Introduction
With integrated in-depth data, news, and analytics, SNL Kagan is your single source for everything in the media and communications sector, including cable, entertainment, satellite, broadcasting, telecom, wireless, advertising, and new media. SNL Kagan is the ideal productivity tool for analyzing media and communications companies and the industry as a whole.

Getting Started
Go to www.snl.com/interactive to log in, initiate a trial, or register as a new user if your company already subscribes to SNL Kagan.

If you initiate a trial or register, a password will be emailed to you within seconds.

Once you have SNL login credentials (email address and password), enter them on the login screen.

Check Enable Auto-Login and SNL will remember you the next time you visit.

You can make any tab your default entry page by selecting Make this my landing page on the upper-right-hand corner of the page.

Creating Portfolios
Do you track a set of companies, be they competitors, carriers or potential merger targets? If you do, building an SNL Portfolio will allow you to filter your news and data content to show only what is relevant for those companies. Portfolios can also be used as a custom index and can be tracked in specialized SNL Parts, which can be placed on various pages to target your research.

1. Click on the Portfolio dropdown on the upper-right-hand side of the page and select Manage Portfolios.
2. Enter a name for your custom portfolio in the Create a New Portfolio text box.
3. List a single ticker or multiple tickers in the Add Companies box and click Add to complete.
4. The Advanced Search function may be used to build portfolios based on additional criteria.

Custom portfolios can be renamed or edited at any time. There is no limit to the number of portfolios you can create.

Preferences - Personalize Your SNL Experience
Customize SNL to fit your specific needs. To get started, select My Preferences from the SNL menu and modify the following:

Global Preferences
- Industry Filters – select the industries most relevant to you.
- Customized Pages – select a profile that best describes your role to ensure that you see the most relevant data for the work you do.
- Portfolio Settings – build and save customized portfolios that can be used to filter and sort company-level content. Use your customized portfolios as filters on SNL pages and SNL parts.
- Site Settings – choose the Currency, Date and Number Format, Time Zone and more to ensure that the site is tailored to meet your preferred working style and format.
- Display and Search – specify an exchange preference to eliminate the need of providing the exchange suffix when searching by ticker.
- Geography – filter news content based on specific geographies. Apply a filter based on company headquarters or story subject matter.

Additional preferences for Alerts and Content can also be accessed via My Preferences. For help in setting up additional preferences, call your Account Manager or SNL Kagan Support at +1.888.275.2822, ext. 5.

Customizing Your Pages - Working with SNL Parts
SNL Parts allow you to create customized pages reflecting the data you use the most. Once the Add Content button is selected, the SNL Parts catalog for that page will open. The Home page contains the complete SNL Part catalog.

Adding SNL Parts to your page
1. Click the Add Content button at the right of the menu bar.
2. Select the SNL Parts from the menu and click the Add Selected Content button.
3. Click the Close button to collapse the catalog.

Using your mouse, you can drag and drop SNL parts to a different section of the page.
Accessing Research and Data by Sector

SNL Kagan makes it easy for you to access the research and data you need through our sector-specific home pages. From the Industries tab, under Media & Communications, you can link to our proprietary content in all of the following sectors: Advertising, Broadcasting, Filmed Entertainment & TV Programming, Global Multichannel, Internet Media, TV Networks, U.S. Multichannel and Wireless & Wireline.

Each sector home page provides links to our:

1. Most recent analytical features
2. Projections
3. Interactive reports
4. SNLx templates
5. Newsletters
6. Databases

Also from the Industries tab, you can access the SNL Kagan Projections & Featured Data Library, which houses all of our spreadsheet-based forecasts and figures, and our SNL Kagan Features, where we publish our proprietary research and analysis in real-time.

SNL Kagan Projections & Featured Data Library

1. Filter the available documents by Sector.
2. Link to related analytical articles for additional context and information on the data that interests you.

Featured SNL Part: SNL Kagan Data Library

SNL Kagan’s latest exclusive forecasts and reports, including detailed current and historical data across covered markets and companies.

SNL Kagan Research Features

Our sector-specific research and analysis is published in real time through our Research Features. Accessible both through the News tab and through our sector-specific home pages in the Industries tab, these features contain all of the market-leading proprietary research you count on from SNL Kagan’s analysts. If you find you regularly read articles from the same Feature, click on the link in the header to set up real-time email alerts to ensure that you never miss new content.
Using Search

SNL’s search allows you to conduct full-text search on news articles, documents, events and a host of corporate, industry and market-related pages and research. It features type-ahead functionality for companies and other entities as well as frequently searched terms. To achieve the desired results, you may need to adjust the search term(s) to be broader or more specific in order to achieve more or fewer results, respectively. The use of quotation marks around terms and phrases will isolate specific results for the terms in a given order and form, whereas searches without quotation marks will bring back articles by relevance of the search terms and how often they appear individually or together in the document.

