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## Market Data/Analysis

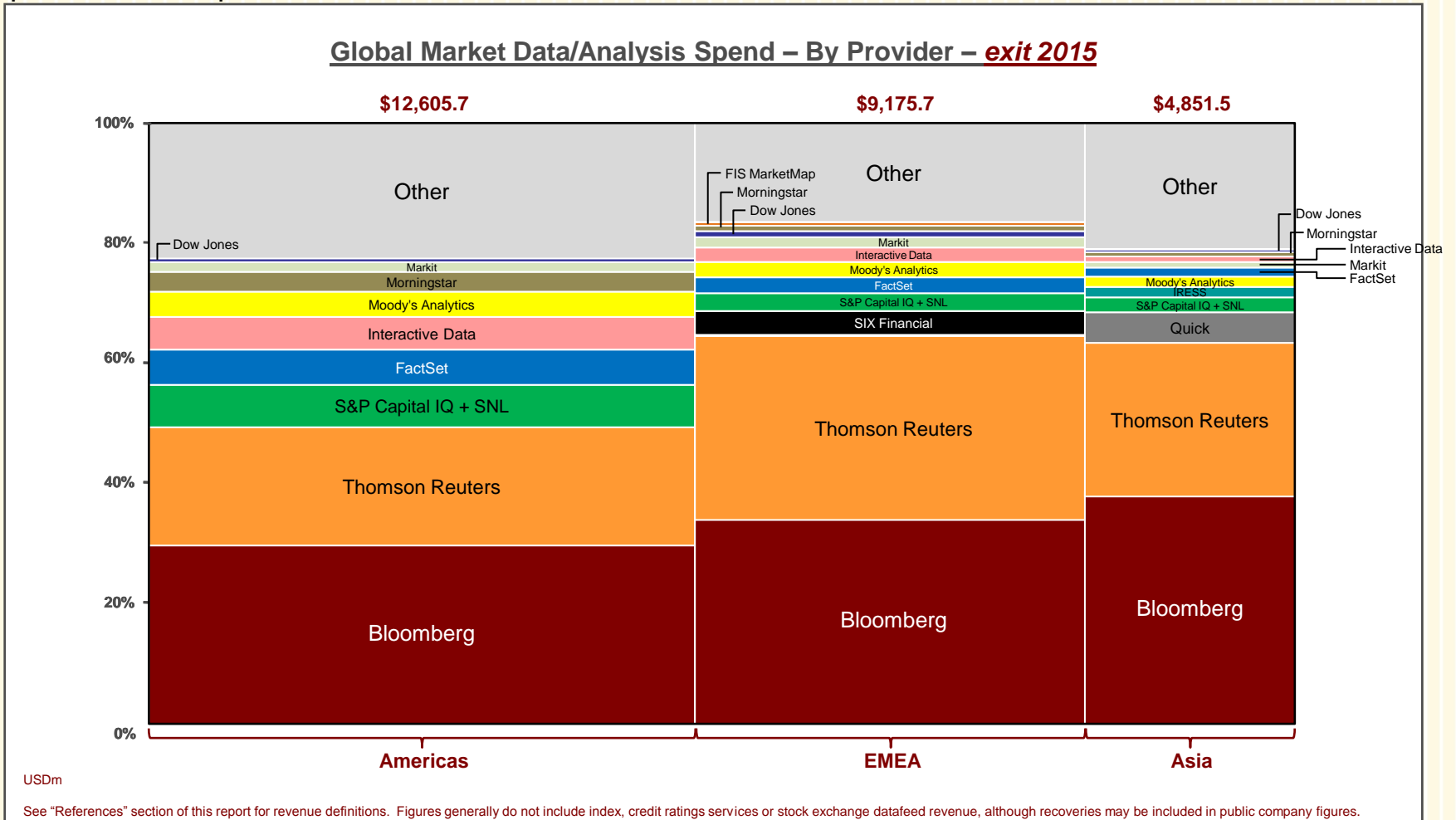
### Spend – 2016

Global Market Share

Global Segment Sizing

# Market Data/Analysis – Share 2015

- In 2015, global spend on market data/analysis was USD26,632.9m, up 1.17% from 2014.
- The Americas gained strength, up 2.70%, while EMEA contracted 3.94% and Asia continued its positive performance, up 7.84%.

