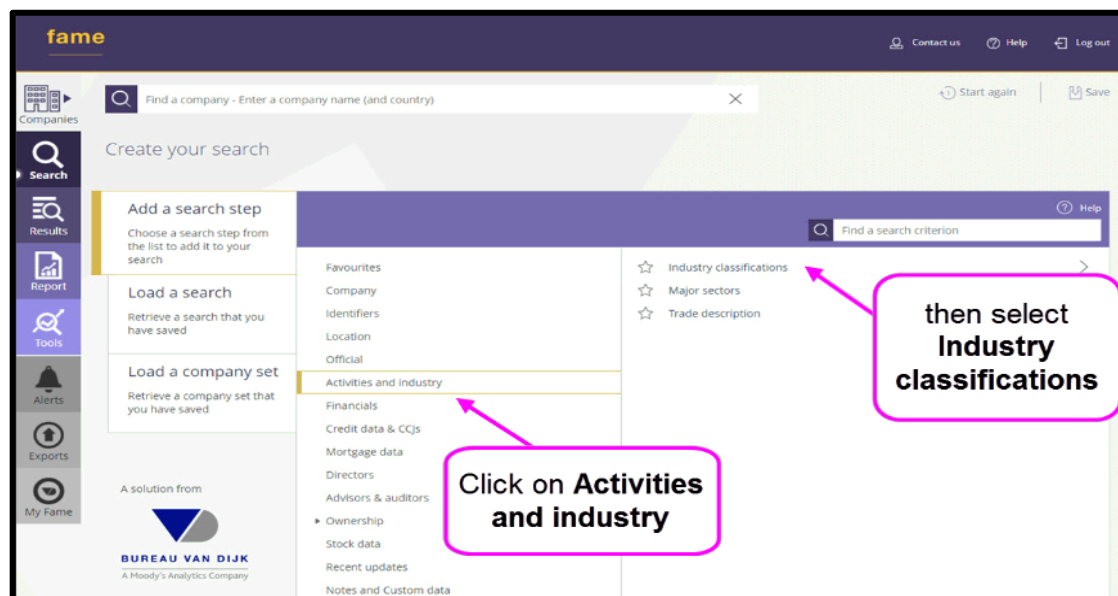


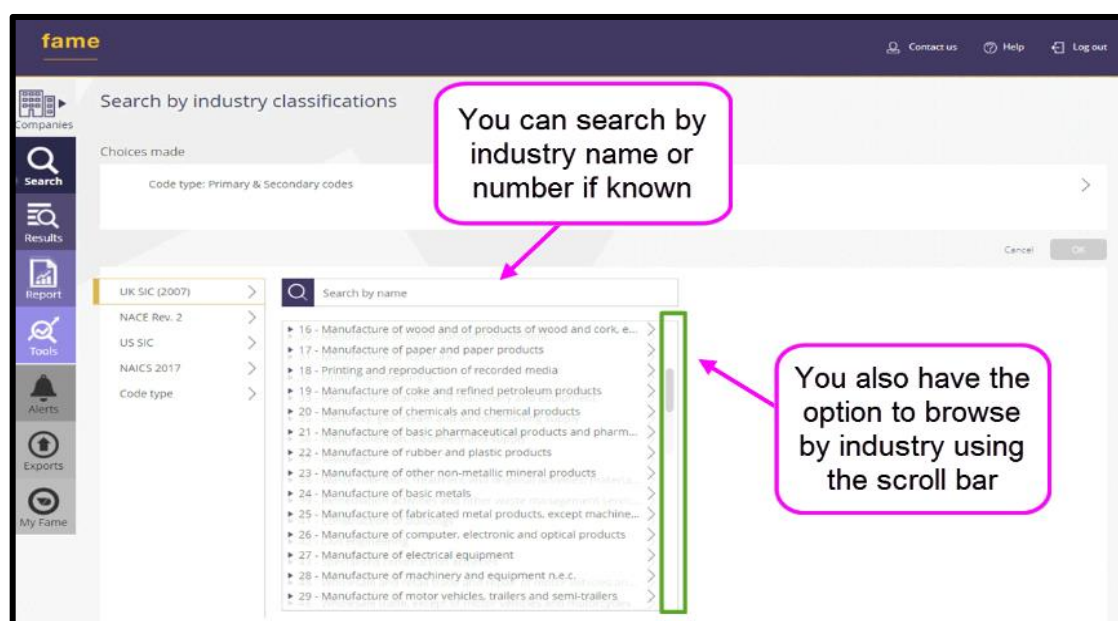
How to create an industry analysis using Fame

Connect to **Fame** through our moodle database course, [Library Information Sources for Business Students](#) or via our [Business, Marketing and Economics](#) library home page. If you are not already logged in, you will be asked to enter your Brookes username and password.

