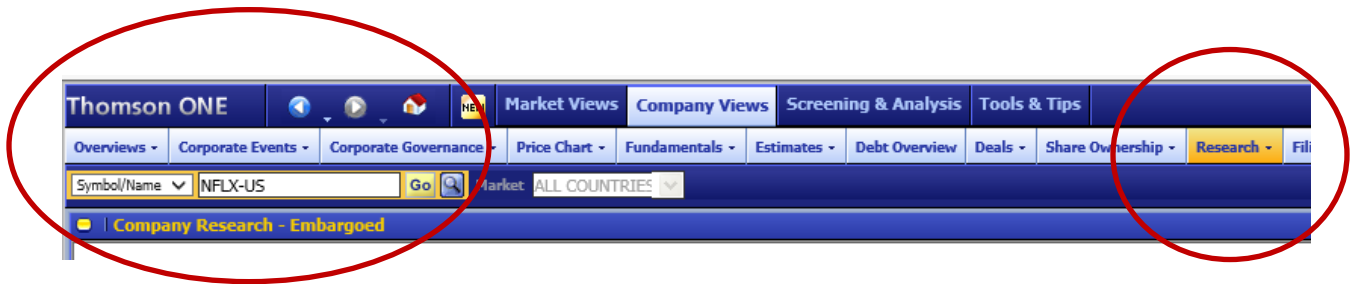


Accessing Wall Street Company Analyst Reports using Thomson ONE

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.

Research | NETFLIX INC

Research Update: [UBS research is now available in the Investext/Subscription collection](#)

A screenshot of the Thomson ONE search options form. The 'Date' dropdown is set to 'Last 1 Year'. The 'Initiating Coverage' checkbox is unchecked. The 'Remove Non-Broker Research' checkbox is checked. A red circle highlights the 'Date' dropdown, and another red circle highlights the 'Remove Non-Broker Research' checkbox. There are 'Search' and 'Reset' buttons at the bottom.

All Investext Subscription

Search Results 1-50 of 283 Items/page 50

View	PPV	TOC	Title	Date	Pages	Price	Contributor
<input type="checkbox"/>			NETFLIX INC Netflix Inc "Thoughts Into 3Q15: App Rankings Favorable, Int'l Momentum ..."	10/09/15	25	Subscription	UBS RESEARCH
<input type="checkbox"/>			NETFLIX INC	10/08/15	42	Subscription	BUYSELLSIGNALS RESEARCH
<input type="checkbox"/>			NETFLIX INC Rosenblatt TMT Notes (NFLX)	10/07/15	6	Subscription	ROSENBLATT SECURITIES, INC.
<input type="checkbox"/>			NETFLIX INC	10/07/15	41	Subscription	BUYSELLSIGNALS RESEARCH
<input type="checkbox"/>			NETFLIX INC	10/07/15	7	Subscription	DOUGHERTY & CO., LLC
<input type="checkbox"/>			NETFLIX INC-INITIATING COVERAGE Netflix (BUY):Netflix is new high yield Quant winner	10/05/15	14	Subscription	JYSKE BANK
<input type="checkbox"/>			NETFLIX INC Netflix (Kob): Netflix er ny High Yield Kvantvinder	10/05/15	14	Subscription	JYSKE BANK
<input type="checkbox"/>			NETFLIX INC Internet: Takeaways From Conf Call With SurveyMonkey:	10/04/15	5	Subscription	RBC CAPITAL MARKETS (CANADA)
<input type="checkbox"/>			NETFLIX INC-INITIATING COVERAGE Netflix Inc "UBS Evidence Lab 3Q15 Update on Competition, Content and ..."	09/28/15	37	Subscription	UBS RESEARCH

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.