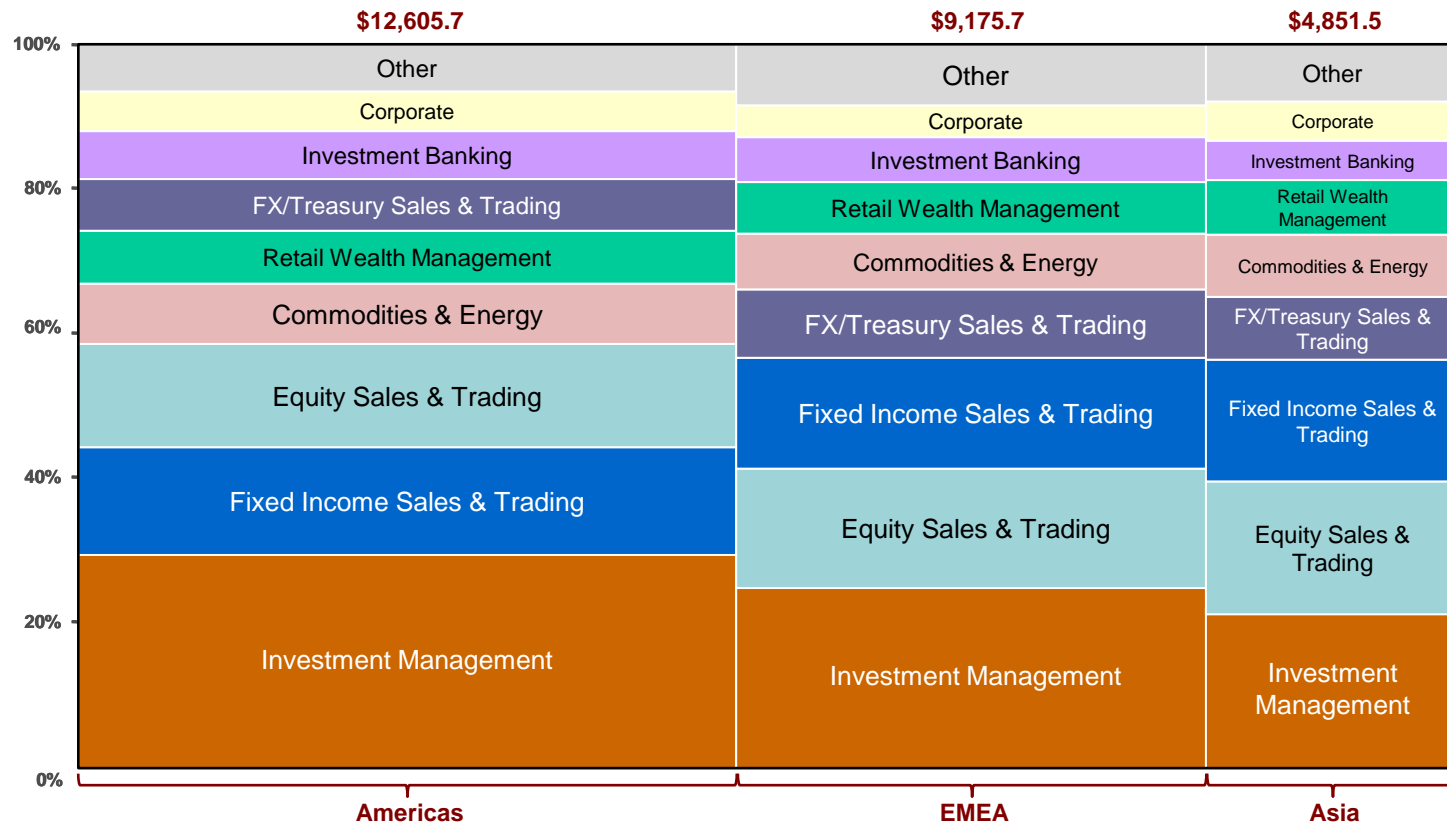


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# Market Data/Analysis – Segment Sizes 2015

- In 2015, all segments showed growth except Equity Sales & Trading, FX/Treasury Sales & Trading and Retail Wealth Management.
- The strong US Dollar may have robbed the industry of as much as USD778m in revenue.

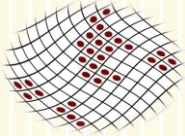
**Global Market Data/Analysis Spend – By Segment – *exit 2015***



USDm

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 figures.

