
? s (interactive or digital)(3n)(television or tv)/ti,xt and (dt=industry overview or ct=(trends or market?))	
	285 INTERACTIVE/TI,XT
	1578 DIGITAL/TI,XT
	1121 TELEVISION/TI,XT
	1798 TV/TI,XT
	93 (INTERACTIVE/TI,XT OR DIGITAL/TI,XT) (3N)(TELEVISION/TI,XT OR TV/TI,XT)
	0 DT=INDUSTRY OVERVIEW
	12510 CT=TRENDS
	23614 CT=MARKET?
S1	33 (INTERACTIVE OR DIGITAL)(3N)(TELEVISION OR TV)/TI,XT AND (DT=INDUSTRY OVERVIEW OR CT=(TRENDS OR MARKET?))
? s s1/2009	
	33 S1
	162790 PY=2009
S2	26 S1/2009

Note that we also used the prefix DT= for document type and CT= for specific concept terms.

File 9 provides an excellent coding system to focus on specific market/industry information.

We can also limit the search to a specific year.

Limit the search further to only full-text documents.

With the search now limited, we can look at some titles using Format FREE or Format 6.

Note from the titles of the trade journals, we can see that the writers are expecting some success from the digital TV business.

? s s2/fulltext

S3 21 S2/FULLTEXT

? t s3/free/1-5

3/8/1

DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04692117 Supplier Number: 212851543 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Counting ad dollars in the wake of digitalisation: the industry is seeing a gradual shift in advertising from FTA to pay-TV. But pay-TV, like other digital platforms, still needs more audience metrics and more accountability to their advertisers.

November 2009

WORD COUNT: 2907

INDUSTRY NAMES: Business services

PRODUCT NAMES: Advertising (731000)

CONCEPT TERMS: All market information; Marketing campaign

3/8/2

DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04675637 Supplier Number: 209104303 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Serials make killing in digital TV universe: DTT gooses sales of U.S. skeins as local nets shore up several volume deals.

September 21, 2009

WORD COUNT: 579

INDUSTRY NAMES: Broadcasting; Entertainment; Information industry

PRODUCT NAMES: Television broadcasting (483300)

CONCEPT TERMS: All market information; Market share; Sales
GEOGRAPHIC NAMES: European Union (EUCX); North America (NOAX); Spain (SPA); United States (USA); Western Europe (WEEEX)

3/8/3

DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04660771 Supplier Number: 208112924

2.8 Mil. Still Unprepared for DTV.

June 10, 2009

WORD COUNT: 250

INDUSTRY NAMES: Broadcasting; Entertainment; Information industry

PRODUCT NAMES: Television broadcasting (483300)

CONCEPT TERMS: All market information; Trends ; Users
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

3/8/4
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04659940 Supplier Number: 207644003
TVB/TNS: Broadcast TV sees double digital ad revenue
decline in second quarter.
August 31, 2009
WORD COUNT: 95

INDUSTRY NAMES: Broadcasting; Entertainment; Information
industry
PRODUCT NAMES: Television broadcasting (483300)
CONCEPT TERMS: All market information; Marketing campaign;
Sales
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

3/8/5
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04646450 Supplier Number: 206074108 (USE FORMAT 7 OR 9
FOR FULLTEXT)
Research and Markets Adds Report: Czech Republic-
Convergence-Triple Play & Digital TV.
August 17, 2009
WORD COUNT: 168

INDUSTRY NAMES: Broadcasting; Entertainment; Information
industry
PRODUCT NAMES: Cable television (CATV) networks and
channels (484014); Cable television (CATV) systems
operators (484020)
CONCEPT TERMS: All market information; Industry forecasts;
Trends
GEOGRAPHIC NAMES: North America(NOAX); United States (USA)

We can see from this record (TYPed out in Format FULL or Format 9) that digital TV is supposed to be expanding in a number of countries.

? t s3/full/1

3/9/1
DIALOG(R)File 9:Business & Industry(R)
(c) 2010 Gale/Cengage. All rts. reserv.

04692117 Supplier Number: 212851543 (THIS IS THE
FULLTEXT)
Counting ad dollars in the wake of digitalization: the
industry is seeing a gradual shift in advertising from FTA
to pay-TV. But pay-TV, like other digital platforms,
still needs more audience metrics and more accountability
to their advertisers.
(advertising & research)
Television Asia, v 16, n 8, p 34
November 2009
DOCUMENT TYPE: Journal (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2907

TEXT:

It's an obvious reality that advertising revenues are one of the first casualties of any recession, and this time, analysts say, they may never recover to 2007 levels.

And this downturn is exposing the full impact of digital media upon ad revenues, an impact that remained under the radar in a healthier economy.

PricewaterhouseCoopers (PwC) believes the economic downturn does not change the underlying drivers for digital migration. In fact, it is more likely to influence the pace. In short, making it more difficult for traditional media to hide from the digital migration.

Signs of the migration to digital

Consumers are using digital video recorders and VoD to free them up from the TV schedule. Quality of downloading and streaming is improving. High-end devices such as smartphones and iPods, too, are shaping up new consumption patterns. Major changes are in the offing. One of them is related to the way brands are going to be managed across distribution platforms supported by new commercial models--raising a lot of questions from the advertiser's perspective.

(ILLUSTRATION OMITTED)

Another is related to readiness of the market in terms of attaining a critical mass for any platform. Then, one also needs to evaluate the level of "engagement" with that platform.

Impact of digitisation on TV

According to PwC, the global entertainment and media market as a whole, including both consumer and advertising spending, will grow by 2.7 percent compounded annually for the entire forecast period to \$1.6 trillion in 2013. Initially, the firm expects to see a 3.9 percent drop in 2009 and a mere 0.4 percent advance in 2010, with a period of much faster growth during the remaining period to 7.1 percent in 2013. Together with Latin America, Asia Pacific leads global growth with an annual compound rate 4.5 percent through to 2013 fuelled by growth in China (9.5 percent CAGR), India (10.7 percent CAGR) and Indonesia (12.9 percent CAGR).

Ricky Ow, senior vice-president and general manager, SPE Networks--Asia, says that different economies in Asia are at different stages of growth. "But the digitisation progress in each of these markets may not necessarily be in tandem with its economic growth. There is no definite correlation between the two," he said.

"TV advertising has a stronger hold in a developing economy than a matured economy. The overall TV advertising share versus other media will remain largely the same, but with digitisation, we will see a shift of the share from FTA to pay-TV. In other types of medium, we will see new media possibly shaving off some advertising share from print media," he said. From a media agency's perspective, Guy Hearn, director of Communications Insights, Asia Pacific at Omnicom Media Group, too, says TV advertising will continue to be very important in the foreseeable future, particularly for communication tasks, such as awareness generation, that require broadest possible reach and frequency.

"Especially in developing markets TV will still be the best way of reaching a mass audience such as China, India, Indonesia, Vietnam, Thailand etc. Some of the increased spend in digital in other markets may be at the expense of TV, but the trend so far this year has been that print spend has been more likely to be under pressure," said Hearn.

CASBAA's advertising consultant Julie Petersen says when talking about TV advertising, it's important to make a differentiation between local terrestrial television and those channels delivered via cable and satellite (C&S). Because those 315 million plus households that receive TV signals via the latter tend to be more 'upmarket' and are profiled within a higher socio economic category--with a higher disposable income--they are more valuable to advertisers. Petersen said as C&S reaches nearly 50 percent of that market across the region, agencies and advertisers are realising that a combination of subscription TV and online can be the most effective way of reaching a specific target audience. She underlined this by adding that CASBAA conducted its own investigation amongst the regional TV planners in HK and Singapore and found that TV is the most effective for telling people about a brand they have not yet heard of, sparking interest in a brand or persuading people to try a brand or product.

(ILLUSTRATION OMITTED)

"Advertising in general has not suffered as badly in Asia Pacific as other parts of the world. In the few countries where we have credible advertising revenue monitoring services we have seen a slowdown over the first half of the year but forecasts for the second half are strong. Taiwan, for example, was badly affected earlier in the year but is now showing a recovery. Declines vary but Newspapers (26.2 percent), Out of Home (24.8 percent) and Magazines (23 percent) were the worse performers in the first half of 2009," she said.

"With fragmentation, what we're witnessing is a flight to

quality," said Tom Keaveny, executive vice president and managing director, Discovery Networks Asia-Pacific. "Strong brands and high-quality content are benefitting from digitalisation and increased competition, as consumers turn to the networks that they know they can rely on."

Ad dollars on Pay-TV

SPE's Ow said digitisation in various key Asia markets is projected to be completed by 2013 which is good news for pay-TV, as platforms will be able to offer more channels, more choices to viewers. With a wider selection of channels available, viewership will start to shift from FTA to pay-TV. Consequently, TV advertising will also follow where the viewership flows.

(ILLUSTRATION OMITTED)

"The increase in digital pay-TV platforms will increase the speed of pay-TV achieving the critical mass to be able to compete with FTA," said Ow.

With the current economic climate, advertisers are looking for more efficiency. And pay-TV is an attractive option in this context.

"With pay-TV we provide targeted campaigns with limited wastage, a quality environment for their brands and an audience with high disposable incomes," said Discovery's Keaveny. "Pay-TV has been growing in terms of share of advertising and I only see more growth. It is a medium with a high level of involvement with audiences, which translates to it being more effective at delivering results--a greater ROI."

Accountability to advertisers key

"We're looking at more accountability to advertisers with Peplemeter ratings. While different markets are developing at different rates--and offering either challenges or opportunities, as a whole we are seeing audience growth. A key development for Discovery is launching more local feeds in key markets, allowing us to provide our clients in these countries with additional windows for their campaigns for their local markets specifically. This then gives them the option to buy local, or to extend their campaigns to a regional or international one."

In some markets, as Keaveny points out, consolidated ratings take into account time-shifting. In those markets, sponsorships can provide an opportunity for clients to maximise their advertising spend.

SPE's Ow said digital will be able to offer better accountability, but advertising on digital platforms is still in its early days as many markets still have a dual

system. The focus now should be to grow the penetration of digital. With better accountability, viewer interaction and more customisation, digital will fuel a new wave of growth for advertising on pay-TV.

"In addition, the ability to get better viewership information offered by digital systems will change the way we buy and account for advertising spend in future. We have not yet witnessed the full power of it," said Ow.

For its part, CASBAA through its Asia Television Advertising Coalition(ATAC) initiative is working together with the broadcasters and suppliers in several countries across the region to improve the measurement scenario.

"Discussions with media planners confirmed that a credible revenue measurement service would have a positive impact on advertising expenditure to pay TV. One thing is for sure-- the variances by country are enormous. The CASBAA ATAC project aims to demonstrate the value of pay TV audiences across the region in order to grow the percentage of revenues closer to the share of viewing," said Petersen.

She said if the audience measurement service was able to measure the data on an overnight basis, "we could adopt the methods in use by some other regions whereby time-shifted viewing is counted into the mix if it takes place within three days. The future solution to the measurement issues will be solved as digital TV distribution increases and new measurement technologies can be introduced."

Petersen added that Australia has just announced a full scale development of a 10,000 home audience measurement panel using return path data. The new audience measurement panel is designed to complement, not replace, the current OzTAM and RegTAM ratings used by subscription TV. The Multiview Analytics (MVA) service will supply the subscription TV ratings and interactive advertising response information from the return path panel. In addition to managing the return path service, MVA will co-ordinate and develop the industry's advertising spot verification service.

There's no doubt that in all Asian markets digital has been under-represented in the media mix--only in Australia does the proportion of spend allocated to digital come anywhere close to reflecting the amount of time consumers spend in online environments, says Omnicom's Hearn.

From TV's perspective, in a market like Australia, according to MindShare, the current expenditure split is 90 percent FTA and 10 percent subscription-TV. According to the agency, the penetration level of subscription TV is growing.

"By the end of 2009, it should hit 51 percent (28 percent in 2007), driven by the reduced level entry price and pay-TV networks airing first run programming," said Matthew

McCann, director, The Exchange, MindShare Australia. He added that subscription TV is fast losing its luxury item tag.

"In 2009, we are yet to see a network winner and for advertisers it's becoming increasingly more difficult to predict a ratings winner. Programmers have taken a cut-throat approach with new programmes in terms of delivering ratings. In the past, a programme would be given a couple of weeks before deciding it's fate; driven by a fear of losing revenue, a programme is given one opportunity to prove itself before facing the axe," said McCann.

In India, advertising on TV stood at Rs. 9,168 crore in 2008 with an impressive growth of 16 percent, occupying a 41 percent share of the total media spend pie. Out of the total number of television channels, 70 percent are FTA-- but they constitute only around 26 percent share of advertising revenue.

"Although the number of FTA channels has gone up by close to 20 percent in 2008, their share of advertising revenue remains unchanged. Some of the FTA channels in South and Hindi news genre did witness a sharp revenue increase but the loss in revenue by the rest of the lesser viewed FTA channels pulled back overall growth. In terms of viewership, FTA channels occupy one-third of total viewing. 50 percent of it is contributed by terrestrial channels. Local cable channels constitute around seven percent and the remaining 60 percent is of pay channels," said Mumbai-based Atrayee Chakraborty, planning sciences director, Lintas Media Group.

A market like Malaysia has traditionally seen its FTA and pay TV have a relatively low penetration compared to the rest of region.

"We have seen growth in our Satellite TV viewership. However, as pay TV continues to grow, we see a decline in our FTA viewership. Another reason for this decline is the redirection of media consumption from mainstream media towards on-line/digital. With the Internet providing avenues for news and communication, we have seen a significant increase in time spent online. Primary activities are blogging, social media and forums," said Kuala Lumpur-based SiangLin Tan, MD, MediaCom.

She said Astro has grown to 2.728 million household subscribers with a potential home viewership of over 12.3 million. "Our pay TV and FTA TV stations are aggressively adopting new and innovative ways to protect their market share. As a whole, TV stations are gearing up to produce more branded content to aid potential advertisers."

(ILLUSTRATION OMITTED)

Singapore-based Germaine Ng Ferguson, assistant general manager, advertising sales, corporate sales, StarHub, said while digital adoption is increasing, it is still in its infancy.

(ILLUSTRATION OMITTED)

Many advertisers are still grappling with their digital strategy, not knowing how to effectively exploit this new media space as it is very fragmented. "In Singapore, media consumption of FTA TV is decreasing but cable TV and Internet advertising are still growing. Cable TV advertising provides advertisers the value and control that FTA cannot offer due to its targeted audience."

"Even though Internet and mobile penetration have gained significant ground across the region, we believe that advertising on these media is still relatively small--for example, Internet ad spends for Singapore and Malaysia alone is merely in the range of one to two percent. TV will still remain a key part of advertising, as most people still consume some form of TV within their media palette, and given that TV penetration across Asia Pacific is still high with cable TV penetration being particularly healthy and growing in the emerging markets," said Ferguson.

(ILLUSTRATION OMITTED)

In Thailand, TV advertising market is about 50 billion Baht per year. FTA accounts for about 99 percent of this pie, says Wannee Ruttanaphon, chairman at IPG Mediabrands.

According to Wannee, pay-TV and FTA satellite is growing a rate of 30-50 percent. "Nielsen is not monitoring pay-TV at the moment. Reason for the shift is because of growing viewers in Bangkok and upcountry urban areas. Also, price is still very reasonable."

From experience, she said Initiative tried to convince clients to try pay-TV without much success due to a lack of published rating and monitoring. "However, this year we see change. Some operators have put an effort themselves by funding Nielsen to put up 100 panels. But results were not officially published--probably due to low viewing figures vs FTA. This is understandable."

To solve the issue, Initiative conducts its own research in both Bangkok and upcountry to check popularity of pay-TV channels. This started being tracked on a monthly basis in August 2008.

