

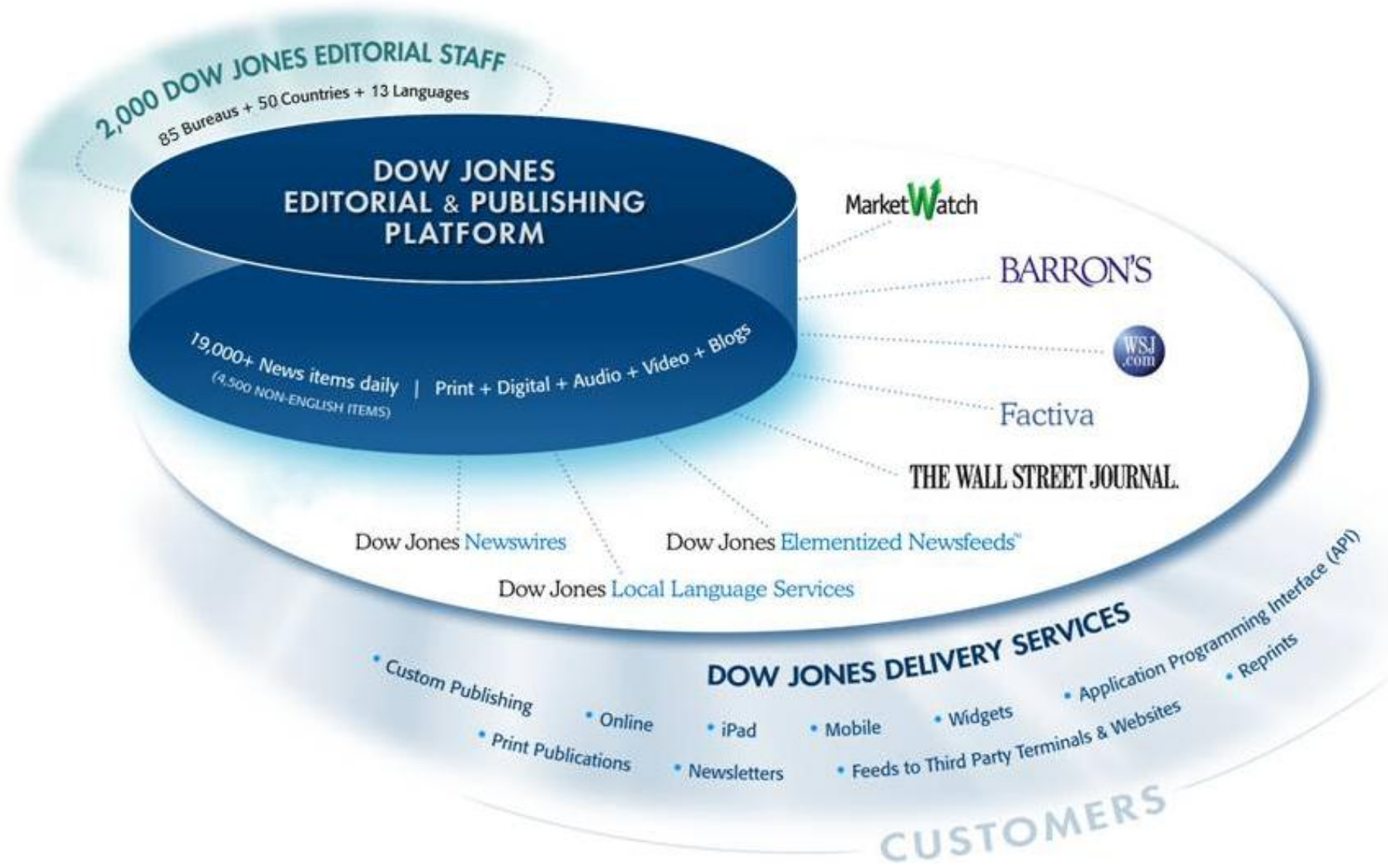
DOW JONES

Dow Jones Newswires and CME Trading Challenge

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Andrea Müller, Business Development

Global News Organization



Dow Jones - Global News Partner for CQG

- Best-in-class brand, reputation & credibility as independent financial and business news provider, with almost 2,000 reporters and editors across 85 bureaus
- Exclusive real-time access to market-moving news from The Wall Street Journal & Barron's
- Continuously innovating editorially and in terms of our technology to produce faster, smarter news coverage
- Equities, Economic and Resources coverage consistently scoops the competition (Thomson Reuters & Bloomberg).

