

# Textual news provides unmatched coverage, classification, depth and speed.

## BREAKING STORIES CREATE OPPORTUNITY

For prop desks, market makers, quants, high frequency event-driven traders who rely on non-display trading applications (black boxes), every news story represents a critical opportunity that must be acted on quickly and accurately.

To do this effectively—and consistently—firms need fast delivery of textual news from as many sources as possible. Headlines and content should be classified at a highly granular level to make sure strategies can be executed in a targeted way. And the archive must be deep enough to enable meaningful backtesting of new strategies.

## TEXTUAL NEWS HELPS FIRMS CAPITALIZE

Textual news from Bloomberg provides the superior depth, coverage, classification and archive firms need to nourish black box applications that support event-driven trading, compliance and risk management strategies. This low-latency feed of aggregated machine-readable content is designed to help firms act on news within milliseconds.

Bloomberg textual news draws on a vast and rapidly growing network of more than 100,000 sources, far outpacing any other competitor. Detailed classification codes enable firms to execute strategies with focus and precision. The textual news archive extends backwards to 1992 for backtesting. And this feed uses Bloomberg's robust real-time infrastructure to ensure low-latency delivery.

## EXTENSIVE CLASSIFICATION

The textual news feed features exhaustive classification and hierarchy of topics, tickers and people, all of which are tied to relevancy indicators. This highly granular approach allows firms to execute strategies more precisely. During development, our classification and historical archive combine to give firms a much richer understanding of market signals and use that knowledge to build more complex trading strategies.

## SUPERIOR QUALITY FOR TEXTUAL NEWS

- 151 global bureaus generating 10,000 headlines and stories per day
- Headlines and stories of exclusive Bloomberg News, press releases wires, social, company and government website content
- Tags covering 75,000 securities and 10,000 topics
- Relevancy scores determine correlation of tags to news
- Historical archive dating back to 1992

## COMPREHENSIVE SOURCING

As a leading provider of global news, Bloomberg is uniquely positioned to blend original content with an extensive source universe that includes diverse content from filings, corporate sites, local news and social media. With more sources than any other competitor, Bloomberg textual news helps reduce the chance of missing a market-moving event. All textual news content is delivered through Bloomberg low-latency real-time infrastructure and is available only for black box applications.

## NEWS STANDARDIZATION

Textual feeds providing content from Bloomberg news ensure definitive coverage of economies, markets, companies and industries worldwide in a standardized format—meaning less processing time and latency for users.

## BLOOMBERG FOR ENTERPRISE

To succeed today, financial institutions must respond to challenges that are not addressed by traditional approaches. They require world-class solutions that integrate people, processes, information and technology for the front office, middle office and operations. Bloomberg partners with these institutions to protect and capitalize on data, manage risk, deliver transparency and control costs. Through enterprise-level expertise and three decades of deep industry experience, Bloomberg creates real value through the use of innovative technology that turns data into a strategic asset.

## TAKE THE NEXT STEP

Learn more about how we can help your firm react more quickly to breaking news. Visit [bloomberg.com/enterprise](http://bloomberg.com/enterprise) or reach us at [erprise@bloomberg.net](mailto:erprise@bloomberg.net).

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