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## Details

### Complete report includes:

- Thirteen company "Market Sheets", each showing estimated global share, regional distribution, segment revenue, desktop/datafeed estimates and business demographics
- Five-year global & regional market share, trend and growth data for the companies included in Market Sheets
- Five-year segment sizing, trend and growth data for the major demand segments
- Five-year product segmentation, user segmentation and institutional buyer segmentation trending, as well as current year regional breakdowns for each
- All underlying spreadsheet data and assumptions

### Report purchase includes:

- Two hardcopies
- Report download in PDF format

Report prices: see table for options, next slide

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## Financial Market Data/Analysis Global Share & Segment Sizing 2016

Key Competitors, Global Market Share 2011-15, Global Segment Sizing 2011-15, Global Product Mix 2011-15, Global User Mix 2011-15, Global Institution Mix 2011-15

*In 2015, global spend on market data/analysis was up 1.17%, to USD26.63b, but foreign currency conversions may have robbed the industry of as much as USD778.0m in growth.*

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

*Burton-Taylor, the world's leading financial market data research and consulting firm, delivers a comprehensive, 140 page analysis of market data supplier share, demand segmentation, vendor demographics, product segmentation, user segmentation and institutional buyer segmentation, globally and regionally.* The analysis is sufficiently detailed as to allow market data providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual demand segments, product groups, user types or institutions and to enable market data 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

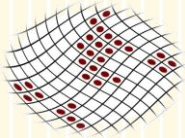
### This report allows market data users to:

- Determine the leading current, historical, regional and global share leaders within the segments they operate
- 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/financialreport/](http://www.burton-taylor.com/financialreport/) and select the "Buy Report" or "Download Sample" link on the right of the page.

### Key Findings

- Risk & Compliance Users and Investment Bankers/Corporate Financiers have been the fastest growing customer groups over the last five years.
- Bloomberg market share reached 33.41% and the company added 3,529 terminals in 2015.
- Thomson Reuters achieved positive net sales in all four quarters and significantly progressed desktop migrations to EIKON.



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## Financial Market Data/Analysis Global Share & Segment Sizing 2016

Key Competitors, Global Market Share 2011-15, Global Segment Sizing 2011-15, Global Product Mix 2011-15, Global User Mix 2011-15, Global Institution Mix 2011-15

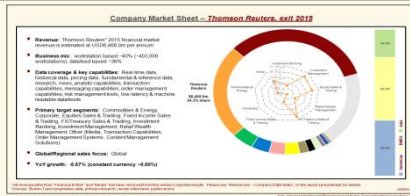
*This report is available in two levels of detail; Current Year or Complete*

Report Content	Current Year	Complete
<ul style="list-style-type: none"> <li>Thirteen company "Market Sheets" each showing estimated global share, regional distribution, desktop/datafeed estimates, business demographics and spider charts illustrating segment revenue distribution               <ul style="list-style-type: none"> <li>Bloomberg, Dow Jones/Factiva, FactSet, FIS MarketMap, IDC, IRESS, Markit, Moody's Analytics, Morningstar, Quick, S&amp;P Capital IQ + SNL, SIX Financial Information, Thomson Reuters (Financial &amp; Risk Division + Media from 2012, Markets Division prior to 2012)</li> </ul> </li> </ul>	✓ included	✓ included
<ul style="list-style-type: none"> <li>Five-year market share, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for companies included in Market Sheets</li> </ul>	✓ 2014 only	✓ included
<ul style="list-style-type: none"> <li>Five-year segment sizing, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for the major market data segments               <ul style="list-style-type: none"> <li>Commodities &amp; Energy, Corporate, Equities Sales &amp; Trading, Fixed Income Sales &amp; Trading, FX/Treasury Sales &amp; Trading, Investment Banking, Investment Management, Retail Wealth Management, Other</li> </ul> </li> </ul>	✓ 2014 only	✓ Included
<ul style="list-style-type: none"> <li>Five-year company market share, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for the segments listed above, including share changes across the Americas, EMEA and Asia</li> </ul>	✓ 2014 only	✓ Included
<ul style="list-style-type: none"> <li>Five-year company market share, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for global product mix, global user mix and global institutional mix, including share changes across the Americas, EMEA and Asia               <ul style="list-style-type: none"> <li>News, Portfolio Management &amp; Analytics, Pricing, Reference &amp; Valuation Data, Real-Time &amp; Trading Data, Research</li> <li>C-suite Executives/Investor Relations, Financial Advisors, Governments, Investment Bankers/Corporate Financiers, Media, Portfolio Managers, Research Analysts, Risk &amp; Compliance Users, Salespeople, Traders</li> <li>Asset Managers/Hedge Funds, Corporations (non-trading), Government, Insurance, Investment Banks/Private Equity, Retail Wealth Management &amp; Individuals, Sales or Trading Operations (trend data only for institutional mix, market share not included)</li> </ul> </li> </ul>	✗ NOT included	✓ Included
<ul style="list-style-type: none"> <li>Enterprise-wide or library report distribution rights</li> </ul>	✗ NOT included	✓ Included
<ul style="list-style-type: none"> <li>All underlying spreadsheet data and assumptions</li> </ul>	✓ Included	✓ Included
<ul style="list-style-type: none"> <li>Report Price</li> </ul>	USD2,500	USD8,500*