Table of Contents

Select All Reports

Date	Billable Pages	25	Page Price	Subscription	F
10/09/15	Report#	27124137	Pages	25	

NETFLIX INC - Netflix Inc "Thoughts Into 3Q15: App Rankings Favorable, Int'l Momentum ..." - UBS RE

Page 1
UBS Evidence Lab iOS App Rankings & Download Update
Thoughts into 3Q15 – It's Still All About The Subs
What's Next?
Our DCF-based price target remains \$143 (still 12.3% WACC, 3% terminal growth)
Table/Chart: Price/Rating Analysis
Table/Chart: Trading data and key metrics
Table/Chart: EPS (UBS, diluted) (US\$)
Table/Chart: Highlights (US\$m)
Table/Chart: Profitability/valuation
Disclosure

Page 2
Thoughts into 3Q15
Table/Chart: Figure 1: Potential easy U.S. comps on price increase, credit card hack and more original content

Page 3

View

Close

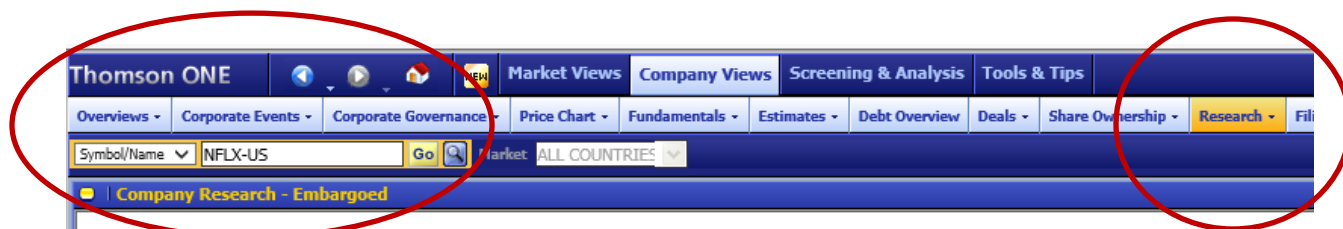
Accessing Wall Street Industry Analyst Reports using Thomson ONE

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.



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.

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.

Search Options Expand/Collapse

Date: Last 1 Year | 10/14/14 to 10/14/15 | Initiating Coverage | Show Page(s) >

More Options

Enter Keyword(s) [Search Tips](#) | Show Page(s) > | 20

Text | netflix AND amazon AND hulu | - Add Keyword

Report # | Report Type: Company Industry Geographic Investing/Economic

Industry: NAIC | Geography: UNITED STATES

Contributor: | Exclude: | Analyst: | Remove Non-Broker Research

Load: Load Search

All | Investext Subscription

Search Results 1-50 of 50 | Items/page 50

| Sort by Keyword Relevance

<input type="checkbox"/>	PPV	TOC	Title	Date	Pages	Price	Contributor
<input type="checkbox"/>			INITIATING COVERAGE WITH A BUY, \$150 PT; UNIQEULY PREMIUM MODEL CAN CONTINUE Initiating Coverage with a Buy, \$150 PT; Uniquely Premium Model Can Continue	09/28/15	38	Subscription	STERNEAGEE CRT
<input type="checkbox"/>			MEDIA: PRESSURE IN THE SYSTEM BUILDS Media: Pressure in the System Builds	09/25/15	54	Subscription	MORGAN STANLEY
<input type="checkbox"/>			U.S. MEDIA & ENTERTAINMENT "HOW WILL THE BROADCAST NETWORKS FA U.S. Media & Entertainment "How Will the Broadcast Networks Fare This Fall?"	09/21/15	46	Subscription	UBS RESEARCH
<input type="checkbox"/>			WEEKLY STAFF REPORT, 09/21/15-INITIATING COVERAGE	09/18/15	78	Subscription	ARGUS INSTITUTIONAL PARTNERS
<input type="checkbox"/>			U.S. MEDIA & ENTERTAINMENT - RESILIENT TO DISRUPTION BUT SEL U.S. Media & Entertainment - Resilient to disruption but self-help required	09/14/15	49	Subscription	CREDIT SUISSE - NORTH AMERICA

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.

