

Connexus® Broadcast

Powered by newsquawk



**Delivering market-moving audio news filtered
in real-time from more than 200 sources**

Two industry leaders working together

IPC and Newsquawk have partnered to provide traders with high-quality professional audio asset price-moving news from hundreds of sources across social and traditional media and squawk (audio broadcast) events – all from a single platform.

Connexus Broadcast leverages IPC's state-of-the-art technology to **deliver news instantaneously ahead of price movements**. Integrated with Connexus Voice, **the service is accessible to any customer connected to the IPC global voice community**. Connexus Broadcast has been designed as a standard voice service and requires no additional software updates or development to enable connectivity to the customers' existing voice trading system.

In addition, **Connexus Unigy and Enterprise Unigy customers have the ability to access any or all of the Connexus Broadcast asset specific feeds simultaneously on a physical device, soft client or mobile application**. Delivering market updates to end users instantly wherever they are, on any device, ensuring users are always connected.

Newsquawk's team of expert analysts, in conjunction with AI-tooling technology, **monitors and filters data sources from thousands of social media accounts and hundreds of traditional news outlets, cutting out the noise and irrelevant content**. This allows for the immediate broadcasting of the most concise information that will cause a market-moving response.

Connexus Broadcast provides coverage for targeted and specific asset classes including Equities, Fixed Income, Commodities, and Metals. Traders can also subscribe to a combined feed covering multi-asset classes delivering all global macro events.



Key Features

- **Delivered over Connexus Voice:** Easily integrates into existing customer environment without complicated firewall or security requirements
- **Real-time audio:** Delivered faster than anywhere else
- **Traditional and non-traditional sources:** Monitored and filtered content from social media, news, and squawk events
- **Expert analysis:** Focused only on impactful news that will move underlying asset prices
- **No code deployment:** Negates the need for customers to build software interfaces to consume the broadcast audio feeds on end users' desktops
- **Global access:** Connexus Voice network enables broadcast feeds to be accessible on a global scale
- **Single platform:** Designed in a format familiar to client organizations (i.e., similar to TV audio through turrets) through one platform

Fast and cost-effective solution for institutional and non-institutional traders

Traders can react quickly to make informed decisions on market-moving activity by listening to the news as it happens. This saves time searching for news and cuts seconds to minutes off the news delivery process for increased trading opportunities and smarter risk management.

For institutional traders with restricted access to social media and new data platforms, Connexus Broadcast solves this problem by delivering content through IPC's mission critical and secure voice infrastructure. Traders are no longer limited to traditional suppliers due to technical and security restrictions. The service adds access to hundreds more news sources and automated filtered content.

For non-institutional traders with limited access to critical tools and teams of analysts, Connexus Broadcast provides a cost-effective solution that delivers institutional-grade analysis, news, and guidance to act quickly and manage their positions.





Benefits for diverse financial market participants

Connexus Broadcast caters to a diverse range of financial market participants including:

- **Asset Managers:** Continuous updates on global macroeconomic and geo-political events to inform and shape long-term decision making
- **Traders:** Real-time filtered market moving information to help enter, manage and exit positions
- **Brokers:** Understand clients' decision making and use breaking market-moving news to initiate and manage deal flow with clients
- **Risk & Compliance:** Continuous filtered market and asset class relevant information to help put positions and balance sheets into context

IPC is a technology and service leader powering global financial markets.

We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With a customer-first mentality, IPC brings together one of the largest and most diverse global financial ecosystems spanning all asset classes and market participants.

As the enabler of this ecosystem, IPC empowers the community to interact, transact and react to market changes and challenges, and we collaborate with our customers to help make them secure, productive, compliant and connected.

For more information, visit www.ipc.com