

«Интерактивные версии Годовых отчетов: задачи, ошибки, достижения, прогнозы»

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СОДЕРЖАНИЕ

Интерактивный годовой отчет как инструмент коммуникации с инвесторами и акционерами

- Чего изволите подать?
- В каком виде изволите?

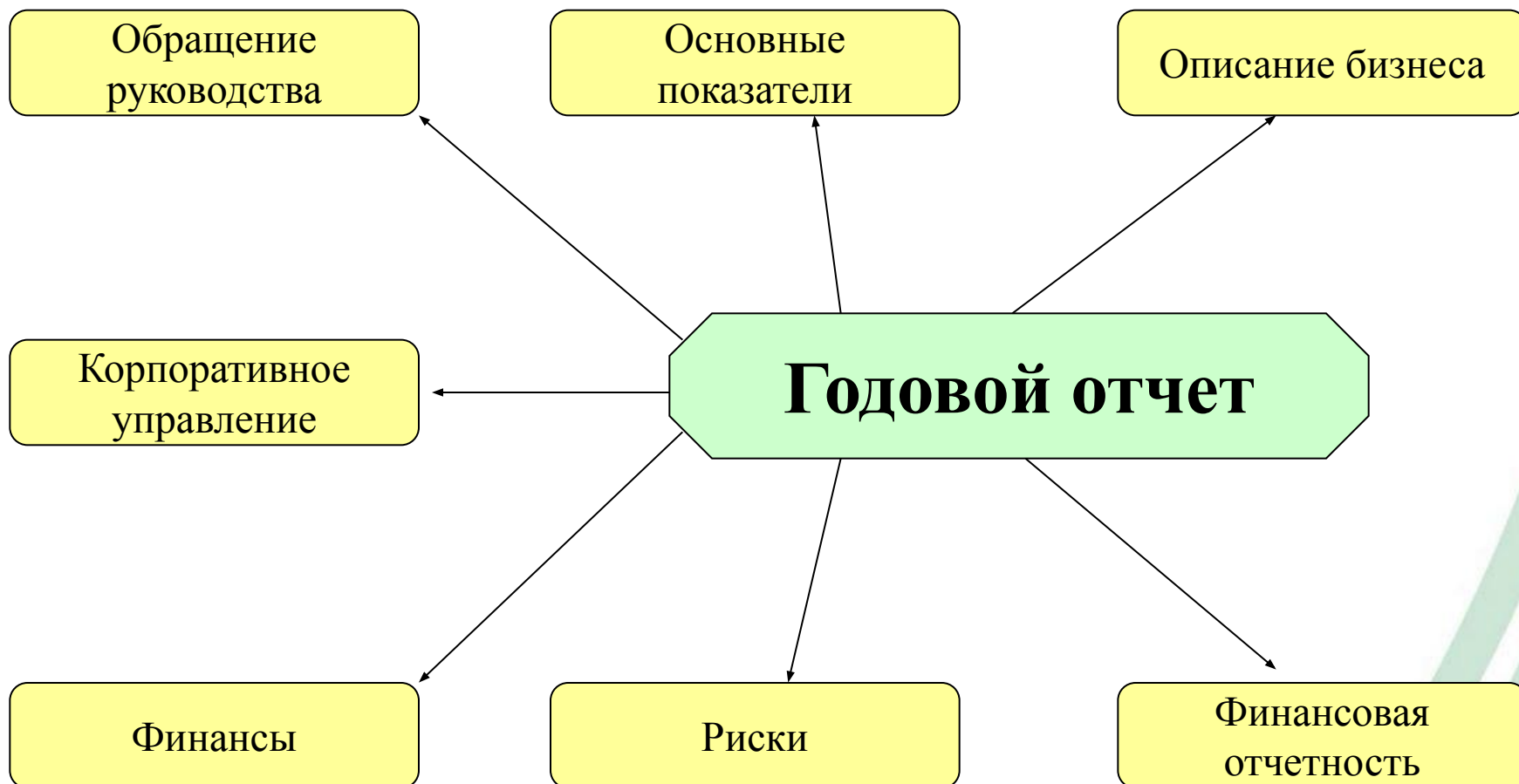
Анализ потенциала и применения идеологии интерактивных Годовых отчетов участниками Конкурса-2010

- Что в PDF интерактивного?
- E-book or not e-book?
- HTML – наше всё?

Прогноз использования сервисов в интерактивных Годовых отчетах в 2011 году

- Анализируй ЭТО!
- Поговорим о том, о сём...

Чего изволите подать?



