



SyndiGate is a
leading global
content licensing,
sales and
distribution
agency,
specialising in
aggregated news
and data.

SyndiGate Broadcast - Corporate Sentiment Event Feed

Utilising live broadcast news, **SyndiGate's Global Corporate Sentiment Event Feed** is a real-time, fully automated, super-enriched news feed, focused on corporate events, designed for **alpha generation** and other **professional investing strategies**.

Over 2,000+ live broadcast news channels (TV) are captured 24/7, processed into machine readable transcripts, cleaned, then enriched with highly valuable metadata. Various output formats are available for the transcripts, including a user-friendly option that displays and reads much like a typical editorial news article.

Key event sentences are extracted and form the 'story headlines' for each transcript segment, which get prepended with sentiment class and sentiment scoring, for lightning-quick investing decisions.

Further, users are presented with clear data on the station name, the news program, the legal entity name, and where relevant, **ticker symbols** and **operating MICs**, audience data, ad value data, plus a short summarisation of each transcript as a single paragraph, that includes the name of the hosts, guests, key topics within the transcript, title and description of the program, station name and location.

Example broadcast transcript segment headline: **NEGATIVE (-0.993) : The Johnson & Johnson vaccine had different issues**

When news timeliness is critical, broadcast news (machine produced transcripts) can deliver the news faster than non-broadcast news outlets can write, edit, process and deliver it. The transcripts are produced by capturing between 2 to 5 minutes of a live broadcast segment. And within 2 minutes following the end of the captured segment, the transcript is processed, packaged into a 'page' (approx. 700,000+ /day total), fully enriched and delivered to end-customers.

Example: CNN Newsroom broadcast segment from 08:00 am EST – 08:05 am EST is processed, enriched and delivered to end-customers at 08:07 am EST.

Asset Classes & Entity Coverage: Public Equities, Private Equities, Private Companies, Governments, NGOs, Organisations etc.

Machine-Readable Live Feed Example:

Time	Type	Station	Station Media Type	Program Title	Entity Type	Label	Market Name	Sentiment Class	Sentiment Class Confidence	Sentiment Score	Sentiment Topic	Sallence	Stock MIC	Operating MIC	Ticker Symbol	Event Sentence
7/9/2021 11:35:23	entitySentiment	KPRC	TV	KPRC Channel 2 News Today 6AM	COMPANY	Buick	Houston, TX	negative	0.961	-0.952	Entertainment	0.376				Police believe the driver of a white Buick with a sunroof shot at the family struck as they drove home from the game on Tuesday night.
7/9/2021 11:35:19	entitySentiment	KNTV	TV	Today in the Bay	COMPANY	Google	San Francisco, CA	positive	0.746	0.726	Technology	0.339	BVMF	BVMF	GOOG34	Several Bay Area companies like Google, Apple and Uber are opting for a hybrid work place where employees spend a few days in the office.
7/9/2021 11:35:19	entitySentiment	KNTV	TV	Today in the Bay	COMPANY	Apple Inc.	San Francisco, CA	positive	0.509	0.499	Technology	0.339	XNGS	XNAS	AAPL	Several Bay Area companies like Google, Apple and Uber are opting for a hybrid work place where employees spend a few days in the office.
7/9/2021 11:35:08	entitySentiment	USOANN	TV	OAN News	COMPANY	Cancer Research Technology	U.S. Cable	negative	0.989	-0.989	Politics	0.3953				But CRT promotes judgment based on skin color and is not a positive way to educate young Americans, wine garden argued opposition to the implementation of CRT in schools is hurting children's education despite major pushback from parents and teachers that believe the curriculum creates more division.
7/9/2021 11:35:08	entitySentiment	USOANN	TV	OAN News	COMPANY	Cancer Research Technology	U.S. Cable	negative	0.985	-0.984	Politics	0.3953				But CRT promotes judgment based on skin color and is not a positive way to educate young Americans, wine garden argued opposition to the implementation of CRT in schools is hurting children's education despite major pushback from parents and teachers that believe the curriculum creates more division.
7/9/2021 11:35:04	entitySentiment	KTLA	TV	KTLA 5 Morning News at 4:30	COMPANY	The Walt Disney Company	Los Angeles, CA	positive	0.965	0.965	Entertainment	0.324	XNYS	XNYS	DIS	Disney is Halloween party bookie bath will be back for several nights of trick or treating and the cocomo themed Plaza de la Familia will make its grand return to Disney California adventure as well.
7/9/2021 11:35:02	entitySentiment	WFAA	TV	News 8 Daybreak 6:00	FINANCIAL	Dow Jones Industrial Average	Dallas, TX	negative	1	-1	Politics	0.3757				The Dow dropped more than 250 points.