*\*Purchasers of 2015 Complete Report may upgrade to the 2016 Complete Report for USD4,250*

### Company Market Sheet Sample

#### Company Market Sheets – Thomson Reuters

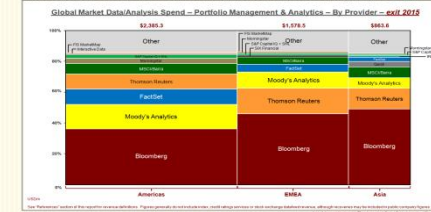


- Thomson Reuters Financial & Risk Division and Media revenue was down 5.67% (constant currency -0.0%) in 2015, but for the first time in seven years the unit delivered positive net sales in each of the four quarters.
- Migrations to Eikon desktops, or from desktop products to datafeeds, continue at a positive pace.
- Outside of recoveries (which are expected down ~USD100m) Thomson Reuters see growth in 2016.

### Global Product Mix Sample

#### Market Data/Analysis – PM & An Share 2015

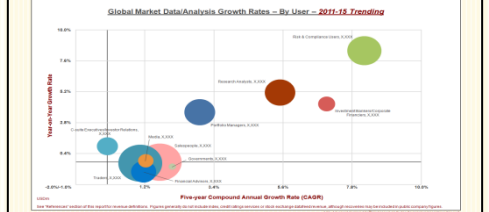
- In 2015, global spend for Portfolio Management & Analytics products grew 3.58%, to USD4,827.4m, representing the tenth consecutive year of increased demand
- The five-year CAGR for spend on Portfolio Management & Analytics products globally is 5.62%



### User Growth Trending Sample

#### Market Data/Analysis – User Growth

- Risk & Compliance users and Investment Bankers/Corporate Financiers remain the clear leaders in combining a strong annual demand increase over the past five years with Year-on-Year success from 2014 to 2015, while Research Analysts also show a steady and positive trend of demand growth.



### Order

Report prices: see table at right for pricing options

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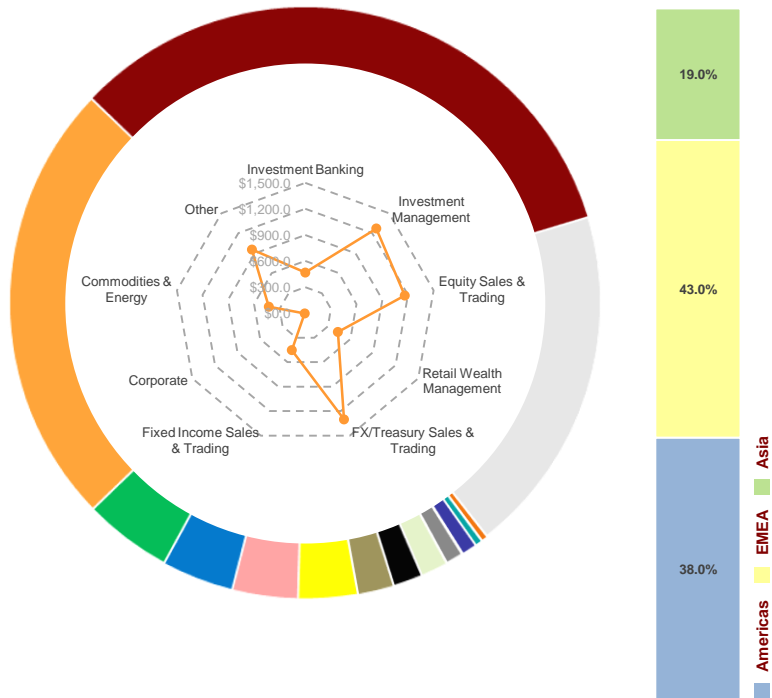
See table at right for pricing options