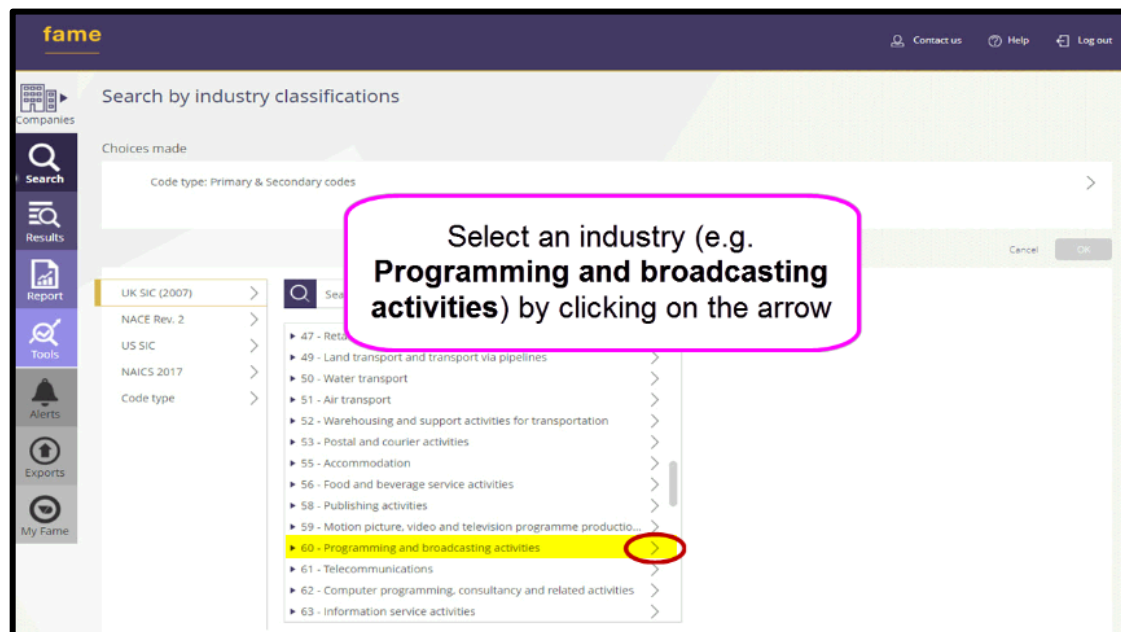
1. When you have reached the **Fame** home page click on **Activities and industry**, then select **Industry classifications**.



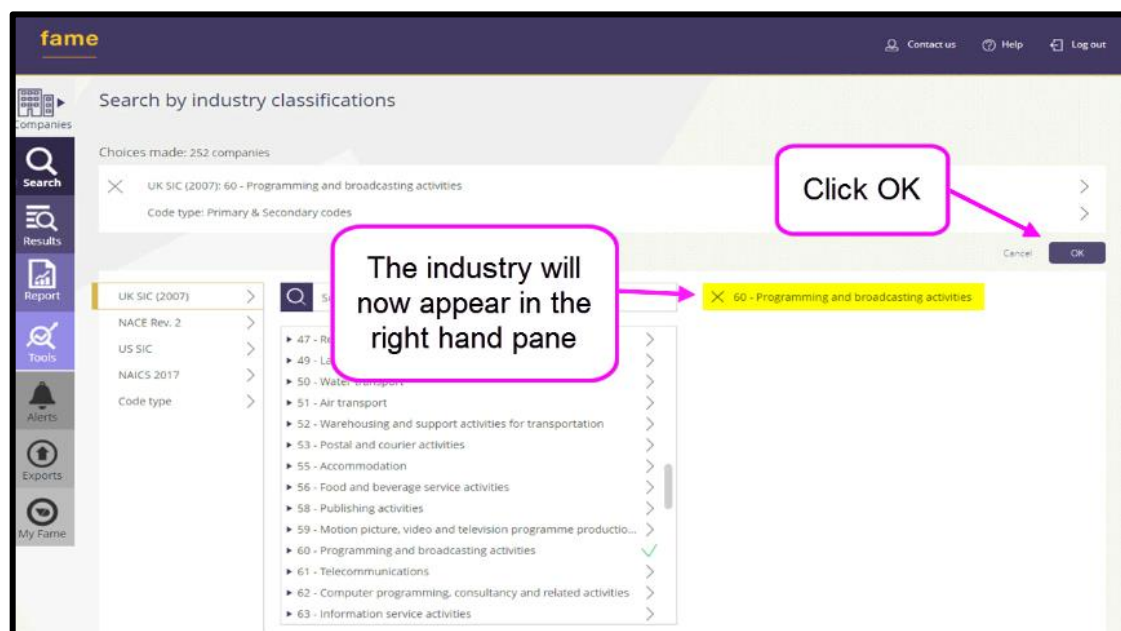
2. You can search by industry name or number if known. You also have the option to browse by industry using the scroll bar.



3. Select an industry (e.g. **Programming and broadcasting activities**) by clicking on the arrow.



4. The industry will now appear in the in right hand pane. Click **OK**.



5. View results by clicking **View results**.

The screenshot shows the Fame search interface. At the top, there's a search bar with the text 'Find a company - Enter a company name (and country)'. Below it, a summary of the search shows 'Your search: 213 companies'. A table of search steps is displayed:

Search step	Result for:	Step	Search
1. All active companies (not in receivership nor dormant) and companies with unknown situation		174,346	174,346
2. UK SIC (2007): Primary and secondary codes: 60 - Programming and broadcasting activities		252	213
Boolean search: 1 and 2		Total:	213

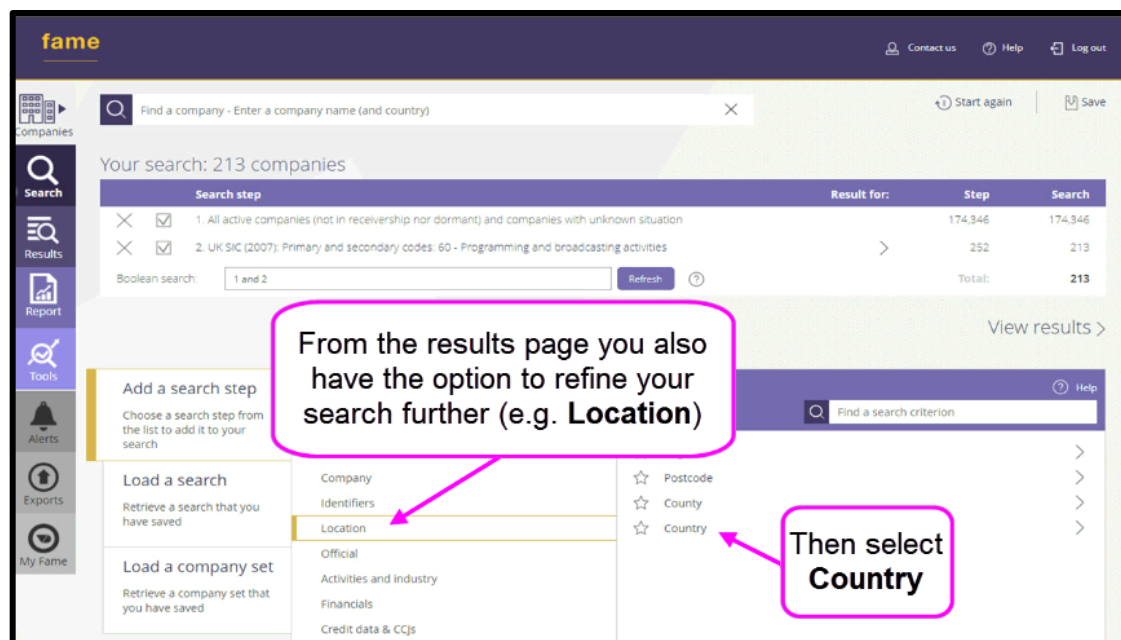
A 'View results >' button is visible next to the total count. A callout box points to this button with the text 'You can view these results by clicking View results'. Another callout box points to the total count '213' with the text 'We have 213 results'.

