

Financial Market Data/Analysis Global Share & Segment Sizing 2020

Key Competitors

Global Market Share 2015-19

Global Segment Sizing 2015-19

Global Product Mix 2015-19

Global User Mix 2015-19

Global Institution Mix 2015-19

Information Kit

Knowledge Inspires SM

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Complete report WITH ENTERPRISE DISTRIBUTION includes:

- Thirteen company "Market Sheets", each showing estimated global share, regional distribution, segment revenue, desktop/datafeed estimates and business demographics
- Five-year global & regional market share, trend and growth data for the companies included in Market Sheets
- Five-year segment sizing, trend and growth data for the major demand segments
- Five-year product segmentation, user segmentation and institutional buyer segmentation trending, as well as current year regional breakdowns for each
- *All underlying spreadsheet data and assumptions (Enterprise distribution subscribers/buyers only)*

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Financial Market Data/Analysis Global Share & Segment Sizing 2020

Key Competitors, Global Market Share 2015-19, Global Segment Sizing 2015-19, Global Product Mix 2015-19, Global User Mix 2015-19, Global Institution Mix 2015-19

In 2019, global spend on information/analysis increased 5.6% to USD31,975.2m, topping USD31 billion for the first time.

- As a market data provider, in which areas do you maintain a competitive share and what trends may indicate future opportunity?
- As a market data user, which vendor is most used by your peers and most likely to meet your global market data/analysis needs?
- As a market data industry analyst, in which areas do your companies maintain a competitive share and what trends may indicate future opportunity?

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This report will benefit:

- | | | | |
|--|--|---|---|
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This report allows market data vendors or industry analysts to:

- Measure the penetration and growth of competitor services
- Evaluate the past success of company and competitor actions
- Isolate and target new and changing growth opportunities

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- Determine the leading current, historical, regional and global share leaders within the segments they operate
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Sample Findings

- Bloomberg still commands the leading market share, up slightly to 33%, Refinitiv's share slid to 21%, and S&P Global Market Intelligence share increased to 6%.
- At 9.6%, Pricing, Reference and Valuation Data (often focused on fixed income) continued to lead the industry in percentage growth in 2019, but Portfolio Management & Analytics and Research products follow close behind with 8.1% and 5.1% growth, respectively.

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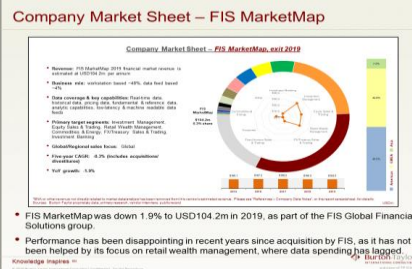
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Key Competitors, Global Market Share 2015-19, Global Segment Sizing 2015-19, Global Product Mix 2015-19, Global User Mix 2015-19, Global Institution Mix 2015-19

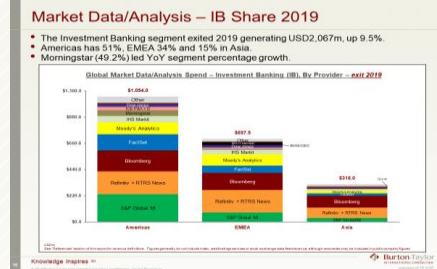
This report is available in two levels of detail; Current Year or Complete