# Company Market Sheets – Thomson Reuters

## Company Market Sheet – Thomson Reuters, exit 2015

- Revenue:** Thomson Reuters\* 2015 financial market revenue is estimated at USD6,468.0m per annum
- Business mix:** workstation based ~40% (~403,000 workstations), datafeed based ~36%
- Data coverage & key capabilities:** Real-time data, historical data, pricing data, fundamental & reference data, research, news, analytic capabilities, transaction capabilities, messaging capabilities, order management capabilities, risk management tools, low-latency & machine readable datafeeds
- Primary target segments:** Commodities & Energy, Corporate, Equities Sales & Trading, Fixed Income Sales & Trading, FX/Treasury Sales & Trading, Investment Banking, Investment Management, Retail Wealth Management, Other (Media, Transaction Capabilities, Order Management Systems, Content Management Solutions)
- Global/Regional sales focus:** Global
- YoY growth:** -5.67% (constant currency ~-0.00%)

Thomson Reuters  
\$6,468.0m  
24.3% share



\*All revenue other than "Financial & Risk" and "Media" has been removed from this vendor's reported results. Please see "References – Company Data Notes", or the report spreadsheet, for details.  
Sources: Burton-Taylor proprietary data, primary research, vendor interviews, public record

USDm

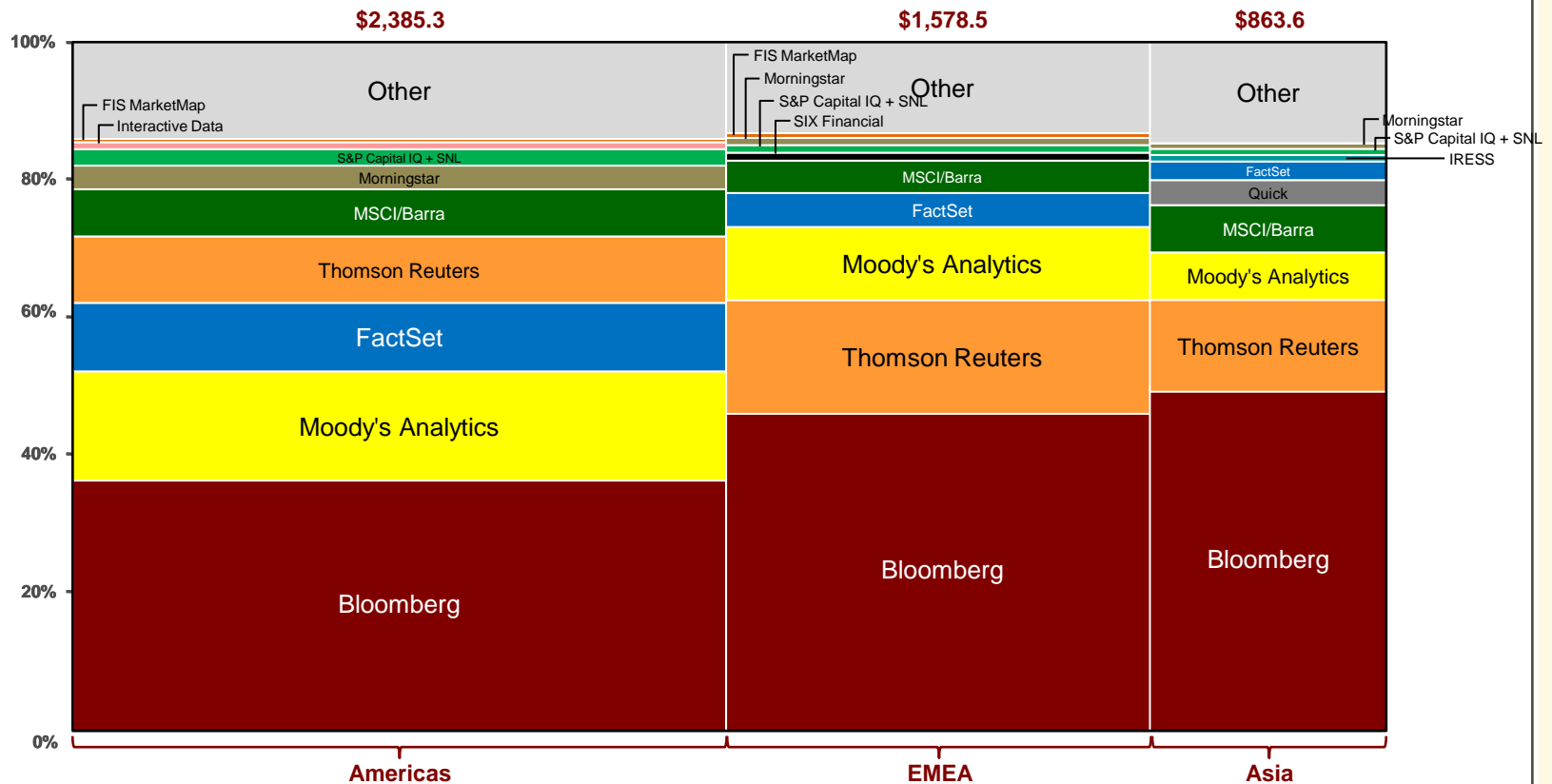
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- Thomson Reuters Financial & Risk Division and Media revenue was down 5.67% (constant currency ~-0.0%) in 2015, but for the first time in seven years the unit delivered positive net sales in each of the four quarters.
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# Market Data/Analysis – PM & An Share 2015

