

# Headlines Direct

Headlines Direct is LSEG's fastest, lowest latency, machine-readable feed of Reuters News and third-party news sources. A headline-only feed, designed specifically for event-trading use cases and delivered at the Secaucus, NJ. Equinix NY4 data centre.

Messages are published as streamlined binary via multicast, ensuring fair distribution among connected customers. Key intraday M&A exclusives with market-moving impact on multiple asset classes are included. The feed's streamlined payload structure and simplified accessibility to powerful metadata tagging has been tailored to help expedite client-side message processing.

By getting exclusive Reuters News to your algorithms, you get a competitive advantage you won't find with any other service. Archives are also available on request back to 2018 for all packages.

## Take action first: News feed tailored for low-latency trading

As markets become ever more automated, the window to profit from market events is small and ever shrinking. And with news continually driving volatility, having the fastest access to breaking stories is critical to capitalise on potential gains as well as to avoid losses. When it comes to algorithmic trading there can be no compromise. When a story breaks, liquidity providers can potentially lose tens of thousands of dollars in less than a millisecond if they fail to pull open bids and asks in the options market.



Source: LSEG Workspace

Starting at 09:47:27.087 Reuters captured Chevron's earnings posted on the company website including headline alerts "CHEVRON CORP : QTRLY NET OIL-EQUIVALENT PRODUCTION 3,350 MBOED" and "headline": "CHEVRON CORP : QTRLY ADJ SHR \$2.06".

Reuters was nearly one-and-a-half-hours ahead of rivals on Chevron's fourth-quarter results as the second largest US oil producer reported fourth-quarter earnings below Wall Street estimates. Chevron's adjusted earnings per share of \$2.06 was below Wall Street's \$2.11 estimate, hit by weak fuel sales in the United States.

## Features and benefits

### Fastest news message

Headlines Direct delivers the fastest instance of a Reuters news story to financial professionals.

### Fair distribution

All customers have access to the same multicast endpoint ensuring fair distribution.

### Messages tailored for action

Messages with pre-processed fields alerting users to identify and act upon story breaks.

### Connectivity

Cross-connects are available within Equinix NY4 data centre.

## Exclusive access to Reuters news

LSEG's programmatic news feed solution is the only one in the industry that's powered by award-winning, trusted Reuters News. Renowned for breaking news and market-moving scoops, Reuters provides timely national and international news to financial professionals reporting from 200 locations, with 2,600 journalists. This opens the door to more opportunities, thanks to an unmatched history of breaking market-moving corporate and political exclusives, investigative reports and insights. Reuters is on the ground, wherever news breaks.

### Access includes:

- Broad asset class coverage including equities, commodities, foreign exchange, fixed income, futures and macroeconomic news
- Coverage of 50,000 publicly listed companies in English across the globe
- 2.6 million+ stories per year by Reuters in 12 languages
- Third-party newswires and exchange feeds including global press wires

### Packages available:

- All Reuters News
- Reuters global companies
- Reuters Americas companies
- Reuters macro

## About Machine Readable News

LSEG'S Machine Readable News (MRN) is the industry's most advanced machine-readable news platform. MRN delivers a suite of feed products including real-time structured news, leading-edge news analytics and deep, historical news archives directly to applications, thus enabling algorithms to exploit the power of news to seize opportunities, exploit market inefficiencies and better manage event risk. Our content is available in multiple formats so that it can power portals, machines and financial applications. Additional services in the MRN product portfolio include:

- **Real-time news** – Receive full story structured, textual news headlines, stories and metadata from Reuters and third-party newswires, with streaming feeds and historical archives dating back to 1996 that directly to applications.
- **News analytics** – Exclusive provider of automated news analytics on Reuters News with a particular focus on Equities and Commodities & Energy. Analytic scores include company sentiment, relevance and novelty of text, in English and Japanese language.
- **News archive** – Access historical news dating back to 1996, providing extensive news coverage from Reuters and third-party news and news analytics back to 2003.