Report Content	Current Year	Complete
<ul style="list-style-type: none"> Thirteen company "Market Sheets" each showing estimated global share, regional distribution, desktop/datafeed estimates, business demographics, spider charts illustrating segment revenue distribution and commentary <ul style="list-style-type: none"> Bloomberg, Dow Jones/Factiva, FactSet, FIS MarketMap, ICE (Pricing & Analytics + Desktop), IHS Market, IRESS, Moody's Analytics, Morningstar, Quick, S&P Global Market Intelligence, SIX Financial Information, Refinitiv + RTRS News (Thomson Reuters Financial & Risk Division + Media) 	✓ included	✓ included
<ul style="list-style-type: none"> Thirteen companies with selected Market Data/Analysis revenue included in the report, but without company Market Sheets or individual commentary <ul style="list-style-type: none"> 4Cast, Argus Media, CEIC, EMIS, Informa Global Markets, Market News International, MSCI/Barra, OPIS, Platts, Telvent/DTN (TGB), TP ICAP 	✓ included	✓ included
<ul style="list-style-type: none"> Five-year market share, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for companies included in Market Sheets 	✓ 2019 only	✓ included
<ul style="list-style-type: none"> Five-year segment sizing, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for the major market data segments <ul style="list-style-type: none"> Commodities & Energy, Corporate, Equities Sales & Trading, Fixed Income Sales & Trading, FX/Treasury Sales & Trading, Investment Banking, Investment Management, Retail Wealth Management 	✓ 2019 only	✓ Included
<ul style="list-style-type: none"> Five-year company market share, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for the segments listed above, including share changes across the Americas, EMEA and Asia 	✓ 2019 only	✓ Included
<ul style="list-style-type: none"> Five-year company market share, trend data and growth charts plotting five-year CAGR versus Year-on-Year growth for global product mix, global user mix and global institutional mix, including share changes across the Americas, EMEA and Asia <ul style="list-style-type: none"> News, Portfolio Management & Analytics, Pricing, Reference & Valuation Data, Real-Time & Trading Data, Research C-suite Executives/Investor Relations, Financial Advisors, Governments, Investment Bankers/Corporate Financiers, Media, Portfolio Managers, Research Analysts, Risk & Compliance Users, Salespeople, Traders Asset Managers/Hedge Funds, Corporations (non-trading), Government, Insurance, Investment Banks/Private Equity, Retail Wealth Management & Individuals, Sales or Trading Operations (trend data only for institutional mix, market share not included) 	✗ NOT included	✓ Included
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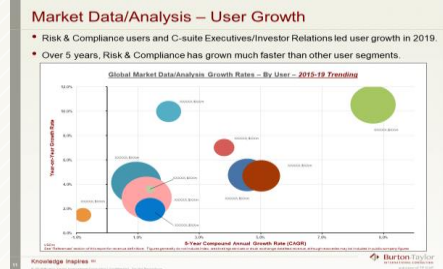
Company Market Sheet Sample



Global Segment Mix Sample



User Growth Trending Sample



Burton-Taylor Analyst Team

Name	Biography
Andy Nybo	<p>Andy Nybo is the Managing Director at Burton-Taylor International Consulting and has more than 30 years' experience in research and technology in global capital markets. Andy joined Burton-Taylor from TABB Group where he was a managing director in its research practice and he regularly provides commentary for media outlets including Bloomberg TV, CBS, CNBC, Fox Business News, The Wall Street Journal, The New York Times, and the Financial Times.</p> <p>Mr. Nybo is a member of the STA Listed Options Committee and has been a Board Member of the Carolina Securities Traders Association since 2012.</p>
Robert Iati	<p>Robert Iati is Burton-Taylor's Director of Market Data Research and Strategic Consulting. He has more than 30 years of experience including a role as Partner & Global Head of Consulting Services for TABB Group, Research Director for TowerGroup's Capital Markets practice and VP at Lehman Brothers and Deutsche Bank.</p> <p>Bob has appeared on CNN, CNBC, and CBS TV, and has been quoted in Wall Street Journal, Financial Times, & The New York Times. Bob also served on the faculty of the New York Institute of Finance and has lectured at NYU and at SIFMA's Securities Industry Institute workshop for the Wharton School of Business.</p>
Chris Porter	<p>Chris Porter, responsible for Burton-Taylor's Media Intelligence/PR Software and Information vertical since 2008, has over 30 years of experience in the business information industry. Chris is a leading expert on the marketplace for information services aimed at public relations and communications professionals. Chris also has deep knowledge of financial crime and compliance information, especially to anti-money laundering (AML) and know-your-customer (KYC) requirements.</p> <p>Chris was a founding member of leading business information database Factiva and previously worked for Dow Jones and Reuters, analyzing B2B and consumer information markets.</p>
David Tabaka	<p>David Tabaka joined Burton-Taylor International Consulting in October 2017 and brings more than a decade of experience in research, analysis, report generation and consulting. Prior to joining Burton-Taylor, David was a Senior Analyst at NextSteps Capital, a lower middle market private equity firm. He was responsible for conducting research across a broad array of technologies, analyzing companies, industries and technology sectors, and supporting the firm's consulting business.</p>
Adler Smith	<p>Adler Smith is an analyst at Burton-Taylor International Consulting covering the market data and exchange industries. He joined Burton-Taylor from MSC Mediterranean Shipping Company where he was an accounting analyst. Adler carries a BS in Finance from the College of Charleston.</p>