В каком виде изволите?



Полный аналог печатной версии



Любовь к книгам



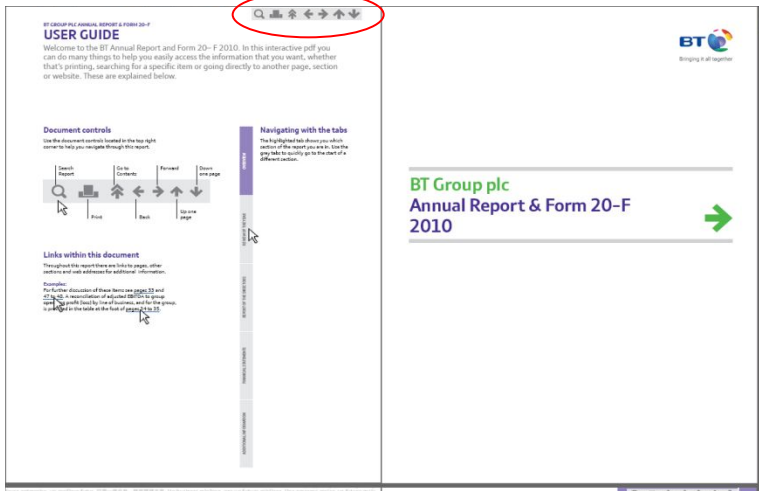
Функционал прежде всего

Что в PDF интерактивного?



Скачать или нет, куда сохранить?

Основной инструментарий



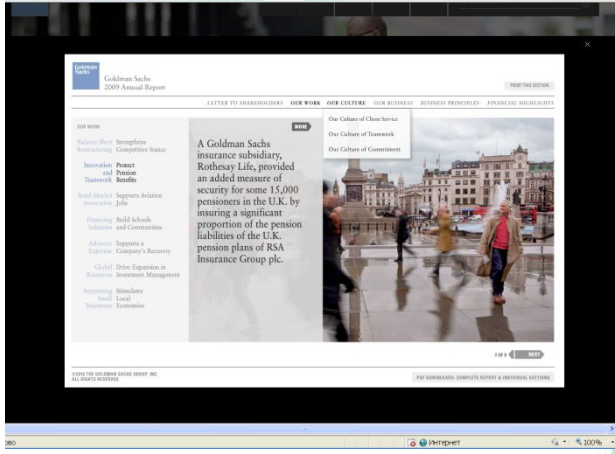
Вопросы те же, но с навигацией

E-book or not e-book?

100% E-book



100% Flash



E-book встроена в HTML

Denbury Resources Inc. 2009 Annual Report

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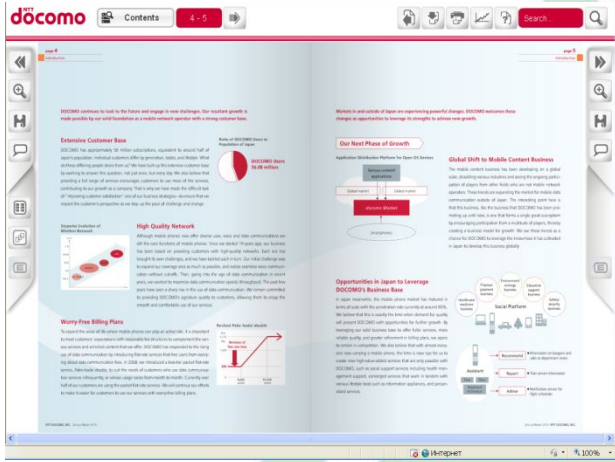
Financial Highlights

