nexis.com® Spreadsheet Download (December 2013)

With this new download option, you now can export your results directly into a spreadsheet to create broad analytics and identify coverage trends for any news sources available through *nexis.com.*

Spreadsheet data may be collected as often as needed, aggregated and manipulated to ensure you know the media landscape for issues critical to your company, clients and markets. You can now easily identify shifts in media coverage impacting your company, brands and competitors and adjust your strategy to stay one-step ahead of shifting market perceptions and exploit new opportunities. This feature is fully customizable – you select the data you want. In a downloaded spreadsheet, each row represents a document and each column a document segment.

Spreadsheet Download enables better analysis of coverage for any topic, such as:

- Which publications are covering my topics?
- Which reporters are covering my topics?
- What placement (section, page) are my topics getting?
- What companies, industries, subjects are clustering with my topics?
- What is the daily, weekly, monthly coverage volume for my topics?

Spreadsheet download is available to all *nexis.com* subscribers.