Accessing Wall Street Company Analyst Reports using Thomson ONE

Log in from the Business Library’s Thomson ONE database page.  
http://business.library.emory.edu/research-learning/databases/thomson.php

After you are logged into Thomson ONE, look up the company name/ticker in this search box.

Then click on the Research>Company Research button on the top/right of the screen.

When the Research page displays (see below), it already returns analyst Netflix company reports.  
Typically, you will want to adjust the Date filter and check the box to the left of Remove the Non-Broker Research; then click Search.

Focus on reports that are 12+ pages for more substantive analysis of the company, its competitors and competitive landscape.

Initiating Coverage – check this box to locate the first reports that an analyst writes when beginning coverage on a company/industry.  These reports are especially robust.  There will not always be an Initiating Coverage report that fits your other search criteria. Just uncheck the box and rerun the search without this filter.
Click on the link to a company report.

The Table of Contents will display; click on the box to the left of the report name. Then click on the View button to view the entire report in .pdf.
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Then click on Advanced Research Page link on the far right.

This search template allows you to search across ALL of the analyst company and industry reports within Thomson ONE. You will need to filter your results in order to target the most relevant reports.

Search your keywords within the text = when searching industry reports, try and identify keywords that you are confident will appear in all the reports; including the names of public companies that are key players in the industry is a useful strategy.

Report type = only check the Industry box.

Show Pages = the larger the report, the better; >20 is a good place to start.

Geography = when appropriate, limiting by geography retrieves the analysts focused on your geographic sector.

Remove Non-Broker Research = eliminates non-analyst reports from your results (usually a useful strategy).

Sort by Keyword Relevance = after your results display, click this link to push to the top the documents that contain the most mention of your keywords.

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Steps to open a report:

Check the “view” box to the left of the report; only view 1 report at a time: then click the View button.

The Table of Contents for the report will display.

Your keywords with the relevant report sections and number of occurrences will display (see example below). Clicking on one of the keyword links shows you a brief window of your keyword(s) in context – useful for quickly determining how relevant the report might be.

To view the report, check the box to the left of the report title; then click the View button at the bottom.

All reports are in .pdf and can be printed and saved.
migrated from "bulk" library deals to more show-specific acquisitions in the off-net SVOD (Amazon, Netflix and HuluPlus) ecosystem. We are seeing off-net programming acquisitions for multiple seasons, such as the Hulu/CBS Elementary deal, estimated at $1.5MM/episode for three seasons, or the Netflix/Sony Blacklist deal for $2MM/episode for the one prior season, the current season, and future seasons. Amazon and Hulu purchased four seasons of The Good Wife for a combined $2.0MM per episode. Despite original SVOD content ramp, demand for acquired off-network programming is deep — Netflix, Hulu and Amazon have undertaken massive ramps in original programming. That said, even as original budgets increase in