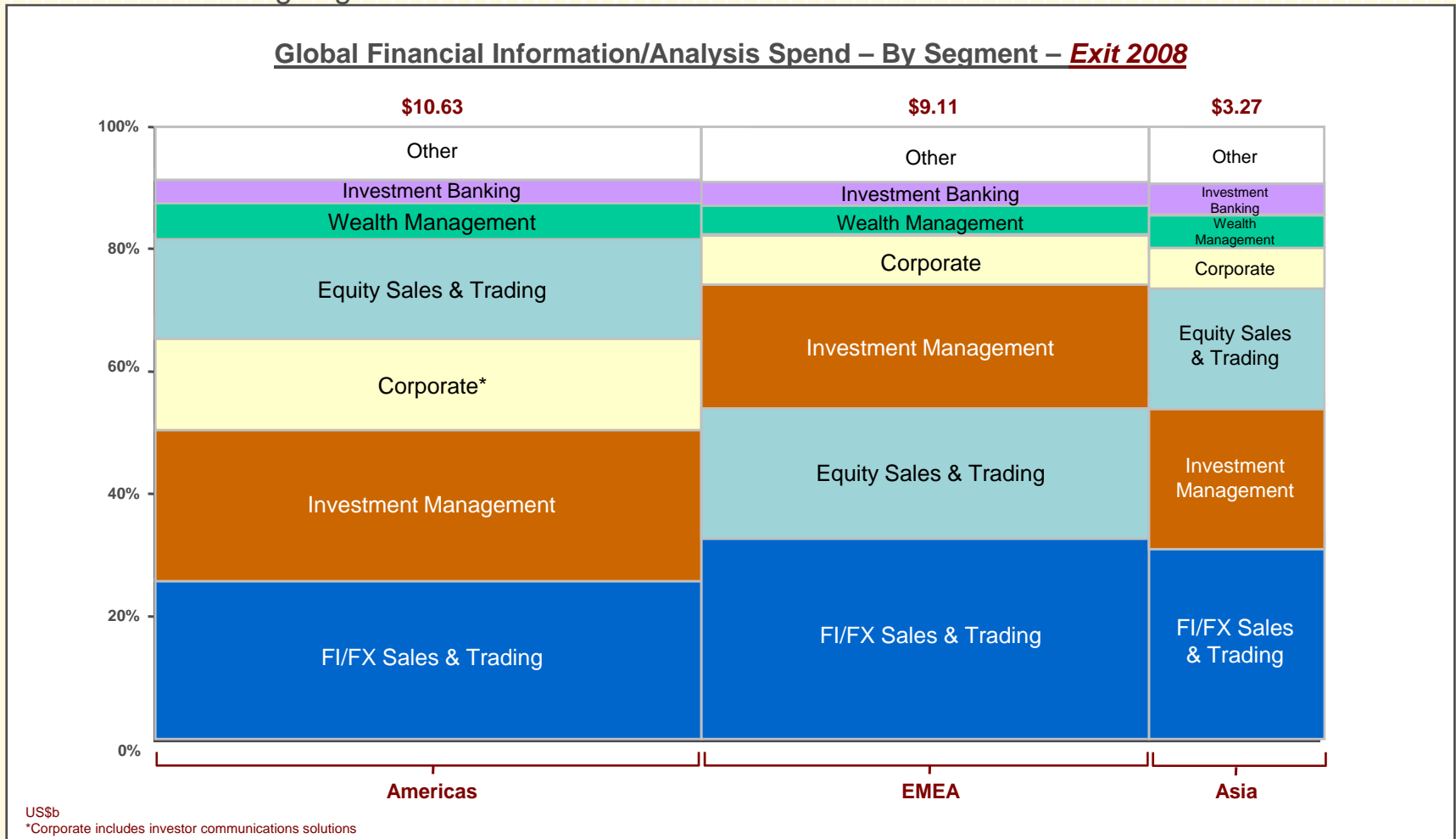


Financial Information/Analysis – By Segment

- Although overall spend was flat from 2007 to 2008, the Americas contracted while EMEA and Asia grew
- FX Sales & Trading, Corporate and Commodities & Energy (Other) led growth in 2008, while the Investment Banking segment crashed and will be restructured in 2009



