

# Burton-Taylor

INTERNATIONAL CONSULTING LLC

## Details

### Report includes:

- Eleven company "Market Sheets", each showing estimated EMEA share, revenue distribution across five key EMEA countries/regions, five-year performance figures and business demographics
- Five-year EMEA market share and trend data for the companies included in the Market Sheets
- Five-year France, Germany, Italy, Nordics and UK market share and trend data for key vendors in each of those countries
- Important comments from market participants in EMEA highlighting market demographics and competitive trends
- All underlying spreadsheet data and assumptions

### Report purchase includes:

- Two hardcopies
- Report download in PDF format

**Report price: USD2,750**

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## Financial Market Data/Analysis Europe, Middle East & Africa (EMEA) Key Country Share & Market Sizing 2013

**Key Competitors, Regional Market Size & Share Trending 2008-12, Key Country Market Size & Share Trending 2008-12**  
*In 2012, EMEA spend on market data/analysis topped USD9.84b, representing 38.6% of global demand*

- As a market data provider, in which areas do you maintain a competitive share and what trends may indicate future opportunity?
- As a user of market data, which vendor is most used by your peers and most likely to meet your global market data/analysis needs?

*Burton-Taylor, the world's leading financial market data research and consulting firm, delivers a comprehensive, 104 page analysis of market data supplier share, vendor demographics, five-year revenue trending and insightful market participant commentary across Europe, Middle East & Africa (EMEA) and five key underlying countries/regions.* The analysis is sufficiently detailed as to allow market data/analysis providers or industry analysts to clearly understand competitive positioning currently, historically, regionally and within critical countries and to enable market data/analysis users to make better informed, more confident and more appropriate purchase decisions which could result in greater profitability. The report includes quantitative analysis and detailed underlying data.

### This report will benefit:

- |  |  |   |   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>Market Data Strategists</li> <li>Market Data Product Managers</li> <li>Market Data Marketers</li> <li>Market Data Sales Managers</li> </ul> | <ul style="list-style-type: none"> <li>Market Data Industry Analysts</li> <li>Information Purchasing Managers</li> </ul> | <ul style="list-style-type: none"> <li>Asset Managers</li> <li>Researchers</li> <li>Sales Desks</li> <li>Trading Desks</li> </ul> | <ul style="list-style-type: none"> <li>Hedge Funds</li> <li>Retail Wealth Managers</li> <li>Corporate Treasurers</li> <li>Investment Bankers</li> </ul> |
|--|--|---|---|

### This report allows market data vendors or industry analysts to:

- Measure the penetration and growth of competitor services
- Evaluate the past success of company and competitor actions
- Isolate and target new and changing growth opportunities

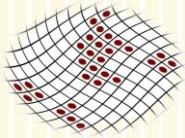
### This report allows market data users to:

- Determine the leading current, historical, regional and local share leaders within EMEA
- Target a market leading vendor appropriate to their needs

To order this report online, or to download an electronic version of this information kit, please visit: [www.burton-taylor.com](http://www.burton-taylor.com) and select the "Download Research" link in the sliding banner at the top of the page.

### Key Findings

- The UK, Germany, France, Italy and Nordics accounted for 67.21% of EMEA market data spending in 2012.
- Five-year CAGR for EMEA market data/analysis is a respectable 5.15%, but growth from 2011 to 2012 was a feeble 0.39%, when compared to global market growth of 2.34%.
- Thomson Reuters occupies the number one slot in all of the major EMEA regional markets, with Bloomberg in second place (and consistently narrowing the gap) though there is market sentiment that Thomson Reuters may be gaining momentum in the medium term.