	2009	2008	2007	2006 ⁽¹⁾	2005	Average Annual Growth ⁽²⁾
Consolidated Statements of Operations Data:						
Revenue	\$ 382,012	\$ 1,265,702	\$ 973,360	\$ 231,524	\$ 548,239	12%
Real income less ⁽³⁾ per common share ⁽⁴⁾	175,156	388,376	253,147	202,437	168,471	-
Basic	10.35	1.89	1.06	0.87	0.74	-
Diluted	9.70	1.64	1.00	0.82	0.76	-
Weighted average number of common shares outstanding ⁽⁵⁾	24,917	243,935	240,945	233,141	223,485	3%
Diluted	244,917	252,520	252,101	247,547	239,267	1%
Consolidated Statements of Cash Flow Data:						
Cash provided by (used for):						
Operating activities	\$ 526,579	\$ 774,519	\$ 570,214	\$ 441,810	\$ 260,940	10%
Investing activities ⁽⁶⁾	(312,242)	(374,518)	(372,533)	(854,427)	(182,475)	24%
Financing activities ⁽⁷⁾	(422,637)	(177,102)	(198,533)	(263,461)	(154,797)	30%
Production (bbl/d):						
Oil (bbl/d)	36,191	31,424	27,729	22,274	20,073	17%
Natural gas (mcf)	49,094	85,422	97,141	80,252	58,874	23%
Condensate (bbl/d)	49,491	20,362	44,118	26,792	23,715	15%
Unit Sales Price (excluding hedging):						
Oil (per bbl)	\$ 77.73	\$ 92.73	\$ 69.80	\$ 69.67	\$ 60.46	4%
Natural gas (per Mcf)	\$ 5.54	\$ 6.56	\$ 6.56	\$ 7.10	\$ 6.48	(20)%
Unit Sales Price (including hedging):						
Oil (per bbl)	\$ 66.43	\$ 70.04	\$ 46.84	\$ 69.33	\$ 60.30	8%
Natural gas (per Mcf)	\$ 7.54	\$ 7.74	\$ 7.46	\$ 7.10	\$ 7.00	(18)%
Cost per unit:						
Lease operating expenses	\$ 16.10	\$ 16.13	\$ 14.26	\$ 12.44	\$ 9.98	17%
General and administrative expenses	1.51	3.74	3.04	3.21	2.86	(14)%
Depreciation, depletion and amortization	1.32	1.58	1.37	1.11	1.02	28%
Proved Reserves:						
Oil (MMbbls, 100% interest)	102,873	179,126	136,978	126,385	104,173	14%
Oil (MMbbls, 50% interest)	427,495	427,702	398,469	389,246	378,267	(2)%
Natural gas (Bcf, 100% interest)	207,452	252,492	194,744	174,232	152,948	9%
Condensate (MMbbls)	4,202,024	4,515,107	4,441,956	4,325,948	4,448,702	8%
Consolidated Balance Sheet Data:						
Total assets	\$ 4,243,978	\$ 3,589,474	\$ 2,771,077	\$ 2,139,837	\$ 1,805,049	30%
Total long-term liabilities	1,703,951	1,343,579	1,102,364	833,260	417,343	33%
Stockholders' equity ⁽⁸⁾	1,772,227	1,845,895	1,468,718	1,316,579	1,387,706	28%

E-book + multimedia



E-book + функциональность




HTML – наше всё?

HTML расширяет возможности PDF, но достаточно ли этого?

Хороший HTML, но насколько он полезен?

Функциональность, полезность, наглядность, удобство и простота использования

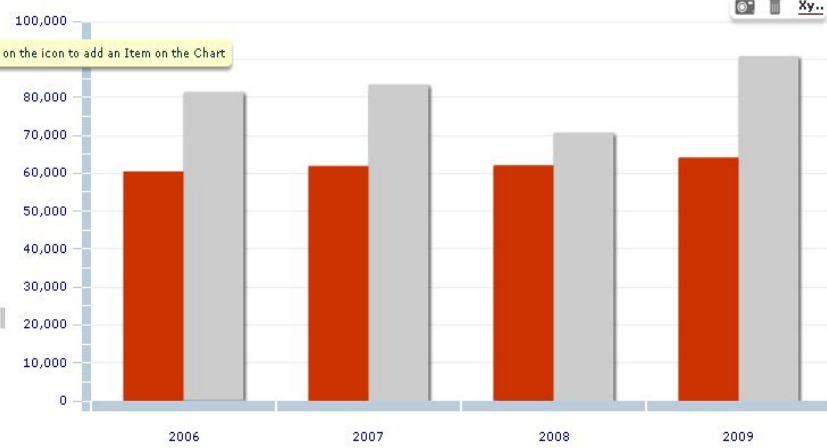
Анализируй ЭТО!