User-Friendly, Human Readable Display Format

negative (-0.967): >>> CarMax quarterly results blowing past estimates although the company stock is down more than 4%.

Station: **CNBC (TV)** - Closed Caption Text

Program: **TechCheck**

Date: 12/22/2021

Broadcast Start Time: 11:28:46 UTC

Broadcast End Time: 11:33:31 UTC

Company: **CarMax Inc (KMX:XYNS)**

Summary: TechCheck broadcast by CNBC from Englewood Cliffs, NJ with Carl Quintanilla, Jon Fortt, Deirdre Bosa, and Julia Boorstin. A deep dive into stocks focused on new technologies and trends while highlighting the latest news out of iconic companies, FAANG heavyweights, social media darlings, streaming giants, red-hot disruptors and more. About business and newscast.

>>> Welcome back to "Techcheck." I'm Carl Quintanilla with John Fortt and Julia Borstin. Submitting approval a new plant in Germany while being investigated for allowing drivers play video games while behind the wheel stock might be moving more on Musk's comments on his own share sales which have now been enough more on that in a moment let's get a news with Rahel Solomon. Hi, Rahel.

>> here's what's happening at this hour. Consumer confidence rising to a five-month high. Consumers view of current conditions fell slightly but outlook for the next six months improved third quarter economic growth was stronger than previously thought. Increased to 2.3% and still the slowest pace in five quarters but this year's economic growth is on track to be the strongest since 1984.

>>> Existing home sales rose nearly 2% in November. That is less than economists have forecast. Median home prices continue to surge, but the annual growth rate dropped below 15% from 20% increases seen earlier this year.

>>> CarMax quarterly results blowing past estimates although the company stock is down more than 4%. The company also saying that Last-Quarter strength is continuing into the end of the year and even with today's drop, shares of CarMax are still up nearly 40% this year you're now up to date. John, I'll send it back to you.

>> Rahel, thank you.

>>> Now two more pieces of news today. One we learned that video platform Tiktok pushed Google aside to become the most popular website in the world according to new data from last year's internet traffic ranking. Second somewhat related somewhat not. Triller another short form video app announced this morning it is going public not via Spack but a Reversemerger with a publicly traded company seachange international. That deal, we'll see how much it values Triller joining us now is Triller CEO. Mahi de Silva. Mahi, welcome.

>> Pleasure to be here.

>> there's been some controversy over exactly how many users Triller reaches and exactly what its relationship has been with, for example, music publisher starting with the users. Are you measuring user reach and user engagement from here?

>> Yeah, user engagement for us is how we help creators help post content, you know, on our apps, on our web experience but also on every platform that they publish content on, including platforms like Facebook, Instagram, YouTube, Twitter and others.

>> Right but how many users -- how many users does Triller have?

>> so in terms of monthly reach, we've talked about in the press release, we touch north of 750 million users on a global basis.

>> are you counting, therefore, people who see content that was created via Triller creators but not necessarily engaging with Triller's platform I'm trying to understand how you measure users and therefore the value of the platform itself versus just where content is being seen.

>> Yeah, so, keep in mind that our job is to help creators get their content to users everywhere so, that might end up starting on our platform with our creator tools but getting published to a platform like let's say Tiktok or Instagram but when creators create a click out experience, right, they might use those platforms to get that initial visibility but they want to click out into something that is more than just that clip or that post and we instrument all of that. We measure it, we help bridge that journey from Shortform content to long-form content which is typically posted on our platform that's what the content journey looks like and when we talk about \$750 million engagements, we're talking about all of that technology that we deliver to creators to drive user engagement but ultimately gives them the opportunity to monetize that content experience.

>> but, Mahi, John just mentioned the concerns about the reliability of your metrics and also a lot of concerns about your relationship with the music labels because so much what Triller is about is having access to music and Universal Music Group pulled it off the app in February saying Triller withheld payments and one of a

National Audience: 193,428

National Ad Value: 2582.2638

Company Sentiment From Broadcast Data, Simplified.