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Key Competitors, Region Market Size & Share Trending 2008-12, Key Country Market Size & Share Trending 2008-12

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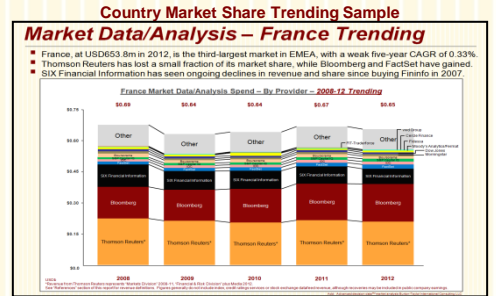
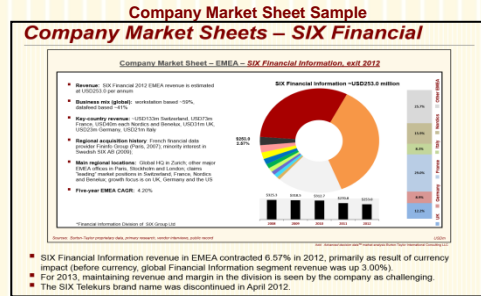
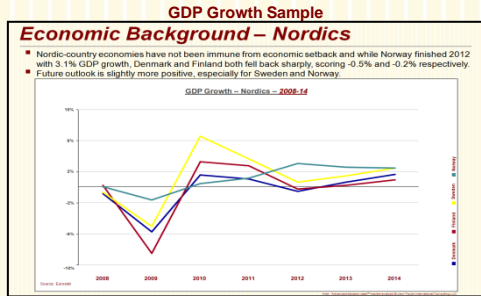
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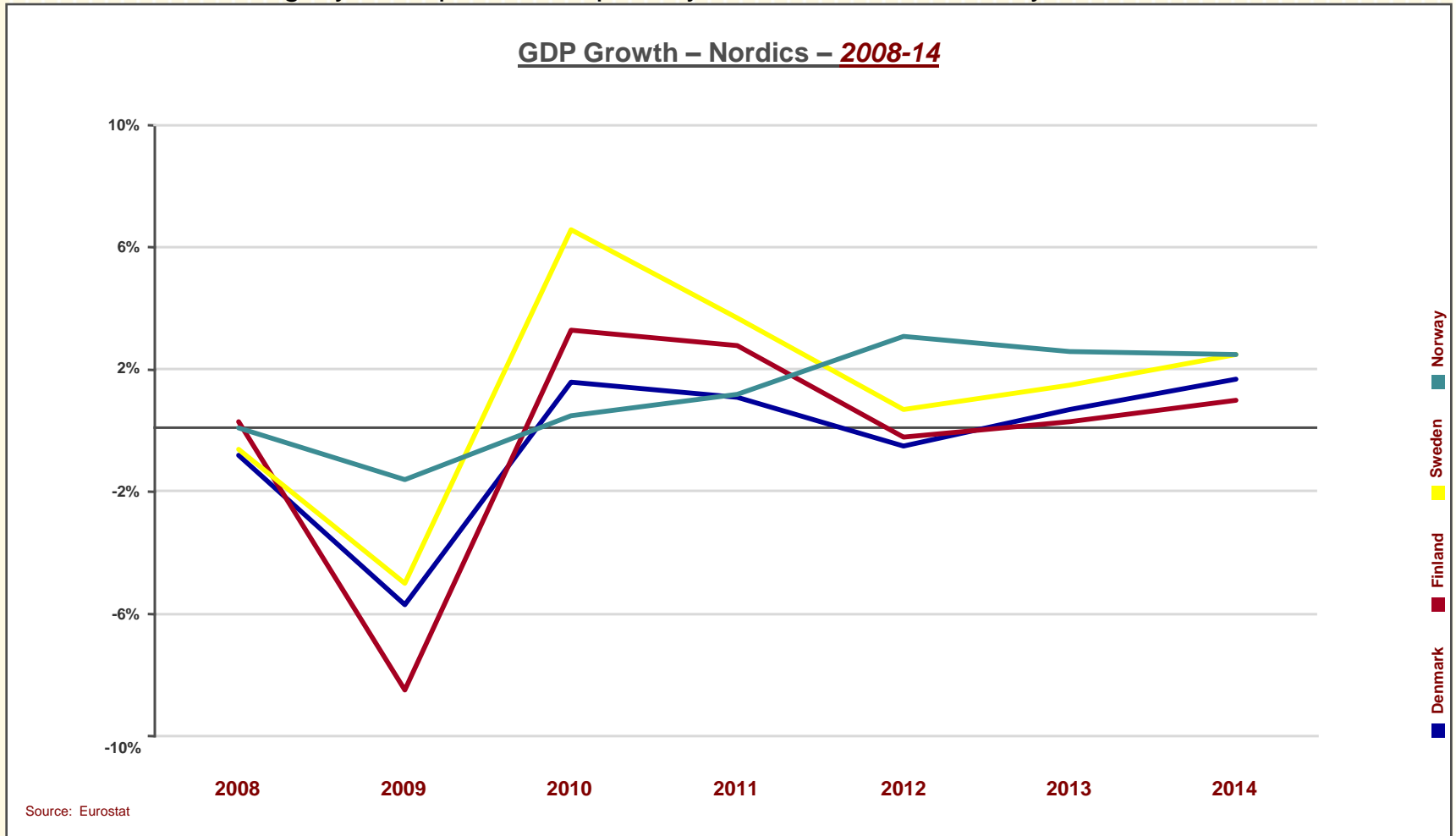
**See table for details**

