

## ENHANCE QUANTITATIVE RESEARCH WITH DATA DERIVED FROM TRADITIONAL AND SOCIAL MEDIA

RavenPack analyzes unstructured content from thousands of publications to extract information on named entities and financially-relevant events in the public eye.



### WHY RAVENPACK?

- Structured data in a form that allows users to control for media effect and create innovative research based on news and social media; over 15 years of historical data available timestamped to the millisecond
- Coverage of tens of thousands of companies, government organizations, places, currencies and commodities for studies in any asset class.
- The most detailed event taxonomy of any analytics provider, covering corporate, economic, societal, environmental and political events including unscheduled events

▲ Coverage from the year 2000

### DATASETS AVAILABLE

EQUITIES	GLOBAL MACRO
Companies	Organizations, Commodities, Currencies, Places
38,000+ entities	200+ economies
Global Coverage	130,000+ places
Events that affect companies and equity markets	Used in the trading of other instruments and/or used to add an interpretation of geopolitical events
Calculate risk, balance portfolios, generate alpha	Calculate risk, trade fixed income and FX

### RESEARCH WITH RAVENPACK

**Intermarket Competition: Evidence from Trading Venue Short Sales**, M. Samadi  
(University of North Carolina)

**The Informational Role of the Media in Private Lending**,  
(University of Chicago, Booth School of Business)

**Corporate Use of Social Media**,  
**M.J. Jung**, J.P. Naughton,  
A. Tahoun, C. Wang  
(New York University)

**Spreading the Word: Capital Market Consequences of Business Press Coverage of Management Earnings Guidance**, B. Twedt  
(Texas A&M University)

### ACCESS EQUITIES AND GLOBAL MACRO THROUGH THESE FOUR EDITIONS

#### Dow Jones Edition

Dow Jones Newswires, regional editions of the Wall Street Journal, Barron's and MarketWatch

#### Web Edition

Hundreds of thousands of articles a day from leading publishers and web aggregators using 19,000+ sources

#### PR Edition

Analyzes news from global media organizations including PRNewswire, Canadian News Wire, and LSE Regulatory News Service

#### Full Edition

Combines analytics from Dow Jones Edition, Web Edition, and PR Edition

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The Global Standard for Business Research

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## ABOUT RAVENPACK

RavenPack develops and distributes structured data products from unstructured content. The firm is the leader in news analytics which involves turning news into numbers so they can be easily manipulated and consumed by quantitative models and trading programs. RavenPack classifies news items using multiple sophisticated sentiment detection algorithms. In addition, RavenPack generates a number of non-sentiment analytics including information about companies, events, relevance, and market impact. Outputs are often in the form of numerical news scores that can be used as inputs in the calculation of company, sector, and industry indicators. News Analytics are used to power a number of applications ranging from high frequency trading applications requiring low latency inputs, to risk and asset management applications requiring factors whose time resolution may be daily, weekly, and monthly. There is strong empirical evidence that RavenPack News Analytics have explanatory and predicative power in three dimensions: market direction, volume, and volatility. Beyond some of the world's top industry clients, RavenPack is working with a number of partners and academic researchers who are using news analytics in their applications and research endeavors.



## ABOUT WRDS

Wharton Research Data Services (WRDS) is the award-winning research platform and business intelligence tool for over 30,000 corporate, academic, government and nonprofit users at over 375 institutions in 33 countries. WRDS provides the user with one location to access over 200 terabytes of data across multiple disciplines including Accounting, Banking, Economics, ESG, Finance, Insurance, Marketing, and Statistics. Flexible data delivery options include a powerful web query method that reduces research time, the WRDS Cloud for executing research and strategy development, and the WRDS client server using PCSAS, Matlab, Python and R. Our Analytics team, doctoral-level support and rigorous data review and validation give clients the confidence to tailor research within complex databases and create a wide range of reliable data models.

From partnerships with data vendors to our own tools, including the WRDS SEC Analytics Suite and the Wharton School's OTIS, WRDS is the global gold standard in data management and research, all backed by the credibility and leadership of the Wharton School.

## ABOUT THE WHARTON SCHOOL

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The Wharton School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 participants in executive education programs annually and a powerful alumni network of 94,000 graduates.

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