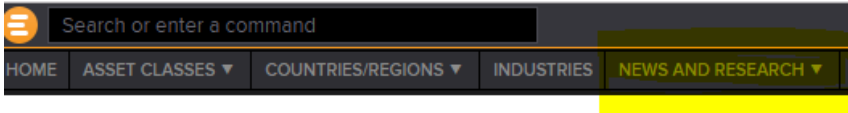


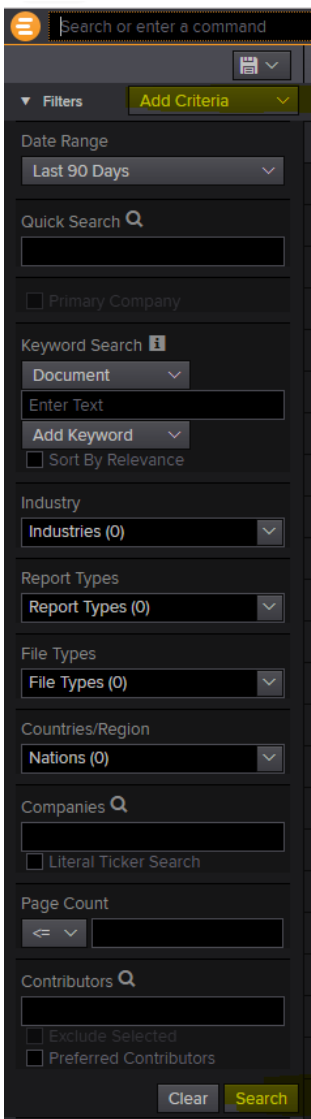
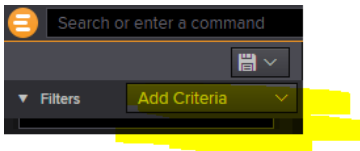


Company and Industry Wall Street Analyst Reports

To search across all company and industry analyst reports, from EIKON home, click **News and Research>Advanced Research Search**



On the left are all of the search boxes/filters. To add additional filters, click **Add Criteria**



Date Range – defaults to 90 days; don't forget to adjust

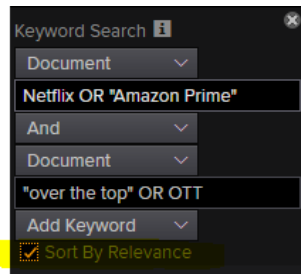
Keyword Search

– conduct simple or more complex searches

Document – search across the Document (=Full Text), Title, or Table of Contents)

BOOLEAN SEARCHING - FREE TEXT MODE	
Description	Example
Parenthesis for complex grouping	(William AND Mary) or Charles
Inversion operator	margin NOT decrease
Variant endings	Disappoint*
Proximity operator	market w4 share (w4 = within 4 words of X)
Exact Phrase operator	"fixed income"

Example of how to build your search statement



- Recommend checking **Sort by Relevance** box

Quick Search – recommend **NOT** using Quick Search; instead use **Keyword Search**

Industry – check all relevant industry boxes

Report Types – check all relevant boxes; includes Company; Industry; ESG; Fixed Income; Quant/Tech, ForEx

File Types – PDF, Excel, PPT, and more

Countries/Regions – check all relevant boxes; use very selectively. Most effective when selecting countries other than the United States; checking United States does not successfully filter out all other countries.

Companies – locates company reports specific to that company as well as company & industry reports that mention your company. Can select multiple companies; enter one company at a time.

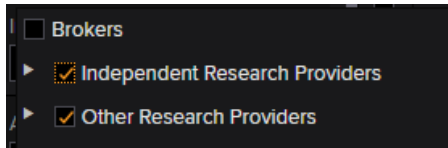
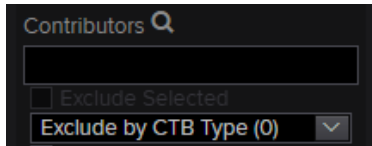
Page Count – very effective for retrieving more substantive reports; recommend starting with >20 pages

Contributors

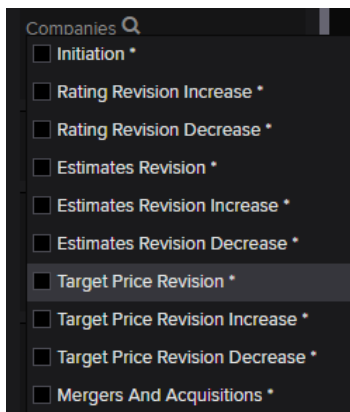
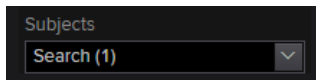
Narrow reports to specific Brokerage firms, e.g. Morgan Stanley, etc. Can select multiple firms; enter one firm at a time.