Report Content	Complete
<ul style="list-style-type: none"> <li>Eleven company "Market Sheets" each showing estimated Europe, Middle East &amp; Africa (EMEA) share, revenue distribution across five key EMEA countries, five-year performance figures and business demographics, for:               <ul style="list-style-type: none"> <li>Bloomberg</li> <li>Dow Jones/Factiva</li> <li>FactSet</li> <li>Interactive Data Corporation</li> <li>Markit</li> <li>Moody's Analytics</li> <li>Morningstar</li> <li>S&amp;P Capital IQ</li> <li>SIX Financial Information</li> <li>Thomson Reuters</li> <li>vwd</li> </ul> </li> </ul>	✓ included
<ul style="list-style-type: none"> <li>Five-year EMEA market share and trend data for the eleven companies included in the Market Sheets</li> </ul>	✓ included
<ul style="list-style-type: none"> <li>Five-year market share and trend data for the key vendors in each of the following countries/regions:               <ul style="list-style-type: none"> <li>France</li> <li>Germany</li> <li>Italy</li> <li>Nordics</li> <li>United Kingdom</li> </ul> </li> </ul>	✓ Included
<ul style="list-style-type: none"> <li>Important comments from market participants in EMEA highlighting market demographics and competitive trends</li> </ul>	✓ Included
<ul style="list-style-type: none"> <li>All underlying spreadsheet data and assumptions</li> </ul>	✓ Included
<ul style="list-style-type: none"> <li>Report Price</li> </ul>	USD2,750



# Economic Background – Nordics

- Nordic-country economies have not been immune from economic setback and while Norway finished 2012 with 3.1% GDP growth, Denmark and Finland both fell back sharply, scoring -0.5% and -0.2% respectively.
- Future outlook is slightly more positive, especially for Sweden and Norway.



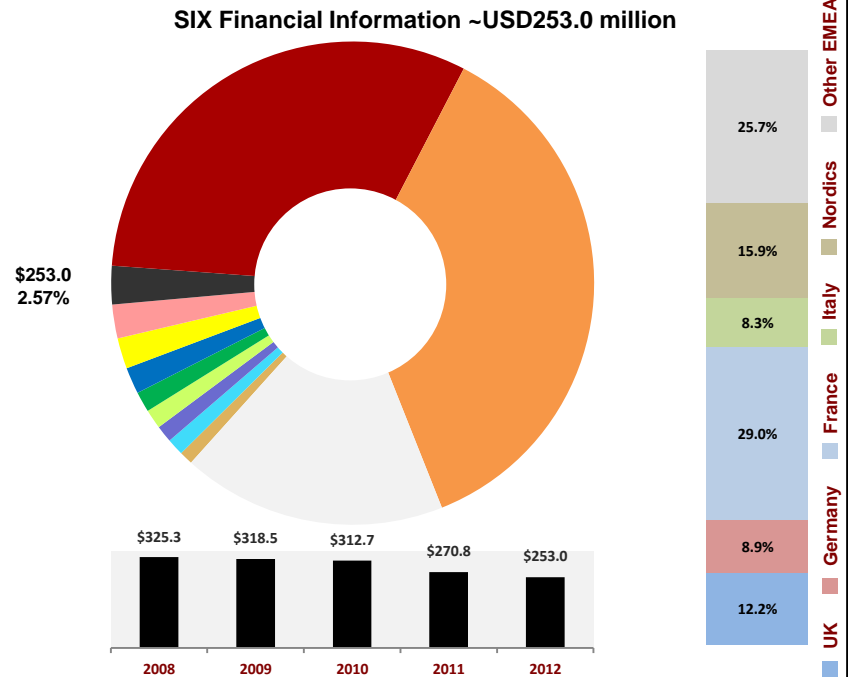
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# Company Market Sheets – SIX Financial