1. Toggle the filters on the left-side of the results page to make sure you access the full results.
2. You can also sort the results by date or relevance in the news and documents filter.

Making Your Search More Effective

Newsletters and Databases

- Search for the publication with the title in quotations.
- Newsletters will be returned in the Documents filters.
- Annual Databases will be returned in the Documents and the News filters. The News filter will return articles containing the table of contents and a click-through link to the report.

Companies, TV Networks, TV Markets, Wireless Licenses & Markets, and Global Multichannel Markets

- Search for a company or asset by name. The type-ahead results that appear below the search box will have links to the Briefing Book or profile page for that company or asset.
- You can narrow down options on the search results page by clicking on Companies & Assets to see links to companies, TV networks, and wireless licenses that match your criteria.
- Similarly, you can see links to TV market, global multichannel market and wireless market briefing books on the search results page by clicking on Industry & Market Data.

SNL Kagan Projections and Featured Data Spreadsheets

- Search by article title or relevant search terms using the News filter.
- Access the relevant articles and the corresponding data in the Related Documents box to the right side of the commentary.
- Search in Industry & Market Data for the type of projection and include “media sector forecast” for data only. Example: Search - PPV “media sector forecast” - for PPV projections.
- Search in Industry & Market Data for the type of data and include “media sector report” for non-forecasted data set (e.g., quarterly figures and current market data/estimates). Example: Search - Cable video subscribers "media sector report" - for quarterly subscriber data.

General Research and News Reports

- You can search with or without quotations for key terms, but be sure to vary your search if necessary to be more or less specific.

Company Filings

- Perform a company search first to access the documents from the company profile page.
- Documents and filings are available in the search, but the results will be based on how often the company name appears in the document. Note: A company filing search may return another company’s documents, if they contain your search company’s name.
- To help isolate a specific document, include the year and the type. Example: ABC Company 10-K 2008

Advanced Search

- By clicking on the Advanced Search link below the universal search box, you’ll be directed to a set of pages that allow you to query for Companies, M&A Deals, TV Networks, Global Multichannel Markets, Wireless Licenses and Markets, TV Markets, Wireline Regulatory (ARMIS) Filers and more.
- Advanced search allows you to limit your search results when you’re looking for a list of entities that meet particular criteria, or aren’t exactly sure what entity you need.
The SNL Kagan News Page

Decide how you want to view and consume your news with our highly customizable News homepage. Content on the News page can be customized within individual SNL Parts – choose how many articles to display at a time or apply a portfolio – and SNL Parts themselves can be dragged and dropped to create a custom display. By accessing your Preferences, you can also filter news content by industry, subject matter and geography.

Expanded navigation makes it easy to seek out the exact content you want, including news by subject matter, features by type and name, blogs by brand, several different news and document archives and the latest events.

Real-Time NewsWire

Stream news articles, press releases, filings and documents, events coverage and financial reports directly to your desktop in real time with the SNL NewsWire. And there’s no need to stay on SNL in order to view the NewsWire. By clicking on the icon next to Edit, it will pop out into a new browser window, where you choose the size, display options and location on your monitor, allowing you to effortlessly keep up on breaking news and events. The NewsWire also doubles as an instant archive, providing you not just with breaking SNL Kagan news but an archive of the last 24 hours of the content you want to see.

Accessing SNL Kagan Newsletters and Reports

SNL Kagan offers a variety of electronic newsletters and reports through its SNL Publications page, accessible through the News section. On this page, you have direct access to the most recent editions of newsletters as well as the latest updates to our SNL Reports (Databooks). Please note the articles found in our newsletters are available first online through our News and Features releases. We recommend setting up customized News and Feature alerts to ensure you get our news, data and analysis when and how you want it.

Enhanced RSS Delivery

SNL has expanded the number of RSS feeds that we offer in all industries. It’s easy to sync our news feeds with your favorite RSS readers.

Access SNL’s RSS feeds through the Quick Links menu at the top of any page or look for the RSS icon in the bottom right menu available on all pages.

To add a feed, click on it and you can sync it directly to MyYahoo!, Google Reader or netvibes Web readers. You can also copy and paste the RSS address into your preferred RSS reader.

It’s time to start using SNL for Media & Communications.

If you’re an existing client:
- Follow the simple registration and login steps on the front page of this guide.
- For assistance, contact SNL Support: +1.888.275.2822, support@snl.com

If you are not yet a client and would like a free, no-risk trial:
- Follow the simple trial registration steps on the front page of this guide.
- For assistance, contact SNL Kagan Sales: +1.866.296.3743, snlkagansales@snl.com