NOTE: You can also filter out all of the non-brokerage reports that are included in EIKON; this can be a useful search strategy if you get a lot of varied reports and want to minimize the “noise” in order to focus on the pure Wall Street analyst insights.

- Click in the box: **Exclude by CTB Type (0)**
- Check **Independent Research Providers** and **Other Research Providers**. This excludes these reports and only displays the **Broker** reports



Subjects – very useful for filtering to specific document types, e.g. Initiation (Initiating Coverage), Mergers & Acquisitions, Estimates Revisions, etc.

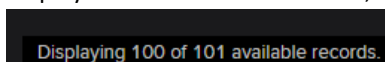


Search Tips

1. **Quick Search** - recommend not using; rather use Keyword Search in order to search specific parts of the document and construct more precise searches using Boolean logic and other search functions.
2. Initiating Coverage – the “first time” that an analyst has begun covering a company and/or industry. These reports are usually very substantive. Select **Subject>Initiation** to locate these reports.
3. **Primary Company** – **do not check box** if you want reports that include mention of competitors

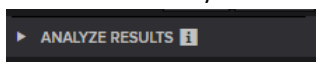
Number of Returned Reports

Displays below the search results, lower left part of screen

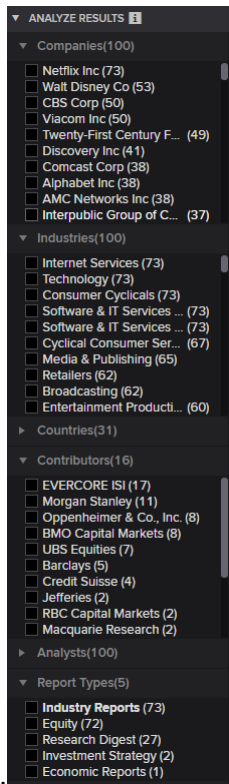


Analyze Results

Located at the very bottom of the search filters, below the Search button

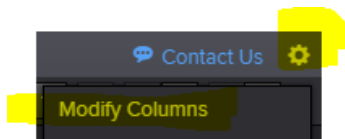


Quick way to assess and filter your returned reports; checking boxes will limit results; uncheck to return to original set

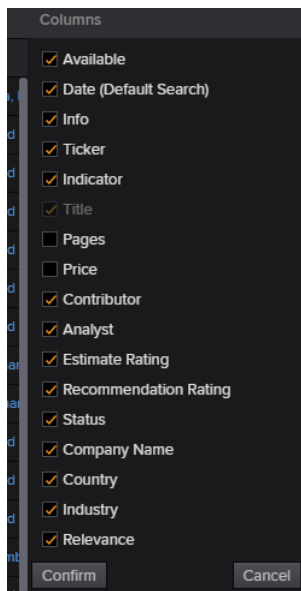


Viewing Search Results

To change the default columns, click the **wheel icon** in the upper right corner and select **Modify Columns**



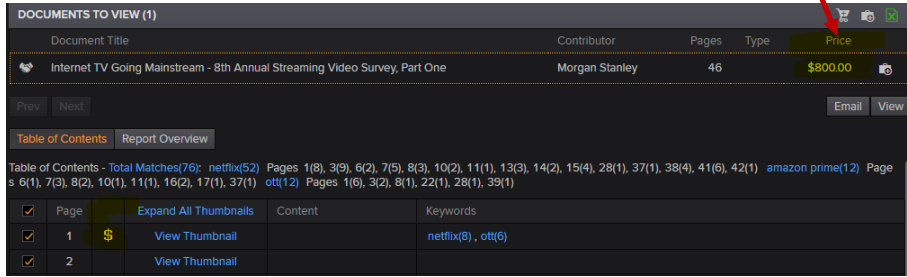
Check/uncheck boxes. Recommend adding the **Pages** column.



Viewing Documents

When you click on the link to a report to view/download, you will see **Price** information.

IGNORE IT. All reports are part of our subscription.

