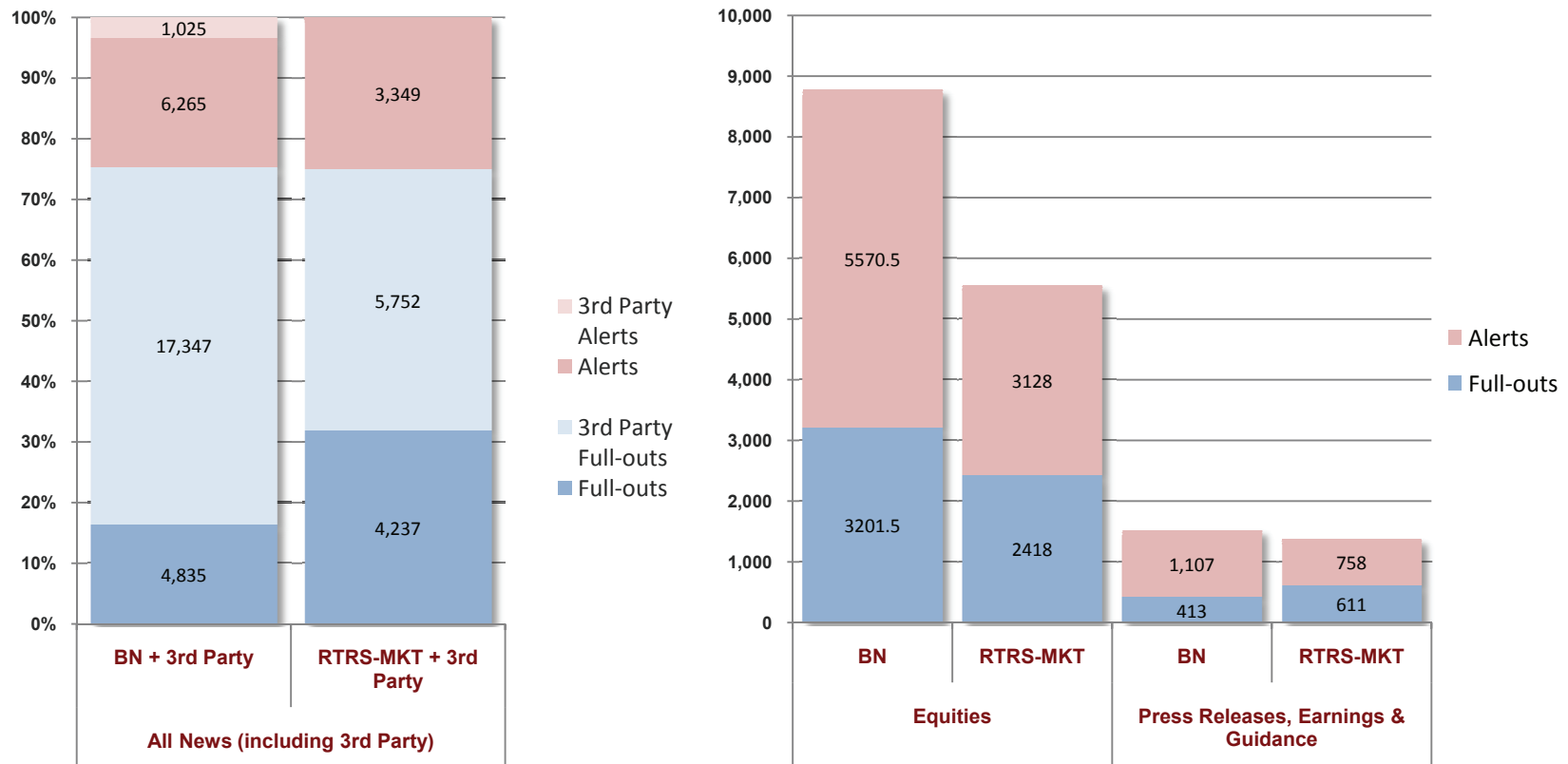


Quantitative Analysis – Alerts v Full-outs

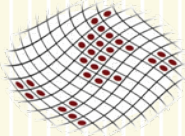
- For the days sampled, alerts were roughly 25% of the average RTRS-MKT delivery and 23% of the BN delivery, but after removing TOP news and 3rd party content, RTRS-MKT delivers 44% alerts, BN 56%
- BN places a strong emphasis on alerts and includes alerts from 3rd party sources in their base content

Alerts v Full-outs – Bloomberg News/Reuters Markets News – *All Content, Equities & PR/Earnings Files*



Equities content for BN includes category COS (Company). Equities content for RTRS-MKT includes category E (Securities). 3rd party sources include press release feeds, regulatory or exchange news feeds and research announcements or releases. Because some stories are filed to multiple asset classes or topics, totals for all asset class or topic related news in this report may reflect "double counting" of certain items.

