Welcome to MarketLine Advantage. This user guide will show you everything you need to know to access and utilize the wealth of information available from MarketLine Advantage. This is an Internet-based database that may be accessed by using one of the network computers in the Business Library in Alan B. Miller Hall. Mason School of Business graduate students, undergraduate students with a Business major, faculty and staff may also access this program through the Mason School of Business network.

MarketLine Advantage offers company, industry, and country profiles. This includes SWOT analyses, 12,000 company profiles, 16,500 company capsules, case studies, industry profiles in 215 countries and 46 political and geographic groupings. The program includes case studies and management reports. A daily news feed is also included.
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The Opening Screen

The Opening screen for Market Advantage has a header with six links, a main display area with two tabs and a language translator feature. This is the MarketLine Advantage database Home page.

Translator

The translator feature is powered by Google Translate. The feature consists of a language list in a drop-down menu. These are the languages into which the program may be translated.

English does not appear on the list until the translator has been used. Then English will be the first selection.

Select a language by clicking on its name on the menu. Once a translation has been done, the entire program, interface and any information found in searches, will be in the selected language. Downloads will still be in English.
Header Links

The header links are: Home, Advantage, About, Support, Free Training, and Contact Us.

Home

The Home link will open the Home page for the MarketLine company. This page has information about various MarketLine products and services.

Advantage

The Advantage link will return you to the MarketLine Advantage database opening screen.

About

Clicking on the About link will open a page with information about the MarketLine program.

Support


The User Guide selection will open a page with a guide to various features of the MarketLine program.

Video Tutorial will open a page with a link to a video on YouTube describing how to use MarketLine.

Training Calendar opens a Training Calendar page with various webinar sessions listed. The Business Library does not set up these training sessions.

Free Training

Clicking on the Free Training link will open the same Training Calendar page as the Training Calendar link on the MarketLine Advantage Help & Support page.

Contact Us

The Contact Us link will open a page with contact information for the MarketLine company.
Tabs

The Opening screen for the MarketLine Advantage database has two tabs: Home and Browse. The Home tab is displayed when the screen first opens.

Home Tab

The Home tab has two sections, one for making a search and one for browsing.

Keyword Search

The Keyword search section of the Home tab has a search box where you may enter your search terms. This box also has a drop-down menu where you may select the areas of your search. The menu has seven selections: All Research, Case Studies, Companies, Company News, Countries, Financial Deals, and Industries.

A selection is made by clicking on the radio button next to your selection. More than one selection may be made for each search.

After entering your search term and selecting the area of your search click on the Search button to begin the search.

This will open a search results page listing the items found in your search. See page 6 for information about the results page.

All searches open results pages in the Browse area of the database.
Search Results Page

The results of your search will be displayed on a results page in the Browse tab of the database.

This page lists the items found in a variety of categories.

The Search Criteria line identifies the search term used.

The Research Type line gives you the number of items found and the number of categories (information types) in which those items were found. These are: All, Industries, Companies, Case Studies, Company News, Financial Deals, and Countries. Each information type has the number of items included in that type. Not all information types are used for all searches, especially if you selected only one category for your search.

The default display is for all information types to be listed. You may select to show only one type by clicking on that item. The display will then change to show only the items included in the selected type.

Below the row of information types are some menus and display selections. The buttons on the right allow you to display the results by groups (the default display) or as a list. The groups are in the same order in which they are listed across the top of the page.
The list view includes a **Sort** list on the left with a drop-down menu that allows you to sort the items according to **Relevance** (the initial display), **Publication Date**, **Publication Date (ASC)**, and **Title**.

There may be many pages of each type of item. You may navigate through the pages by clicking on the page number in the box at the bottom of the page.

**Refine Your Search Column**

The right side of the page has a Refine Your Search column where you have selections that allow you to target your search results to specific areas.

The **By Keyword** search function will start a new search, not just search within the previous search results. A new results page will be displayed.

