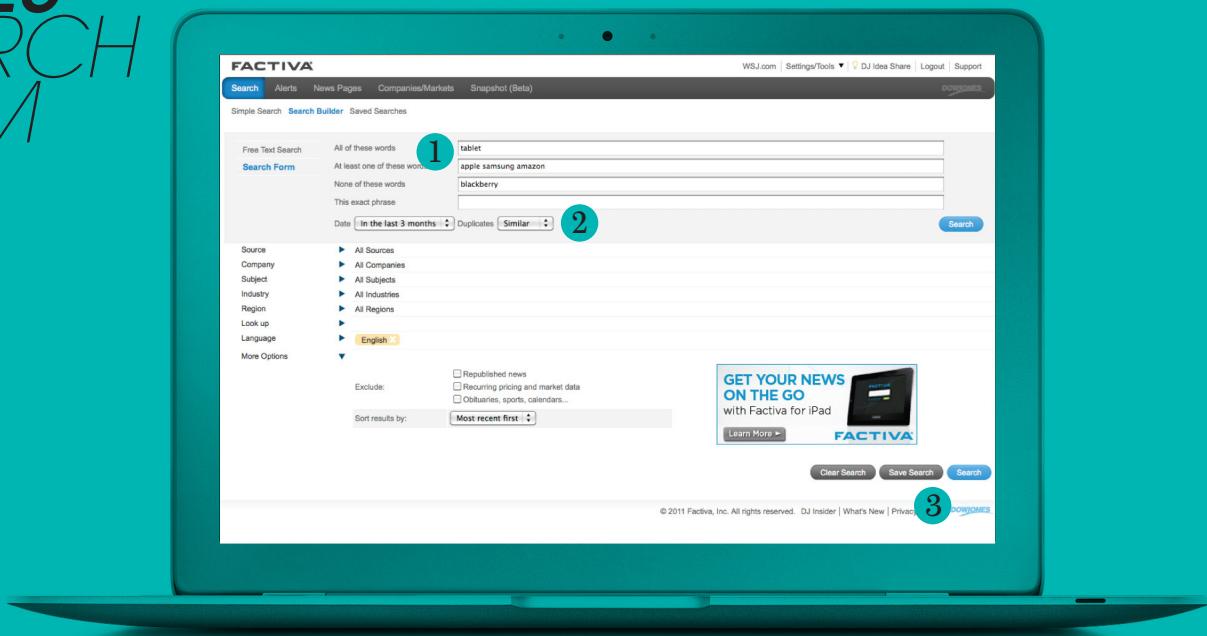


DOW JONES

DOW
JONES
-SEARCH
FORM

FACTIVA

DOW JONES SEARCH FORM



FACTIVA

Retrieve precise search results using the Search form. This interface guides you through building searches just like an information professional. To open the Search form, click on Search Builder and then Search form.

1

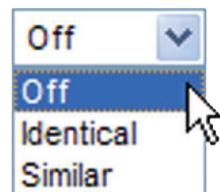
Search Form Fields:

- All of these words: Terms entered here must appear in each of your results.
- Least one of these words: One or more of the terms entered here must appear in each of your results.
- All of these words: None of the terms entered here should appear in your results.
- All of these words: All of these words: Enter a single phrase that should be in all results.

2

Identify Duplicate Articles

Read only the unique stories that add critical intelligence to your understanding of a topic by selecting one of the Duplicate Article settings. Clearly identified duplicate articles will appear within your headline pages always remaining accessible to you.



3

Save Search

Save time by using Save Search to store up to 25 full search queries, including your keywords, sources and Dow Jones Intelligent Indexing™ selections. Searches can be run any time in the future from Saved Searches.

DOW JONES SEARCH FORM

**“Bright idea:
To build
complex
Boolean
searches, use
the Free Text
Search link”**

The screenshot shows the Dow Jones Search Form interface. At the top, there's a navigation bar with links for 'Search', 'Alerts', 'News Pages', 'Companies/Markets', and 'Snapshot (Beta)'. Below the navigation is a search bar with dropdowns for 'Simple Search' and 'Search Builder', and a 'Saved Searches' button. The main content area has a title 'All (69,458) Publications' and a chart showing article counts by date from '12 September 2011' to '1 January 2012'. A callout '4' points to this chart. Below the chart are sections for 'Companies' (listing Apple Inc, Samsung Electronics, Amazon.com Inc, Google Inc, etc.) and 'Industries' (listing Tablets, Smartphones, Industries, Smart Phones). Callouts '5' and '6' point to these sections. To the right, there's a detailed article view for 'Article 4' with a headline 'Make your iPad a PowerPoint presenter: SlideShark converts presentations for showing your iPad or on a projector.' Callout '7' points to this article. At the bottom right, there's a copyright notice: '© 2011 Factiva, Inc. All rights reserved. DJ Insider | What's New | Privacy Policy | DOW JONES'.

