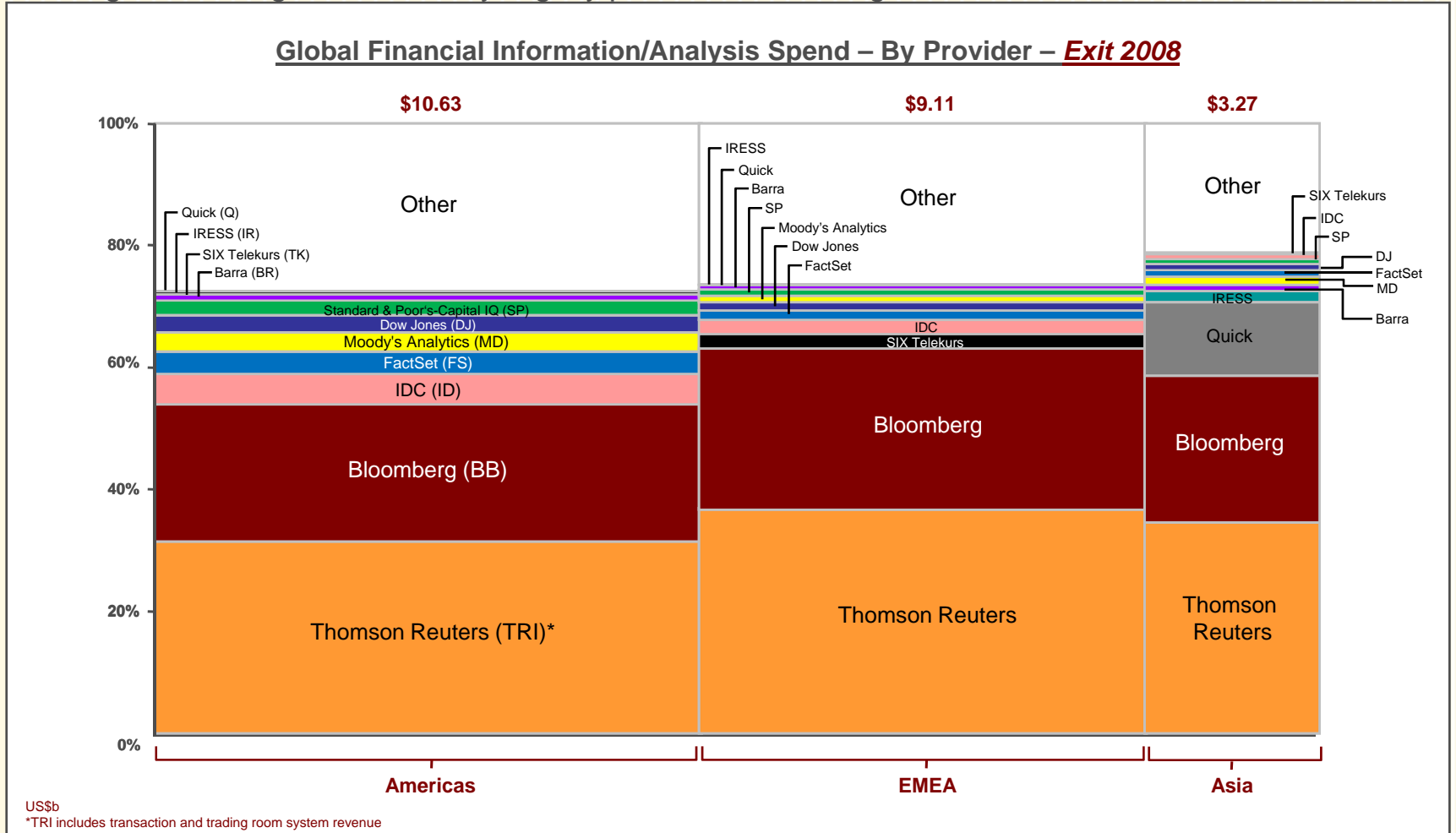


Financial Information/Analysis – 2008 Share

- Contraction in overall market size, combined with growth in Investment Management, FX, Corporate, Energy and Datafeed businesses allowed Thomson Reuters to increase market share to 34%
- Although revenue growth was only slightly positive, Bloomberg increased market share to 24% in 2008



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■ Other available Burton-Taylor reports:

- ▶ 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](#)

- ▶ Financial Market Data/Analysis Global Share & Segment Sizing 2010 - *Key Competitors 2005-9, Segment Sizing 2007-9*
 - Burton-Taylor delivers a comprehensive analysis of market data supplier share, user segmentation and vendor demographics. 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](#)