The Refine Your Search column is divided into sections: **By Industry**, **By Geography**, **By Company Information**, and **By Publication Date**. Not all sections are used for all searches.

Each group has one or more sub-topics. Each sub-topic has a number that indicates how many items that sub-topic contains. Clicking on a sub-topic will open a results page showing only those items.

**Item Lists**

Each item in a list includes a title, a brief description, publication information and an indicator symbol for the information type group in which that item is included.

Clicking on an item’s title in each item’s entry will open a page for that item. These pages include Industry Pages (see page 15),

Company pages (see page 8), Case Studies (see page 18), Country pages (see page 12), and various news and financial deal pages. Clicking on a news item or financial deal item will open a one page view of the article or description of the deal.
Company Profile Page

Clicking on a company name will open the Company Profile page for the selected company. The Company Profile page opens with the Company Overview displayed. The other pages may be opened by selecting them from the Table of Contents menu column on the right side of the page.

The Company Overview display has general information about the company including a brief description, key facts, a list of executives, and biographies.

The top of the page includes an Ask Analyst link. This will scroll to the bottom of the page where there is an email form so that you may communicate with an analyst.
All pages of the Company Profile have a Download Full Report button near the top of the page. This button will open a Company Profile report in PDF format. Clicking on the button will open a window where you may Open the report or Save it.

Clicking on Open will open the report in a new window.

The PDF version has a table of contents pane on the left. Clicking on an item in the table of contents will open the selected section of the report.

**Company Profile Page Table of Contents Menu Column**

The Company Profile page has a Table of Contents menu column on the right side of the page. This menu lists all the sections of the profile. Clicking on a section name will open the section in the main area of the page.

The sections include: **Company Overview** (the default initial display—see page 8), **Business Description**, **History**, **Key Employees and Biographies**, **Company View**, **Locations and Subsidiaries**, **SWOT Analysis**, **Revenue Analysis**, **Key Competitors**, and **Major Products and Services**. There is also a section for Related Research with selections for: **Case Studies**, **Company News**, **Financial Deals**, and **Countries**. Not all sections will be available for all companies.

As each section is expanded a new Extract To: line with two icons is displayed in that section of the menu column. The icons are Word and PDF. Selecting one of these will export that section of the Company Profile in Word or PDF format.

**Business Description**

The Business Description selection will open a detailed description of the company.
History

The History selection will open a lengthy narrative history of the company.

Key Employees and Biographies

The Key Employees and Biographies selection will open a list of Key Executives. This list is in the form of a table. The table includes the name, title, and any board on which the executive sits.

Biographies are included in this section and may be viewed by scrolling down the page.

Company View

The Company View selection will open a page with some discussion of the company. This can be an excerpt of the company’s 10-K submission.

Locations and Subsidiaries

The Locations and Subsidiaries selection will open a page with a table of company subsidiaries and where they are located. This includes company name, address and telephone and fax numbers.

SWOT Analysis

The SWOT Analysis selection will open a page with a table and discussion of the major points of the company’s Strengths, Weaknesses, Opportunities, and Threats.

Revenue Analysis

The Revenue Analysis selection will display a brief analysis of the company’s revenues.

Key Competitors

The Key Competitors selection will open a page with a list of the company’s main competitors. Each name on the list is a link that will open that company’s Company Profile page.

Major Products and Services

The Major Products and Services selection will open a page with a list of products and services broken into major headings. The bottom of the list includes brands.
Related Research

The Related Research section of the Table of Contents menu column has links to other items that may relate to the company you are researching. The links in the Table of Contents, Case Studies, Company News, Financial Deals, and Countries, will open pages with additional information.

The Case Studies selection will open a page listing any cases that may apply to the company being researched. Clicking on the title of the case study will open the Case Study page for that case study. See page 18 for information about the Case Study page.

The Company News selection will open a page listing news articles that pertain to the company or companies that offer similar products or services as the company you are researching. Clicking on an article’s title will open the full text article.

The Financial Deals selection will open a page with a list of pertinent deals that involve the company. The name of the item is a link to the deal page.

