

askEASL GUIDE

Nikkei Telecom21

N.B. The bulk of the resources in Nikkei Telecom are in Japanese and require Japanese fonts and an IME for viewing and searching on PCs.

What is it?

Nikkei Telecom21 is a group of comprehensive business databases offered by Nihon Keizai Shinbunsha, *Nikkei* for short. Nikkei Telecom 21 includes full text search of four of Nikkei's business newspapers as well as of general national level papers such as Asahi Shinbun and regional newspapers. Also included are company information, a who's who directory, and market trend and economic statistics.

1. Content

The content is divided into two categories.

1. Resources to READ: news headlines, real-time delivery of newswire stories, stock indexes, exchange rates, bond prices, numerical and statistical data and company financial data.
2. Resources to SEARCH: Nikkei's newspapers, magazines and newsletters, general papers, local papers, specialized papers, company information (profiles, financials, personnel), market penetration ratios and industry maps.

Coverage & Currency

Brief descriptions of the major databases are listed below. For additional information, please refer to <http://telecom21.nikkei.co.jp/help/contract/price/00/index.html>

Newspapers

Nikkei's four newspapers (*Nihon Keizai Shinbun*, *Nikkei Sangyo Shinbun*, *Nikkei Ryutsu Shinbun*, *Nikkei Kinyu Shinbun*). Coverage begins in 1975 and is updated daily.

Asahi Shinbun – Coverage begins in 1985 and is updated daily.

Other newspaper and magazines indexed in the database:

http://telecom21.nikkei.co.jp/help/contract/price/00/help_ATCDO_shimbun.html

Company Information

Updated monthly. Provides searchable access to data files on companies created by:

Nihon Keizai Shinbunsha (30,000 records),
Tokyo Shoko Research (1,150,000 records),
Teikoku Databank (1,230,000 records)

Typical information included:

corporate name,
contact information (head office location and telephone numbers),
industry category,
main banks,
date of establishment,
capitals,
sales,
profits,
tax paid,
number of employees, etc.

Personnel Information

Updated annually. Provides searchable access of:

Nikkei's Who's Who (270,000 records),
Tokyo Shoko Research (1,120,000 records),
Diamond Publication (290,000 records),
Yomiuri Jinbutsu database (20,000 records),
Nikkan Sport Jinbutsu database (8,000 records),
Asahi Jinbutsu database (30,000 records)

Typical biographical information included:

Name,
Gender,
Date of birth,
Hobbies,
Academic degree,
Workplace,
Work address,
Work phone,
Work title,
Education,
Type of company business,

Stock and Bond Information

Provides stock and bond prices and their indices for both domestic and foreign markets. Provides real-time prices in most cases and offers a viewing option in chart format and time-series tables.

Economic Statistics

Provides various macroeconomic data and indicators such as national accounts, consumer price index, indexes of industrial production, etc. Also provided are the two most recent years of prefecture accounts and population estimates for 2030.

Other economic indicators and statistics included are listed at:

http://telecom21.nikkei.co.jp/help/contract/price/00/help_MAM11.html

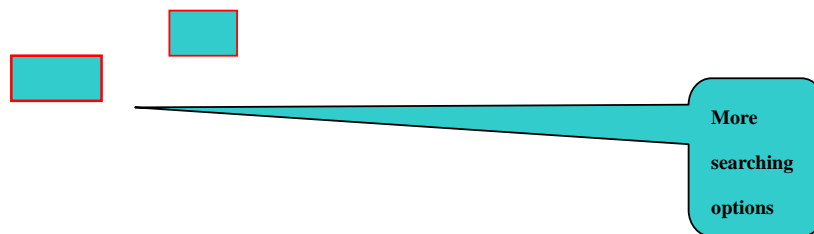
2. Search Interface

Telecom21 contains many files. Each file uses a different search form. Highlighted below are the newspaper and journal search features most useful within an academic setting.

Search

- Easy-to-use search forms consisting of search boxes to fill in keyword(s) with a “help” button next to each search field.
- Optional search methods such as natural language queries and Boolean operators.
- Expanded and limited searches using system-supplied related terms or synonyms.

Current awareness: Topic search links you to hot news on specific industry and business topics.





Topic search



Display

Display search results in:

- Chronological order,
- Reverse chronological order,
- Publication title order,
- Relevance order.

Print (output methods)

- Option to print text without the navigation bar or graphics.
- Option to print selected files in PDF format.
- Additional printing and saving functions depend on your browser. (There is no database option to e-mail or download search results.)

3. Access

URL: <http://telecom21.nikkei.co.jp/nt21/service/>

Availability:

- 24 hours a day
- Access via login and password
- Charges: basic service fee (\$ 80) + monthly usage fee

A charge is incurred based on outputs made during the search process.

See usage charges for individual files at

http://telecom21.nikkei.co.jp/help/contract/price/00/help_CTR01_fee.html#ATCD0

Alternate access to online newspaper and business information:

Articles from Nikkei's 4 newspapers and other information in this database can also be accessed through G Search database services (<http://db.g-search.or.jp/detail/catalog.html>).

The Nikkei Telecom21 Fixed Price Package also provides access to Nikkei's four newspapers. Factiva provides access to Mainichi, Sankei and Yomiuri newspapers.

Contact Information

Ms. Yuko Mori

Nikkei America Inc.

1325 Avenue of the Americas

Suite 2500, New York, NY 10019

Tel: (212) 261-6240

Fax: (212) 261-6249

E-mail: mori.ny@nikkei.com