2,000+ live TV broadcast news channels (TV and radio) from around the globe are licensed and then captured 24/7 including, but not limited to:

US CABLE NEWS: Bloomberg, Black News Channel, Cheddar Business, CNBC, CNBC World, CNN, CNN International, CSPAN, Fox Business Network, Fox News, Headline News, MSNBC, Newsmax TV, One America News Network, The Weather Channel, WGN America

CANADA NEWS STATIONS: Business News Network, CBC News Network, CTV News Channel

OTHER GLOBAL NEWS STATIONS: ABC 24, Aljazeera English, Bloomberg (Singapore), BBC News 24, BBC World, CGTN News, CNA, CNBC Asia, CNN (Singapore), Deutsche Welle, Euronews, NHK General TV, RTE 1, Russia Today

News packages can be customised so that users receive a filtered and curated feed, comprising only the content they need. Filters can be set up to deliver news that will assist with investment strategies focused on things like Aerospace/Defence, Absolute Returns, AI, Arbitrage, Biotech, Convertibles, Credit, Commodities, Crypto, Distressed Assets, Emerging Markets, Equities, Fixed Income, Global Macro, Index Funds, Insurance, FX, Long/Short, Managed Futures, Micro Cap, Multi Strategy, Private Equity, Real Estate, Small Cap, Technology and so much more.

With SyndiGate's **Corporate Sentiment Event Feed**, you get:



COVERAGE

Geographic: From local to global

Financial Indices (where applicable) mapped to all global indices (e.g. Dow Jones Industrial Average, EURO STOXX 50, FTSE MIB, Hang Seng Index, NASDAQ Composite Index etc.)

Sectors: All sector coverage

Historical Data Available For Resale or Licensing from 2012



DATA COLLECTION & DELIVERY

Update Frequency: Real-time
Delivery Frequency: Real-time
Delay: Within 1 second

Processing Time: Within 2 mins after the live broadcast segment being captured has aired
Metrics Types: Operational and Economic

Metrics: All corporate events (e.g. Share Price, Revenue, M&A, Jobs Cuts etc.)



METHODOLOGY

Security identifiers mapped to: ISINs, Tickers, MICs, PermIDs and more

Other Taxonomies: Custom, IPTC (International Press Telecommunications Council) taxonomy, RCS (Refinitiv Classification Services) taxonomy, TRBC (Thomson Reuters Business Classification) taxonomy



USE CASES

Finding alpha; managing client investment portfolios; monitoring or anticipate regulatory changes; examining market movements; and decomposing what's driving them.



TECHNICAL

Data Delivery Methods: API (JSON Feed), AWS S3, FTP, Streaming RSS, Search Platform

Delivery Formats: NewsML



TRIALS

No obligation, free, 30 day trials can be set up and customised, so that users receive a filtered and curated feed, comprising only the content they need.

Other Data Products Offered by SyndiGate



GLOBAL NEWS FIREHOSE

193,000+ full text news sources from around the globe, in 200+ languages, from 195 countries, with stories totalling approx. 3.7 Million /day.



ECONOMIC DATA

African Financial & Economic Data Economic Indicator Service, Global Economic Data, Spatial Risk Data



TAX DATA

Offshore Reporting Funds, Worldwide Equity Cost Basis



REFERENCE DATA

Derivatives Reference Data, Global Market Holidays and Timings, Securities Reference File



DERIVATIVE DATA & SHORT INTEREST DATA

DerivActions, Derivatives End of Day Pricing, Derivatives Reference Data, Options Analytics Service, Derivatives Contract Specification Database, Short Interest Data, Threshold Securities



FIXED INCOME DATA

Bond Σ – Fixed Income Derived Data, Canadian Fixed Income Evaluated Pricing, Municipal Bond Pricing, US Corporate Bond Data, Worldwide Fixed Income, Worldwide Fixed Income Evaluated Pricing



EQUITY CORPORATE ACTIONS

China A Listed Companies Earning Call Transcripts, Company Future Event Data, US Equities Historical Reference Services, Initial Public Offering (IPO), Universal Depository Receipts, US Bankruptcy Data, Worldwide Corporate Actions (Equity)



INVESTMENT FUNDS DATA

Investment Funds NAVs, Offshore Reporting, Funds, UK Unit Trust data, Unit Investment, Trusts, US Dividend Reclassification, US Mutual Funds



CORPORATE REPORTS

Comprehensive global resource for investment documents (e.g. prospectuses, annual reports, ESG reports, regulator required reports etc.)



PRICING DATA

Adjustment Factors Data, End of Day Pricing Data, Foreign Exchange Rates, Real Time & Historical FX Feed

For more information, please get visit syndigate.info/data-offering/ or get in touch with **Mark Gatty Saunt** via mark@syndigate.info