

## Video Transcript: Find news articles and private company financials

Hi! I'm Stephanie from the BRYT team. Finding information on privately-held companies can be challenging because they don't have to disclose information like publicly-traded companies do. This means you might need to dig deeper to get the information you need. In this video, I'm going to show you how to locate information about the privately-held company, Ikea, using Factiva and PrivCo. Factiva is your database of choice if you need current news on a company. It gives you access to news articles from over 30,000 national and international sources, including print media like newspapers and magazines, and web content like blogs, videos, and podcasts. Let's use Factiva to look for business news articles about Ikea. We'll start at the York University Libraries website. Type Factiva into the Search field and click Find. Click Click to access this resource. Click the arrow next to All Companies and type Ikea in the search field. A few options appear. We'll search for articles about Ikea International. Click the Date drop-down menu to select a date range. Let's look for articles within the last year. You can use other filters to narrow your search, like subject, industry, or region, but let's keep it broad for now. Click Search. Wow! This gives us thousands of results. If you get more articles than you can read, you can refine your results using post-search filters like source, subject, or region. For example, under Subjects, you can click Facility Openings to see a smaller subset of articles focused on this topic. This can help you learn about places where the company is expanding, specific aspects of their strategy, and how the company is performing. Next let's look at PrivCo. While Factiva is a great source for news articles, PrivCo is your go-to database for financial information for privately-held companies. The information is collected by PrivCo's team of analysts and packaged for you in one place. Their reports focus primarily on major U.S. and international companies with at least ten million dollars in annual revenues. However, you can also find reports and information on thousands of private companies with smaller annual revenues. Again, we'll start at the York University Libraries website. Type PrivCo in the search field. Click Find. Click Click to access this resource. You log in here. If you've never used PrivCo, sign up using your York or Schulich email address. PrivCo provides research on Private Companies, private company Investors, Fundings, Mergers and Acquisitions, and Private Equity Deals. Type Ikea in the search field and select Ikea, LLC. This is Ikea's parent company which is headquartered in the Netherlands. It's that easy! This report includes a company synopsis, financials and key performance indicators, a profile and business model analysis, and more. Click Export to download a PDF version of the report or export the data to an Excel spreadsheet. With the information from Factiva and PrivCo, we now have a picture of the current landscape at Ikea, including how the company is performing, and recent news and developments. Now you know how to use Factiva and PrivCo to find information about privately-held companies. For news articles, Factiva is your tool of choice. If you need financial information and an overview of the company, PrivCo is the way to go. For more tips on Business research, check out all the demos in the BRYT site or the Bronfman Library's YouTube channel.