6. You can select or deselect companies.

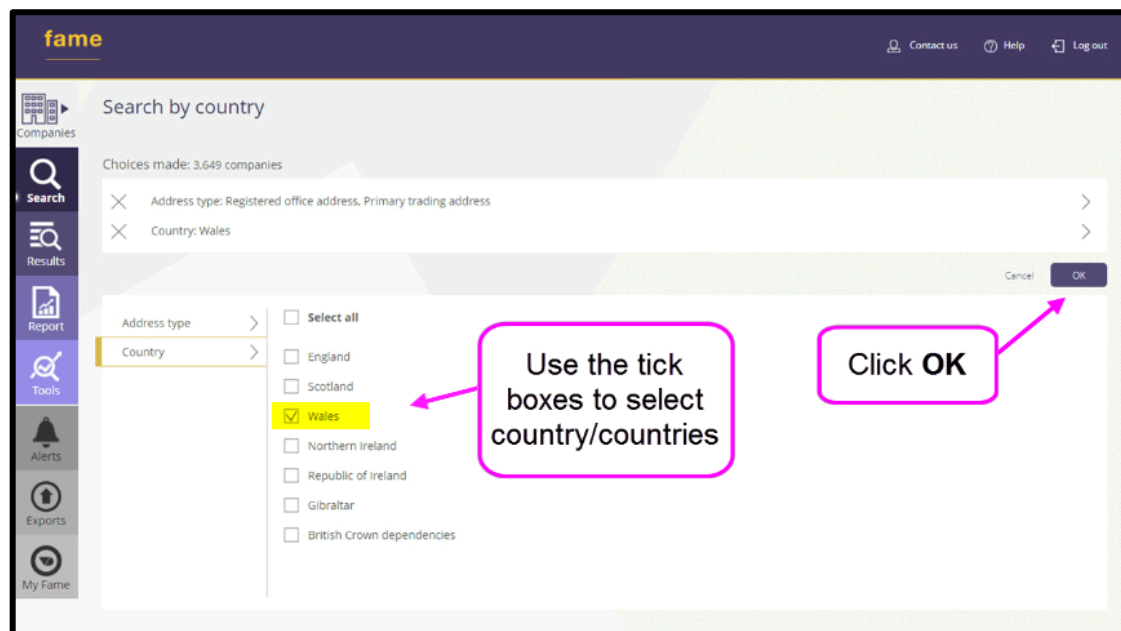
The screenshot shows the Fame search results table. The table has the following columns: Company name, Flags, R/D Full Postcode, Registered number, Primary UK SIC (2007) code, and Latest accounts date. The first column contains checkboxes for selecting or deselecting companies. A callout box points to these checkboxes with the text 'You can select or deselect companies'.

Company name	Flags	R/D Full Postcode	Registered number	Primary UK SIC (2007) code	Latest accounts date
<input type="checkbox"/> 1. SKY PLC		TW7 5QD	02247735	60200	30/06/2017
<input type="checkbox"/> 2. ...		EC1N 2AE	04967001	60200	31/12/2017
<input type="checkbox"/> 3. FORMULA ONE		SW1Y 4AH	04174493	60200	31/12/2016
<input type="checkbox"/> 4. DISCOVERY COM		W4 5YB	05039068	59113	31/12/2016
<input type="checkbox"/> 5. NORDIC ENTERT		W4 5RU	02228654	60200	31/12/2016
<input type="checkbox"/> 6. BBC STUDIOS LIM		W12 7TP	09463829	60200	31/03/2018
<input type="checkbox"/> 7. UKTV MEDIA LIMITED		W6 7AP	04266373	60200	31/12/2016
<input type="checkbox"/> 8. UKTV MEDIA HOLDINGS LIMITED		W6 7AP	07596400	60200	31/12/2016
<input type="checkbox"/> 9. TURNER BROADCASTING SYSTEM EUROPE LIMITED		W1F 7HS	01927955	59113	31/12/2016
<input type="checkbox"/> 10. SPORTS INFORMATION SERVICES (HOLDINGS) LIM...		MK10 0AX	01939932	60200	31/03/2017
<input type="checkbox"/> 11. SPORTS INFORMATION SERVICES LIMITED		MK10 0AX	04243307	60200	31/03/2017
<input type="checkbox"/> 12. DISCOVERY CORPORATE SERVICES LIMITED		W4 5YB	08597513	59113	31/12/2016
<input type="checkbox"/> 13. IDEAL SHOPPING DIRECT LIMITED		PE1 5WG	01534758	47990	01/01/2017
<input type="checkbox"/> 14. INDEPENDENT TELEVISION NEWS LIMITED		WC1X 8XZ	00548648	60200	31/12/2017
<input type="checkbox"/> 15. RED BEE MEDIA LIMITED		W4 5BE	04257461	60200	31/12/2016

7. From the results page you also have the option to refine your search further (e.g. **Location, Country**).



8. Use the tick boxes to select country/countries and then click **OK**.



9. Click **View results**.

The screenshot shows the Fame search interface. At the top, there's a search bar with the text "Find a company - Enter a company name (and country)". Below it, a section titled "Your search: 3 companies" displays a table of search steps and results.