## Company Market Sheet – EMEA – *SIX Financial Information, exit 2012*

- **Revenue:** SIX Financial 2012 EMEA revenue is estimated at USD253.0 per annum
- **Business mix (global):** workstation based ~59%, datafeed based ~41%
- **Key-country revenue:** ~USD133m Switzerland, USD73m France, USD40m each Nordics and Benelux, USD31m UK, USD23m Germany, USD21m Italy
- **Regional acquisition history:** French financial data provider Fininfo Group (Paris, 2007); minority interest in Swedish SIX AB (2009)
- **Main regional locations:** Global HQ in Zurich; other major EMEA offices in Paris, Stockholm and London; claims “leading” market positions in Switzerland, France, Nordics and Benelux; growth focus is on UK, Germany and the US
- **Five-year EMEA CAGR:** 4.20%

\*Financial Information Division of SIX Group Ltd



Sources: Burton-Taylor proprietary data, primary research, vendor interviews, public record

USDm

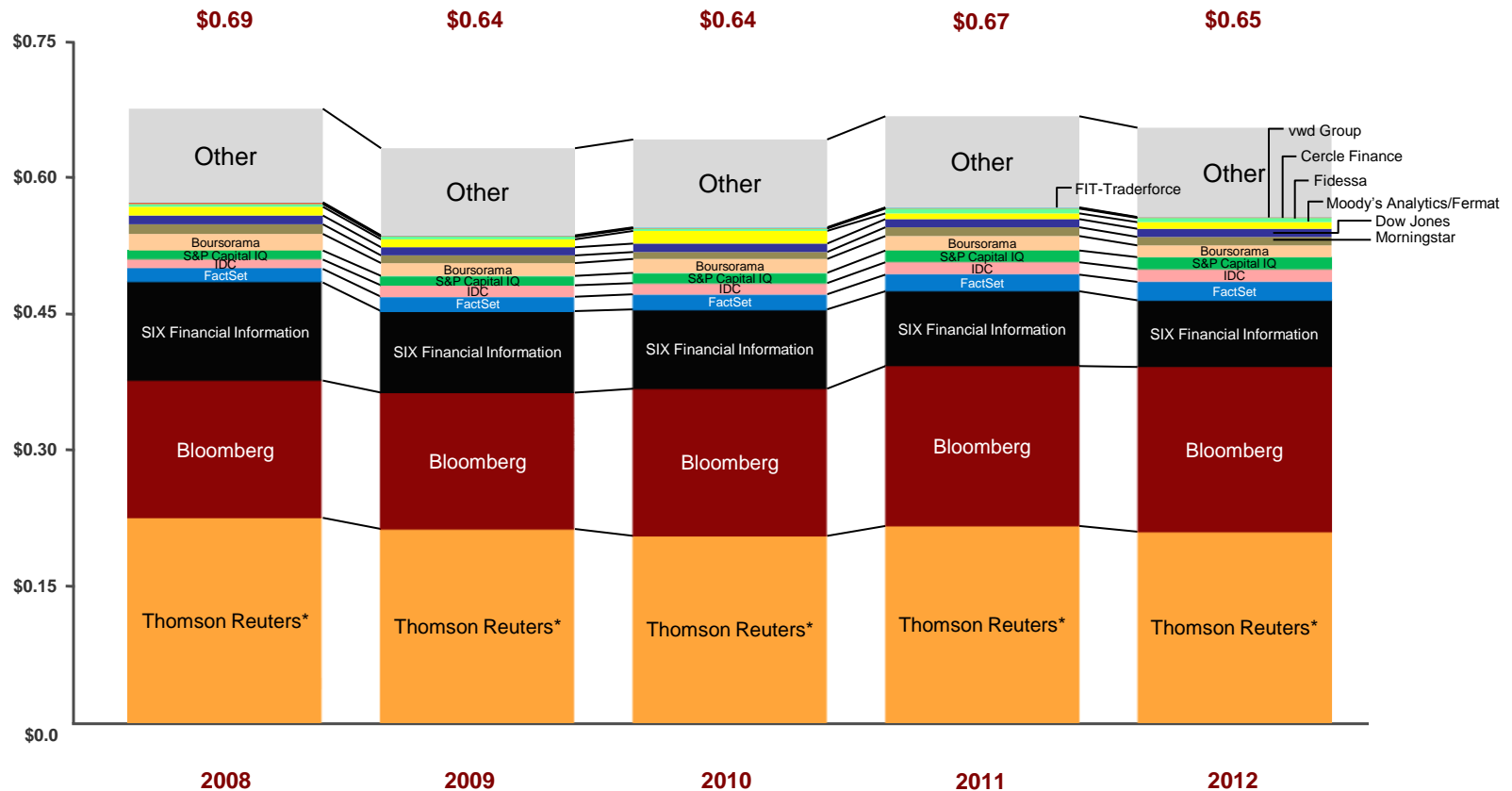
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- SIX Financial Information revenue in EMEA contracted 6.57% in 2012, primarily as result of currency impact (before currency, global Financial Information segment revenue was up 3.00%).
- For 2013, maintaining revenue and margin in the division is seen by the company as challenging.
- The SIX Telekurs brand name was discontinued in April 2012.