"Both advertisers and operators still do not understand how to buy and sell pay-TV. Pay-TV channels mostly have fixed formats, i.e. cartoons, series, fashion, sports, etc. Targeting is through the choice of channels rather than by

programme as in the case of FTA. We suggest clients to buy run-on-station to maximise the chance of seeing the commercial. Some experiment through local promotion activities to gauge success rates. More advertisers (major players) are willing to explore pay-TV this year with evidence of viewing, plus dissatisfaction of inflation in FTA. After all, Pay-TV is still not that expensive to explore," explained Wannee.

In China, TV is still the most powerful media and continues to enjoy in general a double digit year-by-year growth, according to Optimedia's CEO Steven Chang.

China is the world's largest TV market with over 380 million TV households and a cable penetration of 43 percent, reaching more than 160 million homes. Digital penetration will reach around 70 percent of cable homes within the next five years.

Referring to 600 million mobile phone users and 336 million Internet users, Chang said there is a fragmentation issue. But the deterioration of viewership as far as TV is considered still not that serious. "The weak ones become weaker. Also, the mobile TV is still relatively underdeveloped," he said. Significantly, he said one third of the TV households have IPTV services in place but there are no ratings in place for IPTV.

Agreeing with Chang, CSM Media Research's Matthew Brosenne said, "TV advertising growth will continue to be strong as TV viewing remains at high levels here in China--on average just less than three hours per person per day. TV's unique reach advantage continues to drive its role in any advertisers media mix. Internet penetration while having grown tremendously still covers only a small part of the total consumer market. Strong progress in content quality and opportunities for branded entertainment also help to support TV media advertising growth."

The industry is already witnessing that the cost of marketing is coming down with far greater inventory resulting from fragmentation.

Specialists say even in the digital world, there should be an assumption that there will be some channels with higher penetration than others, which are more likely to attract advertisers, with inventory being more limited as a result, and thus its cost is unlikely to be affected that much.

SPE's Ow said there will essentially be two groups of channels within the digital landscape--one group that is made up of well-penetrated channels; the other group that is made up of the less-penetrated channels. Channels in the first group will form the basic buy of a media plan; channels in the second group are like supplements that will enhance the plan because they offer unique content that

target very specific psychographic groups of audiences.

(ILLUSTRATION OMITTED)

"Advertisers and broadcasters will also work closely together to create advertising solutions that allow more interactivity with the viewers. With digitisation, advertisers can run campaigns that solicit viewers' immediate response. Such options mean there can be better accountability to the advertisers," said Ow.

So how is digital benefiting during the downturn?

"It's also true that marketing budget restrictions brought on by the recession have led more marketers in Asia to think more about digital--that's a good thing, but marketers who think of digital only in terms of cost savings or efficiencies are misunderstanding the opportunities for consumer engagement that digital provides," Omnicom's Hearn said.

"Free to air will increasingly become a second or third screen, other than for live events, but for all that will still be important for audience acquisition. One of the impacts of the recession, at least in the earlier parts of the year, has been that people have spent a little bit more time at home. Because of that, TV ratings have held up well so far," concluded Hearn.

Copyright 2009 Cahners Business Information

INDUSTRY NAMES: Business services

PRODUCT NAMES: Advertising (731000)

CONCEPT TERMS: All market information; Marketing campaign

TEXT:

It's an obvious reality that advertising revenues are one of the first casualties of any recession, and this time, analysts say, they may never recover to 2007 levels.

And this downturn is exposing the full impact of digital media upon ad revenues, an impact that remained under the radar in a healthier economy.

PricewaterhouseCoopers (PwC) believes the economic downturn does not change the underlying drivers for digital migration. In fact, it is more likely to influence the pace. In short, making it more difficult for traditional media to hide from the digital migration.

Signs of the migration to digital

Consumers are using digital video recorders and VoD to free them up from the TV schedule. Quality of downloading and streaming is improving. High-end devices such as smartphones and iPods, too, are shaping up new consumption patterns. Major changes are in the offing. One of them is related to the way brands are going to be managed across distribution platforms supported by new commercial models--raising a lot of questions from the advertiser's perspective.

(ILLUSTRATION OMITTED)

Another is related to readiness of the market in terms of attaining a critical mass for any platform. Then, one also needs to evaluate the level of "engagement" with that platform.

Impact of digitisation on TV

According to PwC, the global entertainment and media market as a whole, including both consumer and advertising spending, will grow by 2.7 percent compounded annually for the entire forecast period to \$1.6 trillion in 2013. Initially, the firm expects to see a 3.9 percent drop in 2009 and a mere 0.4 percent advance in 2010, with a period of much faster growth during the remaining period to 7.1 percent in 2013. Together with Latin America, Asia Pacific leads global growth with an annual compound rate 4.5 percent through to 2013 fuelled by growth in China (9.5 percent CAGR), India (10.7 percent CAGR) and Indonesia (12.9 percent CAGR).

Ricky Ow, senior vice-president and general manager, SPE Networks--Asia, says that different economies in Asia are at different stages of growth. "But the digitisation progress in each of these markets may not necessarily be in tandem with its economic growth. There is no definite co-relation between the two," he said.

"TV advertising has a stronger hold in a developing economy than a matured economy. The overall TV advertising share versus other media will remain largely the same, but with digitisation, we will see a shift of the share from FTA to pay-TV. In other types of medium, we will see new media possibly shaving off some advertising share from print media," he said. From a media agency's perspective, Guy Hearn, director of Communications Insights, Asia Pacific at Omnicom Media Group, too, says TV advertising will continue to be very important in the foreseeable future, particularly for communication tasks, such as awareness generation, that require broadest possible reach and frequency.

"Especially in developing markets TV will still be the best way of reaching a mass audience such as China, India, Indonesia, Vietnam, Thailand etc. Some of the increased spend in digital in other markets may be at the expense of TV, but the trend so far this year has been that print spend has been more likely to be under pressure," said Hearn.

CASBAA's advertising consultant Julie Petersen says when talking about TV advertising, it's important to make a differentiation between local terrestrial television and those channels delivered via cable and satellite (C&S). Because those 315 million plus households that receive TV signals via the latter tend to be more 'upmarket' and are profiled within a higher socio economic category--with a higher disposable income--they are more valuable to advertisers. Petersen said as C&S reaches nearly 50 percent of that market across the region, agencies and advertisers are realising that a combination of subscription TV and online can be the most effective way of reaching a specific target audience. She underlined this by adding that CASBAA conducted its own investigation amongst the regional TV planners in HK and Singapore and found that TV is the most effective for telling people about a brand they have not yet heard of, sparking interest in a brand or persuading people to try a brand or product.

(ILLUSTRATION OMITTED)

"Advertising in general has not suffered as badly in Asia Pacific as other parts of the world. In the few countries where we have credible advertising revenue monitoring services we have seen a slowdown over the first half of the year but forecasts for the second half are strong. Taiwan, for example, was badly affected earlier in the year but is now showing a recovery. Declines vary but Newspapers (26.2 percent), Out of Home (24.8 percent) and Magazines (23 percent) were the worse performers in the first half of 2009," she said.

"With fragmentation, what we're witnessing is a flight to quality," said Tom Keaveny, executive vice president and managing director, Discovery Networks Asia-Pacific. "Strong brands and high-quality content are benefitting from digitalisation and increased competition, as consumers turn to the networks that they know they can rely on."
Ad dollars on Pay-TV

SPE's Ow said digitisation in various key Asia markets is projected to be completed by 2013 which is good news for pay-TV, as platforms will be able to offer more channels, more choices to viewers. With a wider selection of channels available, viewership will start to shift from FTA to pay-TV. Consequently, TV advertising will also follow where the viewership flows.
(ILLUSTRATION OMITTED)

"The increase in digital pay-TV platforms will increase the speed of pay-TV achieving the critical mass to be able to compete with FTA," said Ow.

With the current economic climate, advertisers are looking for more efficiency. And pay-TV is an attractive option in this context.

"With pay-TV we provide targeted campaigns with limited wastage, a quality environment for their brands and an audience with high disposable incomes," said Discovery's Keaveny. "Pay-TV has been growing in terms of share of advertising and I only see more growth. It is a medium with a high level of involvement with audiences, which translates to it being more effective at delivering results--a greater ROI."
Accountability to advertisers key

"We're looking at more accountability to advertisers with Peplemeter ratings. While different markets are developing at different rates--and offering either challenges or opportunities, as a whole we are seeing audience growth. A key development for Discovery is launching more local feeds in key markets, allowing us to provide our clients in these countries with additional windows for their campaigns for their local markets specifically. This then gives them the option to buy local, or to extend their campaigns to a regional or international one."

In some markets, as Keaveny points out, consolidated ratings take into account time-shifting. In those markets, sponsorships can provide an opportunity for clients to maximise their advertising spend.

SPE's Ow said digital will be able to offer better accountability, but advertising on digital platforms is still in its early days as many markets still have a dual system. The focus now should be to grow the penetration of digital. With better accountability, viewer interaction and more customisation, digital will fuel a new wave of growth for advertising on pay-TV.

"In addition, the ability to get better viewership information offered by digital systems will change the way we buy and account for advertising spend in future. We have not yet witnessed the full power of it," said Ow.

For its part, CASBAA through its Asia Television Advertising Coalition (ATAC) initiative is working together with the broadcasters and suppliers in several countries across the region to improve the measurement scenario.

"Discussions with media planners confirmed that a credible revenue measurement service would have a positive impact on advertising expenditure to pay TV. One thing is for sure--the variances by country are enormous. The CASBAA ATAC project aims to demonstrate the value of pay TV audiences across the region in order to grow the percentage of revenues closer to the share of viewing," said Petersen.

She said if the audience measurement service was able to measure the data on an overnight basis, "we could adopt the methods in use by some other regions whereby time-shifted viewing is counted into the mix if it takes place within three days. The future solution to the measurement issues will be solved as digital TV distribution increases and new measurement technologies can be introduced."

Petersen added that Australia has just announced a full scale development of a 10,000 home audience measurement panel using return path data. The new audience measurement panel is designed to complement, not replace, the current OzTAM and RegTAM ratings used by subscription TV. The Multiview Analytics (MVA) service will supply the subscription TV ratings and interactive advertising response information from the return path panel. In addition to managing the return path service, MVA will co-ordinate and develop the industry's advertising spot verification service.

There's no doubt that in all Asian markets digital has been under-represented in the media mix--only in Australia does the proportion of spend allocated to digital come anywhere close to reflecting the amount of time consumers spend in online environments, says Omnicom's Hearn.

From TV's perspective, in a market like Australia, according to MindShare, the current expenditure split is 90 percent FTA and 10 percent subscription-TV. According to the agency, the penetration level of subscription TV is growing.

"By the end of 2009, it should hit 51 percent (28 percent in 2007), driven by the reduced level entry price and pay-TV networks airing first run programming," said Matthew McCann, director, The Exchange, MindShare Australia. He added that subscription TV is fast losing its luxury item tag.

"In 2009, we are yet to see a network winner and for advertisers it's becoming increasingly more difficult to predict a ratings winner. Programmers have taken a cut-throat approach with new programmes in terms of delivering ratings. In the past, a programme would be given a couple of weeks before deciding it's fate; driven by a fear of losing revenue, a programme is given one opportunity to prove itself before facing the axe," said McCann.

In India, advertising on TV stood at Rs. 9,168 crore in 2008 with an impressive growth of 16 percent, occupying a 41 percent share of the total media spend pie. Out of the total number of television channels, 70 percent are FTA--but they constitute only around 26 percent share of advertising revenue.

"Although the number of FTA channels has gone up by close to 20 percent in 2008, their share of advertising revenue remains unchanged. Some of the FTA channels in South and Hindi news genre did witness a sharp revenue increase but the loss in revenue by the rest of the lesser viewed FTA channels pulled back overall growth. In terms of viewership, FTA channels occupy one-third of total viewing. 50 percent of it is contributed by terrestrial channels. Local cable channels constitute around seven percent and the remaining 60 percent is of pay channels," said Mumbai-based Atrayee Chakraborty, planning sciences director, Lintas Media Group.

A market like Malaysia has traditionally seen its FTA and pay TV have a relatively low penetration compared to the rest of region.

"We have seen growth in our Satellite TV viewership. However, as pay TV continues to grow, we see a decline in our FTA viewership. Another reason for this decline is the redirection of media consumption from mainstream media towards on-line/digital. With the Internet providing avenues for news and communication, we have seen a significant increase in time spent

Section 1: Finding Market Data in the Trade Literature

online. Primary activities are blogging, social media and forums," said Kuala Lumpur-based SiangLin Tan, MD, MediaCom.

She said Astro has grown to 2.728 million household subscribers with a potential home viewership of over 12.3 million. "Our pay TV and FTA TV stations are aggressively adopting new and innovative ways to protect their market share. As a whole, TV stations are gearing up to produce more branded content to aid potential advertisers."
(ILLUSTRATION OMITTED)

Singapore-based Germaine Ng Ferguson, assistant general manager, advertising sales, corporate sales, StarHub, said while digital adoption is increasing, it is still in its infancy.

(ILLUSTRATION OMITTED)

Many advertisers are still grappling with their digital strategy, not knowing how to effectively exploit this new media space as it is very fragmented. "In Singapore, media consumption of FTA TV is decreasing but cable TV and Internet advertising are still growing. Cable TV advertising provides advertisers the value and control that FTA cannot offer due to its targeted audience."

"Even though Internet and mobile penetration have gained significant ground across the region, we believe that advertising on these media is still relatively small--for example, Internet ad spends for Singapore and Malaysia alone is merely in the range of one to two percent. TV will still remain a key part of advertising, as most people still consume some form of TV within their media palette, and given that TV penetration across Asia Pacific is still high with cable TV penetration being particularly healthy and growing in the emerging markets," said Ferguson.

(ILLUSTRATION OMITTED)

In Thailand, TV advertising market is about 50 billion Baht per year. FTA accounts for about 99 percent of this pie, says Wannee Ruttanaphon, chairman at IPG Mediabrands.

According to Wannee, pay-TV and FTA satellite is growing a rate of 30-50 percent. "Nielsen is not monitoring pay-TV at the moment. Reason for the shift is because of growing viewers in Bangkok and upcountry urban areas. Also, price is still very reasonable."

From experience, she said Initiative tried to convince clients to try pay-TV without much success due to a lack of published rating and monitoring. "However, this year we see change. Some operators have put an effort themselves by funding Nielsen to put up 100 panels. But results were not officially published--probably due to low viewing figures vs FTA. This is understandable."

To solve the issue, Initiative conducts its own research in both Bangkok and upcountry to check popularity of pay-TV channels. This started being tracked on a monthly basis in August 2008.

"Both advertisers and operators still do not understand how to buy and sell pay-TV. Pay-TV channels mostly have fixed formats, i.e. cartoons, series, fashion, sports, etc. Targeting is through the choice of channels rather than by programme as in the case of FTA. We suggest clients to buy run-on-station to maximise the chance of seeing the commercial. Some experiment through local promotion activities to gauge success rates. More advertisers (major players) are willing to explore pay-TV this year with evidence of viewing, plus dissatisfaction of inflation in FTA. After all, Pay-TV is still not that expensive to explore," explained Wannee.

In China, TV is still the most powerful media and continues to enjoy in general a double digit year-by-year growth, according to Optimedia's CEO Steven Chang.

China is the world's largest TV market with over 380 million TV households and a cable penetration of 43 percent, reaching more than 160 million homes. Digital penetration will reach around 70 percent of cable homes within the next five years.

Referring to 600 million mobile phone users and 336 million Internet users, Chang said there is a fragmentation issue. But the deterioration of viewership as far as TV is considered still not that serious. "The weak ones become weaker. Also, the mobile TV is still relatively underdeveloped," he said. Significantly, he said one third of the TV households have IPTV services in place but there are no ratings in place for IPTV.

Agreeing with Chang, CSM Media Research's Matthew Brosenne said, "TV advertising growth will continue to be strong as TV viewing remains at high levels here in China--on average just less than three hours per person per day. TV's unique reach advantage continues to drive its role in any advertisers media mix. Internet penetration while having grown tremendously still covers only a small part of the total consumer market. Strong progress in content quality and opportunities for branded entertainment also help to support TV media advertising growth."