Search step	Result for:	Step	Search
1. All active companies (not in receivership nor dormant) and companies with unknown situation		174,346	174,346
2. UK SIC (2007): Primary and secondary codes: 60 - Programming and broadcasting activities	>	252	213
3. Country: Prim. trading address, R/O address: Wales	>	3,649	3
Boolean search: 1 and 2 and 3		Total:	3

Below the table, there are options to "Add a search step", "Load a search", and "Load a company set". On the right, there are filters for Region, Postcode, County, and Country. A pink callout box with the text "We now have 3 results" points to the "Total:" row. Another pink callout box with the text "Select View results" points to the "View results >" link.

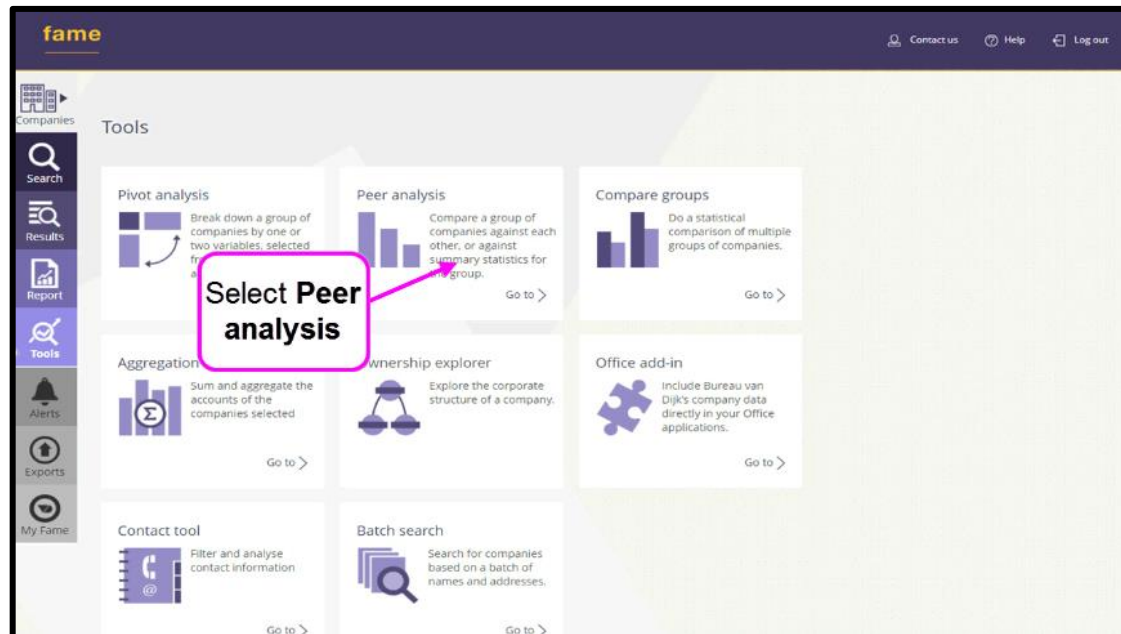
10. Click on **Tools**.

The screenshot shows the Fame search results page. At the top, there's a search bar with the text "Find a company - Enter a company name (and country)". Below it, a section titled "Your search: 3 companies" displays a table of search results.

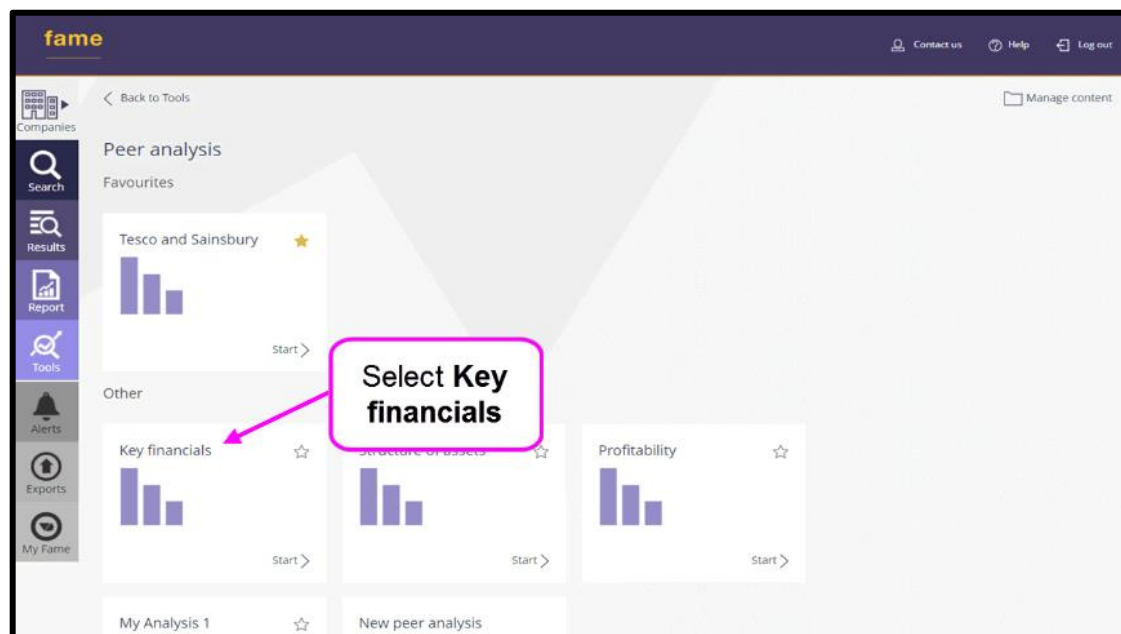
Company name	Flags	R/O Full Postcode	Registered number	Primary UK SIC (2007) code	Latest accounts date
1. S4C2 CYF		CF14 5DU	03725740	60200	31/03/2017
2. S4C DIGITAL MEDIA LIMITED		CF14 5DU	03418710	60200	31/03/2017
3. S4C MASNACHOL CYF		CF14 5DU	03418713	60200	31/03/2017