Annuals

Reports: **Group Income Data - Total Income**

Period: **2004** | 2005 | 2006 | 2007 | 2008 | 2009


Description	Units	Select
<input checked="" type="checkbox"/> Profit and Loss Account	Euro ml...	
<input checked="" type="checkbox"/> Total Income	Euro ml...	<input checked="" type="checkbox"/>
- Earned premiums	Euro ml...	<input checked="" type="checkbox"/>
- Fee and commission income	Euro ml...	<input type="checkbox"/>
<input checked="" type="checkbox"/> Total Expenses	Euro ml...	<input checked="" type="checkbox"/>
- Net insurance benefits and claims	Euro ml...	<input type="checkbox"/>
- Fee and commission expenses	Euro ml...	<input type="checkbox"/>
- Acquisition and administration costs	Euro ml...	<input type="checkbox"/>
- Earnings before taxes	Euro ml...	<input type="checkbox"/>
- Consolidated result of the period	Euro ml...	<input type="checkbox"/>
- Result of the period	Euro ml...	<input type="checkbox"/>
- Minority interests	Euro ml...	<input type="checkbox"/>
<input checked="" type="checkbox"/> Balance Sheet	Euro ml...	
<input checked="" type="checkbox"/> Cash Flow Statement	Euro ml...	
<input checked="" type="checkbox"/> Non Life Segment	Euro ml...	
<input checked="" type="checkbox"/> Life Segment	Euro ml...	



Year	Earned premiums	Total Income
2006	~60,000	~80,000
2007	~62,000	~82,000
2008	~63,000	~70,000
2009	~65,000	~85,000

TELECOM
INTERACTIVE TABLES

Equity and Liabilities



TELECOM

Home - Consolidated Financial Position

On to page: 140

- KPI interactive
- Download center
- Glossary

Consolidated Statements of Financial Position

Equity and Liabilities

- Separate Consolidated Income Statements
- Consolidated Statements of Comprehensive Income
- Consolidated Statements of Changes in Equity
- Consolidated Statements of Cash Flows
- Notes to the Consolidated Financial Statements
- Certification of the Consolidated Financial Statements
- Independent auditors' report

governance.report.telecomitalia.it/en

TOTAL EQUITY (A)	27,126	26,328	26,494
NON-CURRENT LIABILITIES			
Non-current financial liabilities	19) 35,752	475 35,527	855 37,051
Employee benefits	24) 1,075	1,212	1,151
Deferred tax liabilities	9) 160	389	588
Provisions	25) 735	692	903
Miscellaneous payables	26) 1,082	1,430	1,687

Прогноз использования сервисов в интерактивных годовых отчетах в 2011 году

Анализируй ЭТО!

ИНСТРУМЕНТЫ АНАЛИЗА:

TELECOM ITALIA 2009 Annual Report

Letter to the Shareholders | Report on Operations | Consolidated Financial Statements | Telecom Italia S.p.A. | Other information

Annual Report 2009

Key facts: In line with the 2009-2011 industrial plan, one of our objectives is stabilizing the group's organic EBITDA for the third consecutive year in 2010, also thanks to the contribution from Brazil which recorded good progress in the first three months of the year.

Interactive graphics

Organic revenue

Year	Q I	Q II	Q III	Q IV
2009	~5,000	~5,000	~5,000	~5,000
2008	~4,500	~4,500	~4,500	~4,500

Key figures

Revenues	27,180 mln €
EBITDA	11,115 mln €
EBIT	5,493 mln €
Profit for the year	1,586 mln €
Adjusted net financial debt	33,940 mln €

Переход в корзину

Закладки

Встроенные интерактивные графики

TELECOM ITALIA 2009 Annual Report

Letter to the Shareholders | **Report on Operations** | Consolidated Financial Statements | Telecom Italia S.p.A. | Other information