The industry is already witnessing that the cost of marketing is coming down with far greater inventory resulting from fragmentation.

Specialists say even in the digital world, there should be an assumption that there will be some channels with higher penetration than others, which are more likely to attract advertisers, with inventory being more limited as a result, and thus its cost is unlikely to be affected that much.

SPE's Ow said there will essentially be two groups of channels within the digital landscape--one group that is made up of well-penetrated channels; the other group that is made up of the less-penetrated channels. Channels in the first group will form the basic buy of a media plan; channels in the second group are like supplements that will enhance the plan because they offer unique content that target very specific psychographic groups of audiences.

(ILLUSTRATION OMITTED)

"Advertisers and broadcasters will also work closely together to create advertising solutions that allow more interactivity with the viewers. With digitisation, advertisers can run campaigns that solicit viewers' immediate response. Such options mean there can be better accountability to the advertisers," said Ow.

So how is digital benefitting during the downturn?

"It's also true that marketing budget restrictions brought on by the recession have led more marketers in Asia to think more about digital--that's a good thing, but marketers who think of digital only in terms of cost savings or efficiencies are misunderstanding the opportunities for consumer engagement that digital provides," Omnicom's Hearn said.

"Free to air will increasingly become a second or third screen, other than for live events, but for all that will still be important for audience acquisition. One of the impacts of the recession, at least in the earlier

parts of the year, has been that people have spent a little bit more time at home. Because of that, TV ratings have held up well so far," concluded Hearn.

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INDUSTRY NAMES: Business services
 PRODUCT NAMES: Advertising (731000)
 CONCEPT TERMS: All market information; **Marketing campaign**

This one record taken from the title list shows how diverse and comprehensive articles in File 9 can be. This overview gives us a good starting point for research on this industry.

File 9 also includes indexing of industry names, product names and codes, concept terms, and geographic locations. We will use some of this indexing in our next search. The first step when searching for company information is to determine if the company in question is U.S. or international. The company status—public or private—will influence which database you use and how much information you retrieve.

► **Topic** ◀ An industry forecast usually covers predictions of the size, sales, or growth of a particular industry. Find an industry forecast for the interactive television industry.

Command Summary

B 9,16 current
 S interactive(3n)
 (television or
 tv)/ti,de,ab
 S s1 and ct=industry
 forecasts from 9
 E en=forecasts from 16
 S s1 and e4 from 16
 S s2 or s3
 Rd
 T s5/8,k/1-2 from each

BEGIN in Dialog
 OneSearch (Files 9
 and 16) to search both
 files at the same time.
 Add CURRENT to
 search the current year
 plus one year back.

SELECT keywords
 restricting to the title
 (/TI), descriptor (/DE),
 or abstract (/AB) fields.

SELECT the concept
 term (CT=) for industry
 forecasts using the
 FROM command to
 search only File 9.

? B 9,16 current		
? S (interactive or digital)(3n)(television or tv)/ti,de,ab		
	3748	INTERACTIVE/TI,DE,AB
	12255	DIGITAL/TI,DE,AB
	15062	TELEVISION/TI,DE,AB
	18028	TV/TI,DE,AB
S1	1139	(INTERACTIVE OR DIGITAL)(3N)(TELEVISION OR TV)/TI,DE,AB
? S s1 and ct=industry forecasts from 9		
	585	S1
	7347	CT=INDUSTRY FORECASTS
S2	41	S1 AND CT=INDUSTRY FORECASTS FROM 9
? E en=forecast from 16		
Ref	Items	Index-term
E1	172651	EN=FINANCIAL MANAGEMENT
E2	2474	EN=FINANCIAL REPORTS
E3	0	*EN=FORECAST
E4	229401	EN=FORECASTS TRENDS OUTLOOKS
E5	34725	EN=FOREIGN OPERATIONS
E6	66571	EN=FOREIGN TRADE
E7	81691	EN=GENERAL SERVICES
E8	24275	EN=GOODS & SERVICES DISTRIBUTION
E9	109505	EN=GOVERNMENT DOMESTIC FUNCTIONS
E10	50935	EN=GOVERNMENT EXPENDITURES
E11	253638	EN=GOVERNMENT REGULATION
E12	211470	EN=GOVERNMENT REGULATION CONT
Enter P or PAGE for more		

EXPAND EN= for event name using the FROM command to search only File 16.

Combine sets using the OR connector to create a set of records from both databases.

REMOVE DUPLICATE records to create a unique set of items.

TYPE out a few records from each database using a FREE format and KWIC which shows the keywords in the context of the articles.

```
? s s1 and e4 from 16
      554 S1
      21422 EN=FORECASTS TRENDS OUTLOOKS
S3      22 S1 AND EN='FORECASTS TRENDS OUTLOOKS'
      FROM 16

? s s2 or s3
      41 S2
      22 S3
S4      63 S2 OR S3

? rd
S5      60 RD (unique items)

? t s5/8,k/1-2 from each

  5/8,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04706707 Supplier Number: 215729497
Studios make bigger push for digital sales.
December 28, 2009

INDUSTRY NAMES: Broadcasting; Entertainment; Information
industry
PRODUCT NAMES: Interactive cable television (CATV)
(484028); Motion pictures (780000)
CONCEPT TERMS: All market information; All product and
service information; Industry forecasts ; Marketing
campaign; Product introduction; Sales; Traditional media
GEOGRAPHIC NAMES: North America (NOAX); United States
(USA)

ABSTRACT:
...on a growing market, film and television studios are
rushing to boost online sales of digital movies and
television programs. In 2009, online movie sales are
expected to reach $237.7 million, while sales...

...CONCEPT TERMS: Industry forecasts

  5/8,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04701131 Supplier Number: 214551674
Brave New Targeted World?
December 07, 2009
WORD COUNT: 888

INDUSTRY NAMES: Advertising Agencies; Business services
PRODUCT NAMES: Advertising agencies (731100)
CONCEPT TERMS: All market information; Industry forecasts
MARKETING TERMS: All agency; General agency
GEOGRAPHIC NAMES: North America (NOAX); United States
(USA)
```

TEXT:

...market research firm Parks Associates, the proposed merger reinforces her latest projections: While spending on interactive TV ads will amount to a mere \$49 million in 2009, she says, she sees the...

...Cable operators and tech companies, including Visible World and Invidi, have led efforts to deploy interactive TV delivery systems for the last decade. National scale has been elusive because of the different...

...said. "But this is going to be a real business. We are big believers that interactive TV is coming and that factors into our enthusiasm for this deal." Agency execs are also...

...CONCEPT TERMS: Industry forecasts

5/8,K/39 (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2010 Gale/Cengage. All rts. reserv.

16493721 Supplier Number: 215729497
Studios make bigger push for digital sales.(Industry overview)

Dec 28, 2009

PUBLISHER NAME: Dow Jones Publishing Co. (Europe)
DESCRIPTORS: *Video-on-demand--Industry sales and revenue; Video-on-demand--Industry forecasts; Video-on-demand--Marketing; Motion picture industry--Distribution; Motion picture industry--Marketing; Motion picture industry--Industry forecasts; Motion picture industry--Industry sales and revenue

EVENT NAMES: *690 (Goods & services distribution); 240 (Marketing procedures); 010 (Forecasts, trends, outlooks); 650 (Sales & consumption)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7800000 (Motion Pictures)

INDUSTRY NAMES: BANK (Banking, finance and accounting industries); BUSN

(Business); INTL (Business, international)

SIC CODES: 7812 (Motion picture & video production); 7819 (Services allied to motion pictures); 7822 (Motion picture and tape distribution); 7829 (Motion picture distribution services); 4841 (Cable and other pay TV services)

NAICS CODES: 5121 (Motion Picture and Video Industries)

ABSTRACT:

...on a growing market, film and television studios are rushing to boost online sales of digital movies and television programs. In 2009, online movie sales are expected to reach \$237.7 million, while sales...

TEXT:

EVENT NAMES: *690 (Goods & services distribution); 240 (Marketing procedures); 010 (Forecasts, trends, outlooks); 650 (Sales & consumption)

5/8,K/40 (Item 2 from file: 16)
DIALOG(R)File 16:(c) 2010 Gale/Cengage. All rts. reserv.

16376497 Supplier Number: 212044686 (USE FORMAT 7 FOR FULLTEXT)
Research and Markets: The Taiwanese Digital TV Set Top Box Industry 2009 - 2013.
Nov 15, 2009
Word Count: 313
PUBLISHER NAME: Business Wire
DESCRIPTORS: *Digital television--Market research; Set-top boxes--Market research; Television equipment industry--Industry forecasts; Television equipment industry--Market research; Television sets--Market research
EVENT NAMES: *010 (Forecasts, trends, outlooks); 240 (Marketing procedures)
PRODUCT NAMES: *3662255 (CATV Converters ex Addressable); 3651200 (Television Sets); 3630100 (Appliances, Radio & TV)
INDUSTRY NAMES: BUSN (Business); INTL (Business, international)
SIC CODES: 3663 (Radio & TV communications equipment); 3651 (Household audio and video equipment)
NAICS CODES: 33422 (Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing); 33431 (Audio and Video Equipment Manufacturing); 3352 (Household Appliance Manufacturing)
Research and Markets: The Taiwanese Digital TV Set Top Box Industry 2009 - 2013.
DESCRIPTORS: *Digital television --
EVENT NAMES: *010 (Forecasts, trends, outlooks); 240 (Marketing procedures)

Application 2: Finding Market Share

Market share focuses on company or product sales as a percent of a whole industry or category, often accompanied by units or monetary values. In technologies that have been around for some time, the industry or product can be searched on a Product Code number (PC=). With new or emerging industries, it's not that easy. We recommend a free-text search, restricting terms to the Title, Descriptor, or Abstract fields (/TI,DE,AB).

File 16 includes the NAICS Codes (North American Industry Classification System). These codes reflect the classification system that covers the United States, Canada, and Mexico. They also include some of the new technologies. Use NC= to search the codes themselves and /DE to search the accompanying text. This indexing is available in the following Cengage/Gale files: *Prompt*[®] (File 16), *Trade & Industry*[™] (File 148), *Computer Database*[®] (File 275), *Aerospace/Defense Markets & Technology*[®] (File 80), *New Product Announcements Plus*[®] (File 621), *Newsletter Database*[™] (File 636), *F&S Index*[®] (File 18), and *Marketing and Advertising Reference Service*[®] (File 570).

Cengage/Gale files have standardized Company Names, Journal Names, Product, and Event Codes. Publication dates are indexed in 8-digit format, e.g., 20010201, across all of the Cengage Gale files.

► **Topic** ◀ Find articles about interactive television. Focus on market share and size. Working with a good set of data, we can use RANK to show us the companies, technologies, products, markets, and industries that are involved in the playing field.

Command Summary

B 9,16 current
 S interactive(3n) (tele-
 vision or tv)/ti,de,ab
 E ct=market from 9
 S e4:e5 from 9
 S ec=6? from 16
 S s1 and s2:s3
 Rd
 Rank co cont
 [follow the menu]

CURRENT can be
 used when you BEGIN
 any file to limit the
 retrieval to articles
 added this year and
 last (e.g., b 9 current).
 SELECT keywords,
 restricting to the Title
 (/TI), Descriptor (/DE),
 or Abstract (/AB) fields.

```
? B 9, 16 current
? S (interactive or digital)(3n)(television or tv)/ti,de,ab
      3748 INTERACTIVE/TI,DE,AB
     12255 DIGITAL/TI,DE,AB
     15062 TELEVISION/TI,DE,AB
     18028 TV/TI,DE,AB
      S1   1139 (INTERACTIVE OR DIGITAL)(3N)(TELEVISION
              OR TV)/TI,DE,AB

? e ct=market from 9

Ref  Items  Index-term
E1   54081  CT=LICENSING AGREEMENTS
E2   100928 CT=LITIGATION
E3    0     *CT=MARKET
E4  120799 CT=MARKET SHARE
E5  115360 CT=MARKET SIZE
E6    1     CT=MARKETING CAMPAIG<< 000009050406
E7   325174 CT=MARKETING CAMPAIGN
E8    7572  CT=MATERIALS USE
E9    1761  CT=MATURE MARKET
E10   2725  CT=MEN'S MARKET
E11   1615  CT=MERGERS AND ACQUISITIONS
E12  436232 CT=MERGERS, ACQUISITIONS & DIVESTITURES
```

EXPAND on Concept Term (CT=) Market FROM one of the files in the OneSearch. SELECT the E number FROM the file.

File 16 has Event Codes (EC=). When you know an Event Code number, SELECT it. EC=6? retrieves articles focusing on market information. This number cascades and includes all of its subsets. Use the FROM feature because the EC field is particular to File 16 in this search. *Note: If you are unsure of the Event Code, EXPAND EC= to see a list.* Combine sets by SELECTing S1 and the marketing terms from each database. Use a semicolon or the OR connector to connect the marketing sets.

Remove duplicates (RD).

The RANK command provides statistics on your retrieval. In this example, we chose to see the 20 most named companies on the Company Name field (CO=) among the articles in the set.

Enter an optional title to your RANKed list.

```

Enter P or PAGE for more
? s e4:e5 from 9
  S2   6081  CT='MARKET SHARE':CT='MARKET SIZE' FROM 9
? s ec=6? from 16
  S3   43261 EC=6? FROM 16
? s s1 and s2:s3
      1139  S1
      49342 S2:S3
  S4     71  S1 AND S2:S3
? rd
  S5     70  RD (unique items)
? rank co cont
Started processing RANK
Completed Ranking 70 records
Press ENTER to view the TOP 50 terms
  or enter a number N to view the top N terms
  or >N to view terms with more than N items
  or enter ALL to view all terms
? 20

Enter title for continuous output or press ENTER for
current title option
? top 20 companies mentioned in relation to
interactive/digital television

Adding title to results...
TOP 20 COMPANIES MENTIONED IN RELATION TO
INTERACTIVE/DIGITAL TELEVISION
-----
RANK: S5/1-70  Field: CO=  File(s): 9,16
(Rank fields found in 13 records -- 20 unique terms)
RANK No.  Items  Term
-----  -
  1         2  MARKET SHARE
  2         2  SERVICES
  3         1  BELGACOM NV /S A
  4         1  BRITISH BROADCASTING CORP.
  5         1  CBS INTERACTIVE INC
  6         1  CHANNEL FOUR TELEVISION COMPANY LTD
  7         1  COMCAST CORP.
  8         1  COMEDY CENTRAL INC.
  9         1  CONTRACTS
 10         1  FOREIGN OPERATIONS
 11         1  FOX ENTERTAINMENT GROUP INC
 12         1  HARMONICS LTD
 13         1  NAMES
 14         1  NATIONAL BASKETBALL ASSOCIATION
 15         1  OPENTV CORP.
 16         1  RELIANCE COMMUNICATIONS
 17         1  REPORTS
 18         1  SONY CORP.
    
```

To return to the search, you must EXIT RANK and confirm with YES.

TYPE the first two records FROM EACH of the two databases.

Note the product names and codes. We will use them later in Section 3.

```

19          1  WBBM-RADIO (CHICAGO ILLINOIS)
20          1  YOUTH MARKET
          ---end of results---
P = next page      Pn = Jump to page n
P- = previous page M = More Options      Exit = Leave RANK
To view records from RANK, enter VIEW followed by RANK
number, format, and item(s) to display, e.g., VIEW 2/9/ALL.
Enter desired option(s) or enter RANK number(s) to save
terms.

? exit; y
RANK results will be erased; have you saved all the terms
of interest? (YES/NO)
Exiting... (no terms were saved)
    
```

Why use Format 8? Format 8 in most files provides descriptors and other indexed terms. This display often helps to identify additional approaches to the topic that will help you hone in for relevance or broaden the search where you are not getting the results you think you should be getting. You may also see concepts you want to “not” out of your strategy.

```

? t s5/8,/1-2 from each

5/8/1      (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04712470 Supplier Number: 216880700
Enid writes BBC4 fortunes.
November 27, 2009

INDUSTRY NAMES: Broadcasting; Entertainment; Information
industry
PRODUCT NAMES: Television broadcasting (483300)
CONCEPT TERMS: All market information; Market share
GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom
(UNK); Western Europe (WEEX)

5/8/2      (Item 2 from file: 9)
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04694861 Supplier Number: 213406815 (USE FORMAT 7 OR 9
FOR FULLTEXT)
Belgian pay TV market consolidates: cable still dominates
and IPTV's market share continues to grow.
November 2009
WORD COUNT: 877

SPECIAL FEATURES: Table
INDUSTRY NAMES: Consumer electronics; Telecom services
PRODUCT NAMES: Radios and radio combinations (365145);
Satellite communications services (489000)
CONCEPT TERMS: All market information; Market share

5/8/29     (Item 1 from file: 16)
    
```

DIALOG(R)File 16:(c) 2010 Gale/Cengage. All rts. reserv.