Below the table, there are options to "Click on Tools", "Add/remove columns", and "Number of rows: 25". A pink callout box with the text "Click on Tools" points to the "Tools" button in the left sidebar.

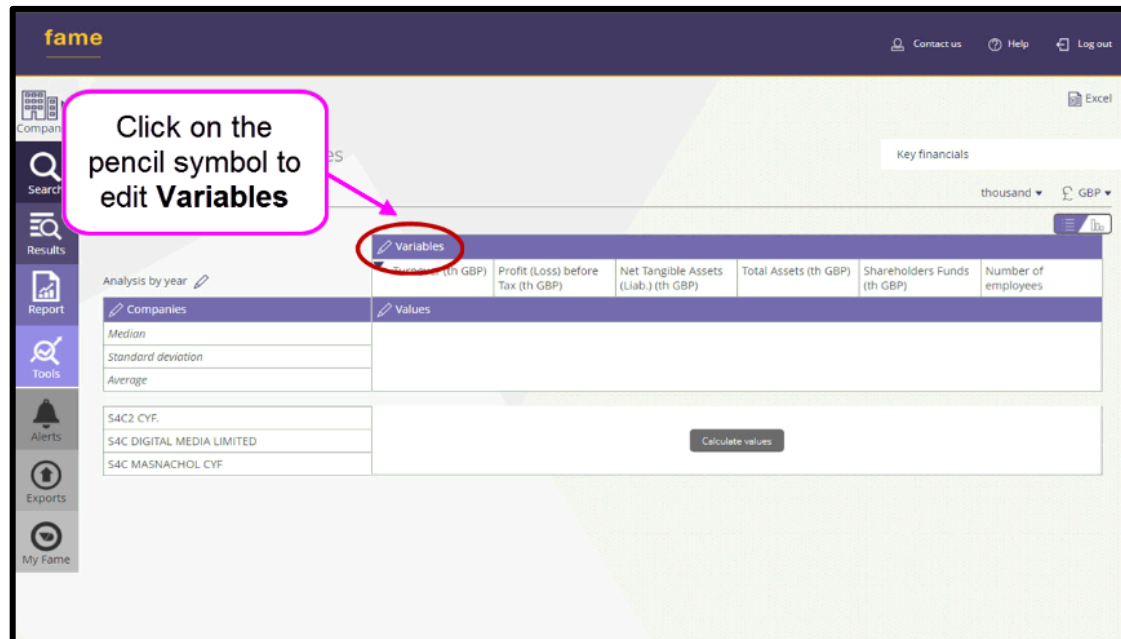
11. Select **Peer analysis**.



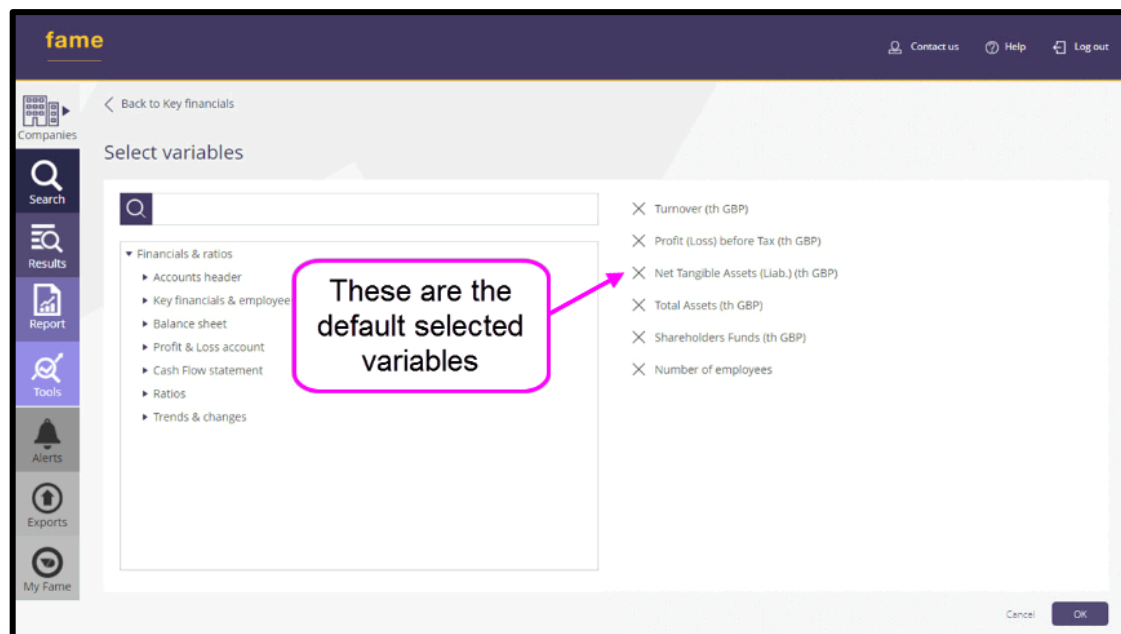
12. Select **Key financials**.