- In 2015, global spend for Portfolio Management & Analytics products grew 3.58%, to USD4,827.4m, representing the tenth consecutive year of increased demand.
- The five-year CAGR for spend on Portfolio Management & Analytics products globally is 5.62%.

**Global Market Data/Analysis Spend – Portfolio Management & Analytics – By Provider – *exit 2015***



USDm

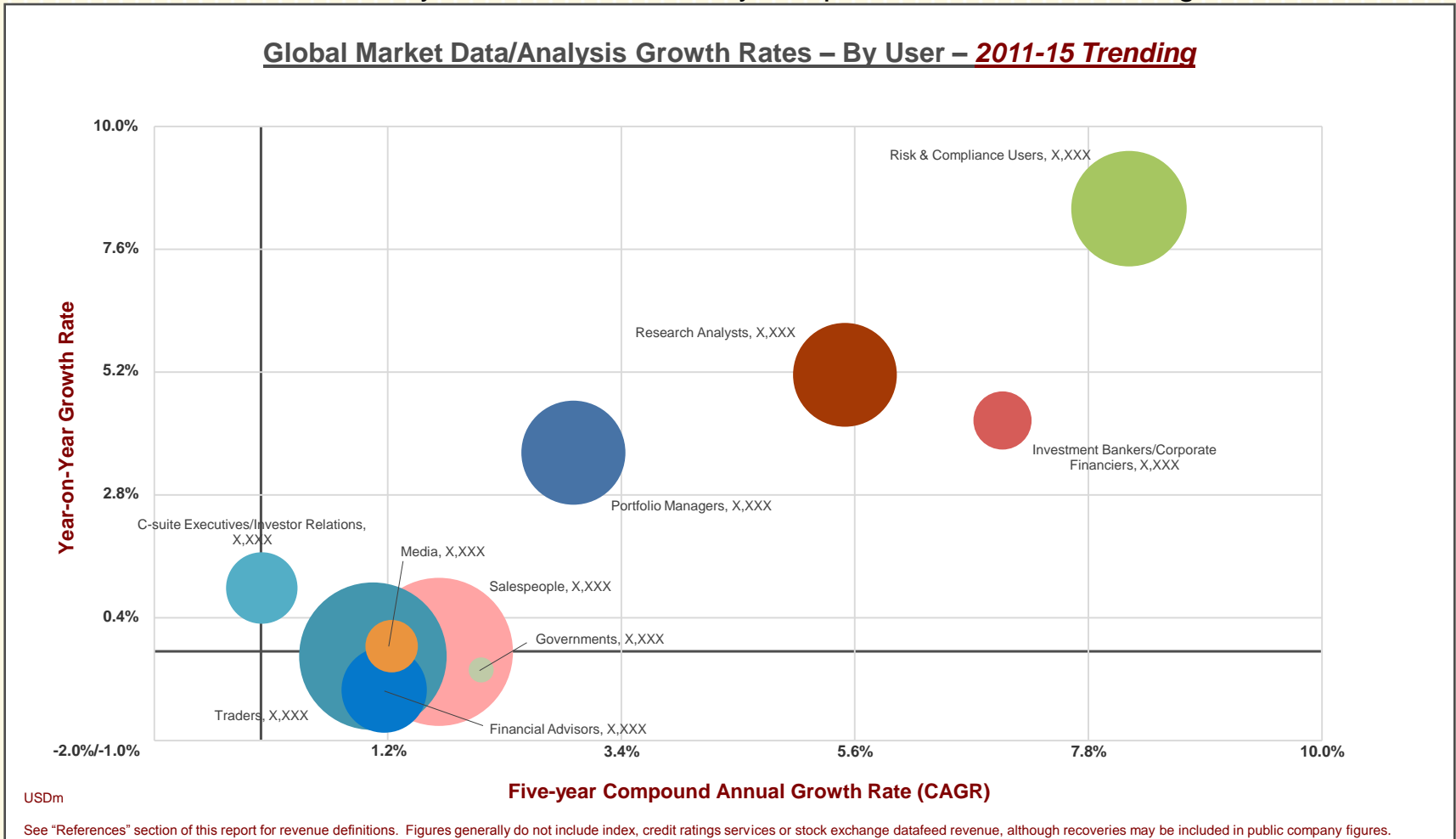
See "References" section of this report for revenue definitions. Figures generally do not include index, credit ratings services or stock exchange datafeed revenue, although recoveries may be included in public company figures.

