

# NASDAQ OMX Exchange Update

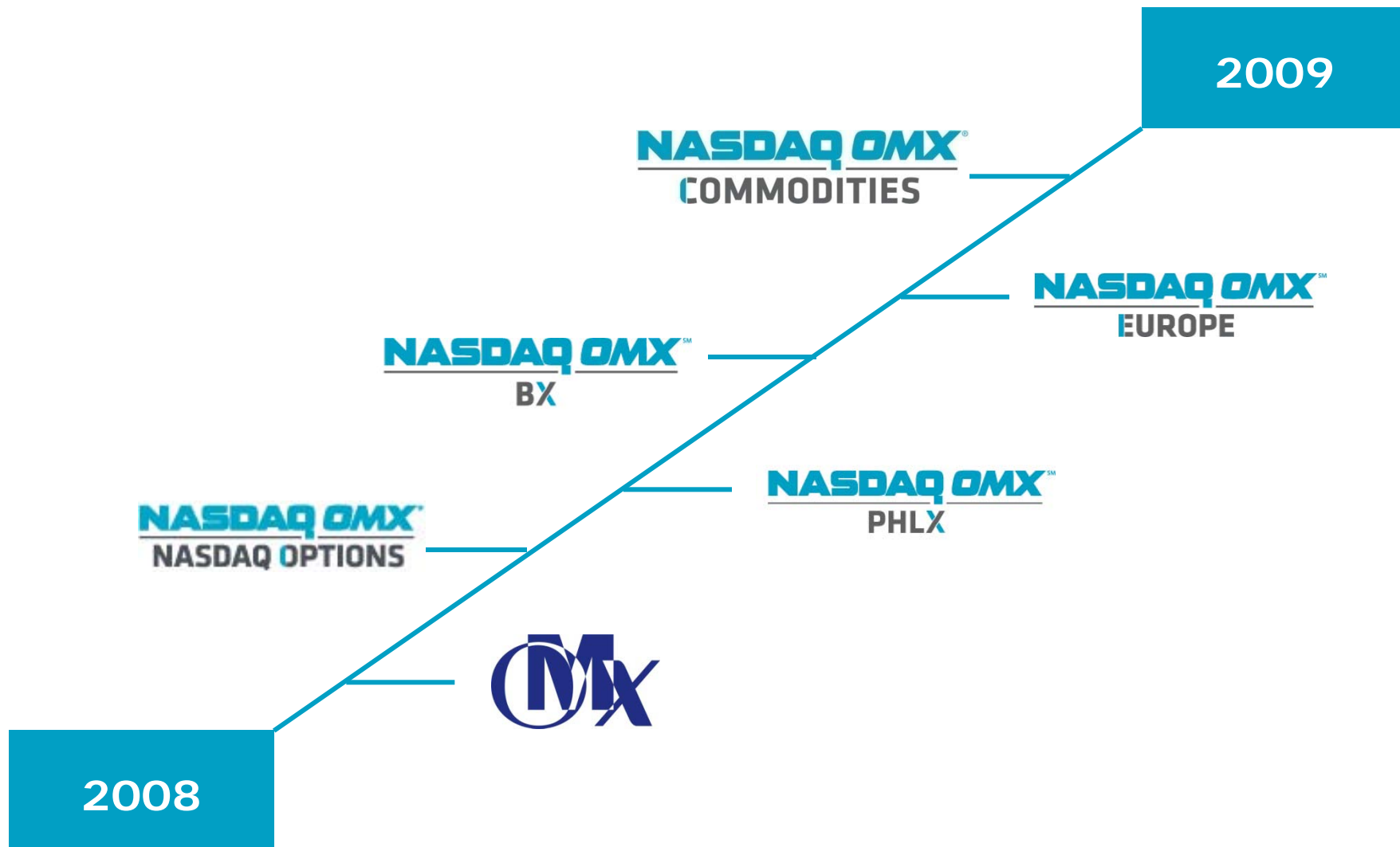
Jeannie Merritt  
APFIC  
November 2009



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# NASDAQ OMX<sup>SM</sup>

# 2008 – Integrating and Transforming



# Market Data Agreement Challenges

## 2009 Successes

- **Single global market data agreement**
- Moving to **INET Platforms andITCH protocols**
- **Porting of data across the Atlantic**
  - NASDAQ TotalView: now available in Europe data centers
  - Nordic data: now available in U.S. data centers
- **Global Access:** Wilshire index data distribution
- Wilshire Associates contracted with Interactive Data to calculate their real-time index values, and selected NASDAQ OMX to disseminate this valuable data globally.

# Market Data Agreement Challenges

## 2010 Initiatives

### NASDAQ Global Access Services

Fully integrated, global business unit

- Administration and Policy
  - Data Distribution, Product Management
  - Audit Services
  - Marketing
  - Global Sales/New Business Development
- **Economies of scale** reduce the technical, administrative and billing costs of developing, distributing and maintaining data products.
- **Build upon existing relationships**, sales force and brand to accelerate sales.