16544196 Supplier Number: 216878845
 Spin-off puts ITV2 in lead.(Ratings: Mon 19 October - Sun
 25 October)(Table)(Column)
 Oct 30, 2009
 PUBLISHER NAME: EMAP Maclaren Ltd.
 DESCRIPTORS: *The Xtra Factor (Television program)--Market
 share; In Treatment (Television program)--Market share;
 Television programs--Market share; Television programs--
 Rankings; Television networks--Market share;
 Television programs--Evaluation; Digital television
 EVENT NAMES: *604 (Market share)
 GEOGRAPHIC NAMES: *4EUUK (United Kingdom)
 PRODUCT NAMES: *4833100 (TV Networks)
 INDUSTRY NAMES: BUSN (Business); MCOM (Mass
 communications)
 SIC CODES: 4833 (Television broadcasting stations)
 NAICS CODES: 51312 (Television Broadcasting)

5/8/30 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2010 Gale/Cengage. All rts. reserv.

16542584 Supplier Number: 216880700
 Enid writes BBC4 fortunes.(BBC4's 'Enid')(Table)
 Nov 27, 2009
 PUBLISHER NAME: EMAP Maclaren Ltd.
 DESCRIPTORS: *Enid (Television program)--Market share;
 Enid (Television program)--Statistics; Television
 broadcasting industry--Market share; Digital television
 EVENT NAMES: *604 (Market share); 680 (Labor
 Distribution by Employer)
 GEOGRAPHIC NAMES: *4EUUK (United Kingdom)
 PRODUCT NAMES: *4833000 (Television Broadcasting)
 INDUSTRY NAMES: BUSN (Business); MCOM (Mass
 communications)
 SIC CODES: 4833 (Television broadcasting stations)
 NAICS CODES: 51312 (Television Broadcasting)

TYPE the first record in
 Format 9.

? t s5/9/1

5/9/1 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
 (c) 2010 Gale/Cengage. All rts. reserv.

04694861 Supplier Number: 213406815 (THIS IS THE
 FULLTEXT)
 Belgian pay TV market consolidates: cable still dominates
 and IPTV's market share continues to grow.
 (Focus)
 Screen Digest, n 458, p 332
 November 2009
 DOCUMENT TYPE: Journal (United Kingdom)
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 877

TEXT:
(Television)

* Further consolidation and growth is taking place in the cable TV market

* New DTH platform, Telesat, has launched in Wallonia in 2009

* IPTV poses a growing threat to the cable industry

Territories Belgium Sectors Television, Canle, Satellite, IPTV

Source Screen Digest Television Intelligence

Belgian pay TV reflects the country's regional split, different operators serving Flanders, Wallonia and Brussels.

Despite competition from emerging platforms, particularly IPTV, cable still dominates the pay TV market. With 98 per cent of Flemish cable households, Telenet is the biggest cable TV provider in Flanders. It added 319,000 net subscribers to digital TV, broadband internet and fixed telephony services during first half 2009, observing 'no significant impact from weakening economic conditions yet'. Digital TV packages contributed approximately half of the new subscribers, while analogue TV subscribers dropped by 85,900 in Q2 2009.

Telenet's highest net digital TV addition of 90,000 subscribers for any quarter so far was in Q4 2008 after the acquisition of Interkabel. The quarterly growth rate stood at 16 per cent in Q1 2009 and 10 per cent in Q2. Among Telenet's three core services, digital TV registered the biggest annual net subscriber number growth of 184,000 and the biggest revenue increase by 43 per cent from the prior year period. Uptake of Telenet's video-on-demand (VoD) services has also grown in recent years. Total free VoD transactions grew by 155 per cent from 11m in 2007 to 20m in 2008 and continued to increase by 55 per cent in first half 2009.

Wallonia's cable industry has undergone significant consolidation as well, with Tecteo & NewIco and Brutele now operating under the Voo brand. Tecteo owns 99 per cent of NewIco and aims to integrate the company by the end of this year or the beginning of next year. Tecteo also owns 93.6 per cent of BeTV's pay TV operations now. Under Voo, Tecteo & NewIco and Brutele offer similar packages but the former has a larger market presence than the latter. There is likely to be further integration between Tecteo & NewIco and Brutele. To address the competition from Belgacom TV, Voo has improved its digital TV offers by including a wider range of channels and is rolling out a 320 GB PVR. Tecteo &

NewICo's TV subscriber base was 818,800 in Q2 2009, while Brutele had 270,000 subscribers. For geographic reasons, a small proportion of around 10,000 Flemish residents subscribe to Brutele or Tecteo & NewICo. Tecteo is also an important operator in the Brussels region. Numericable Belgium, formerly Coditel, is the main cable TV operator in Brussels.

The satellite DTH penetration rate stands at 7.7 per cent in 2009, compared with cable's penetration rate of 77.8 per cent. By 2013 we forecast that the DTH penetration rate will grow to 9.2 per cent while cable will drop to 76.3 per cent.

Until 2009, TV Vlaanderen, operating in Flanders since 2006, was the only pay DTH provider. Providence and Airbridge Investments, the private equity investors behind TV Vlaanderen, launched a new satellite operation called TeleSat in Wallonia in January this year, targeting the French-speaking audience. Both TV Vlaanderen and TeleSat's satellite services mainly aim at the low- and medium-end market-offering up to 40 channels at the price of 9.90 (euro) a month.

The satellite platforms have expanded rapidly in rural and suburban areas and compete well with cable in cities. In Flanders, TV Vlaanderen reported 70,000 subscribers as of October 2008, up from 55,000 at end 2007. Analogue switch-off (ASO) in November 2008 boosted TV Vlaanderen's subscriber base, some customers choosing to have satellite TV sets in their second homes or for caravans and mobile homes. In Wallonia, about 20 per cent of the population, mainly rural, does not yet have pay digital TV. TeleSat's satellite platform uses MPEG4 receivers and is ready to offer HD channels. TeleSat aims to expand its subscription base to 100,000 in three to five years.

Belgacom's IPTV platform continues to gather subscriptions, posing a threat to the long-established cable industry. Belgacom has a bigger presence in Wallonia than in Flanders, partially due to Telenet's strong presence in Flanders. Its pay TV service has added 82,000 customers to reach 514,000 subscribers in first half 2009, making it the key driver of Belgacom's revenue growth. Its VoD and HD services are attracting subscribers as well.

TV revenue grew 53 per cent in first half 2009, compensating for the decline in income from mobile and telephony services. Belgacom customers with an internet subscription and a fixed voice line or mobile subscription can now get TV free. ISP Scarlet, acquired by Belgacom, started offering triple-play services at (euro)50 a month in September 2009.

At present DTT services are limited to single multiplexes. In Flanders, the broadcast regulator Vlaamse Regulator voor de Media (VRM) issued a 15-year licence to Norkring, a Telenor subsidiary, to operate the new multiplexes. Norkring must launch digital radio and TV services capable

of being received on fixed and mobile receivers. Norkring has not launched a pay offer yet.

Walloon public services broadcaster RTBF launched its DTT services in 2007. Channels available on DTT currently include RTBF's three channels and Euronews. Channel offering is expected to be increased after ASO in Wallonia scheduled in 2011. WW

Belgium pay TV market share by delivery platform penetration rates for primary subscribers

DTH	8%
IPTV	12%
analogue	51%
DTT	2%
cable	78%
digital	27%

Note: Table made from pie chart

Copyright 2009 Screen Digest

SPECIAL FEATURES: Table

INDUSTRY NAMES: Consumer electronics; Telecom services

PRODUCT NAMES: Radios and radio combinations (365145);

Satellite communications services (489000)

CONCEPT TERMS: All market information; Market share

► **Topic** ◀ Records with tables are likely to contain valuable statistical data, such as sales information or forecasts. Use a database with tabular information for market share articles on the interactive television market. We will continue the search above.

Command Summary

DS
S s5 and sf=table
T s6/8/1-2 from each
T s6/9/2

Use DISPLAY SETS (DS) to review the sets you have created in earlier searches.

SELECT S5 from the previous search and combine it with SF= for special feature.

```
? ds
Set      Items  Description
S1       1139   (INTERACTIVE OR DIGITAL)(3N)(TELEVISION OR
TV)/TI,DE,AB
S2       6081   CT='MARKET SHARE':CT='MARKET SIZE' FROM 9
S3       43261  EC=6? FROM 16
S4       71     S1 AND S2:S3
S5       70     RD (unique items)

? s s5 and sf=table
          70 S5
          15121 SF=TABLE
S6       2 S5 AND SF=TABLE

? t s6/8/all

6/8/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04694861 Supplier Number: 213406815 (USE FORMAT 7 OR 9
FOR FULLTEXT)
Belgian pay TV market consolidates: cable still dominates
```

and IPTV's market share continues to grow.

November 2009

WORD COUNT: 877

SPECIAL FEATURES: **Table**

INDUSTRY NAMES: Consumer electronics; Telecom services

PRODUCT NAMES: Radios and radio combinations (365145);

Satellite communications services (489000)

CONCEPT TERMS: All market information; **Market share**

6/8/2 (Item 2 from file: 9)

DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

04579061 Supplier Number: 198931801 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Riding the recession: book-buyers have spent over 400m (pounds sterling) so far in 2009, while R&J's Book Club is worth more than 5m (pounds sterling). A picture of health? Not quite, writes Philip Stone.

April 17, 2009

WORD COUNT: 581

SPECIAL FEATURES: **Table**

INDUSTRY NAMES: Publishing

PRODUCT NAMES: Books (273000)

CONCEPT TERMS: All market information; **Market share**

GEOGRAPHIC NAMES: European Union (EUCX); United Kingdom (UNK); Western

Europe (WEEEX)

► **Topic** ◀ It would be interesting to see which industries this new technology intersects. Use the RANK command to generate a list of terms on the Industry (IN=) field.

Command Summary

DS

Rank s5 in cont
[Follow RANK menu]

Use DISPLAY SETS (DS) to review the sets you have created in earlier searches.

RANK on the Industry (IN=) field. Note that File 16 does not have an IN field so the resulting list will be from File 9. From the RANK menu we choose to see the 15 most named industries among the records.

? ds

Set	Items	Description
S1	1139	(INTERACTIVE OR DIGITAL)(3N)(TELEVISION OR TV)/TI,DE,AB
S2	6081	CT='MARKET SHARE':CT='MARKET SIZE' FROM 9
S3	43261	EC=6? FROM 16
S4	71	S1 AND S2:S3
S5	70	RD (unique items)
S6	2	S5 AND SF=TABLE

? rank s5 in cont

Started processing RANK

Completed Ranking 70 records

Press ENTER to view the TOP 50 terms

or enter a number N to view the top N terms

or >N to view terms with more than N items

or enter ALL to view all terms

? 15

Enter title for continuous output or press ENTER for current title option

We can see by the RANKed list that a number of industries are involved with interactive television.

To return to the search, we must EXIT RANK and confirm with YES.

```

? industries affected by interactive/digital television
Adding title to results...

INDUSTRIES AFFECTED BY INTERACTIVE/DIGITAL TELEVISION
-----
RANK: S5/1-70   Field: IN=   File(s): 9,16
(Rank fields found in 67 records -- 27 unique terms)
RANK No.  Items  Term
-----  -
      1      28  BUSINESS
      2      17  MASS COMMUNICATIONS
      3      16  ENTERTAINMENT
      4      15  BROADCASTING
      5      15  INFORMATION INDUSTRY
      6      10  TELECOMMUNICATIONS INDUSTRY
      7       8  BUSINESS INTERNATIONAL
      8       6  TELECOMMUNICATIONS
      9       3  BUSINESS GENERAL
     10       3  COMPUTERS
     11       3  HIGH TECHNOLOGY INDUSTRY
     12       3  TELECOM SERVICES
     13       2  ADVERTISING MARKETING AND PUBLIC RELATIONS
     14       2  ARTS AND ENTERTAINMENT INDUSTRIES
     15       2  CONSUMER ELECTRONICS
          ---end of results---

P = next page      Pn = Jump to page n
P- = previous page M = More Options      Exit = Leave RANK
To view records from RANK, enter VIEW followed by RANK
number, format, and item(s) to display, e.g., VIEW 2/9/ALL.
Enter desired option(s) or enter RANK number(s) to save
terms.

? exit;y
RANK results will be erased; have you saved all the terms
of interest? (YES/NO)
Exiting... (no terms were saved)
    
```

Application 3: Using Alerts to Stay Current

It is important to stay on top of industry or company developments. News sources—newspapers, newsletters, journals, newswires—are some of the best sources to use to track the most current activities in an industry. Dialog has an extensive collection of news full-text databases from sources located around the world. For example, you can identify new business development opportunities, obtain only the most relevant late-breaking financial, business, and general news, track new product announcements or mergers and acquisitions, keep abreast of the latest industry trends, and much more.

Database Listings

In recent years the Dialog news collection has grown to include:

- Dialog NewsRoom (File 990), a comprehensive, global news source covering the leading newspapers, business magazines, and newswires from all regions of the world, including emerging markets. This robust database comprises abstracts and fulltext records from the world's important trade, business and scholastic journals, local newspapers, regional business publications, national and international business newspapers, industry newsletters, broadcast transcripts, and corporate news releases.
- Over 5,000 sources of worldwide news (e.g., Canadian Newspapers (File 727), Times/Sunday Times (London) (File 710), Xinhua News (File 618)).
- The world's largest archive of online papers (up to five years for many sources).
- Exclusive fulltext coverage of major-circulation papers including:
 - Miami Herald* (File 702)
 - Philadelphia Inquirer* (File 633)
 - San Jose Mercury News* (File 634)
- World Reporter (File 20) that includes nearly 1,000 authoritative publications representing every region of the world, including hourly updates. An average of 10 new titles are added each month, and cover-to-cover coverage is available for selected publications.
- Fulltext from more than 120 newspapers, business and industry publications, and wire services from ProQuest Newsstand (File 781). Continuous updates included. This database also covers U.S. and international sources, regional, as well as major-market, publications such as:
 - Dallas Morning News*
 - Chicago Sun-Times*
 - Budapest Sun*
 - Daily Mail* (London)
- Newsletters providing highly factual reporting of key events and trends that affect markets, industries, and competitive strategies in the Cengage Gale Newsletter Database (File 636).
- The FIRST (First Release) files to search in continuously updated files (e.g., BusinessWire (File 610), PR Newswire (File 614)).

DIALINDEX Categories

You can also use the DIALINDEX (File 411) categories to search for industry news in a variety of sources. For example, business news categories are set up to include groups of databases for specific geographic areas, such as ASIANEWS, EUROPENEWS, LATINNEWS, INTLNEWS, JAPANNEWS, etc. The PAPERS category provides access to the leading full-text U.S. newspapers. Other categories of full-text newspapers include: PAPERSMJ (major papers), PAPERSC (regional categories), PAPERSOH (State categories), and PAPERSEU (European papers). Check the *Dialog Database Catalog* for additional news sources.

► **Topic** ◀ Find articles on the trends of cable operators to expand their offerings of internet services in Europe.

