

# A trusted provider of quality news and data

*Dow Jones' trusted news and data give financial advisers and wealth managers the edge when navigating market uncertainty, helping them to better serve the millions of investors who rely on them. Joe Cappitelli, General Manager, Dow Jones Newswires, states that Dow Jones' partners are adding more value for their customers, streamlining the user experience and helping them gain a competitive edge. "A recent example is the expansion of our partnership with Iress, who are committed to offering users the real-time news and information they need to gain insights into market trends and power their decision-making."*

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivalled quality content for more than 130 years and today has one of the world's largest news gathering operations globally. It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, Dow Jones Risk & Compliance, and Dow Jones Newswires. Dow Jones is a division of News Corp and is headquartered in New York.

"We pride ourselves on being the source of truth for decision-makers in the global financial community, giving them the up-to-the-minute news, data, and analysis they need to quickly respond to market developments," says Joe. "Our globally renowned newsroom breaks the headlines that move the markets. But we also go above and beyond reporting what has happened, providing extensive data and exclusive analysis to put events into context. This ensures that our customers have all the information they need to make faster, smarter financial decisions." Dow Jones believes that in the current climate, sentiment analysis of news can help build a more complete picture of macro-economic events faster than

traditional indicators can on their own. "We are therefore seeing more financial firms using natural language processing (NLP) techniques to extract additional meaning from vast amounts of news text. Extracting signals and sentiment from unstructured news data in real-time can help identify trading opportunities, mitigate risks and even analyse events with regard to their societal, industry or business impact," Joe states.

Iress, a technology company providing software to the financial services industry, recently announced an expansion of its partnership with Dow Jones, giving news package subscribers global access to Dow Jones Institutional

News content across all asset classes and geographies. Joe explains: "By integrating our premium, trusted content directly into their platforms, our partners are adding more value for their customers, streamlining the user experience and helping them gain a competitive edge. We believe this is what differentiates our partners from a crowded market."

Dow Jones' ambition is to expand the reach of its content to even more decision-makers, all while continuing to innovate and enhance its offerings.



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