4

Content Types:

Read, listen, or view results as you evaluate headlines collectively in the ALL link, or by each content type—Publications, Web News, Blogs, Pictures and Multimedia.

Expose, collapse, and re-size frames:

Customize what you see and how much you see with your frames options.

5

Toggle between a Frames and No Frames view.

6

Collapse or expose the analysis of the entire Discovery Pane or an individual component.

7

Re-size your article frame to maximize your viewing window.

8

Discovery pane

More than just pretty pictures, the Discovery Pane provides immediate analysis of your search results using charts and graphs. Go beyond the analysis and use Discovery to filter and target your results.

Date:

A timeline breakdown of the number of articles matching your search.

Companies:

100* most mentioned companies.

Executives:

100* most mentioned Executives

Subjects:

100* most common subjects.

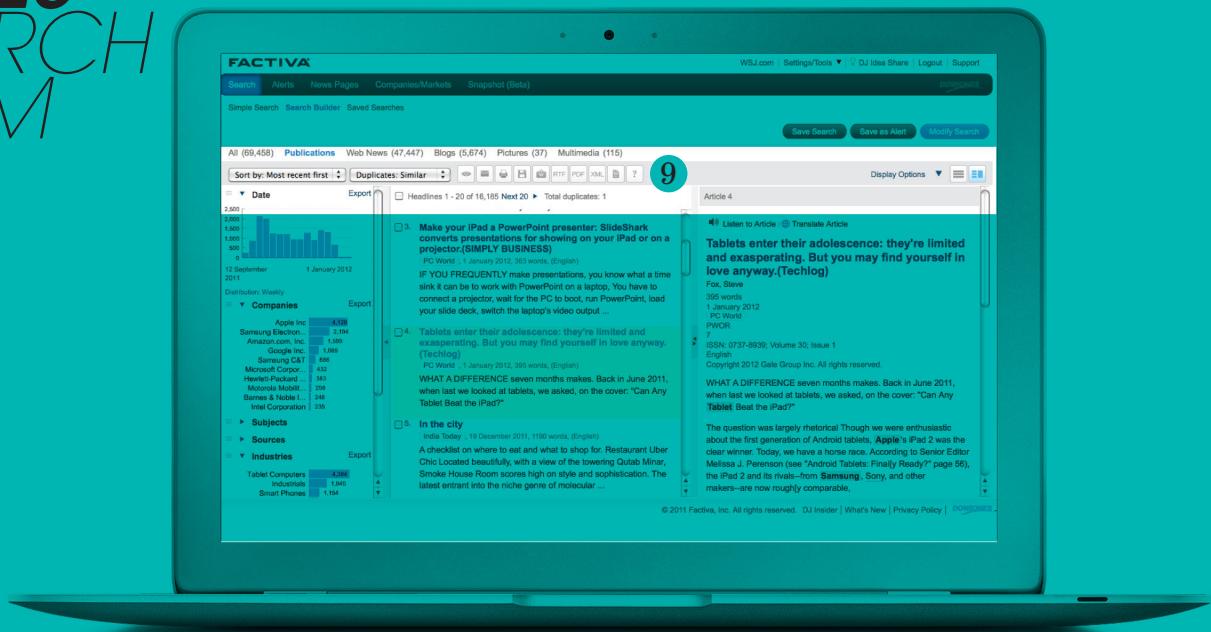
Industries:

100* most mentioned industries.

Sources:

100* most common publications.

DOW JONES SEARCH FORM



9

Post Processing

- | | |
|------------|---|
| | Display your selected headlines. |
| | E-mail selected headlines in a variety of formats. |
| | Formats selected headlines for printing in a new browser window. |
| | Formats selected headlines for saving in a new browser window. |
| | Store and share headlines organized by topic or project. |
| RTF | Export selected headlines or articles to your word processor. |
| PDF | Export selected headlines or articles to Adobe® Reader® for a presentation-ready format. |
| | Build and disseminate newsletters on-the-fly in multiple formats to share with your audience. |

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