

# EQUITY MARKET SHARE REPORTER

MAKING SENSE OF FRAGMENTATION

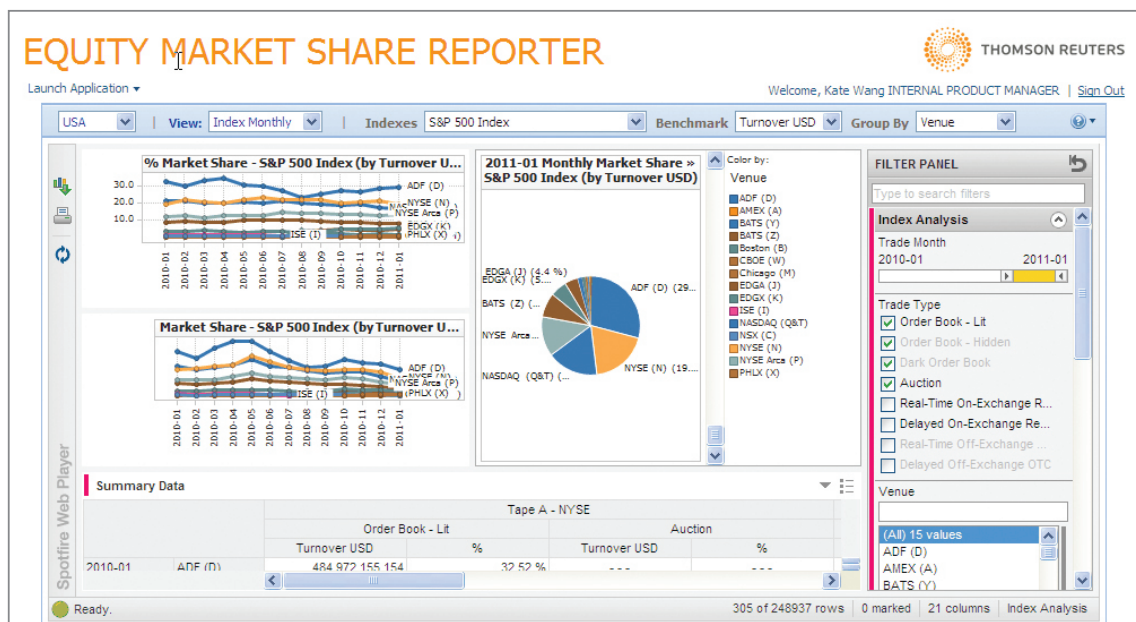
There is increasing fragmentation in the trading of Equities. New trading venues are emerging to compete with the established exchanges.

The global equity markets are becoming increasingly fragmented and new trading venues are continuing to emerge to compete with established exchanges. In such a competitive environment, evaluating the relative liquidity of these different venues can be quite challenging.

Thomson Reuters Equity Market Share Reporter delivers a holistic view of liquidity in this increasingly fragmented market.

## WHY EQUITY MARKET SHARE REPORTER?

- Get an overview of the market share of competing exchanges and alternative execution venues, within and across national boundaries. Analyze activity globally, including Europe, US, and Asia
- Establish where you or your broker should be executing your order flow in specific stocks, indices or across domestic segments to ensure best execution
- Make informed decisions about where to route order flow to ensure compliance with Best Execution obligations
- Put your trading activity in a given stock or group of stocks in the context of the whole market over a specified date range



**WHY CHOOSE EQUITY MARKET SHARE REPORTER****Impartial**

Thomson Reuters is considered the market standard firms use to understand the context of the total market.

**Breadth of Coverage**

All stocks traded on all European trading venues are covered and the service will be extended to other markets in response to customer demand.

**Depth of Coverage**

The service covers all exchanges, MTFs, independent dark pools and OTC reporting services included in Thomson Reuters' unrivalled market data.

**Ease of Access**

The service is delivered through your Internet Browser via a secure login.

**Ease of Use**

The service provides an intuitive front end. By applying filters you can drill down to the stocks, venues, trade types and date range that you are interested in.

**Flexible**

Reports are presented in the form of graphs, charts and tables which can be easily exported as images or Excel downloads.

**EMSR DIRECT**

EMSR data is also available through a secure ftp site, allowing easy access to the data for consumption within client applications.

If you would like to learn more about Thomson Reuters Equity Market Share Reporter, please contact us at [tta.sales@thomsonreuters.com](mailto:tta.sales@thomsonreuters.com)

**FOR MORE INFORMATION**

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