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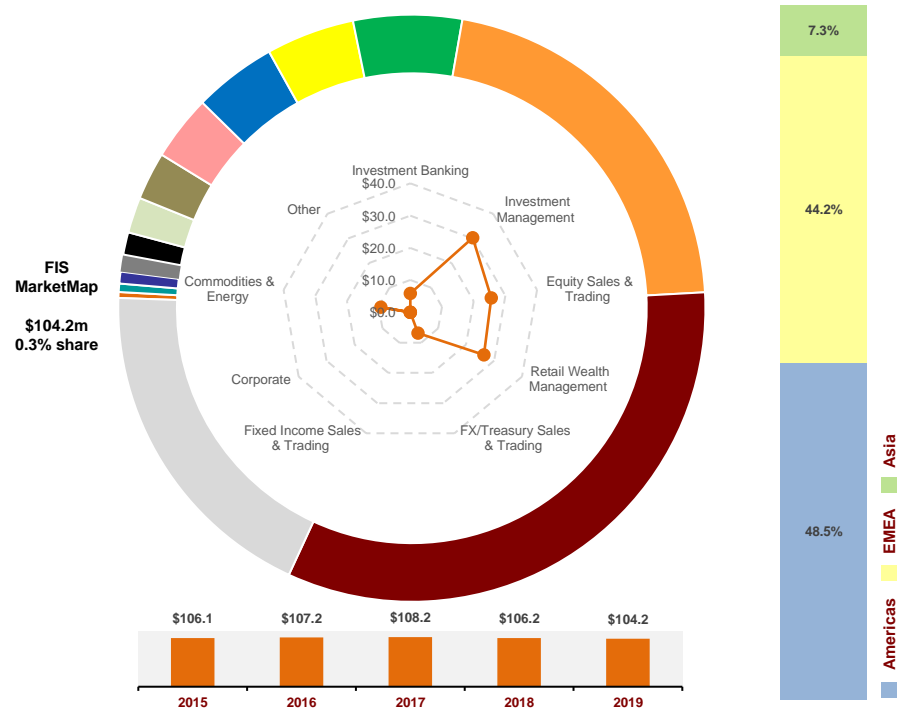
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Company Market Sheet – FIS MarketMap

Company Market Sheet – *FIS MarketMap, exit 2019*

- **Revenue:** FIS MarketMap 2019 financial market revenue is estimated at USD104.2m per annum
- **Business mix:** workstation based ~48%, data feed based ~4%
- **Data coverage & key capabilities:** Real-time data, historical data, pricing data, fundamental & reference data, analytic capabilities, low-latency & machine readable data feeds
- **Primary target segments:** Investment Management, Equity Sales & Trading, Retail Wealth Management, Commodities & Energy, FX/Treasury Sales & Trading, Investment Banking
- **Global/Regional sales focus:** Global
- **Five-year CAGR:** -0.3% (includes acquisitions/divestitures)
- **YoY growth:** -1.9%



*BNA or other revenue not directly related to market data/analysis has been removed from this vendor's estimated revenue. Please see "References – Company Data Notes", or the report spreadsheet, for details.
Sources: Burton-Taylor proprietary data, primary research, vendor interviews, public record