Add: Advanced decision data™ market analysis Burton-Taylor International Consulting LLC

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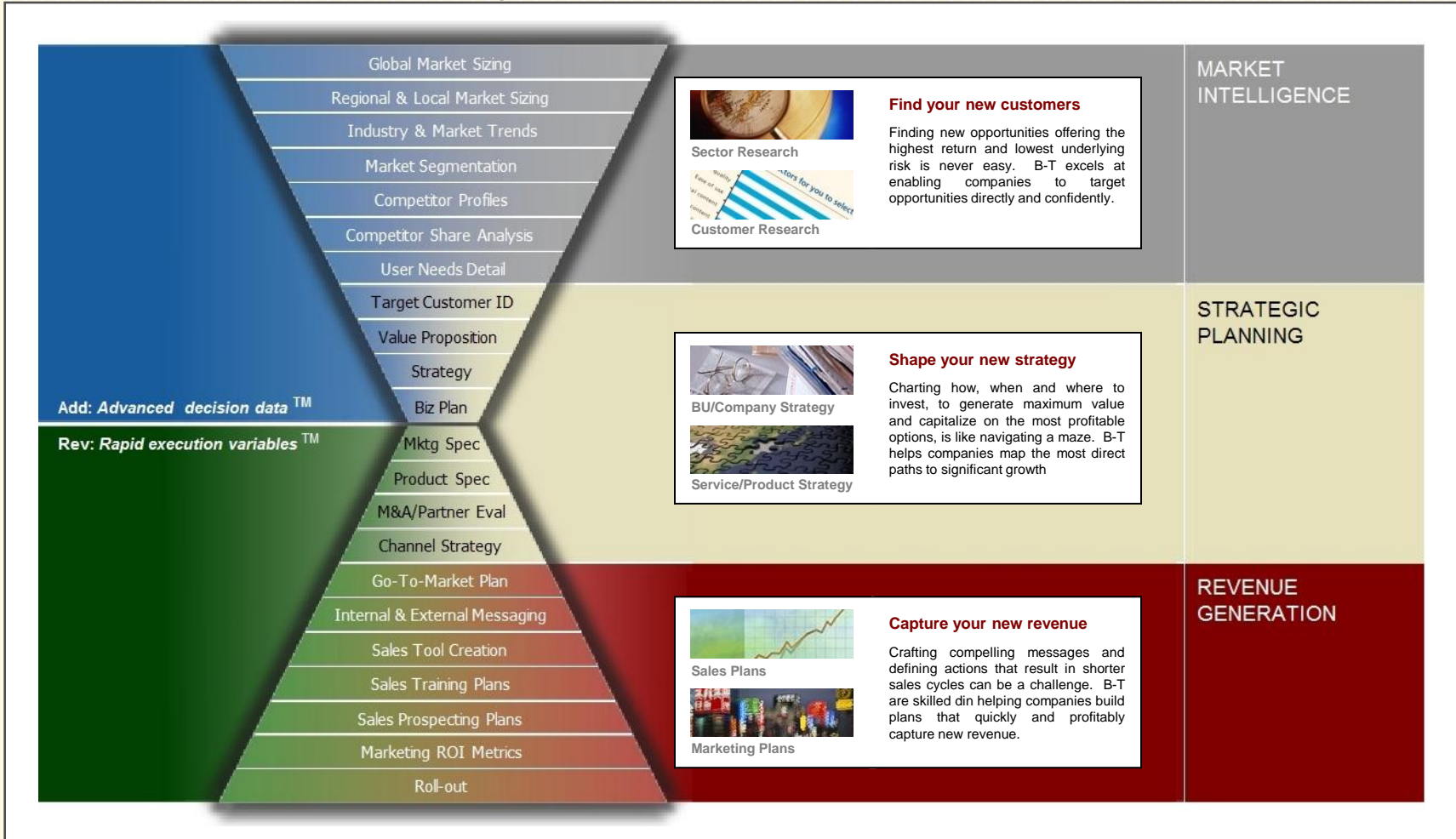
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 - ▶ Bloomberg v Reuters News - *Analysis of International Services, April 2009*
 - Burton-Taylor delivers the first ever comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow global market 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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