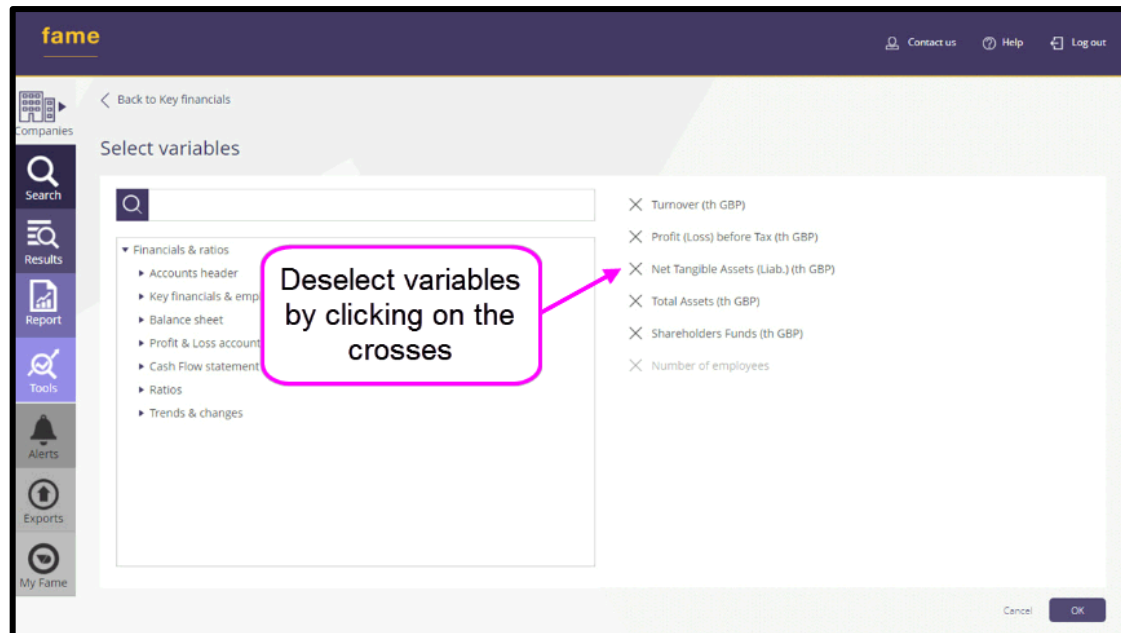
13. Click on the pencil symbol to edit **Variables**.



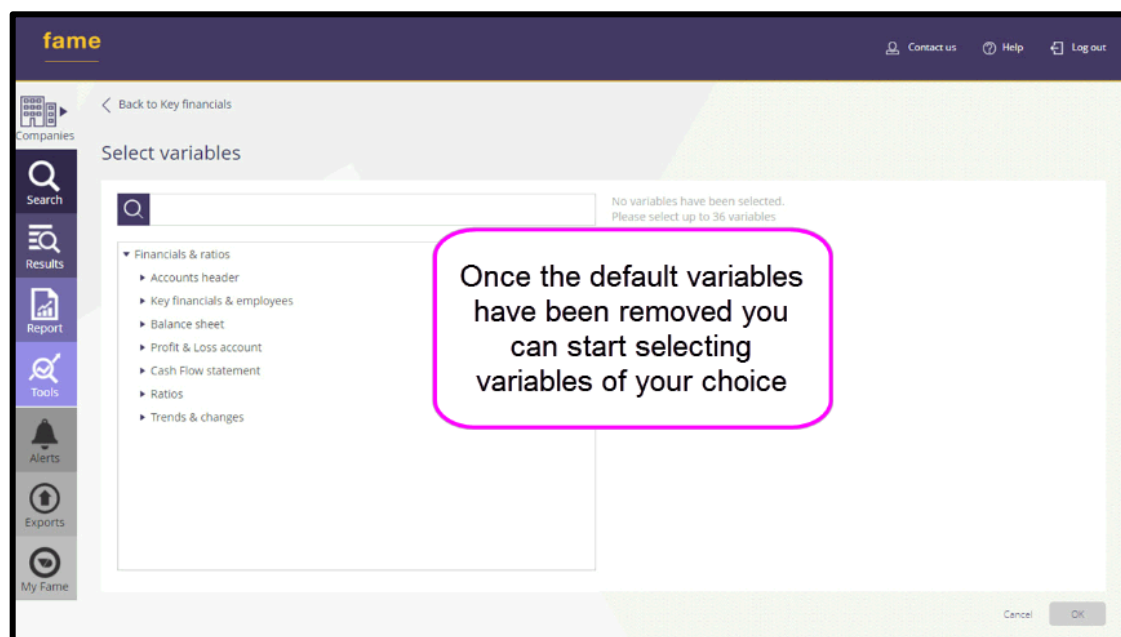
14. These are the default selected variables.



