Tutorial for using TradingView

Tradingview.com is a website that allows you to track your company’s stock price in real time, share the result, or embed the chart into your blog post.

Subscribing, allows you to store and publish many interactive stock price graphics.

This brief tutorial will walk you through how to perform the latter.

Let’s go to the chart that’s already been created for BlackBerry, the company featured in Digging Deeper’s business chapter.
Take a moment to view the chart, and read the numbers. You can change the format to something more pleasing to the eye such as a line graph by clicking on the downward arrow circled above the chart. Below, on the X-axis, you’ll notice the most recent months leading up to 2015. We can see the peaks and valleys from the July 2014 to the present, which changes because the chart is dynamic.

Now let’s say that you wanted your audience to see how the company’s stock performed during a longer period of one year. If that’s the case, then click the “1y” tab, circled in red at the bottom of the chart, to change the view.
Clicking the “All” tab, gives you a longer-term view -- its heyday in 2008 and 2009 for reasons explained in Digging Deeper’s chapter nine.
So, how do we create the same interactive table for our blog post for the company we choose?

Let’s get started.

In the search rectangle to the top left of the chart (highlighted by the red rectangle), plug in your company name or its market symbol, which you can obtain from its financial statement. That symbol or name will replace the BB for Blackberry, which we can see in the rectangle below.
Let’s go with Samsung, the company rumoured to be interested in buying BlackBerry which is, for now, a just a major competitor. Remember, companies don’t always make it easy for you to find their financial statements. For Samsung, you have to go to “Investor relations” at the bottom of the page.
Select the most recent financial statement, the “3Q interim report”.
Scroll down to obtain the company’s legal name, which you can copy and paste into the tradingview search engine.
I. Corporate Overview

A. Legal, Commercial Name:
   - Samsung Electronics Co., Ltd.

B. Date of Establishment:
   - Samsung Electronics ("SEC" or "The Company") was established as Samsung Electronics Industry Co., Ltd. on January 13, 1969, held an Initial Public Offering on June 11, 1975.
   - The Company changed its name from Samsung Electronics Industry Co., Ltd. to Samsung Electronics Co., Ltd. in accordance with the resolution of the Annual General Meeting of Shareholders on February 28, 1984.

C. Address, Phone Number, and Website of the corporate headquarters
   - Address: 129, Samsung-ro, Yeongtong-gu, Suwon, Gyeonggi-do, Korea
   - Phone Number: 82-31-200-1114
   - Website: http://www.samsung.com/us

D. The Company is not subject to Article 2 of the Framework Act on Small and Medium Enterprises.

E. Core Businesses
   - The Company independently manages three independent divisions, CE (Consumer Electronics), IM (Information Technology & Mobile Communications), and DS (Device Solutions).

Products in each division are presented below:

<table>
<thead>
<tr>
<th>Division</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE</td>
<td>CTV, Monitor, Printer, Air Conditioner, Refrigerator, Washing Machine, Medical Devices, etc.</td>
</tr>
<tr>
<td>IM</td>
<td>HHP, Network System, Computer, Digital Camera, etc.</td>
</tr>
<tr>
<td>DS</td>
<td>DRAM, NAND Flash, Mobile AP, LCD panel, OLED panel, LED, etc.</td>
</tr>
</tbody>
</table>

The Company is a global electronics company comprised of the headquarters in Korea and 158 subsidiaries across the world including nine (9) regional headquarters for the CE and IM divisions and five (5) regional headquarters for the DS division.
Select the “YTD” (year-to-day) tab at the bottom, which will give you its performance from Dec., 2014 to the present.
To get another look at the stock performance, check out MarketWatch, a link that you’ll also find in “Week two” of “Lesson plans” on the syllabus. It’s also the 10th link under the syllabus’ “Canadian Business” section.

We want is to embed this interactive stock chart. There are many ways to create charts, and you may find another one that suits your purposes. The advantage of this one is that it is updated in real time, to our blog, encouraging people to stay a little longer to check it out. To embed the chart, go to the “Publish Idea” tab at the bottom right.
Give the chart a title, something like “Samsung’s Stock Prices”. Type in a few tags, and then a generic description.
If you’re happy with the information you’ve entered, select the “Publish Idea” tab.
You’ll notice the icon on the table’s left-hand side that allows you to “share” the result. Clicking on the icon – circled in red above – produces a dialog box with an embed code, which you can simply copy and paste directly into your blog’s “text” or “html”-view.
This is how it appears on my blog.
You’ll notice that I’ve given it a title and cited the source at the bottom, requirements for posting charts on your blog. Readers can also click on the “Make It Live” tab at the top right-hand section of the table in order to return to the tradingview.com website, which will give you the different ways to view the chart that are described at beginning of this tutorial.

Of course, there are many ways to get stock prices into chart form. This is one of the better ones because it’s dynamic. In the end, the choice is yours.

Best of luck!