The Countries selection will open a page with a list of country analysis reports. Clicking on the title of a report will open the Country Profile page. See page 12 for information about the Country Profile page.
**Country Profile Page**

Clicking on a country name will open the *Country Profile* page for the selected country. The *Country Profile* page opens with the **Overview** displayed. The other pages may be opened by selecting them from the Table of Contents menu column on the right side of the page.

The **Overview** page is divided into sections: Overview, Summary, PESTLE Highlights, and Key Fundamentals. The PESTLE analysis looks at the Political, Economic, Social, Technological, Legal and Environmental landscapes of the country.

![MarketLine Advantage Report](image)

The top of the page includes an **Ask Analyst** link. This will scroll to the bottom of the page where there is an email form so that you may communicate with an analyst.
All pages of the Country Profile have a **Download Full Report** button near the top of the page. This button will open a Country Profile report in PDF format. Clicking on the button will open a *File Download* window where you may **Open** the report or **Save** it.

Clicking on **Open** will open the report in a new window.

The PDF form has a detailed PESTLE (political, economic, social, technological, legal and environmental) analysis of the country. The pictured report for Venezuela is 68 pages long. Each aspect of the PESTLE profile is covered in depth.

**Country Profile Page Table of Contents Menu Column**

The *Country Profile* page has a Table of Contents menu column on the right side of the page. This menu lists all the sections of the profile. Clicking on a section name will open the section in the main area of the page.

The sections include: **Overview** (the default initial display), **Key Facts and Geographic Location**, **PESTLE Analysis**, **Political Landscape**, **Economic Landscape**, **Social Landscape**, **Technological Landscape**, **Legal Landscape**, **Environmental Landscape**, and **Appendix**. There is also a section for Related Research with selections for **Industry**, **Companies**, **Company News**, and **Financial Deals**.

As each section is expanded a new Extract To: line with two icons is displayed in that section of the menu column. The icons are **Word** and **PDF**. Selecting one of these will export that section of the Company Profile in Word or PDF format.

**Key Facts and Geographic Location**

The Key Facts and Geographic Location selection will open the *Key Facts and Geographic Location* page. This page has a table of key facts (including currency, type of government, etc.) and a map of the country.
PESTLE Analysis

The **PESTLE Analysis** selection will open the *PESTLE Analysis* page. This page is a long scrolling page that includes a complete political, economic, social, technological, legal, and environmental analysis of the country you are researching. Each section of the analysis gives an overview, strengths, challenges, future prospects, and future risks.

**Political Landscape, Economic Landscape, Social Landscape, Technological Landscape, Legal Landscape, Environmental Landscape**

The **Political Landscape, Economic Landscape, Social Landscape, Technological Landscape, Legal Landscape, and Environmental Landscape** selections will each open a page with information about that aspect of the country. These are the same categories that are covered in the PESTLE analysis.

Each Landscape page is broken down into the same sections: Summary, Evolution, Structure and Policies, Performance, and Outlook.

**Appendix**

Clicking on the **Appendix** selection will open the *Appendix* page with information to contact the analyst and a general disclaimer for the report and its contents.

**Related Research**

The Related Research section of the Table of Contents menu column has links to other items that may relate to the country you are researching. The links: **Industries**, **Companies**, **Company News**, and **Financial Deals** will open pages with additional information.

This Related Research section is similar to and operates in a similar manner as the Related Research section of the *Company Profile* page. Please go to page 11 for information about the Related Research section.
Industry Profile Page

Clicking on an industry name will open the *Industry Profile* page for the selected industry. The *Industry Profile* page opens with the **Executive Summary** display open. The other pages may be opened by selecting them from the Table of Contents menu column on the right side of the page.

The *Executive Summary* page has a brief synopsis of the industry.

All pages of the Industry Profile have a **Download Full Report** button near the top of the page. This button will open the Industry Profile report in PDF format. Clicking on the button will open a *File Download* window where you may **Open** the report or **Save** it. Clicking on **Open** will open the report in a new window.