Command Summary

B 411
 Sf eurbusne
 S cable(2n)
 operator?/ti,de (s)
 (internet or interactive)
 (2n) (television or tv or
 service?)
 Save temp
 Rank files
 B n1:n5; exs
 Rd
 T s2/8,k/1 from each

BEGIN in DIALINDEX
 and SET FILES to
 European Business
 News (EURBUSNE).

SELECT keywords
 using one search
 statement. Use the (S)
 operator in these full-
 text databases.

SAVE TEMP to save
 the search strategy for
 7 days on the Dialog
 system.

Use RANK FILES to
 reorder the file listing
 so that databases with
 the most "hits" appear
 at the top of the list.

```
? b 411

? sf eurbusne
  You have 23 files in your file list.
  (To see banners, use SHOW FILES command)

? s cable(2n)operator?/ti,de(s)(internet or
interactive)(2n)(television or tv or service?)

Your SELECT statement is:
  s cable(2n)operator?/ti,de(s)(internet or
interactive)(2n)(television or tv or service?)

      Items      File
      ----      ----
      122        9: Business & Industry(R)_Jul/1994
                2010/Jan 25
      52         16: Gale/Cengage PROMT(R)_1990-2010/Jan
      59         20: Dialog Global Reporter_1997-
                2010/Jan 26
      76        148: Gale/Cengage Trade & Industry
                DB_1976-2010/Jan 25
      2         160: Gale/Cengage PROMT(R)_1972-1989
      4         258: AP News Jul_2000-2010/Jan 26
      3         635: Business Dateline(R)_1985-2010/Jan
      22        636: Gale/Cengage Newsletter
                DB(TM)_1987-2010/Dec 24
      2         781: ProQuest Newsstand_1998-2010/Jan 26

      9 files have one or more items; file list includes 23
      files. One or more terms were invalid in 3 files.

? save temp
Temp SearchSave "TE746677166" stored

? rank files
Your last SELECT statement was:
  S CABLE(2N)OPERATOR?/TI,DE(S)(INTERNET OR
INTERACTIVE)(2N)(TELEVISION OR TV OR SERVICE?)
Ref      Items      File
```

```

---          -----          -----
N1             122           9: Business & Industry(R)_Jul/1994-
                    2010/Jan 25
N2             76          148: Gale Group Trade & Industry
                    DB_1976-2010/Jan 25
N3             59           20: Dialog Global Reporter_1997-
                    2010/Jan 26
N4             52           16: Gale/Cengage PROMT(R)_1990-2010/Jan
N5             22          636: Gale/Cengage Newsletter
                    DB(TM)_1987-2010/Dec 24
N6             4           258: AP News Jul_2000-2010/Jan 26
N7             3           635: Business Dateline(R)_1985-2010/Jan
N8             2           160: Gale/Cengage PROMT(R)_1972-1989
N9             2           781: ProQuest Newsstand_1998-2010/Jan 26
N10            0           112: UBM Industry News_1998-2004/Jan 27

```

9 files have one or more items; file list includes 23 files.

- Enter P or PAGE for more -

? b n1:n5

```

File 9:Business & Industry(R) Jul/1994-2010/Jan 25
      (c) 2010 Gale/Cengage
File 148:Gale Group Trade & Industry DB 1976-2010/Jan 25
      (c) 2010 Gale/Cengage
File 20:Dialog Global Reporter 1997-2010/Jan 26
      (c) 2010 Dialog
File 16:Gale Group PROMT(R) 1990-2010/Jan 25
      (c) 2010 Gale/Cengage
File 636:Gale Group Newsletter DB(TM) 1987-2010/Dec 24
      (c) 2010 Gale/Cengage

```

? exs

```

Executing TE746677166
      563528 CABLE/TI,DE
      188838 OPERATOR?/TI,DE
      7468205 INTERNET
      1760836 INTERACTIVE
      4631122 TELEVISION
      4345750 TV
      42839893 SERVICE?
S1      331 CABLE(2N)OPERATOR?/TI,DE(S)(INTERNET
          OR INTERACTIVE)(2N)(TELEVISION OR
          TV OR SERVICE?)

```

? rd

S2 249 RD (unique items)

? t s1/8,k/1 from each

```

      1/8,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:(c) 2010 Gale/Cengage. All rts. reserv.

```

```

04419172 Supplier Number: 178834010 (USE FORMAT 7 OR 9
FOR FULLTEXT)

```

```

Cable Operators Dial in IQ Success; Internet , Phone
Service Boost Comcast, Time Warner Cable.

```

May 05, 2008

Use the N numbers to automatically begin the files with the most records.

EXECUTE the search strategy in the appropriate databases.

REMOVE DUPLICATE records when searching multiple databases.

TYPE out a record FROM EACH database using FORMAT 8 to see descriptors and KWIC to see the keywords in the context of the articles.

WORD COUNT: 604

COMPANY NAMES: COMCAST CORP; VERIZON COMMUNICATIONS INC
INDUSTRY NAMES: Broadcasting; Electronic components;
Entertainment; Information industry; Telecom equipment;
Telecom services; Telecommunications
PRODUCT NAMES: Machine made lighting, automotive and
electronic glassware(322938); Optical fiber cable
(335772); Fiber optics equipment exc. connectors, cable,
diodes and multiplexers (366332); Fiber optic
connectors (367885); Communications test equipment NEC
(382555); Telecommunications services (481000); Cable
television (CATV) networks and channels (484014); Cable
television (CATV) systems operators
(484020)

Cable Operators **Dial in 1Q Success**; Internet , Phone
Service **Boost Comcast, Time Warner Cable.**

1/8,K/123 (Item 1 from file: 148)

DIALOG(R)File 148:(c) 2010 Gale/Cengage. All rts. reserv.

0025006017 SUPPLIER NUMBER: 196137354 (USE FORMAT
7 OR 9 FOR FULL TEXT)

**Cable Operator Guangzhou Digital Media Group Uses Envivio
Convergence Headend for New Interactive TV Service .**
March 23, 2009

WORD COUNT: 502 LINE COUNT: 00045

COMPANY NAMES: Microsoft Corp.
INDUSTRY CODES/NAMES: BUSN Business; BUS Business,
general
DESCRIPTORS: Computer software industry; Cable
television; Cable television broadcasting industry;
Interactive television; Image coding
PRODUCT/INDUSTRY NAMES: 4834000 (Cable Television
Systems); 4834250 (Interactive CATV)
SIC CODES: 7372 Prepackaged software; 4841 Cable and
other pay TV services
NAICS CODES: 51321 Cable Networks
TICKER SYMBOLS: MSFT
FILE SEGMENT: NW File 649

**Cable Operator Guangzhou Digital Media Group Uses Envivio
Convergence
Headend for New Interactive TV Service .**

1/8,K/199 (Item 1 from file: 20)

DIALOG(R)File 20:(c) 2010 Dialog. All rts. reserv.

70418651 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**Cable Operator Guangzhou Digital Media Group Uses
Envivio Convergence Headend for New Interactive TV
Service**
March 23, 2009
WORD COUNT: 440

COMPANY NAMES: Cia Colombiana de Inversiones SA
 DESCRIPTORS: Company News; Marketing; New Products & Services
 COUNTRY NAMES/CODES: China (CN)
 REGIONS: Asia
 SIC CODES/DESCRIPTIONS: 4841 (Cable & Other Pay Television Services); 4833 (Television Broadcasting Stations); 4800 (Communications); 2711 (Newspapers)
 NAICS CODES/DESCRIPTIONS: 513 (Broadcasting & Telecommunications); 51321 (Cable Networks); 5132 (Cable Networks & Program Distribution); 51 (Information); 51312 (Television Broadcasting)

Cable Operator Guangzhou Digital Media Group Uses Envivio Convergence Headend for New Interactive TV Service

1/8,K/258 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2010 Gale/Cengage. All rts. reserv.

15710303 Supplier Number: 196137354 (USE FORMAT 7 FOR FULLTEXT)

Cable Operator Guangzhou Digital Media Group Uses Envivio Convergence Headend for New Interactive TV Service.

March 23, 2009

Word Count: 502

PUBLISHER NAME: Business Wire

COMPANY NAMES: *Microsoft Corp.

DESCRIPTORS: *Computer software industry; Cable television; Cable television broadcasting industry; Interactive television; Image coding

PRODUCT NAMES: *4834000 (Cable Television Systems); 4834250 (Interactive CATV)

INDUSTRY NAMES: BUSN (Business); BUS (Business, general)

SIC CODES: 7372 (Prepackaged software); 4841 (Cable and other pay TV services)

NAICS CODES: 51321 (Cable Networks)

TICKER SYMBOLS: MSFT

Cable Operator Guangzhou Digital Media Group Uses Envivio Convergence Headend for New Interactive TV Service.

1/8,K/310 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2010 Gale/Cengage. All rts. reserv.

07140485 Supplier Number: 194431934 (USE FORMAT 7 FOR FULLTEXT)

Ziggo selects ADVA Optical Networking and arcadiz telecom to provide new optical infrastructure; FSP 3000-based platform delivers reliable, scalable bandwidth for Dutch cable operator 's growing Internet services business.

Feb 25, 2009

Word Count: 892

```
PUBLISHER NAME: M2 Communications Ltd.  
COMPANY NAMES: *ADVA Optical Networking  
DESCRIPTORS: *Telecommunications equipment industry  
INDUSTRY NAMES: BUSN (Business); INTL (Business,  
international)  
SIC CODES: 3661 (Telephone and telegraph apparatus)  
  
...to provide new optical infrastructure; FSP 3000-based  
platform delivers reliable, scalable bandwidth for Dutch  
cable operator 's growing Internet services business.
```

Dialog Alert Service

Once you have located the information that relates to your specific market interest, you will want to stay abreast of new technologies, research activities, new laws or regulations, or other issues that may directly affect your business or industry.

Dialog AlertSM is a current awareness service that is available for most regularly updated Dialog databases. By creating an Alert, you can let Dialog do the work, executing your search strategy every time the database is updated. Dialog Alerts can also be established to deliver information directly to constituents, thus allowing a broad base of clients to be served. Use Dialog Alert and you will benefit from:

- Immediate delivery of the news and information your organization needs
- Efficient distribution/archiving with automatic copyright compliance
- Higher productivity – fewer routine searches

Creating an Alert is easy; here's how it works. First, BEGIN in the database(s) in which you want to run your search. In this case, we will use the same general search we did earlier: BEGIN 16. Conduct the search for the information you are interested in—"interactive television" for our search.

► **Topic** ◀ Set up an Alert so that you will continue to receive relevant information on the interactive television industry. Have the Alerts sent to you by e-mail.

At the end of your search, type SAVE ALERT.

Notice that all databases you searched and the search strategy are already listed in the Alert form.

Add an Alert Name; in this example CABLE

You had removed duplicates in the search so that command is also entered for you.

Enter a PRINT command: S#/Format 9/1-20 records or all records.

Select an email address from the drop-down box or create a new address.

Select to have your Alert sent when the database(s) are updated or customize the schedule by selecting how often, the day and time the Alert will be sent.

Check the form and click SAVE to save the Alert.

Alert Name Subaccount

File List:

- Business & Industry(R) (File 9)
- Gale Group Trade & Industry DB (File 148)
- Dialog Global Reporter (File 20)
- Gale Group PROMT(R) (File 16)
- Gale Group Newsletter DB(TM) (File 636)

Options:

- Remove duplicates across databases and against past deliveries (Dedup)
- Notify me even if no new documents are found

Search Commands:

```
S CABLE (2N) OPERATOR?/TI,DE (S) (INTERNET OR INTERACTIVE) (2N) (TELEVISION OR TV OR SERVICE?)
RD
```

Print Commands:

```
print s1/9/1-20
```

Insert Address:

Based on the Alert update frequency:
If any databases have multiple Alert frequencies, make a selection below.

Business & Industry(R) (File 9)
 Daily Weekly Monthly Default (Weekly)

Gale Group Trade & Industry DB (File 148)
 Daily Weekly Monthly Default (Weekly)

Dialog Global Reporter (File 20)
 Daily Weekly Monthly Default (Weekly)

Gale Group PROMT(R) (File 16)
 Daily Weekly Monthly Default (Monthly)

Gale Group Newsletter DB(TM) (File 636)
 Daily Weekly Default (Weekly)

According to this schedule:

Monthly: on day at

Twice a month: on at

Weekly: on at

Daily: at

Throughout the day at:

<input type="checkbox"/> 1 a.m.	<input type="checkbox"/> 2 a.m.	<input type="checkbox"/> 3 a.m.	<input type="checkbox"/> 4 a.m.	<input type="checkbox"/> 5 a.m.	<input type="checkbox"/> 6 a.m.
<input type="checkbox"/> 7 a.m.	<input type="checkbox"/> 8 a.m.	<input type="checkbox"/> 9 a.m.	<input type="checkbox"/> 10 a.m.	<input type="checkbox"/> 11 a.m.	<input type="checkbox"/> Noon
<input type="checkbox"/> 1 p.m.	<input type="checkbox"/> 2 p.m.	<input type="checkbox"/> 3 p.m.	<input type="checkbox"/> 4 p.m.	<input type="checkbox"/> 5 p.m.	<input type="checkbox"/> 6 p.m.
<input type="checkbox"/> 7 p.m.	<input type="checkbox"/> 8 p.m.	<input type="checkbox"/> 9 p.m.	<input type="checkbox"/> 10 p.m.	<input type="checkbox"/> 11 p.m.	<input type="checkbox"/> Midnight

Summary

In this section we began by scoping the marketplace through the trade literature and news sources. First, we looked at databases and techniques for finding an industry overview of the digital television market. Since it is also important to see forecasts for an industry, we then used the extensive indexing available in File 9 to view a forecast for this industry. Finding market share is a good way to identify and track the competition. In the next application, Dialog's powerful RANK command was featured to focus on top players in the digital TV market. Finally, we set up a Dialog Alert to track the digital TV market and have records sent directly to our desktops.

✓ Learning Check 1

It is important to practice the techniques you learned.

1. Name the database(s) you would use to find the following information for an industry overview:
 - Forecasts about an industry
 - Key players in an industry
 - Market share
 - Merger & acquisition information
 - Latest news about a specific industry
2. How do you keep current on a particular industry?
3. What Dialog search technique would you use to find news about an industry from multiple sources?

Section 2: Using Dialog MARKETFULL

In this section you will learn to:

- Use MARKETFULL databases
- Use DIALINDEX to select databases
- Understand the differences among the MARKETFULL databases
- Use the REPORT TITLES feature

What is “Syndicated” Market Research?

Publishers who provide "syndicated" market research, also referred to as "off-the-shelf" research, gather data through extensive interviews with key industry leaders and specially commissioned consumer panels and surveys. Suppliers of this type of research develop expertise in particular areas and often sell the reports to customers as a publication series. Because these off-the-shelf reports are intended by market research firms to be sold commercially to cover the costs of the research, this implies that there is a market or high interest to purchase these reports. Obscure products, industries, or markets are not generally published since there are few customers to buy such reports. However, companies or associations can usually pay a firm to do a custom report--with a premium price tag. "Custom" market research is done under contract with private clients, tailored to their specific needs, and is not disseminated widely. Often the results of custom market research are adapted to create a published market research report that may be available to other interested purchasers.

What is MARKETFULL?

MARKETFULL is a collection of these “off-the-shelf” market research reports, from publishers of syndicated and custom market research that provides detailed, in-depth analysis of various industries from both primary and secondary sources. The reports in MARKETFULL contain key statistics on market share (also known as "brand share"), sales, etc.; many of the statistics are derived from quantitative analysis methods unique to the individual publishers. In addition to a standard methodology, the publishers usually follow a predictable report structure.

Key Features of MARKETFULL DATABASES

- MARKETFULL contains an international collection of full-text market research reports. Table 2 on the following pages provides detail on the coverage of each of these market research databases.
- Each report is divided into many component records. Each record covers a distinct subject and is equivalent to one or two pages of printed text. Use REPORT/TITLES to view tables of content and select desired pages.
- Three levels of titles allow you to search for complete reports and sub-sections of larger reports:
 - Record (/TI)
 - Section (SE=)
 - Main Report Title (MT=, /MT)
- The records contain tables included in the original text.
- The databases share standardized search and display fields for cross-file searching.
 - The databases are updated as reports are received.

