

# Dow Jones Elementized News Feed

Computer-Readable, Ultra-Low-Latency News for the Fastest, Most Reliable Trading Decisions



In today's increasingly competitive and ever more automated trading environment, proprietary traders, quantitative analysts and risk managers are looking for every conceivable edge in information, technology and speed.

## Now, Dow Jones, the leader in real-time financial news,

introduces a faster and richer news data feed and archives for automated trading and analysis: Dow Jones Elementized News Feed. This advanced solution delivers economic indicator and corporate headlines in precisely tagged elements on an ultra-low-latency feed, all designed for direct integration into quantitative analysis models and computer trading programs. Buy- and sell-side market participants will be able to make the Dow Jones Elementized News Feed their advantage in algorithmic trading, quantitative analysis and execution management.

## Structured Information for the Fastest, Most Secure Decisions

Dow Jones Elementized News Feed places discrete pieces of news – keywords, timestamps, symbols and other crucial data – into XML-tagged fields for easy parsing and direct embedding into trading programs and models, speeding decisions to mere milliseconds. The new feed, which includes an archive of over three-years of historical data, delivers:

- **Faster Decisions** – The new Dow Jones feed is ultra-fast, for the quickest market actions.
- **Greater Reliability** – Human intervention is minimized; feed and archive data is delivered in a consistent, well-structured format. This eliminates the need to parse unstructured text and maximizes data points and resulting output.
- **Enhanced Analysis** – Elementized headlines are accompanied with a historical archive, to facilitate more complex models and more thorough back-testing and pre- and post-trade analysis.

## Dow Jones Elementized News Feed Won “Best Data Solution” in the 2007 Financial News Awards for Excellence in I.T.

## Market-Moving News in a Consistent Format

Dow Jones Elementized News Feed includes the economic and corporate news most likely to influence markets and trading around the world.

## Economic News

- **Economic Indicators** (coverage expanded regularly)
  - More than 230 indicators critical to market direction and pricing
  - G7 (U.S., U.K., Japan, Germany, France, Italy, Canada)
  - Euro zone
  - Australia and New Zealand
  - Switzerland, Sweden and Norway
- **Additional Content**
  - Energy Data –Inventories from the Department of Energy (DOE) and the American Petroleum Institute (API).
  - Treasury Auction Results (including open market operations)

## Corporate News

- **Corporate Events** (coverage expanded regularly)
  - U.S. and Canada – all publicly traded companies
  - Largest U.K. companies
  - Stoxx 600
- Coverage includes:
  - Earnings
  - Earnings guidance
  - Analysts ratings changes
  - Mergers and Acquisitions
  - Executive changes
  - Restatements
  - Stock splits
  - Bankruptcies Agency ratings events
- **S&P Corporate Ratings Changes**

Archive - For evaluation of historical market reactions, an archive (dating from January 2004\*) of elementized news data for economic indicators, earnings and earnings guidance is included.

\*Earnings and earnings guidance is included back to 2004 for S&P 500 companies. Full coverage for all events since October 2007.

For more information about Dow Jones Elementized News Feed, email [algo@dowjones.com](mailto:algo@dowjones.com) or call 877-339-0352.

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## When Speed and Reliability Count Most – You Can Count on Dow Jones

Dow Jones Elementized News Feed lets you harness the respected intellectual capital that is the hallmark of Dow Jones. Clients who need an objective, real-time source of quality news and information for their quantitative models—and need it ahead of competitors – consistently choose Dow Jones, a trusted brand that delivers the timeliest information you can trade on with confidence.

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## The Next Step in Trading and Analysis

The innovative Dow Jones feed revolutionizes how newsflow can be interpreted and acted upon for algorithmic trading, quantitative analysis and execution management. Dow Jones Elementized News Feed gives hedge funds, banks and securities firms an enhanced news source for analyzing and identifying trading, investing and hedging opportunities – and moving on information in milliseconds.

For more information about Dow Jones Elementized News Feed, email [algo@dowjones.com](mailto:algo@dowjones.com) or call 877-339-0352.

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