

# REUTERS INSIDER

ENGAGING, INSIGHTFUL AND INTELLIGENT VIDEO CONTENT FOR FINANCIAL PROFESSIONALS AND CLIENTS

Engaging customers in today's financial environment is challenging. Online video has become a powerful medium for organizations to connect with their users, showcase compelling market insights, and create visually impactful communications – improving the efficiency of your business and differentiating your firm in the marketplace. Thomson Reuters has worked with the global financial community to create Reuters Insider, the award-winning online video platform for the financial markets.

Powered by cutting edge technology, Reuters Insider allows easy integration of multimedia into the news and research workflows of financial advisors and individual investors. Key benefits include:

- Modernize the web experience: dynamic, interactive video has higher informational value and greater retention than static text and graphics.
- Give users inside access to Reuters and optional third-party, commentary, trade ideas, and special reports from around the world.
- Empower your network of financial advisors with daily market briefings and financial commentary.
- Distribute your own financial commentary and analysis directly to your clients and advisors.
- Bring multimedia content to your mobile applications to keep viewers up-to-date when they're on the go.



Experience financial news in a whole new way with our multimedia technology

## REUTERS INSIDER CONTENT

Reuters Insider provides best-in-class video content from Reuters Editorial. With unique programming for both financial professionals and individual investors, Reuters Insider goes beyond the headlines with expert commentary and in-depth analysis about the latest trends and issues affecting the global financial industry. From exclusive interviews with news makers around the world to extended conversations with the most important names in the business, Reuters Insider keeps viewers informed around the clock.



### MARKET UPDATES

Coverage of what's moving the markets around the globe, sector commentary and detailed insights into key stocks all over the world before, during and after market hours.



### CEO INTERVIEWS AND CONVERSATIONS

Interviews and analysis with newsmakers and thought leaders around the world.



### ECONOMY AND POLITICS

Analysis of the latest economic data, from jobless claims to inflation reports, coupled with latest developments from the international political arena, with detailed insight into how events influence markets.



### ANALYSIS AND TRADE IDEAS

Reuters Insider's network of analysts identify and analyze trading opportunities in Equities, Fixed Income, Foreign Exchange and Commodities.

**BUSINESS INTELLIGENCE WHICH ADDS VALUE**

Reuters Insider technology makes it easy for viewers to quickly find videos containing the insight that matters to them. Semantic tagging technology identifies key metadata, including company names, ticker symbols, topics codes, industry sectors, geographies and more to drive search, filtering and contextual integrations. Coupled with Thomson Reuters unparalleled experience serving the financial services community, we make video intelligent so viewers spend less time searching and more time learning.

- Time-coded transcripts and enhanced closed captions enable users to search keywords and navigate to specific points in a video.
- Intelligent tagging allows you to pinpoint in-depth videos specifically about companies or subjects of interest – not passing mentions
- Dynamic and customizable playlists based on keywords and Thomson Reuters metadata enable a personalized customer experience
- View detailed analytics to determine which content resonates best with the audience.



Reuters Insider technology makes video intelligent.

**SIMPLE AND CUSTOMIZABLE INTEGRATIONS**

Reuters Insider provides multiple options to integrate video into the workflows of customers and financial professionals. Powered by Kaltura, a leading online video platform, key features include:

- Powerful API to quickly integrate videos into websites, portals, desktop and mobile applications
- Flexible and customizable video players and playlists to embed into your site quickly and easily
- Simple yet powerful toolkit to sample our API and video player configuration
- Full mobile compatibility and intelligent streaming based on device and bandwidth
- Latest innovations in video technology including HTML5 players, HTTP live streaming

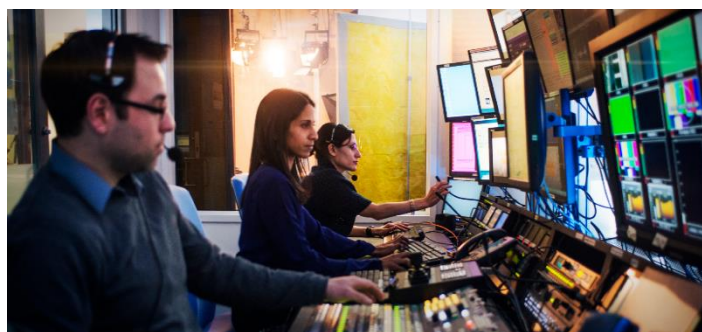


Access multimedia anywhere with mobile devices.

**INCORPORATE YOUR OWN CONTENT**

Reuters Insider allows the easy integration and distribution of your own financial commentary and analysis to your customers and colleagues:

- Comingle your own video with Reuters Insider to provide a complete multimedia package.
- For an additional service, access Thomson Reuters studios and produce customized content specifically for your clients and advisors.
- If needed, route to compliance departments for review before publishing.
- Multiple levels of permissioning to keep your content secure



Comingle your financial videos with Reuters Insider content

**CONTACT US**

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