The PDF report is divided into sections corresponding to the sections listed in the Table of Contents menu column on the Industry Profile page.

The top of the *Industry Profile* page includes an **Ask Analyst** link. This will scroll to the bottom of the page where there is an email form so that you may communicate with an analyst.
Industry Profile Page Table of Contents Menu Column

The Industry Profile page has a Table of Contents menu column on the right side of the page. This menu lists all the sections of the profile. Clicking on a section name will open the section in the main area of the page. The sections are divided into two groups: Table of Contents and Related Research.

The Table of Contents section has selections for: Executive Summary, Market Overview, Market Data, Market Segmentation, Market Outlook, Five Forces Analysis (Buyer Power, Supplier Power, Substitutes, New Entrants, and Degree of Rivalry), Leading Companies, Macroeconomic Indicators, and Appendix.

The Related Research section has Companies, Company News, and Financial Deals.

As each section is expanded a new Extract To: line with two icons is displayed in that section of the menu column. The icons are Word and PDF. Selecting one of these will export that section of the Company Profile in Word or PDF format.

Executive Summary

The Executive Summary selection is displayed when the Industry Profile page is first opened. This page gives you a brief description of various aspects of the industry, including Market Value, Market Volume, Category Segmentation, Market Rivalry and more.

Market Overview

The Market Overview selection will open the Market Overview page. This page gives you a short description of the Market Definition and Market Analysis of the industry.

Market Data

The Market Data selection opens the Market Data page. This page has some tables and charts displaying the Market Value and Market Volume of the industry.

Market Segmentation

Clicking on the Market Segmentation selection will open the Market Segmentation page. This page has tables and charts displaying information on Category Segmentation and Geography Segmentation.
Market Outlook

The Market Outlook selection will open the Market Outlook page. This page has tables and charts with information about the Market Value Forecast and Market Volume Forecast.

Five Forces Analysis

The Five Forces Analysis selection will open the Five Forces Analysis page. This page will give you an analysis of the five forces driving competition in the industry.

These forces are: Buyer Power, Supplier Power, Substitutes, New Entrants and Degree of Rivalry.

The page is divided into sections, one for each force and a Summary.

Each section includes a chart displaying how that particular force is affected by the various aspects that make up the force.

Leading Companies

Clicking on the Leading Companies selection will open the Leading Companies page. This page lists the top companies in the industry. Each company is described in text, charts and tables. This page does not have links to the Company Profile pages of the companies included as leading companies.

Macroeconomic Indicators

The Macroeconomic Indicators selection will open the Macroeconomic Indicators page. This page has tables and charts giving economic data about the country in which the industry is located (e.g., United States – Airlines).

Appendix

The Appendix selection will open the Appendix page. This page gives you the methodology used to derive the data, contact information for industry associations, and related MarketLine research.

Related Research

The Related Research section of the Table of Contents menu column has links to other items that may relate to the country you are researching. The links: Companies, Company News, and Financial Deals will open pages with additional information.

This Related Research section is similar to and operates in a similar manner as the Related Research section of the Company Profile page. Please go to page 11 for information about the Related Research section.
Case Study Page

Clicking on a case study name will open the Case Study page for the selected study. The Case Study page opens with the Overview displayed. The other pages may be opened by selecting them from the Table of Contents menu column on the right side of the page.

All pages of the case study have a Download Full Report button near the top of the page. This button will open the case study in PDF format. Clicking on the button will open a File Download window where you may Open the report or Save it. Clicking on Open will open the report in a new window.

The PDF report is divided into sections corresponding to the sections listed in the Table of Contents menu column on the Industry Profile page.

The top of the Case Study page includes an Ask Analyst link. This will scroll to the bottom of the page where there is an email form so that you may communicate with an analyst.
Case Study Page Table of Contents Menu Column

The Case Study page has a Table of Contents menu column on the right side of the page. This menu lists all the sections of the profile. Clicking on a section name will open the section in the main area of the page. The sections are divided into two groups: Table of Contents and Related Research.

