

Dow Jones Insight: Research OnDemand

Monitor. Analyze. Discover. Engage. MADE for Your Communications Success.

When you need help getting up to speed fast – for a prospective client, a new campaign or on an emerging issue – custom research from Dow Jones can help you get quick answers to pressing questions.

Put our expert team of media analysts to work for you.

No other company knows business news – how to uncover it or how to explain it – better than Dow Jones. We not only help you measure your media footprint, we help you discover the unexpected, identify new ideas and connect to influential people, both within and outside your organization.

Analyze for Greater Impact

Prepare for new business pitches, measure the effectiveness of individual events and campaigns, and develop strategies for successfully managing issues as they arise in social media conversations – before they become breaking news.

- Create more powerful new client pitches by understanding your prospects' media footprint
- Act quickly to contain any crisis situation
- Evaluate the success of your product launch, promotion or event
- Track the results of a single campaign over its lifespan
- Identify key journalists and bloggers to target for individual campaigns or clients

Custom Research Is Ideal for:

- A corporate PR manager who needs a background report on a journalist in order to prepare an executive for an interview
- A PR agency team looking to strengthen its new business pitch with a view of the potential client's media footprint.
- A large corporate customer that requires intraday news reporting every 15 minutes to follow a global crisis
- A brand manager looking to evaluate the media coverage of a particular launch or trade show

Engage Dow Jones Expertise

With the expert advice of the Dow Jones Media Lab, you can be confident that you have an accurate understanding of your media footprint. Our media consultants and analysts deliver media analysis and best practice advice that drives your communications strategies and proves campaign effectiveness.

- Fully accredited by The International Association for Measurement and Evaluation of Communication (AMEC)
- Extensive industry and domain experience in media and reputation analysis
- Knowledge in transforming requirements into informative metrics

For more information about Dow Jones Insight: Research OnDemand, visit www.solutions.dowjones.com/insight

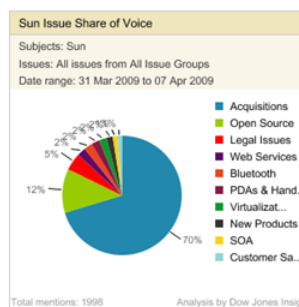
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Introduction

The press book identifies and provides an analysis of the top 10 traditional media sources for the week of March 31 – April 7. The targeted company measured is Sun Microsystems. An analysis of Sun Microsystems' media drivers and favorability for the aforementioned week is immediately below.

The research contained within this report can be accessed through the Dow Jones Insight platform.

Company Media Drivers



- The leading media driver this week was the collapsed acquisition talks between Sun and IBM (70% SOV). The widely circulated news was featured most prominently in the *Associated Press* which discussed the affects of the deal's outcome on stock prices and investor confidence (6 April, 7 April).
- Topics relating to "Open Source" and "Legal Issues" both garnered media attention due to the legal ramifications and raised issues of antitrust laws, if IBM were to purchase Sun, and the question as to which of Sun services/products IBM would keep within its fold.

- Multilingual skills to gain global insight from a local perspective

Research OnDemand Services

- Event/Campaign Analysis
- Benchmark Report
- Issue/Crisis Analysis
- Key Journalist Summary

Other Media Lab services include:

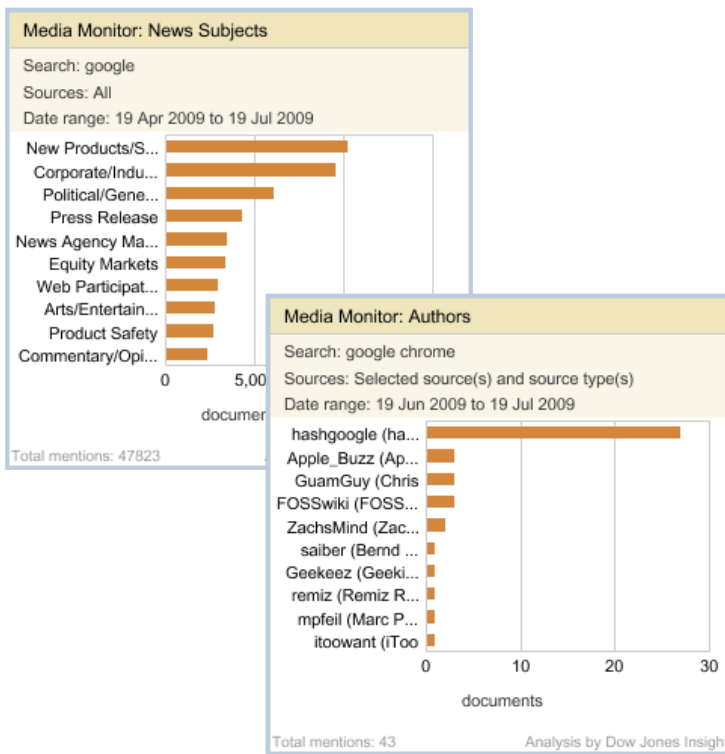
- Newsletters – Share media analysis and coverage with custom newsletters created by our Media Lab
- Managed News Summaries – Keep your internal audiences informed; our team of editorial experts select, prioritize and package articles into easy-to-read newsletters and email alerts
- Custom Publishing – Position your organization as a thought leader by engaging award-winning Dow Jones journalists to create client newsletters with unique commentary, news and analysis
- Reprints – Dow Jones Reprint & Permission Services offers an array of reprint products that can help you get the most from your coverage in Dow Jones publications

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Get the Advantage of:

- Quick turnaround on results with 24x5 support
- Independent and unbiased third-party media analysis
- Customized reports with multiple delivery options and formats



We Tell You What People Are Saying

Listen more strategically to the news and buzz affecting your organization and your brand. Dow Jones Insight gives you a 360° view of events and conversations wherever they're happening – in print, online or on video, from New York to Iran to China.

- Breaking news from Dow Jones and thousands of other traditional media sources, including newspapers, news and trade magazines, newswires and press release services
- Opinion and comment from blogs and message boards
- Latest buzz from micro-blogging and video sites such as YouTube and Twitter
- News and commentary from the world's most influential Web sites
- Broadcast transcripts covering 80 countries on five continents
- Content on Demand lets you add other internal and external sources to your analysis, such as customer service call notes

Dow Jones helps you monitor and publicize the buzz, analyze the impact, discover opportunities and risks, and engage the influential, enabling you to create communications success at every point in your day.

For more information about Dow Jones Insight: Research OnDemand, visit www.solutions.dowjones.com/insight

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