

# Better Data, Better Reporting? How Interactive Data Might Affect

# Disclaimer

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Better Data, Better Reporting?  
How Interactive Data Might Affect  
Business Journalism ...And Beyond

# The Progression of Financial Reporting “Media”

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XML

Interactive Data

# What are “Interactive Data”, “XBRL”?

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Extensible

Business

Reporting

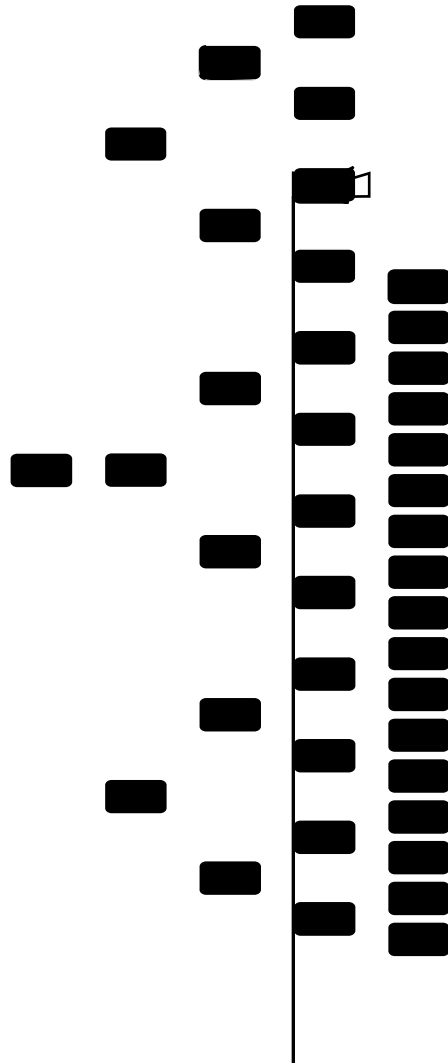
Language

“Interactive Data ” Adds Structure and

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# “Interactive Data ” Add Structure and Meaning to Financial Disclosures

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# Why is Interactive Data Important for Financial Reporting?

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Filers/Corporations

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# Interactive Data and the Internet Age Journalist?

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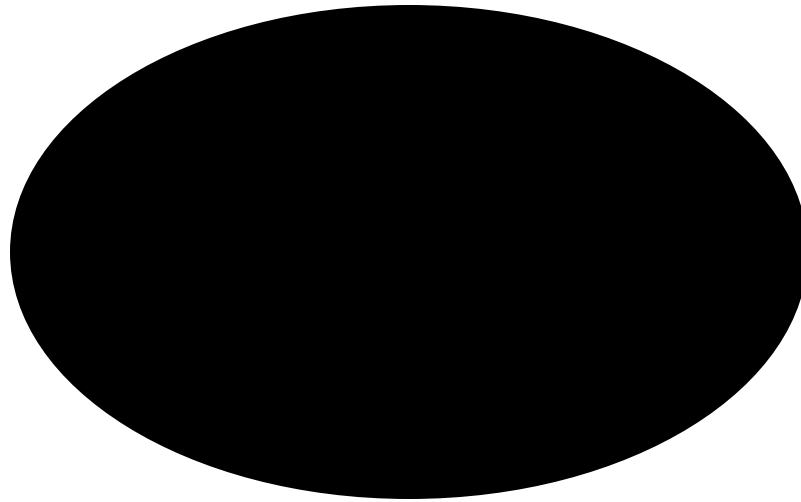
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# Common Standard Will Allow Users to Analyze Across Many Domains

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# Thank You

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Contact Information for Questions

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