Table 2: MARKETFULL DATABASES

Database	Coverage	Updates	Geographic Coverage	Content Focus
BCC Market Research (764)	1990-present on Dialog; 1994- present on DataStar	Monthly	Approx. 80% U.S. market data, 20% world markets	Data about market segmentation; industry structure; production & consumption statistics; new technologies & applications; market penetration; major company profiles; distribution networks; pricing.
Datamonitor Market Research (761)	1992-present	Monthly (Updated as reports are received)	Reports covering UK, France, Italy, Germany, Spain, Europe, U.S. and the world	Syndicated research by industry experts relying on data from exclusively commissioned Gallup surveys, consumer panels, and in-depth trade interviews. Discussion of products, competitive environment, pricing, market share & other key issues.
EIU Market Research Reports (768)	1997-present	Monthly	Europe and Asia	Produced by the Economic Intelligence Unit. Reports on specific topics including a section covering trends in individual countries and regions. Other reports cover management issues that focus on process excellence, acquisitions, executive search, and training.
Freedonia Market Research (763)	6/90-present	Monthly	Focus is 80% U.S. data, 10% Canada, and 10% rest-of-world	Freedonia's Studies & Corporate Intelligence Reports. Analyses of industries & products, covering economic environment, products & technology, end-users market, distribution channels, marketing patterns, competitive strategies, industry structure & market share, company profiles of "major players."
Frost & Sullivan Market Engineering Series (767)	1998+	Monthly	Global	Information technology, aerospace, telecommunications, pharmaceuticals, chemicals & materials and more. Includes market size, growth, number of competitors, patent applications, venture-capital ownership interest, R&D sales and other industry measurements.
Reuters Business Insight (759)	9/2000-present	Monthly	U.S. and international	Reports, written in a "briefing" style, focus on consumer markets, energy, finance, health care, and e-commerce and technology. Includes regulatory information, economic outlook for an industry, competition and major players, and financial considerations.

Application 4: Obtaining Market Research Reports

Market research reports can provide valuable data on the size, growth, and potential of an industry. We can search in the market research databases for forecast information on our industry.

Topic: Use DIALINDEX to check the OneSearch category—MARKETFULL—to see which databases have information on interactive television, and then retrieve the appropriate parts of the research reports.

Command Summary

B 411
 SF MARKETFULL
 S (interactive or digital)(3n)(television or tv)
 Save temp
 Rank files
 B n1; exs
 S s1 and
 py=2009:2010
 Report s2/titles
 Follow the REPORT TITLES menu.

BEGIN in DIALINDEX and SET FILES to MARKETFULL.

SELECT keywords using one search statement.

SAVE TEMP to save the search strategy for 7 days on the Dialog system.

Use RANK FILES to reorder the file listing so that databases with the most "hits" appear at the top of the list.

```
?b 411
File 411:DIALINDEX(R)
DIALINDEX(R)
(c) 2010 Dialog

? sf marketfull
You have 7 files in your file list.

? S (interactive or digital)(3n)(television or tv)
Your SELECT statement is:
S (INTERACTIVE OR DIGITAL)(3N)(TELEVISION OR TV)

      Items   File
      ----   ----
        587   759: Business Insights_1992-2010/Jan
       3104   761: Datamonitor Market Res._1992-
              2010/Feb 12
        142   763: Freedonia Market Res._1990-2009/Nov
        944   764: BCC Market Research_1989-2008/May
       1391   767: Frost & Sullivan Market
              Eng_2010/Feb 12
        333   768: EIU Market Research_2010/Feb 11
         80   769: Verdict Market Res._2008/DEC31

All files have one or more items; file list includes 7
files.

? save temp
Temp SearchSave "TI751515215" stored

? rank files
Your last SELECT statement was:
S (INTERACTIVE OR DIGITAL)(3N)(TELEVISION OR TV)

Ref      Items   File
----      ----   ----
N1         3104   761: Datamonitor Market Res._1992-
              2010/Feb 12
N2         1391   767: Frost & Sullivan Market
              Eng_2010/Feb 12
N3          944   764: BCC Market Research_1989-2008/May
N4          587   759: Business Insights_1992-2010/Jan
```

BEGIN in the database of choice and automatically EXECUTE the search strategy.

You can further limit using a date range.

Use REPORT TITLES to organize the "pages" into individual reports.

```

N5          333   768: EIU Market Research_2010/Feb 11
N6          142   763: Freedonia Market Res._1990-2009/Nov
N7           80   769: Verdict Market Res._2008/DEC31
All files have one or more items; file list includes 7
files.

? b n1:n2
SYSTEM:OS - DIALOG OneSearch
File 761:Datamonitor Market Res. 1992-2010/Feb 12
(c) 2010 Datamonitor
File 767:Frost & Sullivan Market Eng 2010/Feb 12
(c) 2010 Frost & Sullivan Inc.

Set  Items  Description
---  -
? exs
Executing TI751515215
          22721 INTERACTIVE
          64506 DIGITAL
          24263 TELEVISION
          21091 TV
S1      4495 (INTERACTIVE OR DIGITAL)(3N)(TELEVISION
          OR TV)

? s s1 and py=2009:2010
          4495 S1
          1501602 PY=2009 : PY=2010
S2      1039 S1 AND PY=2009:2010

?. report s2/titles
DIALOG(R) ONLINE TABLE OF CONTENTS
LIST OF REPORT TITLES

ITEM NUMBER, MAIN TITLE
-----
1  World Video Nonlinear Editing Market
F0767: Market Engineering Research
December 2009/31 records

2  World Video Server Market
F0767: Market Engineering Research
December 2009/45 records

3  AU Optronics Corporation - SWOT Analysis
F0761: DATAMONITOR
December 2009/15 records

4  Broadcasting & Cable TV in the United States
F0761: DATAMONITOR
December 2009/11 records

Enter one item number, P for next page, or EXIT to leave
TITLES:

Enter one item number, P for next page, P- for previous
page, or EXIT to leave TITLES:

```

Enter the report number for the one you want to view.

We have a choice of viewing all pages in the table of contents or the section headings. Market research reports can be very lengthy, so check the number of pages before selecting the entire Table of Contents or the Section Headings.

Choose the record title you want to retrieve. We have chosen number 2.

You can display records on the screen or have them sent to you.

? . 4

Enter (S)ection Headings only, (C)omplete table of contents, M to return to Main Menu Listing or EXIT to leave TITLES:

? . c

DIALOG(R) F0761: DATAMONITOR
Table of Contents

Main Title: Broadcasting & Cable TV in the United States
Date: December 2009

-
- BROADCASTING & CABLE TV IN THE UNITED STATES
- 1 EXECUTIVE SUMMARY; AN=02140989
 - 2 **MARKET OVERVIEW; AN=02140990**
 - 3 MARKET VALUE; SF=TABLE; AN=02140991
 - 4 MARKET SEGMENTATION I; SF=TABLE; AN=02140992
 - 5 MARKET SEGMENTATION II; SF=TABLE; AN=02140993

LEADING COMPANIES

- 6 VIACOM INC.; SF=TABLE; AN=02140994
- 7 TIME WARNER INC.; SF=TABLE; AN=02140995
- 8 COMCAST CORPORATION; SF=TABLE; AN=02140996

MARKET FORECASTS

- 9 **MARKET VALUE FORECAST; SF=TABLE; AN=02140997**

BROADCASTING & CABLE TV IN THE UNITED STATES

- 10 MACROECONOMIC INDICATORS; SF=TABLE; AN=02140998
- 11 APPENDIX; AN=02140999

Enter item number(s) (e.g. 1,4,6-10) only, C to repeat Table of Contents, M to return to Main Title Listing or EXIT to leave TITLES:

? . 2

Enter D to display records on your screen. For delivery to previously SET ADDRESSES, enter E for email or enter an existing alternate address name (e.g., ADSITE2). Press (ENTER) to return to menus or EXIT to leave TITLES:

? . d

02140990

BROADCASTING & CABLE TV IN THE UNITED STATES: MARKET OVERVIEW

Main Title: Broadcasting & Cable TV in the United States
Pub. Date: December 29, 2009
Source: DATAMONITOR
Telephone: +44 20 7551 9000
Word Count: 462 (1 pp.)
Language: English
Market Definition

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming. The market is valued as the revenues generated by broadcasters through advertising, subscriptions, or public funds (either through TV licenses, general taxation, or donations). Any currency conversions included in this report have been calculated using constant annual average exchange rates.

For the purpose of this report the global figure is deemed to comprise of the Americas, Asia-Pacific and Europe. The Americas comprises Argentina, Brazil, Canada, Chile, Colombia, Mexico, Venezuela, and the US.

Europe comprises Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Romania, Russia, Spain, Sweden, the Ukraine and the United Kingdom.

Asia-Pacific comprises Australia, China, Japan, India, Singapore, South Korea and Taiwan.

Research Highlights

The US broadcasting and cable TV market generated total revenues of \$134.2 billion in 2008, representing a compound annual growth rate (CAGR) of 3.8% for the period spanning 2004-2008.

The TV advertising segment was the market's most lucrative in 2008, generating total revenues of \$69.7 billion, equivalent to 52% of the market's overall value.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1% for the five-year period 2008-2013, which is expected to drive the market to a value of \$141.4 billion by the end of 2013.

Market Analysis

The US broadcasting and cable TV market has grown at a relatively steady rate in recent years. Market decline is expected in 2009 and 2010, followed by recovery in 2011 and accelerating growth through to 2013.

The US broadcasting and cable TV market generated total revenues of \$134.2 billion in 2008, representing a compound annual growth rate (CAGR) of 3.8% for the period spanning 2004-2008. In comparison, the European and Asia-Pacific markets grew with CAGRs of 2.9% and 5.8% respectively, over the same period, to reach respective values of \$85.8 billion and \$68.2 billion in 2008.

The TV advertising segment was the market's most lucrative in 2008, generating total revenues of \$69.7 billion, equivalent to 52% of the market's overall value. The TV subscriptions segment contributed revenues of \$61.6 billion

in 2008, equating to 45.9% of the market's aggregate revenues.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1% for the five-year period 2008-2013, which is expected to drive the market to a value of \$141.4 billion by the end of 2013. Comparatively, the European and Asia-Pacific markets will grow with CAGRs of 1.1% and 5.3% respectively, over the same period, to reach respective values of \$90.6 billion and \$88.3 billion in 2013.

THIS IS THE FULL-TEXT.
Copyright Datamonitor 2009

Country: UNITED STATES
Industry: TECHNOLOGY

Enter item number(s) (e.g. 1,4,6-10) only, C to repeat
Table of Contents, M to return to Main Title Listing or
EXIT to leave TITLES:

? **exit**

Leaving Report/TITLES...

Once we have viewed all necessary records, we EXIT from the REPORT TITLES menu to start a new search.

Summary

In Section 2 you used DIALINDEX to help you select the most appropriate databases from the MARKETFULL collection of full-text market research reports. You used the REPORT TITLES feature to view Tables of Content for these reports and select the specific pages of a report that best met your information needs.

✓ Learning Check 2

1. What command allows you to view the table of contents of a full-text market research report?
2. Answer the following questions about market research databases:
 - a. Name two databases that have market research reports primarily on the U.S.
 - b. What database would you choose to obtain a report on the telecom industry?
 - c. Name a database that will provide a report on consumer products in Europe.
 - d. What database will provide reports on developing markets of Asia?
3. What are advantages of using DIALINDEX?



Section 3: Investigating the Market Using Industry and Product Codes

In this section you will learn to:

- Identify differences between industry and product codes
- Use product codes to refine a search
- Locate product or industry codes using the Product Code Finder File (File 413)

A common business research request is to gather information on specific products. Product information can be found in a variety of sources—financial reports, market reports, news articles, new product announcements, technical specifications, etc. Table 3 on page 52 lists some of the files on Dialog that provide product information.

To conduct a search on a known product, you can use classification codes. Codes enable you to locate product information (or company or industry information) quickly, precisely, and comprehensively without entering a lengthy strategy or worrying about terminology.

The following table provides a selected list of product information databases on Dialog.

Table 3: Databases with Product Information on Dialog

File Name	File Number	Content Description
Brands and Their Companies	116	Worldwide directory of over 282,000 consumer brand names.
Business & Industry™	9	Comprehensive, multi-industry database; international in scope.
Kompass Asia/Pacific	592	Business information and product listings for 265,000 Asian and Pacific Rim companies.
Kompass Canada	594	Business information and product listings for 30,000 Canadian companies.
Kompass Central/Eastern Europe	593	Business information for more than 250,000 companies in Central and Eastern Europe.
Kompass Middle East/Africa/Mediterranean	585	Business information for 140,000 companies in the emerging economies of the Middle East, Africa and the Mediterranean areas.
Kompass Western Europe	590	Business information and product listings for 300,000 European companies.
Kompass USA	584	Business information for more than 135,000 companies in the U.S.
New Product Announcements/Plus®	621	Corporate press releases announcing new products.
Cengage/Gale Newsletter Database™	636	Specialized newsletters providing data on companies, products, markets, and technologies.
PIERS Exports, Imports	571, 573	Shipments out of, and into, U.S. seaports.
PIERS Exports, Imports Latin America	572, 574	Shipments out of, and into, Latin American seaports.
Cengage/Gale PROMT®	16,160	Broad and comprehensive coverage of international business literature.
TableBase™	93	Statistical data including product information.
Thomas Register Online®	535	Directory of manufacturers and their products.
Cengage/Gale Trade & Industry Database™	148	Comprehensive coverage of international trade literature.

Application 5: Using RANK to Locate Product Names

In Section 1 we looked at the topmost industries involved in the development of interactive television using the RANK command. It appears from that example that a number of industries are involved in interactive television. This makes doing a comprehensive search more challenging since we might have to include so many diverse keywords. In this application we'll identify the product names that revolve around interactive television. We can again use the RANK command.

Topic: Create a list of the top 10 products mentioned in articles about the interactive television industry. The first part of this search is the same as that in Application 2 from Section 1 (see page 8).

Enter a SELECT statement. Restrict to the Title (/TI), Descriptor (/DE) or Abstract (/AB) fields. The /DE field also includes the /PN, CT= and MT= fields in File 9, and the /DE and /PN fields in File 16.

SELECT the Concept Term for market share or market size that is used in File 9.

SELECT the Event Code for Marketing from File 16. Use truncation following the code.

Remove duplicates (RD).

Now, RANK on Product Name (PN) to get an idea of indexing on the product sectors for interactive television.