# Market Data/Analysis – France Trending

- France, at USD653.8m in 2012, is the third-largest market in EMEA, with a weak five-year CAGR of 0.33%.
- Thomson Reuters has lost a small fraction of its market share, while Bloomberg and FactSet have gained.
- SIX Financial Information has seen ongoing declines in revenue and share since buying Fininfo in 2007.

**France Market Data/Analysis Spend – By Provider – 2008-12 Trending**



USD**b**

\*Revenue from Thomson Reuters represents "Markets Division" 2008-11, "Financial & Risk Division" plus Media 2012.

See "References" section of this report for revenue definitions. Figures generally do not include index, credit ratings services or stock exchange datafeed revenue, although recoveries may be included in public company earnings.

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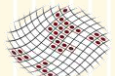
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- ▶ Thomson Reuters
- ▶ Tullett Prebon Information
- ▶ UBS
- ▶ VantagePoint Venture Partners
- ▶ Xignite
- ▶ Dozens of private equity, investment & consulting firms from around the world, who have chosen to remain anonymous



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## ■ Other available Burton-Taylor reports:

- ▶ *Public Relations Information & Software Global Share & Segment Sizing 2014 - Key Competitors, Global Market Share 2013, Global Segment Sizing 2013, Global Market Trending 2008-12, Global Segment Trending 2008-12, Key User Needs & Expectations Survey Results*
  - Burton-Taylor delivers a comprehensive, 88 page analysis of public relations information & software supplier share, demand segmentation, vendor demographics and survey results of key user expectations. The analysis is sufficiently detailed as to allow public relations information & software providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual demand segments and to enable public relations information & software users to make better informed, more confident and more appropriate purchase decisions which could result in greater profitability. [Download Sample Slides and the Information Kit](#)
  
- ▶ *Financial Market Data/Analysis Global Share & Segment Sizing 2014 - Key Competitors, Global Market Share 2008-12, Global Segment Sizing 2008-12, Global Product Mix 2008-12, Global User Mix 2008-12, Global Institution Mix 2008-12*
  - Burton-Taylor delivers a comprehensive analysis of market data supplier share, user segmentation, vendor demographics and product mix. The analysis is sufficiently detailed as to allow market data/analysis providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual user segments, and to enable market data/analysis users to make better informed, more confident and more appropriate purchase decisions. [Download Sample Slides and the Information Kit](#)
  
