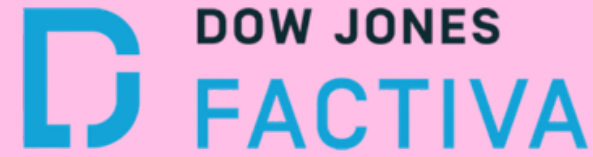


# Benefits of Using



# for your Research

## Factiva will help you to:



• **Understand the Industry Context:** emerging trends, regulatory changes; market disruptions, or macroeconomic factors.



• **Analyse a Company.** Identify: expansion strategies; leadership changes; financial announcements or reputation signals.



• **Strengthen Your Evidence.** Extract: reliable international press coverage; sector-specific publications; contextual evidence for reports and assignments.



• Access to **thousands of verified professional sources**



• **Controlled filters** by country, region, or industry



• **Replicable, structured searches**



• **Deep historical archives**



• **Clear source transparency**

## Practical Example:

### Scenario

Analyze media coverage of Inditex in Latin America (2020–2023).



### FILTERS:

1. **Company Search** → Inditex
2. **Region Filter** → Latin America
3. **Date Range** → 2020–2023
4. **Source Filter** → Economic & industry press



### WHAT YOU CAN IDENTIFY:

- **Evolution of media coverage** over time
- **Countries with strongest visibility**
- **Recurring themes** (sustainability, expansion, financial results)
- **Shifts in narrative year by year**