



# PlusFeed

## The datafeed for redistributors

Interactive Data is a leading provider of real-time global market data to redistributors worldwide.

### ■ PlusFeed

PlusFeed<sup>SM</sup> is Interactive Data's real-time consolidated datafeed that delivers a broad range of global financial information and is ideally suited to powering redistributors' applications.

PlusFeed's content set includes exchange-based data, contributed data and news. Accessing the data is simple through powerful APIs – and delivery is flexible, from deployment at the client's site to a hosted service, or via middleware applications including RMDS and Wombat.

Interactive Data focuses on providing a range of value-added services to redistributors, including developer support, dedicated customer service, fundamental data, reference data, historical data and third-party data that can be easily integrated into redistributors' applications.

### ■ Global data coverage

PlusFeed provides data from over 450 sources and exchanges worldwide, covering in excess of 6 million instruments. Coverage includes equities, derivatives, fixed income, foreign exchange, money markets, commodities, funds, fundamental data, financial news and historical data.

#### ■ Global coverage across all asset classes:

- Equities
- Derivatives
- Fixed Income
- Foreign Exchange
- Money Markets
- Commodities
- Energy
- Funds

#### ■ Extensive market depth:

PlusFeed provides extensive Level 2 data for a wide range of global exchanges across all asset classes.

### ■ Global news coverage

PlusFeed also offers comprehensive global news coverage, including a wide range of local language services, from a host of news sources.

#### ■ Global news coverage includes:

- Dow Jones Newswires
- COMTEX News
- Xinhua Financial News
- Platts Commodity News
- Standard & Poor's MarketScope
- CompanynewsGroup
- Market News International

### ■ Low latency

Interactive Data's state-of-the art ticker plants and data distribution network are designed to process every tick and deliver data with a minimum of latency. In addition to PlusFeed, its flagship low latency consolidated datafeed, Interactive Data also offers DirectPlus<sup>SM</sup> which provides fully managed direct feeds for redistributors requiring ultra low latency data.

### ■ Value-added services

In addition to real-time data, Interactive Data also provides a range of complementary value added services.

#### ■ Historical data

- Price-history service** – provides premium quality end-of-day data for calculations, analytics and charting. Adjustments are made for splits, reverse splits and corrections to offer you a subscription service for reliable histories for up to five years.

- PlusTick<sup>SM</sup> Service** - provides redistributors with access to quality historic tick data. PlusTick delivers a comprehensive set of global securities pricing data that covers Level 1 ticks and trades from across the financial markets.

- **InDepth** - a premium selection of corporate actions, descriptive data and pricing fundamentals, deliverable for all of the equities currently on PlusFeed. The following modules are available:

- Capital changes
- Dividend information
- Mergers and acquisitions
- Reference information
- Price-related data

## ■ Designed for reliability

Interactive Data's Titan distribution network includes fully redundant and geographically diverse ticker plants to help with data quality and reliability.

## ■ Ease of integration

Interactive Data offers easy-to-use APIs, as well as a range of database and middleware applications designed to facilitate the integration of its data into the customer's applications. Local technical support is provided for all of these services.

CTF is Interactive Data's next-generation message protocol. It provides a simple and effective data definition mechanism for both PlusFeed and DirectPlus. The protocol enables users of the Customer Site Processor (CSP) to receive content

from different exchanges using a uniform set of fields.

### ■ Major benefits

- Data is normalized
- Development effort significantly reduced
- Addition of new content simplified
- Impact of exchange or Interactive Data level changes minimised
- More descriptive protocol means customer applications will need to do less interpretation of business logic
- Ability to add a vast amount of new fields

In addition to the new CTF protocol, Interactive Data also can supply a CTF compatible CSP C++

Application Programming Interface (API). This toolkit can simplify the customer's development effort even more.

## ■ Custom developer support

Interactive Data offers a dedicated team of developer support staff committed to assisting you throughout the integration process.

- The developer support staff will provide:
  - Sample code in C, C++, Java, and Perl
  - Product-specific developer documentation
  - Notifications on product changes and content additions to PlusFeed via email
  - Sample data via FTP or live internet CSP
  - Several stress-testing tools
  - Telephone support and troubleshooting

## ■ Delivery methods

Interactive Data delivers the data via a range of options, including dedicated leased line circuits from local hubs around the world, BT RadianzNet, XO Communications as well as over VPN, FTP or the Internet. Data can be delivered in real time, delayed or end-of-day.

- **Leased Line** - from data centers all over the world, TCP/IP datafeed leased lines can be installed to the customer site. Additionally, publish and subscribe technology can allow customers to create custom feeds limiting bandwidth consumption to the specific data sets the customer requires.
- **PlusFeed Select** – A hosted and fully managed service designed to provide access to Level 1 global market data in watch-list form via leased line.
- **PlusFeed VPN** – A hosted and fully managed service designed to provide access to Level 1 global market data in watch-list form via a cost-effective and secure Internet VPN.
- **PlusFeed Co-location** – Co-locate applications alongside the PlusFeed low latency consolidated global datafeed at BT Global Financial Services' Radianz data center in Nutley, N.J. or XO Communication's facility in New York City to reduce latency and save on communications fees. This service can deliver Level 1 and Level 2 data.
- **MDX** – Market Data via XML (MDX) is designed to provide clients with data that can be easily integrated and displayed on clients' Web pages using a standard XML request/result format.

## About Interactive Data

Interactive Data Corporation (NYSE:IDC) is a leading global provider of financial market data, analytics and related solutions to financial institutions, active traders and individual investors. The company's businesses supply real-time market data, time-sensitive pricing, evaluations and reference data for millions of securities traded around the world, including hard-to-value instruments. Interactive Data, headquartered in Bedford, Mass., has approximately 2,400 employees in offices located throughout North America, Europe, Asia and Australia.

Interactive Data's Real-Time Services business is a leading provider of real-time global market data to financial institutions, redistributors and online financial portals worldwide. Offerings from Interactive Data include PlusFeed, a consolidated, low latency datafeed. Also managed as part of this business is Interactive Data's Managed Solutions business, a leading provider and operator of customized financial market information systems.

For more information about Interactive Data Corporation and its businesses, please visit [www.interactivedata.com](http://www.interactivedata.com).

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