The Table of Contents section pictured at right has selections for: Overview, Analysis, and Appendix. Other case studies may have additional sections, such as Introduction.

The Related Research section has Companies, Case Studies, Company News, Financial Deals, and Countries.

As each section is expanded a new Extract To: line with two icons is displayed in that section of the menu column. The icons are Word and PDF. Selecting one of these will export that section of the Company Profile in Word or PDF format.

Clicking on a selection in the Table of Contents section will open a page with information pertinent to that selection. The Overview selection is displayed when the study is first opened.

Related Research

The Related Research section of the Table of Contents menu column has links to other items that may relate to the country you are researching. The links: Companies, Case Studies, Company News, Financial Deals, and Countries will open pages with additional information.

This Related Research section is similar to and operates in a similar manner as the Related Research section of the Company Profile page. Please go to page 11 for information about the Related Research section.
Browse By

The Browse By section of the MarketLine Advantage Home tab has four selections: Industries (see below), Geographies (see page 21), Companies (see page 22, and Databases (see page 23).

Industries

Clicking on the Industries selection in the Browse By section of the Home tab will open the Industries page.

This page has a listing of more than 25 industries.

Each industry listed has a number indicating how many items will be included in that industry. Clicking on a selection will open the Search Results page for that industry.

This Search Results page is similar to the all other search result pages. See page 6 for information about the Search Results page.
Geographies

Clicking on the Geographies selection in the Browse By section of the Home tab will open the Geographies page.

This page has a listing of 5 geographic areas. Each area listed has a number indicating how many items are include in that region. Clicking on a selection will open the Search Results page for that region.

This Search Results page is similar to the all other search result pages. See page 6 for information about the Search Results page.
Companies

Clicking on the **Companies** selection in the Browse By section of the **Home** tab will open the **Companies** page.

This page has a listing of more than 25 company groupings (these groupings correspond to the list of industries on the **Industries** page).

Each grouping listed has a number indicating how many items will be included in that group. Clicking on a selection will open the **Search Results** page for that grouping.

Only Company Profiles are included on the **Search Results** list. You may select other items from the **Search Results** page header, including **Industries**, **Company News**, and **Financial Deals**.

This **Search Results** page is similar to the all other search result pages. See page 6 for information about the **Search Results** page.

Clicking on a company name will open the **Company Profile** page for that company. See page 8 for information about the **Company Profile** page.

The **Search Results** page also has the **Refine Your Search** column that allows you to narrow the search by specific topics, including **Annual Revenue**, **Number of Employees**, **Industry**, **Geography**, or **Company Information**. You also may view reports according to the date published.
Databases

Clicking on the Databases selection will open a Databases page with links to two databases: Country Statistics and Market Data Analytics.

Country Statistics

The Country Statistics database has three tabs: Search, View Results and Analyze Results. The Search tab is opened when the page is first displayed. The View Results and Analyze Results tabs will not open until you have selected countries and indicators in the Search tab.

The top of the page has an Ask an Analyst a Question link. This will open the Ask an Analyst window. You must use your personal information to use this function, it is not part of the Business Library’s services.

Search Tab

The Search tab is divided into three columns: Select Countries, Select Indicators, and Confirm My Search. In order to make a search you must select at least one item from the Countries column and one item from the Indicators column. As you make selections, the Indicators and Countries categories in the Confirm My Search column are populated.
The Countries and Indicators columns contain lists of items you may choose. The lists may be expanded by clicking on the plus sign next to many of the headings. This will open the selected heading to reveal more items below it.

In the Countries column you may select the major heading (e.g., Other Key Groupings), this will select all the items included in that heading, or you may open the heading and select one or more of the items in that heading (e.g., European Union, G8, etc.). You select items by clicking on the check box next to the item so that a check mark appears in the box. As you select items they will appear under the Countries category in the Confirm My Search column.