### NASDAQ Market Replay

### NASDAQ Basic

# Market Replay

- Extremely powerful replay and analysis tool, with instant access to historical quote and trade data
- Upload a custom trade to identify your trade within the market orders.
- Filter by exchange
- Save money. Helps validate best execution and monitor compliance; eliminates the need for in-house compliance tools or storage of large amounts of data in-house.
- **License Market Replay software** to distribute your firm's historical data
- \*Coming Soon\* API access



**DEMO at [data.nasdaqomx.com](http://data.nasdaqomx.com)**

# NASDAQ Basic


## NASDAQ Basic: Low-Cost Source for U.S. Market Data

- NASDAQ trades all U.S. equity securities
- More matched U.S. equity market share than any other U.S. exchange

- Basic Trade Data
- Basic Quote Data
- Opening Price
- Closing Price
- Halt information
- Symbol Directory

The screenshot shows the 'NASDAQ BASIC Cost Saving Calculator' interface. It features a blue header with the title and a sub-header: 'Enter your firm's monthly UTP Level 1 and CTA usage numbers below to calculate your NASDAQ BASIC savings'. Below this is a table with three columns: NASDAQ (teal), NYSE (green), and AMEX (orange). Each column has three rows: 'Professional', 'Non-Professional', and 'Per Query'. Each row contains a text input field with the number '0' and a unit label. Below the table are two larger text input fields for 'Savings' (with a blue arrow pointing to the right) labeled 'per month' and 'per year'. A blue 'Calculate Savings' button is positioned to the right of these fields. At the bottom, there are three buttons: 'Contact Us', 'Disclaimer', and 'Share Results'.

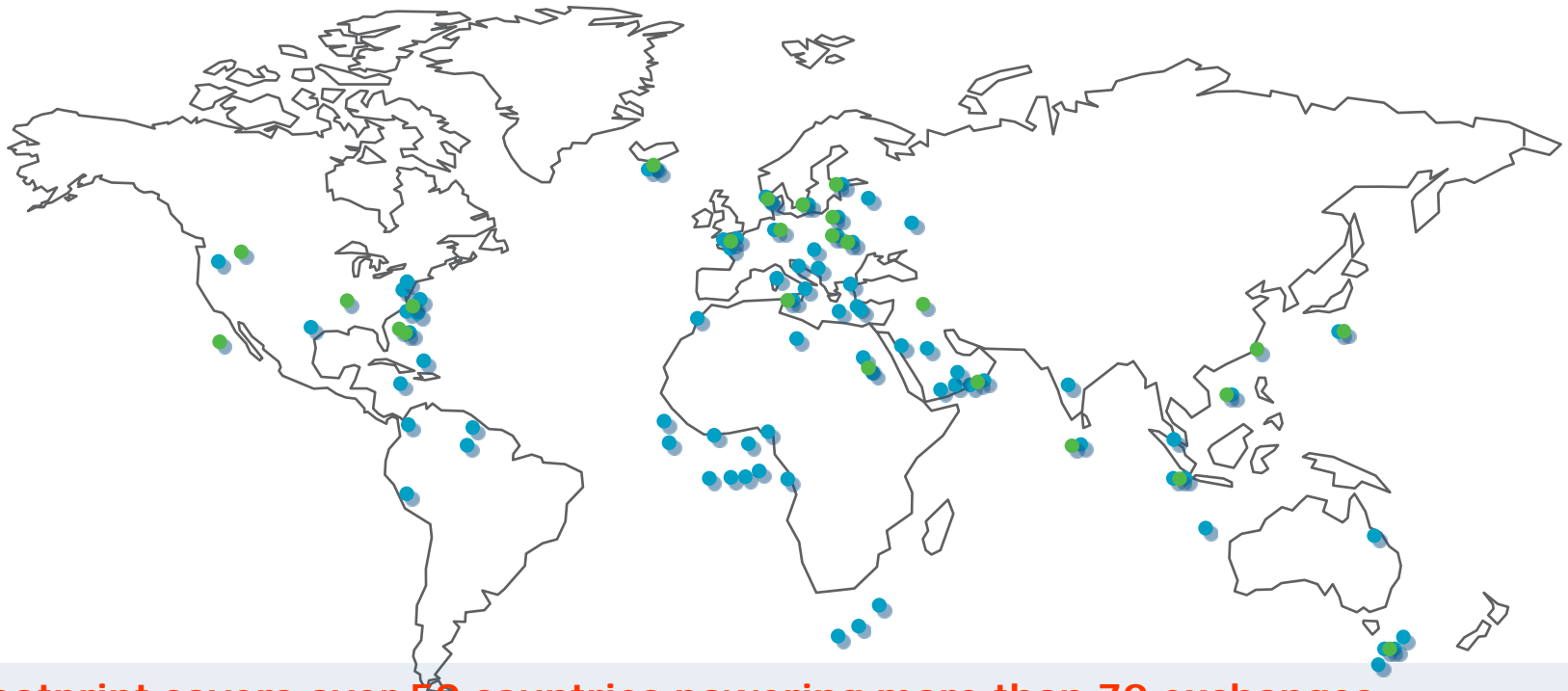
	NASDAQ	NYSE	AMEX
Professional	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Non-Professional	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Per Query	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

Savings   per month  
 per year

[Disclaimer](#)

-Calculate Your Savings at <http://basic.nasdaqomx.com>

# NASDAQ OMX is the World's Leading Supplier of Technology and Services for Marketplaces



**-Footprint covers over 50 countries powering more than 70 exchanges**

**-#1 provider of technology for financial marketplaces in the world, powering every 10<sup>th</sup> transaction in the world.**

● Offices

● Exchanges powered by NASDAQ OMX

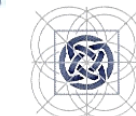
# Market Technology



Towarowa Gielda Energii SA



سوق الدوحة للأوراق المالية  
DOHA SECURITIES MARKET



سوق دبي المالي  
DUBAI FINANCIAL MARKET