- ▶ *China Financial Market Data/Analysis Market Share 2013 - Key Competitors*
  - The mainland China financial information market has grown at a 42.1% CAGR since 2003, yet remains opaque. Burton-Taylor reveals the often difficult to measure mainland China market data vendor share. This comprehensive, 43 page report allows market data/analysis providers, users or industry analysts to clearly understand 2013 competitive positioning, the recent trends and the domestic vs international vendor dynamics, in mainland China. [Download Sample Slides and the Information Kit](#)



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- Other available Burton-Taylor reports (continued):
  - ▶ Bloomberg v Reuters News - *Analysis of Fixed Income Services, April 2010*
    - Burton-Taylor delivers the first ever fixed income comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow fixed income news users and market participants to make better informed, more confident and more appropriate purchase decisions, and to allow news providers to make more competitive product requirement and specification decisions, which could result in greater profitability for both. The report includes qualitative and extensive quantitative comparison of international, regional and local fixed income content, coverage depth and coverage breadth by fixed income instrument type between Bloomberg News and Reuters News. [Download Sample Slides and the Information Kit](#)
  
  - ▶ China Financial Market Data/Analysis Market Share & User Requirements 2010 - *Key Competitors, Detailed User Needs - Portfolio Managers, Researchers, Sales & Traders*
    - The mainland China financial information market has grown at a 29.5% CAGR since 2003, yet remains opaque. Burton-Taylor reveals the mainland China market data vendor share, as well as detailed user needs analysis and satisfaction ratings for Portfolio Managers, Researchers and Sales & Traders. This comprehensive report will allow market data/analysis providers, users or industry analysts to clearly understand 2010 competitive positioning in mainland China. The analysis also enables market participants to quickly determine the most important content/capabilities to serve the China market and to measure levels of satisfaction for the economic data, equity data, company & fundamental data, news and capabilities currently being delivered to the Portfolio Managers, Researchers and Sales & Traders in the country. [Download Sample Slides and the Information Kit](#)

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- Other available Burton-Taylor reports (continued):
  - ▶ Bloomberg v Reuters News - *Analysis of International Services, April 2009*
    - Burton-Taylor delivers the first ever comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow global market participants to make better informed, more confident and more appropriate purchase decisions, and to allow news providers to make more competitive product requirement and specification decisions, which could result in greater profitability for both. The 80 page report includes qualitative and extensive quantitative analysis of international and regional content, daily and hourly volume, 3rd party redistribution, coverage breadth, coverage depth and commentary comparison between Bloomberg News and Reuters News. [Download Sample Slides and the Information Kit](#)
  
  - ▶ Found: US\$2 Billion in Hidden Demand - Global Financial Information Survey - *Revenue, Sharing & Piracy Estimates, June 2009*
    - Burton-Taylor measured the global spend on financial information and analysis at US\$23 billion, exit 2008. According to a new B-T survey of 80 executives at market data vendors and client companies, there is an additional US\$8 billion in pirated usage from ID/Password sharing and from internet scraping. The industry experts estimate that roughly one-fourth of users sharing IDs/Passwords would purchase if tools were available to enable information companies to accurately and affordably target and approach them. These users represent US\$2 billion in current, hidden, addressable demand that requires no new product development, no new staffing and no significant investment to secure. This Burton-Taylor report details the findings of the survey and suggests remediation action to capture the revenue. [Request the Free Report \(using code PIRACY2009\)](#)
  
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Hourglass Analysis™ Burton-Taylor International Consulting LLC

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- Burton-Taylor clients command an estimated 80% of global revenue share in the market data space and include the world's largest Exchange groups, key government organizations and regulatory bodies on multiple continents, five of the six largest advisory firms serving the industry, and more than 30 of the most active private equity and investment companies around the world...all of which using Burton-Taylor data as their industry benchmark.
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