End of results refers to the top 20 product terms; enter P to see more.

```
? B 9, 16 current
? s (interactive or digital)()(television or tv)/ti,de,ab
      3748 INTERACTIVE/TI,DE,AB
      12255 DIGITAL/TI,DE,AB
      15062 TELEVISION/TI,DE,AB
      18028 TV/TI,DE,AB
S1      854 (INTERACTIVE OR DIGITAL)()(TELEVISION OR
          TV)/TI,DE,AB
? s ct=(market share or market size) from 9
      4431 CT=MARKET SHARE
      1687 CT=MARKET SIZE
S2      6081 CT=(MARKET SHARE OR MARKET SIZE) FROM 9
? s ec=6? from 16
S3      43261 EC=6? FROM 16
? s s1 and s2:s3
      854 S1
      49342 S2:S3
S4      57 S1 AND S2:S3
? rd
S5      57 RD (unique items)
? rank s5 pn cont
Started processing RANK
Completed Ranking 57 records
Press ENTER to view the TOP 50 terms
  or enter a number N to view the top N terms
  or >N to view terms with more than N items
  or enter ALL to view all terms
? 20
Enter title for continuous output or press ENTER for
current title option
? product sectors covered in the development of
interactive/digital television
Adding title to results...
PRODUCT SECTORS COVERED IN THE DEVELOPMENT OF
```

```

INTERACTIVE/DIGITAL TELEVISION
-----
RANK: S5/1-57   Field: PN=   File(s): 9,16
(Rank fields found in 45 records -- 32 unique terms)
RANK No.  Items  Term
-----  -
1         16   TELEVISION BROADCASTING
2         5    TV NETWORKS
3         2    BOOKS
4         2    CABLE TELEVISION EQUIPMENT
5         2    CABLE TELEVISION SYSTEMS
6         2    CATV CONVERTERS EX ADDRESSABLE
7         2    COMMUNICATIONS
8         2    SIGNAL CONVERTERS
9         2    TELEPHONE AND TELEGRAPH APPARATUS
10        2    TELEVISION PRODUCTION
11        1    BOOK CLUBS, NOT PUBLISHING
12        1    BOOKS - PUBLISHING, OR PUBLISHING AND
          PRINTING
13        1    BROADCAST REGULATION
14        1    CABLE TELEVISION (CATV) NETWORKS AND
          CHANNELS
15        1    CABLE TELEVISION (CATV) SYSTEMS OPERATORS
16        1    COMMUNICATIONS PROGRAMS
17        1    COMMUNICATIONS REGULATN-TOTAL GOVT
18        1    COMPUTERS
19        1    ELECTRONIC NAVIGATION SYSTEMS
20        1    INTERACTIVE CABLE TELEVISION (CATV)
          ---end of results---

P = next page      Pn = Jump to page n
P- = previous page M = More Options      Exit = Leave RANK
To view records from RANK, enter VIEW followed by RANK
number,format, and item(s) to display, e.g., VIEW 2/9/ALL.
Enter desired option(s) or enter RANK number(s) to save
terms.
? exit; y

RANK results will be erased; have you saved all the terms
of interest? (YES/NO)

Exiting... (no terms were saved)

```

We can see from the list of product sectors above that there are numerous product areas involved in this industry. In this next example we'll take a look at some of the coding involved with these product sectors.

Application 6: Using Industry and Product Codes

Product and industry codes are standardized two-to-eight-digit numbers used to identify a product or service. Since most codes are arranged hierarchically, the searcher can quickly locate either a very broad industry category or a very specific product.

- **SIC Codes** – Many of the databases on Dialog use 4-digit SIC Codes, the Standard Industrial Classification (SIC) system developed by the United States government. In the United Kingdom, there is also a government-produced Standard Industrial Classification system which is used in some of the British databases on Dialog. Germany and Japan have their own SIC systems. U.S. SIC codes are available in printed form from the U.S. Government Printing Office.

SIC codes can be searched using the prefix SC= (e.g., sc=5942). Primary SIC codes, which exemplify a company's main line of business, may be searched with the prefix PC= in some databases. Check the Bluesheet for the prefixes to use.

- **NAICS Codes** – NAICS Codes (North American Industry Classification System) are a government-created classification system that covers the United States, Canada, and Mexico. NAICS Codes provide a more up-to-date listing of industries and their codes than the SIC code listing (e.g., codes for Internet technology). Many databases on Dialog have added, or will add, NAICS codes. For example, the Gale Group has adopted the NAICS coding system in its files on Dialog databases. NAICS codes are currently available in the following Gale Group files: *Prompt* (File 16), *Trade & Industry* (File 148), *Computer Database* (File 275), *Aerospace/Defense Markets & Technology* (File 80), *New Product Announcements/ Plus* (File 621), *Newsletter Database* (File 636), *F&S Index* (File 80), and *Marketing and Advertising Reference Service* (File 570). They are also available in *World Reporter* (File 20). Use the prefix NC= to search on NAICS codes. Check the database Bluesheet for availability of the NAICS codes.
- **Product Codes** – Specialized Product Codes, a hierarchical coding system based on the four-digit U.S. SIC codes, have been developed by some database providers, such as Gale Group, Dun & Bradstreet, and Responsive Database Services. Illustrated below is an example from Gale Group of their seven-digit product codes based on the NAICS codes. The codes are automatically truncated so that SELECTing a code with less than seven digits will retrieve all the more specific codes beginning with those digits.

S PC=48	Communications
S PC=481	Telecommunications
S PC=4811	Telephone Communications
S PC=48118	Mobile Radio Service
S PC=4811801	Cellular Mobile Radio Services

In Business & Industry SIC codes have also been used to form more specialized product codes. For example, 2834 is the SIC code for “pharmaceutical preparations.” Two digits are added to create the code 283407 for “analgesics.”

Note: By EXPANDING on PC=, you can see an annotated list of product codes.

Other databases, such as the Kompass files and PIERS, use product coding schemes developed specifically for their databases.

- **Other Codes** – The Cengage Gale also offers other codes to aid in retrieval of more precise results. Event Codes (EC=) are useful for isolating a particular type of information (e.g., sales and consumption, new products, or market share). A search can also be restricted to a particular geographic area using either Country Codes (CC=) or Country Names (CN=). By EXPANDING on a prefix (CN=, CC=, EC=, EN=), you can see an annotated list of country or event names or codes.

Cengage Gale uses business terminology to enable highly specific retrieval. Indexing includes concept terms, marketing terms, and countries and regions. For example, marketing terms that deal with the advertising or marketing of consumer products and services include: MT=All Product Marketing; MT=Distribution; or MT=Distribution Channels. Geographic codes limit to specific countries or regions of the world (e.g., GC=PAR (Pacific Rim as a region).

Topic: The potential of interactive television services is to deliver "e-content"--online information and services--not just entertainment. In Application 5 (page 53) we noted that "online information" was one of the most used product terms in our RANKed list. Try a free text search on the product or industry and view the indexing to see what codes may be available.

Command Summary

b 148
s e()content/ti,de or
(online or on()line) ()
information/ti,de
t s1/8/1-3

BEGIN in Cengage/
Gale Trade & Industry
Database (File 148).
This database contains
SIC, NAICS, and
Gale's own product
codes.

TYPE out a few
records in Format 8 to
identify the codes for
this industry and
service.

```
? b 148
? s e()content/ti,de or (online or on()line)()
information/ti,de
      200868 E/TI,DE
      42219 CONTENT/TI,DE
      188 E/TI,DE(W)CONTENT/TI,DE
      332936 ONLINE/TI,DE
      2036792 ON/TI,DE
      319887 LINE/TI,DE
      167100 ON/TI,DE(W)LINE/TI,DE
      986786 INFORMATION/TI,DE
      153783 (ONLINE/TI,DE OR ON/TI,DE(W)LINE/TI,DE)
      (W)INFORMATION/TI,DE
      S1 153950 E()CONTENT/TI,DE OR (ONLINE OR
      ON()LINE)()INFORMATION/TI,DE
? t s1/8/1-3
1/8/1
DIALOG(R)File 148:(c) 2010 Gale/Cengage. All rts. reserv.
0026329949 SUPPLIER NUMBER: 217335405 (USE FORMAT
7 OR 9 FOR FULL TEXT)
AdGooroo Offers 4Q Search Engine Advertiser Report.
Jan 22, 2010
WORD COUNT: 251 LINE COUNT: 00025
COMPANY NAMES: Yahoo! Inc.--Reports
INDUSTRY CODES/NAMES: BUSN Business; INTL Business,
international; TELC Telecommunications industry
DESCRIPTORS: Information services--Reports; Information
services industry
```

Note the NAICS code listed for online information services.

--Reports; Online information services--Reports;
 Online services--Reports
 PRODUCT/INDUSTRY NAMES: 7399200 (Info Services ex
 Database); 4811520
 (Videotex & Teletext); 9912612 (Online Retrieval Systems)
 SIC CODES: 7375 Information retrieval services
 NAICS CODES: 514199 All Other Information Services;
514191 On - Line Information Services
 TICKER SYMBOLS: YHOO

1/8/2

DIALOG(R)File 148:(c) 2010 Gale/Cengage. All rts. reserv.

0026329839 SUPPLIER NUMBER: 217335232 (USE FORMAT
 7 OR 9 FOR FULLTEXT)

Twenga Wins Red Herring 100 Global Award.(Brief article)
 Jan 22, 2010

WORD COUNT: 329 LINE COUNT: 00029

INDUSTRY CODES/NAMES: BUSN Business; INTL Business,
 international; TELC Telecommunications industry
 DESCRIPTORS: Online information services--
 Achievements and awards; Information services--Achievements
 and awards; Online services--Achievements and awards
 GEOGRAPHIC CODES/NAMES: 4EUUK United Kingdom
 PRODUCT/INDUSTRY NAMES: 4811520 (Videotex & Teletext)
 SIC CODES: 7375 Information retrieval services
 NAICS CODES: 514191 On - Line Information Services

1/8/3

DIALOG(R)File 148:(c) 2010 Gale/Cengage. All rts. reserv.

0026329791 SUPPLIER NUMBER: 217335182 (USE FORMAT
 7 OR 9 FOR FULLTEXT)

ProQuest Acquires London School of Economics International
 Bibliography.

Jan 22, 2010

WORD COUNT: 286 LINE COUNT: 00027

COMPANY NAMES: ProQuest L.L.C.

INDUSTRY CODES/NAMES: BUSN Business; INTL Business,
 international; TELC Telecommunications industry
 DESCRIPTORS: Database industry; Bibliography
PRODUCT/INDUSTRY NAMES: 7375000 (Database Vendors)
SIC CODES: 7374 Data processing and preparation; 7375
Information retrieval services
NAICS CODES: 514191 On - Line Information Services

Check the Product/
 Industry Names and
 Codes for Online
 Services.

Topic: Find articles focused on the online services that may be offered via interactive television. The use of a standard code enables relevant articles to be retrieved regardless of variations in the exact wording of a product or service. For comprehensive retrieval, it is a good idea to use appropriate product and industry codes in conjunction with keywords.

Command Summary

S nc=514191 or
pc=4811520
E pc=4811520
S e3:e27
S pc=481152
S interactive(2w)(tv or
television)/ti,de
S (s2 or s3) and s5
T s6/3/1-3

Search both NAICS
and Product Codes.

Codes are hierarchical
so it is good to
EXPAND to view
related codes in case
any might be more
relevant. Note that the
main code—481152—
includes all the more
specific or “narrower”
products that begin
with this code.

If we SELECT all of the
more specific E
numbers for 481152
and compare that to
SELECTING the broad
product code 481152
we see that the results
are the same.

By combining the two
NAICS and Product
code searches with the
“interactive television”
search, we can retrieve
the most
comprehensive results.

View some of the
records.

```
? s nc=514191 or pc=4811520
      152443 NC=514191 ON-LINE INFORMATION SERVICES
      114450 PC=4811520
S2 152443 NC=514191 OR PC=4811520

? e pc=4811520

Ref  Items  Index-term
E1   28    PC=4811510 ELECTRONIC MAIL SERVICES
E2  201327  PC=481152
E3  114450  *PC=4811520 (ONLINE SERVICES)
E4   6592  PC=4811520 (VIDEOTEX & TELETEXT)
E5    4    PC=4811520 VIDEOTEX & TELETEXT
E6   1131  PC=4811521 (HOME TV DATA SERVICE)
E7    61   PC=4811521 (VIDEOTEX SERVICES)
E8    61   PC=4811521 HOME TV DATA SERVICE
E9   32173 PC=4811522 (INTERNET ACCESS PROVIDERS)
E10  3669   PC=4811523 (HOME BANKING SERVICE)
E11   39   PC=4811523 HOME BANKING SERVICE
E12  19709  PC=4811524 (TELESHOPPING SERVICES)
. . . .
      Enter P or PAGE for more

? s e3:e27
      S3 201327 PC='4811520':PC='4811529'

? s pc=481152
      S4 201327 PC=481152

? s interactive(2w)(tv or television)/ti,de
      48859 INTERACTIVE/TI,DE
      119226 TV/TI,DE
      445121 TELEVISION/TI,DE
      S5 6929 INTERACTIVE(2W)(TV OR TELEVISION)/TI,DE

? s (s2 or s3) and s5
      152443 S2
      201327 S3
      6929 S5
      S6 300 (S2 OR S3) AND S5

? t s6/3/1-3
      6/3/1
DIALOG(R)File 148:Gale Group Trade & Industry DB
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0022308725 SUPPLIER NUMBER: 164837066 (USE FORMAT
7 OR 9 FOR FULLTEXT)
```

AOL Latino launches Fashionista online reality series.(America Online Latin America Inc.)(Brief article)
Telecomworldwire, NA

June 12, 2007

DOCUMENT TYPE: Brief article ISSN: 1363-9900

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 205 LINE COUNT: 00020

6/3/2

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2010 Gale/Cengage. All rts. reserv.

0021999153 SUPPLIER NUMBER: 160804476 (USE FORMAT
7 OR 9 FOR FULLTEXT)

Digital brief: YooMedia to provide interactive TV services.(Comic Relief)(Brief article)

Marketing, 14

March 21, 2007

DOCUMENT TYPE: Brief article ISSN: 0025-3650

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 32 LINE COUNT: 00006

6/3/3

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c) 2010 Gale/Cengage. All rts. reserv.

0021741190 SUPPLIER NUMBER: 158226610 (USE FORMAT
7 OR 9 FOR FULLTEXT)

BBC plans virtual CBBC World for children.(British Broadcasting Corp.)(Brief article)

Telecomworldwire, NA

Jan 24, 2007

DOCUMENT TYPE: Brief article ISSN: 1363-9900

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 153 LINE COUNT: 00015

Application 7: Locating a Product Code Without a Manual

Although all of the codes are available in printed form, you may not have ordered the manuals from each database producer. Nonetheless, you can still find the codes online in the Dialog Product Code Finder (File 413). Dialog Product Code Finder is a database designed to aid in locating product information in Dialog databases. Each record in File 413 contains a Product Name (PN=), Product Code (PC=), or SIC (SC=) entry, the database in which it was found, and the number of entries available. Use File 413 to identify databases that have information on a specific product and also to determine the appropriate product codes for searching. It can help you to:

- Verify product names
- Locate the appropriate databases for a given product
- Identify variant product names through a rotated index
- Access an international thesaurus of product names and codes.

Note: For a complete list of files included in this database, enter HELP NEWS 413.

Topic: Manufacturing equipment necessary for interactive television will be one of the many side industries that will be involved in the interactive television industry. Use the Product Code Finder to find databases that contain articles indicating what companies are involved with the hardware end of the industry.

Command Summary

B 413
 S interactive()
 (television or tv)/pn
 Report s1/product
 Follow the menu
 s s3 and equipment
 s s4/2009
 t s5/3,k/all

BEGIN in the Product Code Finder file and SELECT key terms for the topic. Product names can be searched in the Basic Index using /PN or in the Additional Index using PN=. Note: EXPANDING PN= creates a rotated list of product names.

Enter REPORT S#/PRODUCT to create a tabular list of products.

```
? b 413
File 413:DIALOG PRODUCT CODE FINDER(TM) 2009/DEC
(c) 2009 Dialog

? s interactive()(television or tv)/pn
          95 INTERACTIVE/PN
        1635 TELEVISION/PN
          346 TV/PN
          S1 17 INTERACTIVE()(TELEVISION OR TV)/PN

? report s1/product
DIALOG(R)File 413 :DIALOG PRODUCT CODE Finder
(c) 2009 Dialog All rts. reserv.

          17 Products Available

Product Name          Product Code    File Number    Record Count
-----
1 INTERACTIVE TELEVISION          833941      256           6
2 INTERACTIVE TELEVISION SERVICES 4834250     16          4796
3 INTERACTIVE TELEVISION SERVICES 4834250     18          2820
4 INTERACTIVE TELEVISION SERVICES 4834250     570         1767
5 INTERACTIVE TELEVISION SERVICES 4834250     621          308
6 INTERACTIVE TELEVISION SERVICES 4834250      80           84
7 INTERACTIVE TELEVISION SERVICES NEC 4834259     16           791
8 INTERACTIVE TELEVISION SERVICES NEC 4834259     18          351
9 INTERACTIVE TELEVISION SERVICES NEC 4834259     570          247
10 INTERACTIVE TELEVISION SERVICES NEC 4834259     621           85
```

The list identifies each database and product code in its file.