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



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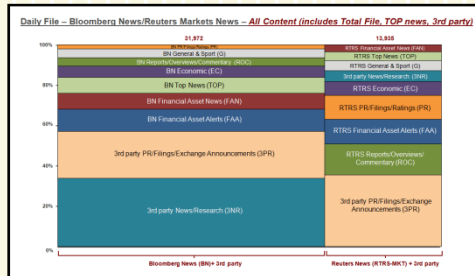
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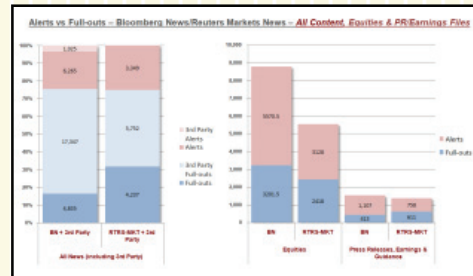
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To download an electronic version of this kit, with the sample slides shown below, please visit: www.burton-taylor.com and choose the "learn more" link in the center of the page, just below "Bloomberg v Reuters News Study"

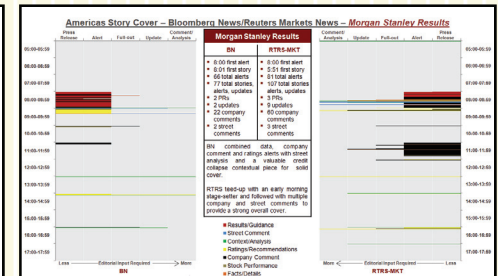
Slide 16

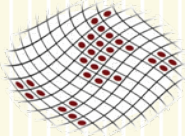


Slide 24



Slide 54





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Details

85 page report includes:

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Bloomberg v Reuters News - Analysis of International Services 2009

Bloomberg and Reuters News combined deliver more than 46,000 items per day to financial professionals.

- As a user of news, to which service should I subscribe to ensure that my global financial needs are met?
- As a news provider, in what areas of coverage will I find opportunity for competitive advantage or to serve an unmet need?

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 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.

This report will benefit:

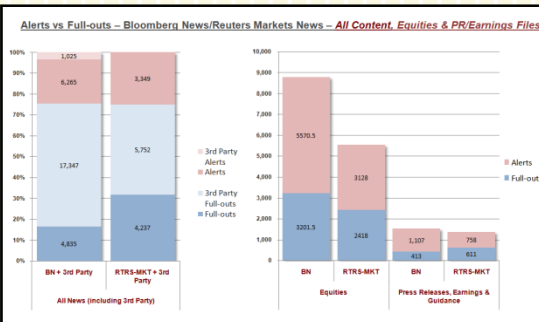
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|--|--|---|--|
| <ul style="list-style-type: none"> Global Asset Managers Researchers Sales Desks Trading Desks | <ul style="list-style-type: none"> Hedge Funds Institutional Investors Corporate Treasurers Corporate Financiers | <ul style="list-style-type: none"> Financial News Editors Financial News Strategists Financial News Product Managers Financial News Marketers | <ul style="list-style-type: none"> News Aggregators News Distributors Information Purchasing Managers |
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This report allows the professional news users to:

- Determine the service most appropriate to their needs
- Understand the differences in asset class, subject, regional focus and reporting style between news suppliers

This report allows the news producer and distributor to:

- Assess the breadth, depth and focus of competitor news files
- Evaluate the differing editorial approaches employed
- Calculate news volumes by type, region, topic and time of day



Key Findings

- Although both services provide broad, deep, global cover, Burton-Taylor research suggests that Bloomberg News places a discernibly greater emphasis on delivering a high volume of alerts and total story items than does Reuters News.
- Although both services endeavor to provide rich background and perspective, B-T research suggests that Reuters News places a discernibly greater emphasis on delivering context and analysis within their cover of individual events and stories than does Bloomberg News.