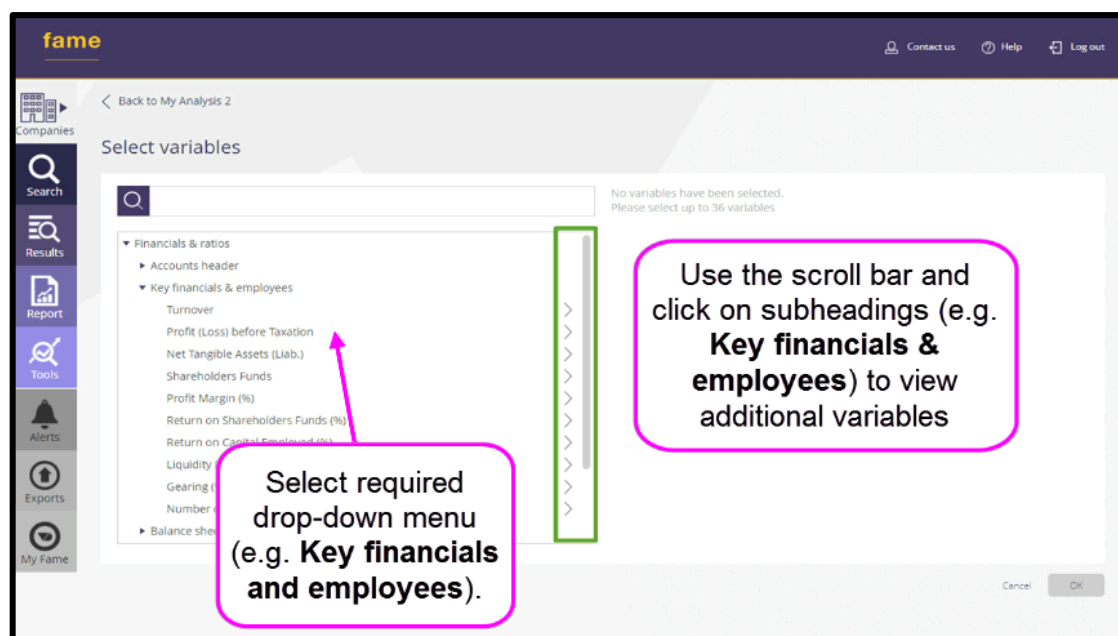
15. Deselect variables by clicking on the crosses.



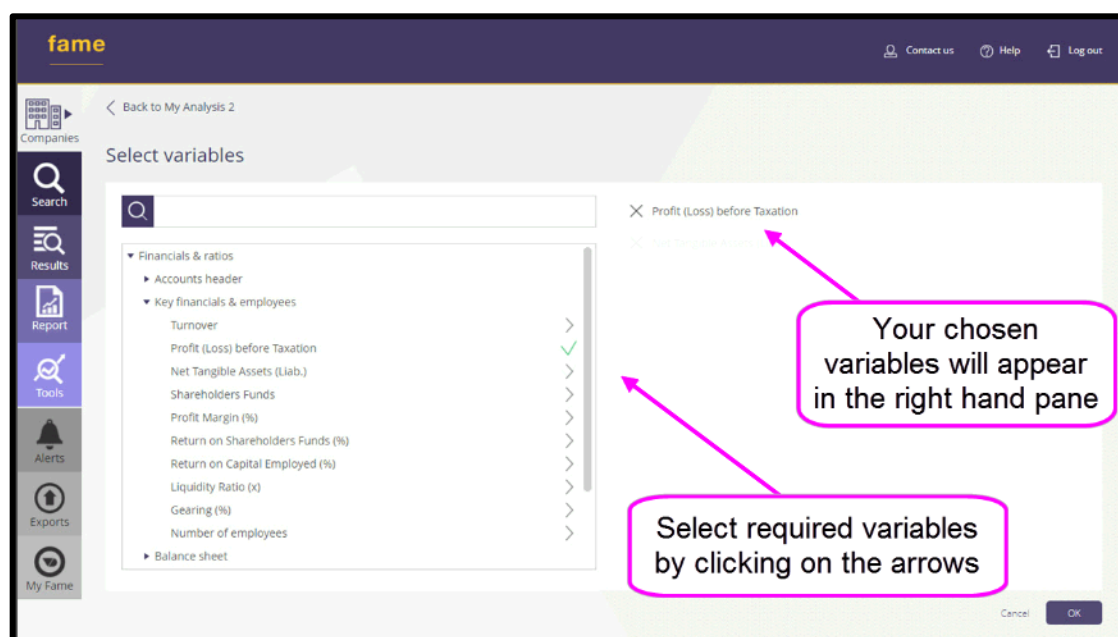
16. Once the default variables have been removed you can start selecting variables of your choice.



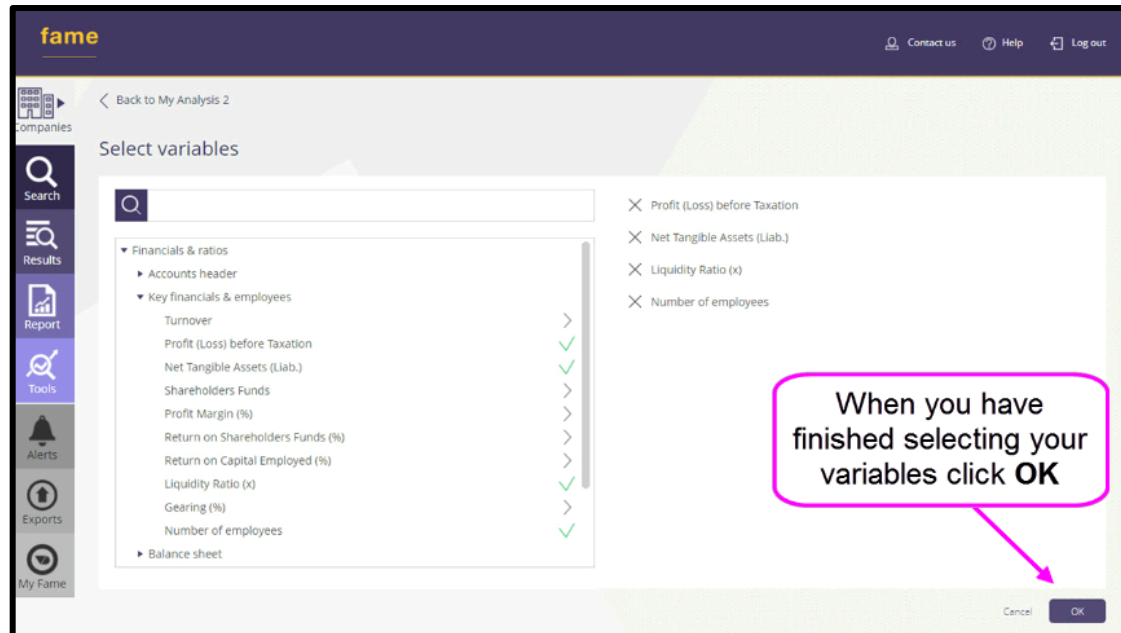
17. Select required drop-down menu (e.g. **Key financials and employees**). Use the scroll bar and click on subheadings (e.g. **Key financials & employees**) to view additional variables.