Search Results 1-40 of 40 | Items/page 50

| Sort by Keyword Relevance

<input type="checkbox"/>	PPV	TOC	Title	Relevance	Date	Pages	Price	Contributor
<input checked="" type="checkbox"/>			TV CONTENT: TRADITIONAL AND DIGITAL SYNDICATION: MEDIA AND ENT TV Content: Traditional And Digital Syndication; Media And Entertainment Deep Dive Series: The Evolving TV Content Ecosystem		10/23/14	75	Subscription	RBC CAPITAL MARKETS (CANADA)
<input type="checkbox"/>			JEFFERIES: EQUITY RESEARCH: MEDIA: SELECTIVE DISRUPTION TO CONTINUE, EXPECTING Jefferies: Equity Research: Media: Selective Disruption to Continue, Expecting Internet Video Inflection		04/16/15	23	Subscription	JEFFERIES
<input type="checkbox"/>			ARGUS MARKET DIGEST, 04/17/15 Argus Market Digest, 04/17/15		04/17/15	21	Subscription	ARGUS INSTITUTIONAL PARTNERS
<input type="checkbox"/>			STRH SURVEYMONKEY CYBER INDICES RELEASED STRH SurveyMonkey Cyber Indices Released		01/05/15	24	Subscription	SUNTRUST ROBINSON HUMPHREY CAPITAL MARKETS
<input type="checkbox"/>			GLOBAL TMT TREND FORECAST 2015 Global TMT Trend Forecast 2015		03/06/15	48	Subscription	CM RESEARCH
<input type="checkbox"/>			MEDIA AND ENTERTAINMENT "UNDER SIEGE - DIRECT HIT" MITCHELSON Media and Entertainment "Under Siege - Direct Hit" Mitchelson		08/10/15	54	Subscription	UBS RESEARCH
<input type="checkbox"/>			U.S. CABLE & SATELLITE COMMUNICATIONS: COMCAST: TIME FOR A RE- U.S. Cable & Satellite Communications: Comcast: Time for a Re-Rating		05/20/15	29	Subscription	BARCLAYS

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.

Table of Contents

Select All Reports

TV CONTENT: TRADITIONAL AND DIGITAL SYNDICATION: MEDIA AND ENT - TV Content: Traditional And Digital Syndication: Media And Entertainment Deep Dive Series: The Evolving TV Content Ecosystem - RBC CAPITAL MARK

Date	10/23/14	Billable Pages	71	Page Price	Subscription	Report Price
File Size	2543K	Report#	24746594	Pages	75	

KeyWords (AllPages) [Amazon \(142\)](#), [Netflix \(238\)](#), [Hulu \(117\)](#), [streaming \(47\)](#), [Netflix's \(3\)](#), [Amazon's \(1\)](#)

- Page 1 [Amazon \(3\)](#), [Netflix \(3\)](#), [Hulu \(3\)](#)
Overview
- Page 2 [Netflix \(1\)](#), [Amazon \(1\)](#), [Hulu \(1\)](#)
Table of Contents
This page is free.
- Page 3 [Netflix \(4\)](#), [Amazon \(2\)](#), [Hulu \(2\)](#)
Key Investment Theme: Linear And SVOD Content Monetization
- Page 4 [Hulu \(2\)](#), [Netflix \(3\)](#), [Amazon \(2\)](#)
Key Investment Theme: Linear And SVOD Content Monetization (CONT)
- Page 5 [Amazon \(1\)](#), [Netflix \(1\)](#), [Hulu \(1\)](#)
Graph - Exhibit 1: Estimated Revenue Potential Of Select Shows Available On SVOD If One Additional Season Is Licensed
Key Investment Theme: Linear And SVOD Content Monetization (CONT)

[View](#) [Close](#)

Keywords

Report #24746594

Keyword(s) **Amazon** found on page(s) **1** in the following context(s):

Page : 1

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