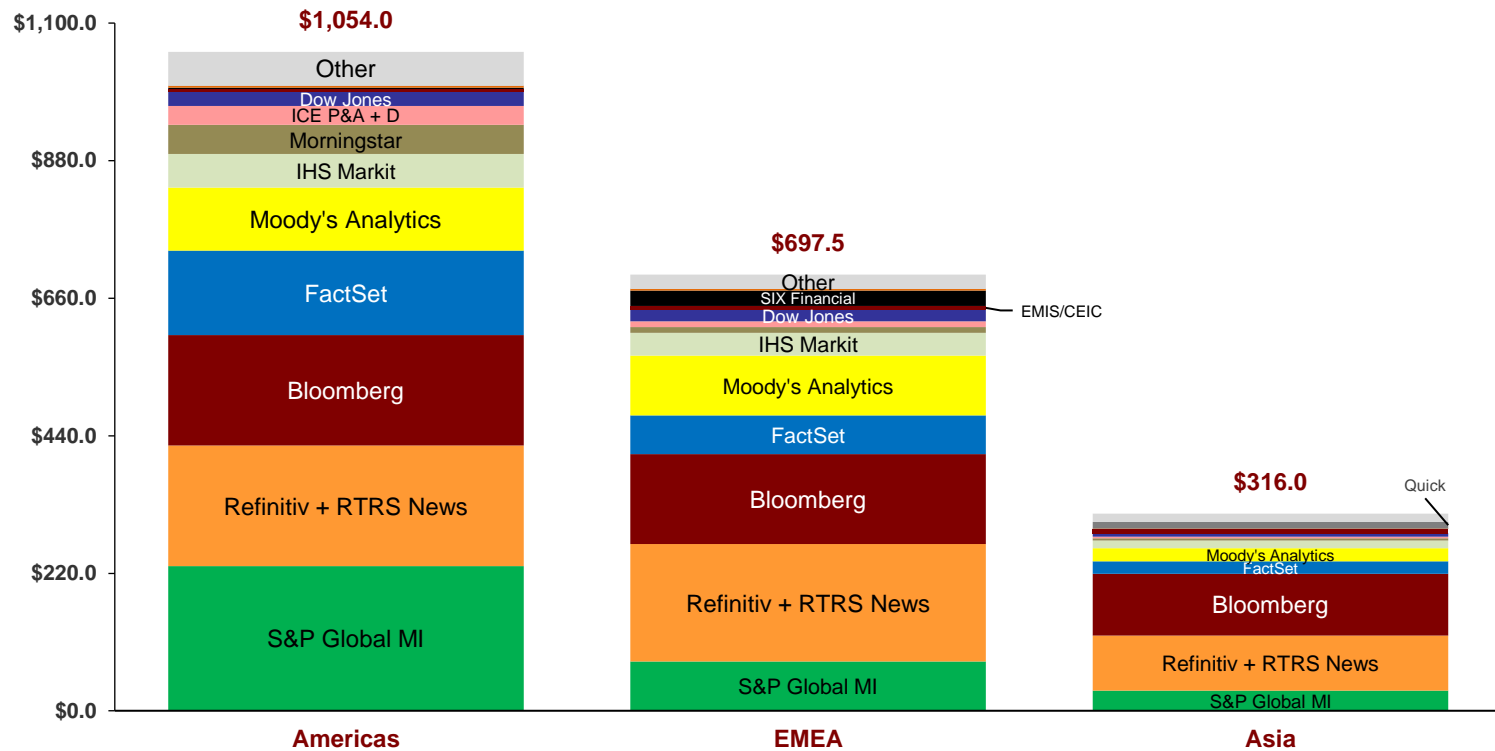
USDm

- FIS MarketMap was down 1.9% to USD104.2m in 2019, as part of the FIS Global Financial Solutions group.
- Performance has been disappointing in recent years since acquisition by FIS, as it has not been helped by its focus on retail wealth management, where data spending has lagged.

Market Data/Analysis – IB Share 2019

- The Investment Banking segment exited 2019 generating USD2,067m, up 9.5%.
- Americas has 51%, EMEA 34% and 15% in Asia.
- Morningstar (49.2%) led YoY segment percentage growth.