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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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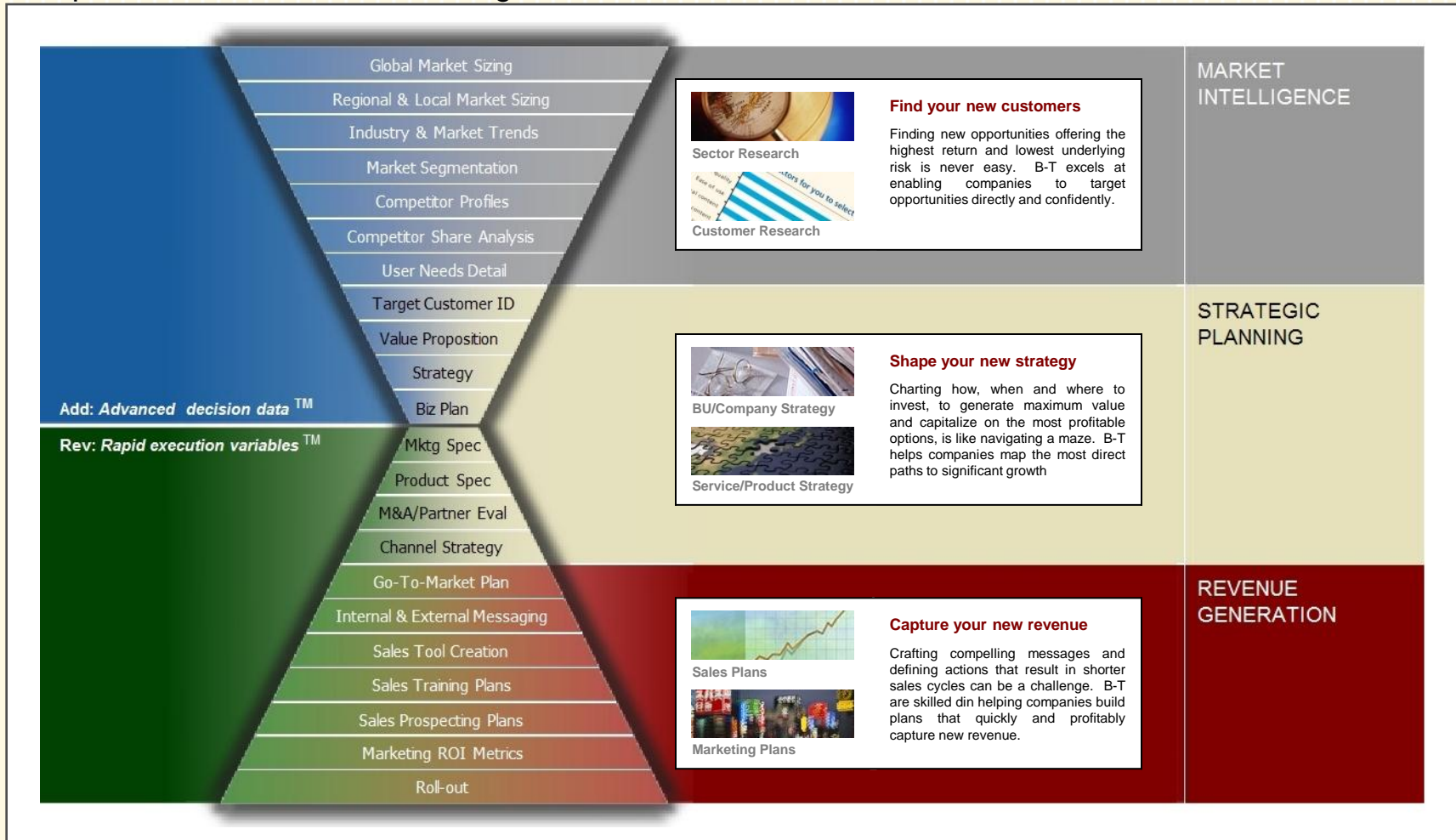
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 - Burton-Taylor measured the global spend on financial information and analysis at US\$23 billion, exit 2008. According to a new B-T survey of 80 executives at market data vendors and client companies, there is an additional US\$8 billion in pirated 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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