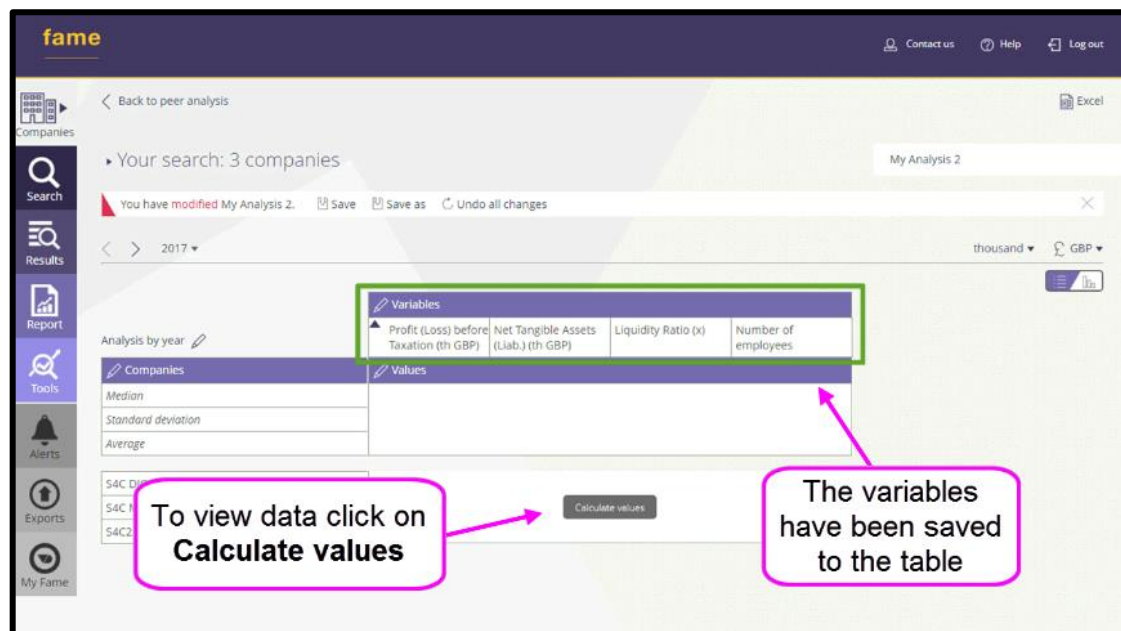
18. Select required variables by clicking on the arrows. Your chosen variables will appear in the right hand pane.



19. When you have finished selecting your variables click **OK**.



20. The variables have been saved to the table. To view data click on **Calculate values**.



21. Click on the drop-down menu or arrows to view different years.

The screenshot shows the Fame web application interface. A callout box points to the year selection arrows (left and right of '2017') with the text: "Click on the drop-down menu or arrows to view different years". Another callout box points to the ranking column (the last column in the table) with the text: "These numbers refer to company ranking".

Analysis by year	Median	Standard deviation	Average	S4C DIGITAL MEDIA LIMITED	S4C MASNACHOL CYF	S4C2 CYF
Median	498	9,986	6.91	1	1	1
Standard deviation	1,926	7,138	5.94	7	3	1
Average	2,572	1	21,260	1	15.72	1
	1,846	2	14	3	1.01	3
	1,360	3	141	2	1.10	2

22. You have the option to save your industry peer analysis or export it to Excel.

The screenshot shows the Fame web application interface. A callout box points to the 'Save' and 'Save as' buttons with the text: "You have the option to save your industry peer analysis or export it to Excel". Another callout box points to the 'Excel' button in the top right corner.

Analysis by year	Median	Standard deviation	Average	S4C DIGITAL MEDIA LIMITED	S4C MASNACHOL CYF	S4C2 CYF
Median	498	9,986	6.91	1	1	1
Standard deviation	1,926	7,138	5.94	7	3	1
Average	2,572	1	21,260	1	15.72	1
	1,846	2	14	3	1.01	3
	1,360	3	141	2	1.10	2

23. Saved industry peer analysis' will appear under the **Peer analysis** section under the **Tools** menu.

The screenshot shows the Fame software interface. On the left is a sidebar with icons for Search, Results, Report, Tools, Alerts, Exports, and My Fame. The 'Tools' icon is highlighted. The main area displays a peer analysis report for 'My Analysis 2'. At the top, it says 'Your search: 3 companies' and 'You have modified My Analysis 2.' with buttons for Save, Save as, and Undo all changes. Below this is a table with columns for 'Ratio (x)' and 'Number of employees'. The table shows data for three companies: S4C DIGITAL MEDIA LIMITED, S4C MASNACHOL CYF, and S4C2 CYF. A pink callout box with a pink arrow pointing to the 'Tools' menu item in the sidebar contains the text: 'Saved industry peer analysis' will appear under the Peer analysis section under the Tools menu'.

	Ratio (x)	Number of employees
Median	1.10	7
Standard deviation	6.91	1
Average	5.94	6

	2,572	1	21,260	1	15.72	1	7	1
S4C DIGITAL MEDIA LIMITED	2,572	1	21,260	1	15.72	1	7	1
S4C MASNACHOL CYF	1,846	2	14	3	1.01	3	5	3
S4C2 CYF	1,360	3	141	2	1.10	2	7	1

If you need further help using **Fame** please contact the business librarians at businesslibrarians@brookes.ac.uk or on 01865 485851. Alternatively, please feel free to drop in and speak to us.