



How to use non-patent literature for market reports – *Video Transcript*

How to use NPL to plan for market changes

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Video 5: How to keep market reports up-to-date

Hello and welcome back to Academy. This is the final video in our course on how to use NPL to compile market reports.

It is, of course, advisable to consider how you'll keep any market assessment documents as living documents, so that you can always update them with the latest news, recent investment details and new opinions from leading experts.

As you have conducted your research, you will have built up a list of sources, some of which will be one off articles from a certain site, but there'll be others that you want to regularly check. It's worth building up a short list of these sites and then create a calendar to remind you of fixed points when you wish to check them.

Here's what to track when revisiting the various types of information sources:

Science and technical literature: Make a note of any new people who are creating new research and be sure to try and find them on social media communities.

For market reports: Ensure that you actively follow analyst newsletters and feeds, especially those from large analyst houses such as Gartner, IDC, Forrester, as well as those specific to your industry. Also track down

whether any market analysts specifically cover financial news relating to this market area? Also, each analyst house will have a couple of lead analysts in a certain field. Who are these analysts and what are they reporting on Twitter, LinkedIn or Medium? Again, make sure that you follow the individuals as well as the organizations for maximum coverage.

In terms of expert opinion, who are the bloggers speaking to in the industry about this technology? Make sure that you know the top tier, who you want to follow, versus those who you may wish to follow-up on less frequently.

For news, again there will be top-tier or industry publications that you may wish to connect with on a weekly or bi-weekly basis, versus those that you may only refer to monthly or quarterly – make a note of which these are.

Finally, monitor financial news, company trackers and crowdsourcing sites – if possible using automatic alerts. The more you can automate your research, the easier it will be to keep your document up-to-date. Many websites and platforms have tracking tools that will alert you of when there are changes, rather than you having to manually check – and this will save a huge amount of time.

Make sure you keep an audit of what you need to track manually and when you want to do it as part of the overall research activity. It will mean that you can update your research on an ongoing basis, rather than having to undertake a yearly large-scale exercise.

Also, with your sources audited and divided, you could even delegate parts of the research to others in the team and keep the market requirements document as a live, shared work that is always up-to-date.

And that concludes our course on How to use NPL for market research. If you want to combine this with a similar approach for patent literature, then don't forget to check out our other course, 'How to analyse markets using innovation data,' with PatSnap's Arun Hill. In the meantime, though, thanks for watching and see you next time.