Dow Jones Global Markets News

- News coverage of global equity, foreign exchange, debt & fixed income, energy, commodities markets
- Reporting on 15,500 companies, listed and unlisted, in North and South America, Europe, Asia, in the major and emerging markets
- Corporate earnings, dividends, mergers and acquisitions activity, personnel moves
- General and political news that affect markets
- Industry news – sector coverage and broad look at trends
- Exclusive views on companies and industry trends (Heard On The Street columns)
- Market talk – Rolling comment on markets and insiders
- News features and analysis
- Economic statistics and central bank interest rate decisions; macroeconomic data and monetary policy
- News on trading in currency markets globally
- Includes The Wall Street Journal and Barron's content

Dow Jones Energy & Commodities News

News coverage of energy complex includes:

- Oil, coal, natural gas, nuclear, hydro, wind, solar, utilities, power transmission, bio-fuels
- Exploration, research, production, storage, transportation, consumption
- Big energy corporations and state-owned enterprises
- Government policy, regulation and energy agency actions
- Benchmark pricing from major exchanges
- Market Talk intraday commentary and news analysis

News coverage of commodities includes:

- Grains, beans & oils; livestock; precious and base metals
- In-depth data & supply data from major markets and government agencies
- Market Talk intraday commentary and news analysis
- Weather forecasts for agricultural commodities producing regions

Dow Jones strengths against Reuters news

- **Dow Jones has highly competitive global news coverage against Reuters**, out-producing Reuters significantly for North American coverage and carrying significantly more proprietary coverage for countries including the UK, Russia, China, India, South Korea and Australia.
- **Dow Jones achieves a significant number of beats and scoops** through its Newswires journalists and its exclusive real-time access to market-moving news from The Wall Street Journal, Barron's and other Dow Jones publications.
- **Dow Jones produces significantly more commentary and analysis, around the world, in every hour of the business day.** This includes well-known columns such as "Heard on the Street" from expert commentators with deep analysis on key market topics which are regularly read and appreciated by market players and are an essential part of their daily workflow. The Reuters Breakingviews commentary service is much smaller and is more opinion-based and less analytical in approach.
- **Dow Jones provides a rolling "Market Talk" market comments feature** within its standard service, providing ongoing commentary from market insiders. Reuters offers only a limited market comments service via IFR which is sold as a chargeable add-on service, focused on a limited number of asset classes.
- **Dow Jones news is platform-independent.** Reuters news is only available over Thomson Reuters platforms.

Dow Jones strengths against Bloomberg news

- **Dow Jones produces substantially more financial news than Bloomberg** with around 19,000 total items on an average business day, compared to a claimed 6,000 from Bloomberg.
- **Dow Jones adds value through commentary, comment and analysis** within its news stories. Bloomberg typically focuses on the facts only.
- **Dow Jones achieves a significant number of beats and scoops** through its Newswires and Wall Street Journal journalists and its exclusive real-time access to market-moving news from The Wall Street Journal, Barron's and other Dow Jones publications.
- **Dow Jones provides a rolling "Market Talk" feature** within its standard service with on-going commentary from market insiders. Bloomberg has no equivalent service; Dow Jones Market Talk is a feature which is much appreciated by Bloomberg users.
- **Dow Jones news is platform-independent.** Bloomberg news is only available over the Bloomberg platform (and a very small selection via Bloomberg consumer news sites).

Thank You. Questions?



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