

ALTERNATIVE DATA – REFINITIV[®] DATA SETS

Investors are always looking at new ways to improve investment performance, and a key area of interest is alternative data – defined as nontraditional data that can provide an indication of future performance of a company outside of traditional sources such as company filings, broker forecasts and management guidance. This data can be used as part of the pre-trade investment analysis, as well as helping investors monitor the health of a company, industry or economy.

Alternative data can come from sources such as satellite imagery, cell phone networks and the Internet in forms ranging from unstructured text to large structured files. It can be monthly, daily or streaming and will in every case require the application of tools to clean, concord and extract signal from the data set. That signal might be only slightly accretive – so it's a high-stakes process, but the rewards can be great.

We offer the content, platforms and tools to evaluate and use alternative data for better decision making on investment, trading and risk management. We are continuously scanning the market for new content sources and collaborating with content partners to enable customers to maximize the potential of alternative data.

Our partnership with BattleFin provides clients with access to one of the largest libraries of alternative data available globally. As the partnership develops, we continue to add third-party alternative data into Refinitiv[®] Quantitative Analytics as well as providing our own alternative data.

Individuals

- 1. News Analytics:** company sentiment from unstructured news
- 2. Social Media Monitor:** tracks company sentiment from Twitter[®] and StockTwits social media data
- 3. MarketPsych Media Sentiment:** real-time analytics based on news and social media to measure investor sentiment and Refinitiv[®] StarMine[®] MarketPsych Media Sentiment Model condenses the predictive power of media
- 4. Reuters Polls:** the world's leading surveys of professionals

Satellites and Sensors

Commodities & Energy: fundamental and forecast data for global agriculture, carbon, LNG, metals, gas, power and weather. Track ship movements, oil refinery outages and storage levels, pipeline flows, crop health and forecasts, and carbon emissions

Business Processes

- 1. Refinitiv[®] Datastream[®]:** Alternative Data sets being added including industry KPIs, polls, car registrations, housing prices, consumer sentiment
- 2. StarMine Text Mining Credit Risk Model:** based on news, conference call transcripts, corporate filings and broker research reports
- 3. BizQualify:** employee benefit plans for over 1M companies
- 4. LinkUp:** U.S. job listings data for 150 million jobs

Alternative Data
in Refinitiv Today



What we have today

We classify our Alternative Data offering into the following categories:¹

Individuals

- News Analytics: company and commodity & energy (C&E) sentiment from unstructured news. This applies natural language processing (NLP) and machine learning (ML) to Reuters news stories and third-party press wires to deliver sentiment on 46,000 public companies and 43 C&E topics. Scores English- and Japanese-language news. Available as a low latency feed via Elektron; Sentiment Analytics for desktop; archives and EOD files for download.
- Social Media Monitor: tracks company sentiment from Twitter and StockTwits social media data. Over 80,000 instruments. Available on Refinitiv® Eikon.
- MarketPsych Analytics: real-time Analytics based on 2,000 news sources and 800 social media sources that measure investor sentiment, using advanced language processing to quantify emotional indicators, topical indicators and buzz metrics for 16,000+ global companies, stock indexes, commodities, currencies, sovereign bonds, countries and cryptocurrencies. Available as a feed or archives and Eikon.
- The StarMine MarketPsych Media Sentiment Model helps predict the following month's relative share price returns of stocks.
- Reuters polls are the world's leading surveys of professionals widely quoted by policy makers in major central bank documents. The polls are conducted on a snapshot basis allowing for point-in-time analysis.

Business Processes

- Alternative Data sets available through Datastream: new sources of data are being added to the 35 million economic and financial time series including industry KPIs, polls, car registrations, housing prices, food prices, semiconductor sales and consumer sentiment. Available via desktop, API or FTP.
- StarMine Text Mining Credit Risk Model: based on news, conference call transcripts, corporate filings and broker research reports. Available via FTP or Eikon.
- BizQualify App: employee benefit plans for over 1 million companies. Available on Eikon App Studio.
- LinkUp: U.S. job listings data for 150 million jobs available from LinkUp which delivers unrivaled insights into the global job market.

Satellites, Sensors & Models (Forecasts)

- Commodities & Energy: fundamental and forecast data for global agriculture, carbon, LNG, metals; European gas, power, weather; North American natural gas and power; and South American power. Track ship movements (AIS technology); oil refinery outages and oil storage levels (infrared cameras); pipeline flows (electromagnetic detection of pumping power consumption); crop health and forecasts (Lanworth); and carbon emissions. Available via Eikon or Refinitiv® Point Connect (Feed).

¹ This approach follows the categorization of Alternative Data sets as provided in a recent report titled Big Data and AI Strategies by J.P. Morgan (May 2017).

What's next? Our future in alternative data

Partnerships with content and capability providers will play a key part in our future Alternative Data offering. We are constantly evaluating new sources, both from third parties and from within our existing data sets. Internally we are looking to apply our Refinitiv® Intelligent Tagging, Refinitiv® Knowledge Graph and sentiment engine technologies to identify signals in a wide range of unstructured data, and looking to create predictive analytics in areas such as trade execution and flow.

Beyond content, we are aware of how difficult and time consuming it can be to access “clean” data and build models with it, and that this is particularly relevant with alternative data, as data sets vary in complexity and structure. Our Information Model (with PermID® at its foundation) underpins both our core financial content and Alternative Data offerings to provide a consistent experience across data sets. We are also developing a new platform for data scientists to efficiently access and explore alternative data sources from both Refinitiv as well as third-party providers.

If you want to learn more about what we're doing in this space, please speak to your Refinitiv account manager.

Refinitiv is one of the world's largest providers of financial markets data and infrastructure, serving over 40,000 institutions in approximately 190 countries. It provides leading data and insights, trading platforms, and open data and technology platforms that connect a thriving global financial markets community – driving performance in trading, investment, wealth management, regulatory compliance, market data management, enterprise risk and fighting financial crime.

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THE BEGINNING® 