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# Market Data/Analysis – User Growth

- Risk & Compliance users and Investment Bankers/Corporate Financiers remain the clear leaders in combining a strong annual demand increase over the past five years with Year-on-Year success from 2014 to 2015, while Research Analysts also show a steady and positive trend of demand growth.



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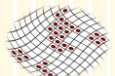
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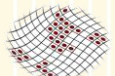
Author	Biography
Douglas B Taylor	<p>Douglas B Taylor is founder and Managing Partner of Burton-Taylor International Consulting LLC, a business consulting organization created in 2006 and focused on helping information and media companies improve performance through improved Market Intelligence (Sector or Customer Research), Strategic Planning (Company/BU or Product/Service Strategy) and Revenue Generation (Marketing or Sales Plans).</p> <p>Mr. Taylor entered the information &amp; news space at Reuters in 1987, where he spent 15 years in North America, South America and Europe, the last 5 of which heading Reuters news marketing and product management globally. His team successfully redefined product segmentation and commercial policy to, for the first time in Reuters 150 year history, profitably address financial professional, media and consumer audiences.</p> <p>After leaving Reuters, and before founding Burton-Taylor International Consulting LLC, Mr. Taylor served as Managing Director, Customer Segment Management, Marketing &amp; Product Development, for Thomson Financial in Asia. In that role he headed the marketing and product development divisions, as well as the Investment Management, Investment Banking &amp; Research, Institutional Equities and Wealth Management business units for the region. Mr. Taylor's teams completed ground breaking market, competitor, customer and user needs research, and defined a news and data strategy which is tripling revenue in the region.</p> <p>Mr. Taylor has also served as Chief Marketing Officer at Insurance Technologies, leading the research &amp; strategy, communications and sales enablement teams, serving the annuity and life software sectors and as Manager, Partner Engagement at Microsoft, responsible for channel partner business strategy and relationship management in Microsoft's largest customer segment.</p> <p>Among other publications, Mr. Taylor has been quoted as a financial information industry expert by The Wall Street Journal, The New York Times, The London Times, Dow Jones Newswires, Agence France-Presse and in the biography "Mike Bloomberg; Money, Power, Politics", by Joyce Purnick.</p> <p>Mr. Taylor has 25 years news and financial information background, carries an MBA in Marketing and Management and a BBA in Finance, holds 7 unique market research and analysis trademarks, and is a Board member of First State Financial Inc.</p>



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- ▶ Camgian
- ▶ Capco
- ▶ CapitalIQ
- ▶ CapMan
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- ▶ Fi360
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- ▶ Oliver Wyman
- ▶ OTCMarkets
- ▶ Platts
- ▶ Parthenon Group
- ▶ Point Carbon
- ▶ Precise Media
- ▶ Prenax
- ▶ PricewaterhouseCoopers (PwC)
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- ▶ Regulatory DataCorp
- ▶ Rimes
- ▶ RMP Media Analysis
- ▶ RBS
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- ▶ State Council Information Office, Government of China (SCIO)
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- ▶ Warburg Pincus
- ▶ Wipro
- ▶ WPP
- ▶ 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:

- ▶ **Media Intelligence and Public Relations Information & Software Global Share & Segment Sizing 2015 - Key Competitors, Global Market Share 2014, Global Segment Sizing 2014, Global Market Trending 2010-14, Global Segment Trending 2010-14 (update coming Spring 2016)**
  - Burton-Taylor delivers a comprehensive, 104 page analysis of media intelligence and public relations information & software supplier share, demand segmentation and vendor demographics. The analysis is sufficiently detailed as to allow media intelligence and 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](#)
  