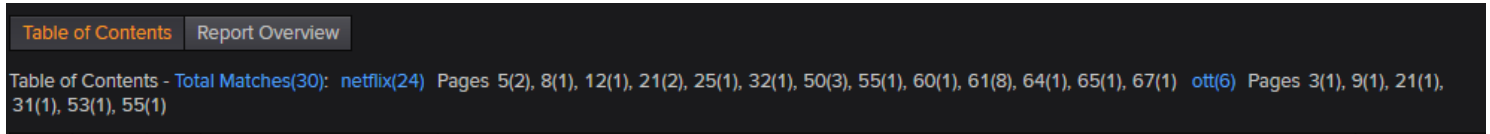


Document Title	Contributor	Pages	Type	Price
Internet TV Going Mainstream - 8th Annual Streaming Video Survey, Part One	Morgan Stanley	46		\$800.00

Table of Contents - Total Matches(76): netflix(52) Pages 1(8), 3(9), 6(2), 7(5), 8(3), 10(2), 11(1), 13(3), 14(2), 15(4), 28(1), 37(1), 38(4), 41(6), 42(1) amazon prime(12) Pages 6(1), 7(3), 8(2), 10(1), 11(1), 16(2), 17(1), 37(1) ott(12) Pages 1(6), 3(2), 8(1), 22(1), 28(1), 39(1)

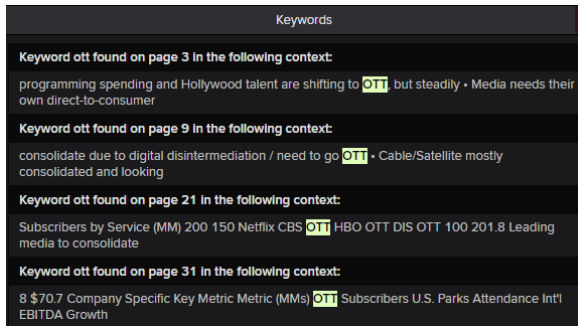
Page	Expand All Thumbnails	Content	Keywords
1	View Thumbnail		netflix(8), ott(6)
2	View Thumbnail		

Keyword Search – if you included keywords in your filter, when you click on the report to view it, you will see the number of times your keywords appeared and a link to briefly see the context in which they were mentioned



Document Title	Contributor	Pages	Type	Price
Internet TV Going Mainstream - 8th Annual Streaming Video Survey, Part One	Morgan Stanley	46		\$800.00

Table of Contents - Total Matches(30): netflix(24) Pages 5(2), 8(1), 12(1), 21(2), 25(1), 32(1), 50(3), 55(1), 60(1), 61(8), 64(1), 65(1), 67(1) ott(6) Pages 3(1), 9(1), 21(1), 31(1), 53(1), 55(1)



Document Title	Contributor	Pages	Type	Price
Internet TV Going Mainstream - 8th Annual Streaming Video Survey, Part One	Morgan Stanley	46		\$800.00

Keywords

Keyword ott found on page 3 in the following context:
programming spending and Hollywood talent are shifting to **OTT** but steadily • Media needs their own direct-to-consumer

Keyword ott found on page 9 in the following context:
consolidate due to digital disintermediation / need to go **OTT** • Cable/Satellite mostly consolidated and looking

Keyword ott found on page 21 in the following context:
Subscribers by Service (MM) 200 150 Netflix CBS **OTT** HBO OTT DIS OTT 100 201.8 Leading media to consolidate

Keyword ott found on page 31 in the following context:
8 \$70.7 Company Specific Key Metric Metric (MMs) **OTT** Subscribers U.S. Parks Attendance Int'l EBITDA Growth

Specific Company Wall Street Analyst Reports

If you are viewing financial/other data for a specific company and want to see its analyst Company Reports:

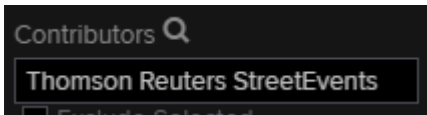
Click **News & Research>Company Research**



Use the same search/filter options, detailed above for Company and Industry Analyst Reports

Locating Quarterly Earnings Calls or Broker Industry Conferences

In **Contributors** search box, type: **Thomson Reuters StreetEvents**



Company Name		Title	Pages	Price	Contributor
Coca-Cola Co		KO.N - Event Transcript of Coca-Cola Co conference call, Nov. 13, 2018 / 2:20PM ET	10	\$92.00	Thomson Reuters ...
Coca-Cola Co		KO.N - Event Brief of Coca-Cola Co conference call, Oct. 30, 2018 / 8:30AM ET	16	\$161...	Thomson Reuters ...
Coca-Cola Co		KO.N - Event Transcript of Coca-Cola Co conference call, Oct. 30, 2018 / 8:30AM ET	15	\$161...	Thomson Reuters ...
Coca-Cola Co		KO.N - Event Transcript of Coca-Cola Co conference call, Sep. 26, 2018 / 10:00AM ET	11	\$115...	Thomson Reuters ...
Coca-Cola Co		KO.N - Event Transcript of Coca-Cola Co conference call, Sep. 06, 2018 / 9:45AM ET	11	\$103...	Thomson Reuters ...