Global Market Data/Analysis Spend – Investment Banking (IB), By Provider – *exit 2019*

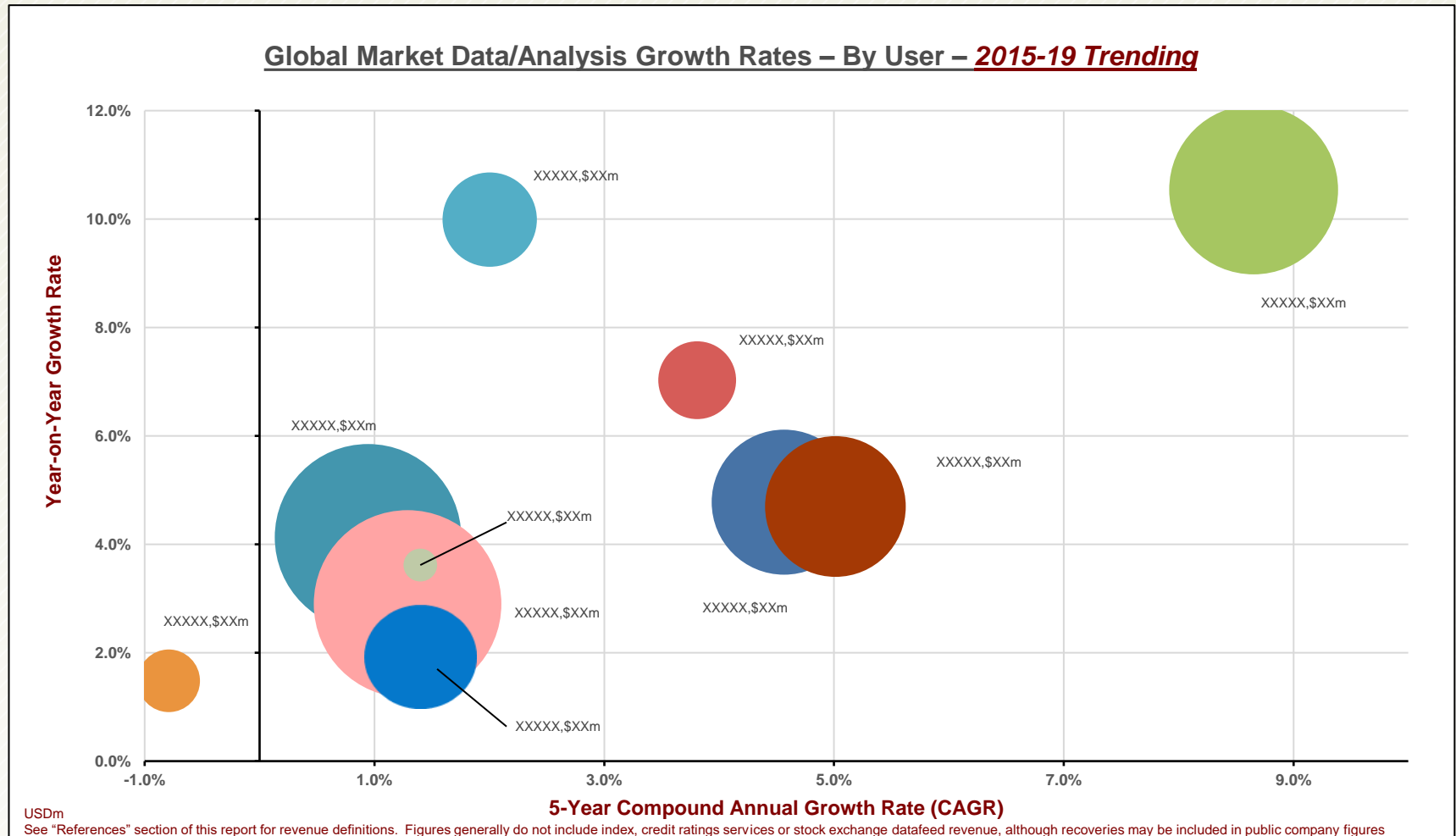


USDm

See "References" section of this report for revenue definitions. Figures generally do not include index, credit ratings services or stock exchange data feed revenue, although recoveries may be included in public company figures

Market Data/Analysis – User Growth

- Risk & Compliance users and C-suite Executives/Investor Relations led user growth in 2019.
- Over 5 years, Risk & Compliance has grown much faster than other user segments.



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