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- Other available Burton-Taylor reports (continued):
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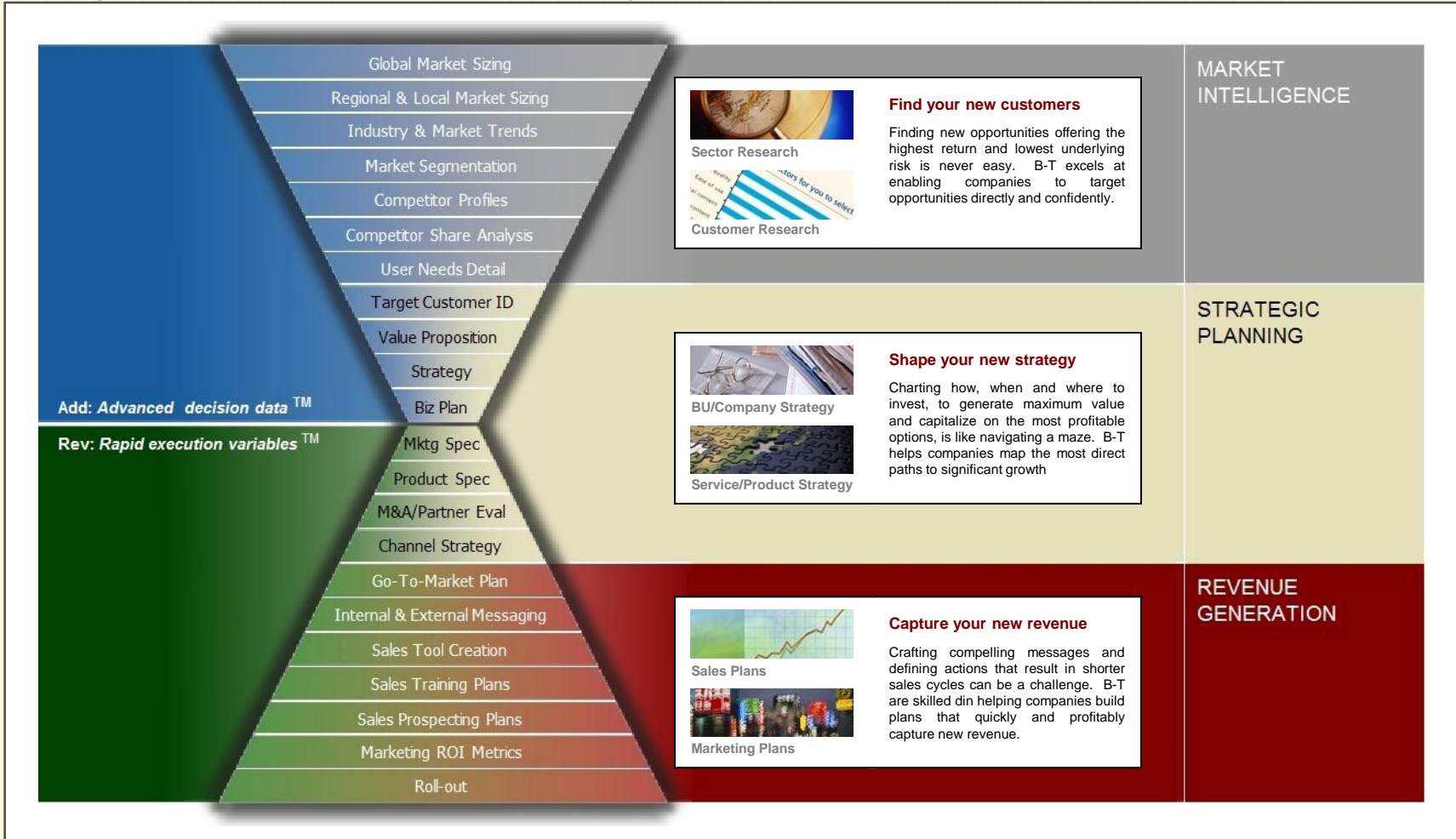
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- Other available Burton-Taylor reports (continued):
  - ▶ China Financial Market Data/Analysis Market Share & User Requirements 2010 - *Key Competitors, Detailed User Needs - Portfolio Managers, Researchers, Sales & Traders*
    - The mainland China 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](#)
  - ▶ 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](#)
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- Burton-Taylor's trademarked Hourglass Analysis™ provides a proven, structured yet customizable business consulting approach that helps companies clearly target new opportunities, define new strategy, and plan new actions to maximize growth.



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