

# REUTERS NEWSSCOPE SENTIMENT ENGINE\*

## REVOLUTIONISING NEWS ANALYSIS

With trading increasingly automated, machines are now reading the news. But can they make sense of it?

With the Reuters NewsScope Sentiment Engine, computers can not only read the news – they can interpret it too. The results can enhance algorithmic trading strategies, helping you to spot trading opportunities and generate alpha. And for the humans among us, news sentiment analysis offers meaningful insight to drive trading decisions.

### WHY REUTERS NEWSSCOPE SENTIMENT ENGINE?

#### React to the market in real-time

The Reuters NewsScope Sentiment Engine analyses news far more quickly than humans, providing improved buy/hold/sell signals within milliseconds. It allows investment managers to react far more quickly to breaking news events, providing a quantifiable measure of the qualitative information present in news articles.

#### Improve portfolio decision making

Scanning and analysing stories on thousands of companies in real time and feeding the results into algorithmic strategies, the Reuters NewsScope Sentiment Engine can deliver meaningful insight into your portfolio management decisions.

#### More insight to drive trading decisions

With its ability to track news sentiment over time, the Reuters NewsScope Sentiment Engine provides a more comprehensive understanding of a company's news coverage, helping to guide and inform trading decisions. It delivers unparalleled insight into a company's market reputation, giving money managers a unique advantage.

### USER SCENARIOS

- **Algorithmic trading** – use sentiment data to enhance algorithmic strategies
- **Portfolio management** – benchmark portfolio sentiment and calculate sector weightings to improve asset allocation decisions
- **Fundamental analysis** – measure the short and long-term 'market reputation' of companies. Use sentiment data to better forecast stock, sector, and market outlooks
- **Technical analysis** – incorporate the impact of news sentiment for stocks approaching resistance and support levels
- **Risk management** – perform risk calculations and develop potential sentiment hedges
- **Corporates** – track and benchmark your media coverage as well as that of your competitors

### THE REUTERS NEWSSCOPE SENTIMENT ENGINE ADVANTAGE

**Uniquely powerful technology** – powered by an unparalleled natural language processing system from linguistics technology innovator Infonic plc, the Reuters NewsScope Sentiment Engine assigns 'sentiment scores' to words and phrases and calculates the prevailing sentiment for a company within the article. Users can track the sentiment on companies over time as well as sectors, indices, and custom portfolios. They can even assess the sentiment of global markets.

**Rich metadata** – with a rich array of metadata across more than 40 fields, the Reuters NewsScope Sentiment Engine can satisfy the most demanding quantitative analyst and the most sophisticated algorithmic engine.

**Part of a complete news analysis solution** – The Reuters NewsScope Sentiment Engine is part of the Reuters NewsScope portfolio, including Real-time and Archive offerings, which provide additional ways to power automated trading strategies and enhance human decision-support processes.

Ensure your systems have the competitive edge. To learn more, visit [reuters.com/newsscopesentiment](http://reuters.com/newsscopesentiment) or contact your Reuters account manager.

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