You may remove items from the search by clicking on a box with a check mark so that the check mark disappears. This will remove the item from the listing in the third column.

You must select items from the Countries column before making selections from the Indicators column.

The Indicators column must be expanded by clicking on the plus signs next to the item headings. You must do this until items with check boxes are displayed. This may require you to “drill down” two or three levels (or more) before selectable items are found. Note that not all headings are expandable. These headings do not have any selections available.

The selections available in the Indicators column vary depending on the selections you have made in the Countries column.

As you select items by clicking on the check boxes the items are displayed in the Indicators heading of the Confirm My Search column.

Once you have populated the Countries and Indicators you may view and analyze the results.
View Results Tab

The results may be viewed by clicking on the View Results button or by clicking on the View Results tab. This will open the View Results tab. The results are displayed in a table format. The countries and indicators you chose are listed in the first two columns. The remaining columns list the units, years and the source. The source column has a document icon that will display the source of the information when your mouse pointer is hovered over the icon. If there is no information available a “N/A” is displayed.

There is a View Notes and Methodology link above the table. Clicking on this link will open a small Notes and Methodology window with information about the indicators.

The Excel link and icon above the table allows you to export the data in the table to Excel. Clicking on this link will open the File Download window. This window gives you the options to either open or save the file. If you wish to save the file click on the Save button. This will open the Save As page where you are prompted to name the file and select a destination. Clicking on the Open button will open the table in Excel in a new window.
Analyze Results Tab

The Analyze Results button and tab will both open the Analyze Results tab. This tab displays the results in a variety of charts.

The Analytical Options column lists the types of analyses available. These are Country Comparisons, Indicator Comparisons, Custom View and Bubble Chart.

Country Comparison

The country comparison chart displays the country (or country group) as a graph plotting the years against the selected indicator.

You have several options on this page. The top part of the page allows you to select the indicator for the vertical axis from the drop-down menu in the Indicators box. If only one country (or country group) was selected for the search you may not deselect that country. However, if more than one was used in the search you may select the country to plot in the chart. You also may select the years to display from the Start Year and End Year data fields.

When you have selected other criteria to display, you must click on the Run Analysis button to generate a new chart.

Each chart has links and icons above it that allow you to export the chart and data to Excel, PowerPoint or Word. Clicking on one of these links will open the File Download window. This window gives you the options to either open or save the file. If you wish to save the file click on the Save button. This will open the Save As page where you are prompted to name the file and select a destination.

Clicking on the Open button will open the table in the selected program in a new window.

The top of the page has a Show/Hide link in the My Search section. Clicking on this link will expand the section to display all the search criteria used for this search.
Indicator Comparison

The indicator comparison chart displays two indicators from one country (or country group) as graph plots against the years. You may select different countries (if more than one was used in your search), different indicators, or years from the drop-down menus above the chart. When you have selected new items, you must click on the Run Analysis button to create a new chart. This chart and information also may be exported to Excel, PowerPoint, or Word.

Custom View

The custom view chart displays all indicators as the default display. You have the options to select the indicators you want, the country (or country group) if more than one was used in your search, and the years. When you have selected new items, you must click on the Run Analysis button to create a new chart. This chart and information also may be exported to Excel, PowerPoint, or Word.

Bubble Chart

The bubble chart displays three indicators as the default display. One on the X-axis, one on the Y-axis, and one in the bubble. You have the options to select the indicators you want, the country (or country group) if more than one was used in your search, and the years. When you have selected new items, you must click on the Run Analysis button to create a new chart. This chart and information also may be exported to Excel, PowerPoint, or Word.
Market Data Analytics

The Market Data Analytics link on the Databases page will open the Market Data Analytics page.

The Market Data Analytics database has two tabs: Search and View Results. The Search tab is opened when the page is first displayed. The View Results tab will not open until you have selected items in the Search tab.

Search Tab

The Search tab is divided into three columns: Search Type, Make Selections, and Review Selections. In order to make a search you must select a search type and make at least one selection from the Make Selections column.