REPORT ON OPERATIONS

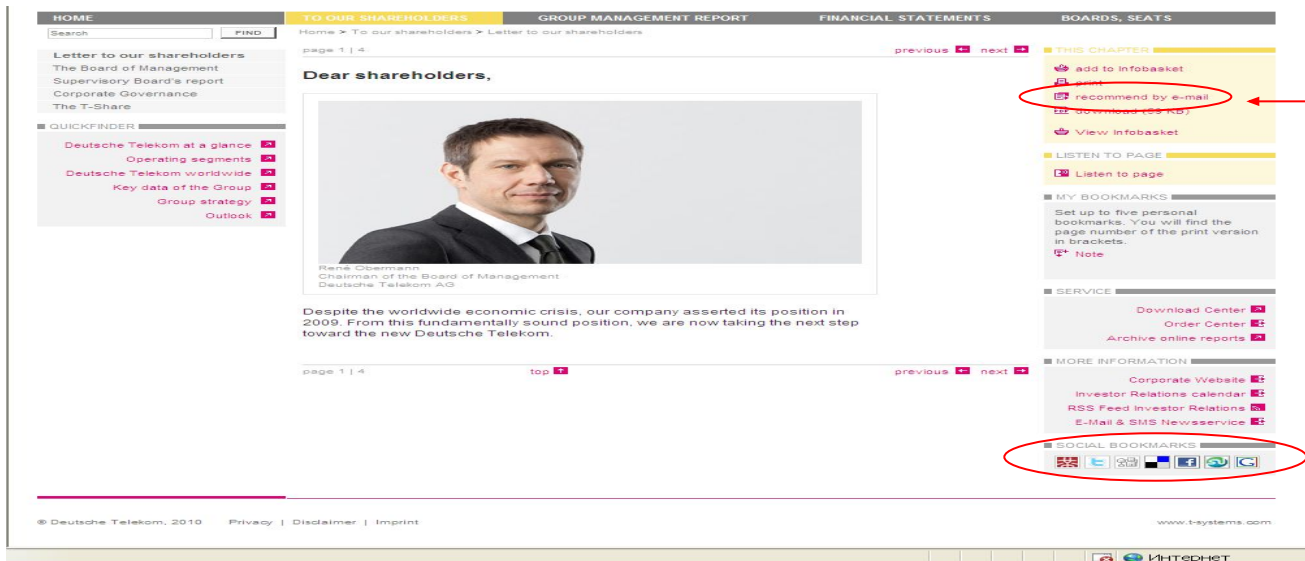
Business Units data: summary table

	Revenue		EBITDA		EBIT		Capital expenditure		Headcount at year-end (number)	
	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008
Domestic	21,662	23,227	9,965	9,959	5,354	5,405	3,523	3,658	58,736	61,816
Brazil	3,022	3,308	1,255	1,217	209	189	964	1,348	9,763	10,265
India	230	237	(8)	(80)	(113)	53	50	757	967	
Olivei	350	352	(14)	(30)	(19)	(37)	4	3	1,098	1,194
Other Operations	155	215	(5)	19	(34)	(15)	5	26	1,010	1,058

Страница с интерактивным анализом основных показателей

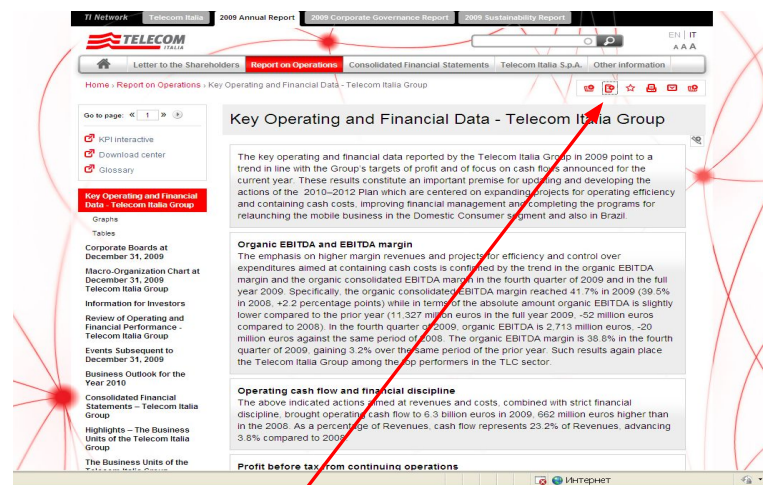
Скачивание таблиц в Excel формате

Поговорим о том, о чём..

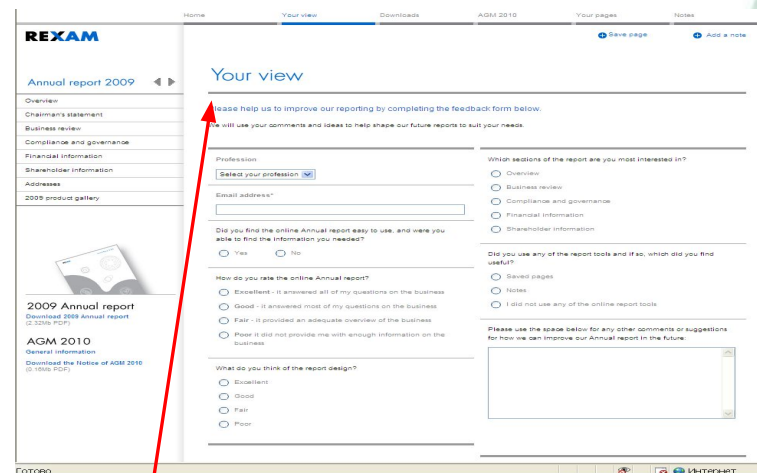


Отправить ссылку по электронной почте

Добавить ссылку в социальные сети



Отправить комментарий в компанию



Оценить отчет с помощью анкеты обратной связи.

СПАСИБО ЗА ВНИМАНИЕ!