

# Dow Jones News Analytics

Transforming News Into Data: Powerful Tools for Seamless Integration

Dow Jones News Analytics empowers algorithmic traders and quantitative analysts to enhance their quantitative models and trading strategies by transforming Dow Jones news and archives into numerical data. This rich collection of news-derived data, created by RavenPack's cutting-edge computational linguistics and analytics platform, delivers news as data, allowing users to easily and quantitatively analyze news events and their correlation with financial instruments.

Dow Jones, a global leader in financial news, has partnered with RavenPack, an innovator of advanced news analytics for algorithmic and quantitative trading, to develop Dow Jones News Analytics. This pioneering solution, available as a direct data feed into proprietary models, is designed to give buy-and-sell-side firms an information edge in developing models as well as improving trade execution.

## Delivering Enhanced Data and Analytics

Dow Jones News Analytics is powered by RavenPack's proprietary computational linguistics and artificial intelligence technology. This innovative tool transforms news into enhanced news data such as sentiment, novelty and relevance.

- Sentiment analysis of the news leverages two classification techniques – Expert Consensus and Key Word/Phrase Identification, and identifies whether a news story is positive, negative or neutral.
- Novelty determines whether a news item is appearing for the first time or is an update to a previously published story.
- Relevance provides a numeric indication of the extent to which a story is about a particular company, enabling users to focus on key stories and avoid those in which a company is merely mentioned.

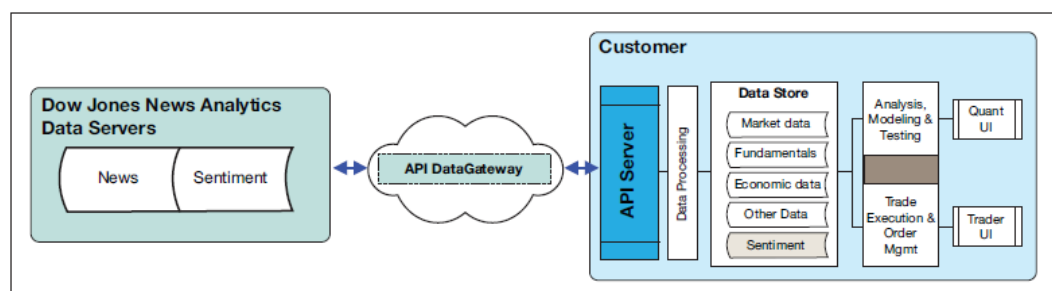
## Unique Synergy – Dow Jones News and RavenPack Advanced Analysis Capabilities

Dow Jones News and Archives – More than eight years of historical news, including Dow Jones Newswires; all editions of The Wall Street Journal and Barron's; and metadata for over 10,000 company symbols and 2,000-plus news categories.

Ravenpack Advanced Analysis Capabilities – Advanced news analytics and other quantitative data based on RavenPack's proprietary computational linguistics technology.

## Direct Feed & Historical Archive: Data Delivered How You Want It

Dow Jones News Analytics offers clients a file of more than eight years of historical sentiment data to minimize setup time and facilitate back-testing. Current data is delivered through a customizable feed, allowing users to filter important content and programmatically integrate the data into trading applications and statistical software packages. The streamlined data delivery process simplifies the transition from historical to current data analysis.



Dow Jones News Analytics enables seamless integration of Dow Jones news and RavenPack sentiment data into robust trading and analysis programs.

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

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The news analytics data can also be packaged with full-text headlines and stories from Dow Jones News & Archives for Algorithmic Applications for a complete news sentiment and full-text archival offering – perfect for back-testing analysis.

The direct feed provides a stream of current news sentiment through an easy to use Application Programming Interface (API) that facilitates quick programmatic integration into the user's trading applications.

Algorithmic traders are now able to embrace the new frontier of algorithms and incorporate breaking news stories, sentiment, relevance and novelty into their decisions. Dow Jones News Analytics combines world-class business news with next generation semantic and text-analytics technology to give traders new opportunities for employing news-powered complex trading strategies.

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

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