The Search Type column has two selections: Sector and Country. These selections determine the items that are displayed in the Make Selections column. You may make selections from each type of search (Sector and Country) before viewing the results.

After making your selection in the Search Type column you may use the Make Selections column.

The Make Selections column contains lists of items you may choose. The lists may be expanded by clicking on the plus sign next to many of the headings. This will open the selected heading to reveal more items below it.

You may select the major heading (e.g., Beverages - Non-alcoholic, Food, Americas, etc.), this will select all the items included in that heading, or you may open the heading and select one or more of the items in that heading. You select items by clicking on the check box next to the item so that a check mark appears in the box. As you select items they will appear under the Countries or Sectors categories in the Review Selections column.

You may remove items from the search by clicking on a box with a check mark so that the check mark disappears. This will remove the item from the listing in the third column.
Once you have populated the Countries or Sectors categories in the Review Selections column you may make additional selections in the Data Selections section of the third column.

Select the type of data you want in the Select a Data Selection box menu (which has six selections: Market Value, Market Volume, Company Shares, Distribution, Consumer Graphics, and Brand Shares).

Select either Compare by Country or Compare by Category by clicking on the radio button next to your selection.

Next, select the Start Year and End Year from the respective menus.

You also have the option to remove any of the Sectors or Countries selections you made previously by clicking on the “X” icon by the items.

**View Results**

When you have finished making your selections click on the View Results button or the View Results tab. The results are displayed in a table format. The item category is listed in the second column. The following columns have data entries for the years you selected.

The first column has a box with a minus sign. Clicking on this will collapse that section of the table. If you have a long table with many selections using this feature may make viewing the table easier.

The Excel link and icon above the table allows you to export the data in the table to Excel.

Clicking on this link will open the File Download window. This window gives you the options to either open or save the file. If you wish to save the file click on the Save button. This will open the Save As page where you are prompted to name the file and select a destination.
Clicking on the **Open** button will open the table in Excel in a new window.

The top of the **View results** tab has a **Show/Hide** link in the My Current Search section. Clicking on this link will open or collapse the section to display the search criteria used for this search.

The top of the **View Results** tab has a tool bar with six selections.

![Tool bar with six selections](image)

The **Data Selection**, **Country**, **Sector** and **Unit and Year** selections open menus. The two Compare By selections (**Country** and **Category**) toggle the display between the two.

You may use this tool bar to modify the original search.

Clicking on **Data Selection** will open a submenu with six selections (**Market Value**, **Market Volume**, **Company Shares**, **Distribution**, **Consumer Graphics**, and **Brand Shares**). These are the same selections in the **Select a Data Selection** box menu from the Review Selections column in the **Search** tab. Clicking on one of these selections will change the table to reflect the new set of data.

Selecting **Country** from the tool bar will open a **Filter Selections** window with a Country list. This is the same list that is displayed in the Make Selections column in the **Search** tab when **Country** had been selected in the Search Type column. Your original criteria are already checked. You may change the criteria by removing or adding new selections. Click on the **Update** button to have the table change to reflect the newly selected data.
Selecting **Sector** from the tool bar will open a *Filter Selections* window with a Sector list. This is the same list that is displayed in the Make Selections column in the **Search** tab when **Sector** had been selected in the Search Type column. Your original criteria are already checked. You may change the criteria by removing or adding new selections. Click on the **Update** button to have the table change to reflect the newly selected data.

The **Unit and Year** selection will open a new section below the tool bar. This section has selections to change the years you previously used, the monetary units (**US Dollar** or **EURO**) and the measurement (Absolute, Percent of Total, etc.). Selections are made from menus or by clicking on the radio buttons next to your selection.

Click on the **Update** button to have the table change to reflect the newly selected data.
Browse Tab

Clicking on the **Browse** tab on the MarketLine Advantage opening screen will open a *Search Results* page will all material in the MarketLine Advantage program available. See page 6 for information about the many features of the *Search Results* page.