Note: You can also use FI=<file number> to limit to codes for a specific file(s).

Select the numbers that represent the databases or product codes you are interested in.

Through the Product Code Finder menu, the items are automatically saved and executed in the file you choose.

Limit the search using additional keywords and/or date ranges.

TYPE out a few records using the KWIC format to see the keywords in the context of the articles.

Note some of the product names for kinds of equipment.

```
11 INTERACTIVE TELEVISION SERVICES NEC      4834259      80      3
Enter item number(s), P for next page, or EXIT to end
Report:
? 2,7
```

```
Selected item(s): 2,7
Items from file(s): 16
```

```
Enter YES to save items and begin searching these files,
P for next page, or EXIT to end Report:
? y
```

```
Temp SearchSave "TD635" stored
3 Select Statements, 2 Search Term(s)
SearchSave TD635
```

```
1 SearchSave(s), 2 Search Term(s)
Leaving Report/PRODUCT...
```

```
File 16:Gale Group PROMT(R) 1990-2010/Jan 25
(c) 2010 Gale/Cengage
```

Set	Items	Description
S1	102	PC="4834250 " (INTERACTIVE CATV) FROM 016
S2	791	PC="4834259 " (INTERACTIVE TELEVISION SERVICES NEC FROM 0-16
S3	893	S1:S2

```
? s s3 and equipment
      893 S3
      2583602 EQUIPMENT
S4      148 S3 AND EQUIPMENT
```

```
? s s4/2009
      148 S4
      945699 PY=2009
S5      12 S4/2009
```

```
? t s5/3,k/all
5/3,K/1
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2010 Gale/Cengage. All rts. reserv.
```

```
16439211 Supplier Number: 213910675 (USE FORMAT 7 FOR
FULLTEXT)
```

```
Chongqing Cable Partners with NDS and DOXTV to Launch
China's First HD DVR and Push VOD Service.
```

```
Business Wire, pNA
Dec 10, 2009
```

```
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 980
```

```
...DESCRIPTORS: China; Video-on-demand; Interactive
television; Video equipment industry; Personal video
```

recorders; High-definition television
PRODUCT NAMES: *4834250 (Interactive CATV) ; 9106540
(Energy Conservation)
SIC CODES: 4841 (Cable and other pay TV services); 3651
(Household audio and video equipment)
20091210

5/3,K/2
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2010 Gale/Cengage. All rts. reserv.

16215173 Supplier Number: 208030279 (USE FORMAT 7 FOR
FULLTEXT)
DU TV: INTERACTIVE TV ARRIVES IN MIDDLE EAST.
Telephone IP News, v20, n10, pNA
Oct 1, 2009
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 1032

DESCRIPTORS: *Telecommunications equipment industry;
Computer software industry; Interactive television
PRODUCT NAMES: *4834250 (Interactive CATV)
20091001

5/3,K/3
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2010 Gale/Cengage. All rts. reserv.

16204464 Supplier Number: 207703754 (USE FORMAT 7 FOR
FULLTEXT)
NDS Snowflake Wins Best Interactive TV Application at IBC
2009.
Business Wire, pNA
Sept 12, 2009
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 578

PRODUCT NAMES: *9106540 (Energy Conservation); 3662255
(CATV Converters ex Addressable); 4834250 (Interactive
CATV)
SIC CODES: 4841 (Cable and other pay TV services); 3663
(Radio & TV communications equipment)

...NAICS CODES: of Communications, Electric, Gas, and
Other Utilities);33422 (Radio and Television Broadcasting
and Wireless Communications Equipment Manufacturing);
51321 (Cable Networks)
20090912

.
5/3,K/9
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2010 Gale/Cengage. All rts. reserv.

15915856 Supplier Number: 200919654 (USE FORMAT 7 FOR FULLTEXT)

Alcatel-Lucent supports Telefonica for Spain's first IPTV interactive advertising proof-of-concept pilot.(SPAIN)
European Telecom, v14, n4, p14(1)
April, 2009

Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 118

DESCRIPTORS: *Telecommunications equipment industry;
Advertising; Interactive television; Telecommunications
services industry; Communications industry

PRODUCT NAMES: *7310100 (Consumer Advertising); 4834250
(Interactive CATV) ; 4800000 (Communications) 20090401

5/3,K/10

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2010 Gale/Cengage. All rts. reserv.

15734410 Supplier Number: 196426306 (USE FORMAT 7 FOR FULLTEXT)

NDS Supplies End-to-End Security, Middleware and
Interactive TV Solution
for AT&T CruiseCastSM Service.(Company overview)

Business Wire, pNA

March 27, 2009

Language: English Record Type: Fulltext
Article Type: Company overview
Document Type: Newswire; Trade
Word Count: 1282

... organizations, and the AT&T brand is licensed to
innovators in such fields as communications equipment . As
part of their three-screen integration strategy, AT&T
operating companies are expanding their...

PRODUCT NAMES: *4834250 (Interactive CATV); 3662255

(CATV Converters ex Addressable); 4811801 (Cellular

Mobile Radio Services); 9106540 (Energy Conservation...

SIC CODES: 3651 (Household audio and video equipment);

5731 (Radio, TV, & electronic stores); 4841 (Cable and

other pay TV services); 3663 (Radio & TV communications

equipment); 4812 (Radiotelephone communications); 4832

(Radio broadcasting stations); 4833 (Television

broadcasting stations)

NAICS CODES: 51321 (Cable Networks); 33422 (Radio and

Television Broadcasting and Wireless Communications

Equipment Manufacturing); 513322 (Cellular and Other

Wireless Telecommunications); 92613 (Regulation and

Administration of Communications, Electric, Gas...)

20090327

Summary

Several commands were introduced in this seminar. They include:

Command	Description
RANK CONT <ul style="list-style-type: none"> • RANK IN CONT • RANK CO CONT • RANK PN CONT 	Provides a continuous display of terms in ranked order with the most frequently appearing term shown first. <ul style="list-style-type: none"> • Provides a listing of industries • Provides a listing of companies • Provides a listing of product names
EXPAND	Displays an alphabetical portion of the index of searchable terms in a particular database.
REMOVE DUPLICATES (RD)	Removes duplicate records in a multiple file search.
REPORT TITLES	Creates a menu of reports that are available on a given company, industry, or market and provides a table of contents of the reports for viewing.
SAVE ALERT	Saves a search strategy so that it will be run whenever the specified database is updated.

The following table provides a summary of key files for market, product, and industry research.

File	Product/Industry	Topic Indexing	Search Statement
Business & Industry™, File 9	PC=, PN=, TN= IN=, /DE	CT=, MT=	S PC=4840 AND CT=MARKET SHARE
Cengage/Gale PROMT®, File 16	PC=,PN=,TN= NC=,SC=,IC=,IN=, /DE	EC=, EN=, /DE	S (SC,PC=4834 OR NC=51322) AND (MARKET SHARE/DE OR EC=604)
Cengage/Gale Trade & Industry Database, File 148	PC=,PN=,TN= NC=,SC=,IC=,IN=, /DE	EC=, EN=, /DE	S (SC,PC=4834 OR NC=51322) AND (MARKET SHARE/DE OR EC=604)
Cengage/Gale MARS®, File 570 (Primarily consumer products)	PC=,PN=,TN= NC=,SC=,IC=,IN=, /DE	EC=, EN= AC=, /DE	S (SC,PC=4834 OR NC=51322) AND (MARKET SHARE/DE OR EC=604)
ABI/INFORM®, File 15	TN= NC=,SC=, /DE	CN=, CC= /DE	S (INTERACTIVE TELEVISION/DE OR SC=4841 OR NC=51322) AND (SURVEYS OR TRENDS)/DE
TableBase™, File 93	PC=, PN=, TN= IN=, /DE	CT=, MT=	S PC=4840 AND CT=MARKET SHARE Title searching is also effective since /TI is the title of the table, not the article.
World Reporter, File 20	PN=, /PN NC=, SC=, /DE	EN=, /DE	S (SC=4841 or NC=51322) AND EN=MARKET SHARE

✓ Learning Check 3

An important part of any learning experience is applying the concepts and techniques you have acquired. Try some of the following online exercises in Dialog's ONTAP databases to reinforce what you have learned in this workbook.

1. Does the Internal Revenue Service ever advertise? Try ONTAP® Gale Group Marketing & Advertising Reference Service® (File 281).
2. Find analysts reports on children's health sector.
3. You are interested in learning more about the growing market for "digital subscriber line" or DSL services. Use the RANK command in ONTAP File 216, Cengage/Gale PROMT®, to find out what descriptor(s) are most frequently used for DSL services. Use the VIEW command to look at some relevant articles from the RANK list.)
4. Wireless telephone services are gaining in popularity. Locate market share data for wireless service providers. Try doing this search using codes in File 216, ONTAP Cengage/Gale PROMT. (Hint: EXPAND on Product Code: 3662 to view relevant codes. Combine codes and keywords).



Section 4: Wrap Up

Summary

Never before has so much been available in the area of uncovering market potential. You can start out by getting general background, trends, and forecast detail in the trade journal literature files. The value-added incentive here is the excellent indexing in these files, which provides you with the tools to ferret out exactly the kind of articles you need to fulfill your research tasks. Then, with this initial information, as you define your needs further and ask yourself the appropriate questions, you can proceed to the full-text market research reports. In these analyses, you will plumb the depths of your industry and arrive at data that will help you to make your projections for the future. Finally, you can monitor your industry trends and competitor products and events by setting up Dialog Alerts, which enable you to send the information you choose to your desktop or your Intranet. All of this information will allow you to plan your business campaigns and strategies effectively.

What's Next

You may want to expand your knowledge by reviewing other business-related workbooks and online classes offered by Dialog. For example, if you want to:

- Identify competitive intelligence information using the business files by registering for special sessions covering this topic—on the Web, in person and at regional events. A workbook illustrating different techniques for finding competitive intelligence in the business files is also available.

You can also review some of the basics in the Dialog online course series. [Introduction to Business Searching for the Business Professional](#) discusses many of the concepts that will help you review your basic company searching techniques.

Other Dialog Training Tools

1. A training tool that may help reinforce some of the concepts from this workbook include the [Dialog How Do I...?](#) business series. These concise, step-by-step instructions illustrate how to find the most-requested information on Dialog such as:
 - [Locate the Top Companies in X Industry?](#)
 - [Find Mergers and Acquisitions of Companies in X Industry?](#)
 - [Use DIALINDEX to Find a U.S. Company Profile?](#)
 - [Track down Industry R&D and Forecasts?](#)
 - [Find General Industry Information on a Topic?](#)

2. Dialog's [ONTAP databases](#) provide free practice in subsets of the complete business databases. They are ideal to use to practice techniques learned in this workbook. Try the ONTAP [practice exercises](#) for the following business databases:
 - [ONTAP[®] ABI/INFORM[®]](#)
 - [ONTAP[®] D&B - Dun's Market Identifiers[®]](#)
 - [ONTAP[®] Gale Group PROMT[®]](#)
 - [ONTAP[®] Investext[®]](#)
 - [ONTAP D&B - Dun's Financial Records Plus[™]](#)

3. The Essential Tools for Business and Market Research [Web page](#) contains all search aids, learning resources, free practice files and tools to get a fast start in your company research. Check this site often for new training materials and more.

Appendixes

Appendix A: Dialog Commands (Review)

Appendix B: Answers to Exercises

Appendix A: Dialog Commands (Review)

Basic Commands

BEGIN	begin 16 b 16,148 b codir, not 13
EXPAND	e co=intel expand au=jones d e jn=telephony
SELECT	select tire or tyre s elevator or lift s s1 and s2
TYPE	type s#/format/range of records t s1/3/1,6 t s3/6/1-2 from each t s3/9/1 from 9
LOGOFF	logoff bye quit stop off log

Common Formats	
3 – Bibliographic	6 – Titles
8 – Titles/indexing	9 – Complete record
k – Terms in context	

Truncation

s invent?	Retrieves invent, invents, invented, invention, inventions
s invent? ?	Retrieves invent or invents
s invent??	Retrieves invent, invents or invented
s inve?t	Retrieves invent, invert or invest

Display Sets (DS)

Displays the set history since the last BEGIN command

Proximity Connectors

(n) s fiber?(n)optic?	Retrieves words next to each other in any order. Example: fiber optics or optical fibers
(w) s health(w)care?	Retrieves words next to each other in the order expressed. Example: indoor game or indoor games
(#n) s market(5n)share	Retrieves words that are up to # words apart in any order. Example: market share or share of the market
(#w) s game(5w)board	Retrieves words that are # words apart in the order expressed. Example: the game is played on a board
(s) s microbrew(s)sales	Retrieves words in the same paragraph in full-text databases.

Logical Operators

AND s china and export	Retrieves all records that contain all of the search terms.
OR s protect? or shield?	Retrieves all records that contain at least one of the search terms.
NOT s s1 not s2	Eliminates a search term or group of search terms.

When AND and OR are used in the same search statement put the ORed terms in parentheses.

Saving Searches

SAVE TEMP	Temporarily saves search strategy for seven days.
EXECUTE STEPS	Executes that strategy at a later time while still online.

Appendix B: Answers to Exercises

Page 40 Learning Check 1

Try the review questions that follow to make sure that you understand the information contained in this section.

1. Name the database(s) you would use to find the following information for an industry overview:
 - Forecasts about an industry – **Cengage/Gale PROMT (File 16), Cengage/Gale Trade & Industry Database (File 148)**
 - Key players in an industry – **Business & Industry (File 9)**
 - Market share – **Cengage/Gale Trade & Industry Database (File 148)**
 - Merger & acquisition information – **Dialog NewsRoom (File 990),**
 - Latest news about a specific industry – **Dialog NewsRoom (File 990), World Reporter, (File 20)**

2. How do you keep current on a particular industry?
Dialog Alerts

3. What Dialog search technique would you use to find news about an industry from multiple sources?
DIALINDEX – File 411

Page 49 Learning Check 2

1. What command allows you to view the table of contents of a full-text market research report?
REPORT S#/TITLES

2. Answer the following questions about market research databases:
 - a. Name two databases that have market research reports primarily on the U.S.
Freedonia Market Research (File 763), BCC Market Research (File 764)
 - b. What database would you choose to obtain a report on the telecom industry?
Frost & Sullivan Market Engineering Series (File 767)
 - c. Name a database that will provide a report on the pharmaceutical industry in Europe.
Datamonitor Market Research (File 761)
 - d. What database will provide analysts' reports on developing markets of Asia?
Investext PDF Fulltext (File 745)

3. What are advantages of using DIALINDEX?
Enables scanning of 2 or more databases for your search terms at a lower price

Page 65 Learning Check 3

An important part of any learning experience is applying the concepts and techniques you have acquired. Try some of the following online exercises in Dialog's ONTAP databases to reinforce what you have learned in this workbook.

1. Does the Internal Revenue Service ever advertise? Try ONTAP® Gale Group Marketing & Advertising Reference Service® (File 281).

B 281
S INTERNAL(W)REVENUE(W)SERVICE
S ADVERTIS? OR AD?(N)CAMPAIGN?
S S1 and S2
T s3/9/1

2. Find analysts reports on children's health sector.

B 277 (INVESTEXT Archive)
s child? and health/ti
Report s1/titles
[follow the menu]

3. You are interested in learning more about the growing market for "digital subscriber line" or DSL services. Use the RANK command in ONTAP File 216, Cengage/Gale PROMT®, to find out what descriptor(s) are most frequently used for DSL services. Use the VIEW command to look at some relevant articles from the RANK list.)

B 216
S digital()subscriber()line or DSL
RANK DE
VIEW 1/8/1-5

4. Wireless telephone services are are gaining in popularity. Locate market share data for wireless service providers. Try doing this search using codes in File 216, ONTAP Cengage/Gale PROMT. (Hint: EXPAND on Product Code: 3662 to view relevant codes. Combine codes and keywords).

B 216
E PC=3662
S relevant E number(s)
S market()share?
S S1 and S2