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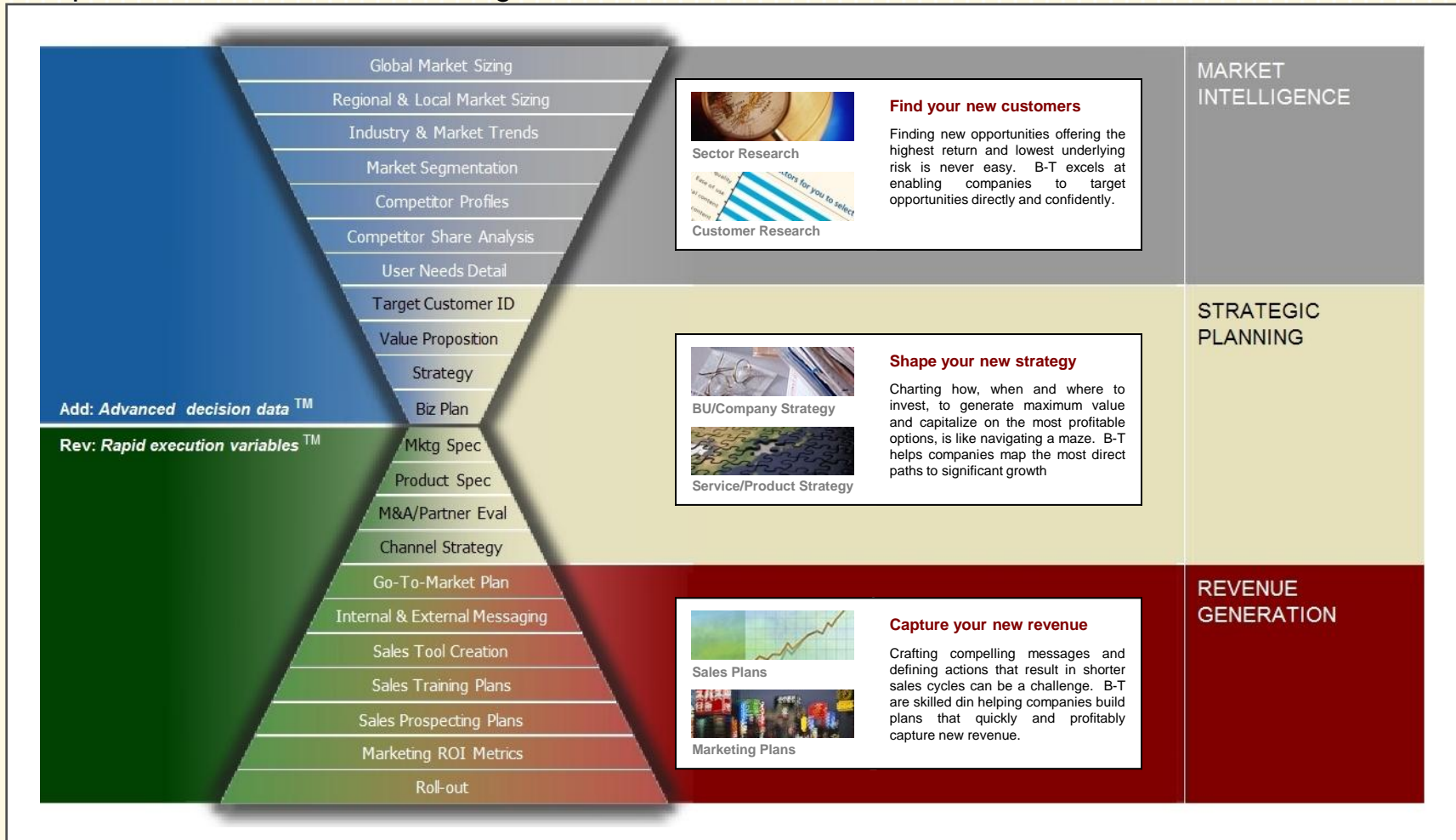
- Other available Burton-Taylor reports (continued):
 - ▶ Bloomberg v Reuters News - *Analysis of International Services, April 2009*
 - Burton-Taylor delivers the first ever comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow global market 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 \(using code PIRACY2009\)](#)
- For a list of all available Burton-Taylor reports, please visit the [Research area of Burton-Taylor.com](#).

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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.



Hourglass Analysis™ Burton-Taylor International Consulting LLC

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- B-T helps companies clearly see their target markets, their competitive environment and their opportunities. We help them see their paths of greatest reward and least resistance, and we help them define specific actions that ensure the future they see today is the one they profitably achieve tomorrow.
- B-T's Hourglass Analysis[™] process 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.
- While accomplished in the Americas, Europe and Asia, and with a strategic approach that remains generalist, B-T has developed substantial expertise in the global information, insurance, financial services and software industries, with deep focus in North America, China, India and Asia.
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