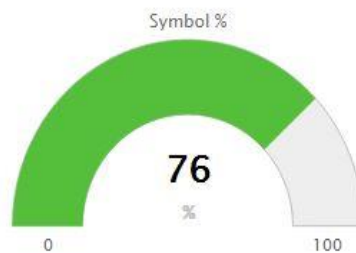
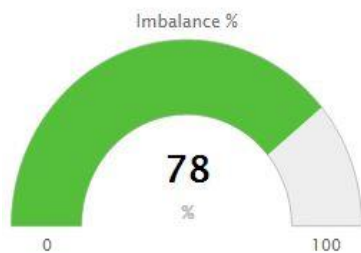


Early Look Description

The Early Look (14:50 EST-15:45 EST) Imbalance Meter for NYSE Listed Stocks gives investors insight into supply and demand dynamics leading up to the closing auction. The Early Look Imbalance Meter captures unstructured imbalance information starting at 14:50 EST through 15:45 EST each afternoon. Brokers situated at various nodes on the floor of the New York Stock Exchange broadcast imbalance information using a patent pending process that aggregates the data into a single stream, pushes the stream of data to the cloud where it is processed and output as a meter. The data are captured through a manual voice inputting process so it is delayed. However, the data is as efficiently and accurately collected and distributed as possible given the various rules and regulations related to the dissemination of these data. The Imbalance Meter is complemented by a Sentiment Bar, powered by Alpha Modus in partnership with IBM Bluemix Watson, that polls social media to gauge market sentiment.

Product

Imbalance % is the bias represented by the percentage of buys versus sells as a function of notional value of the curated universe of stocks. Symbol % shows the bias represented by the percentage of buy versus sell symbols for the curated universe. The notional value of the total imbalance, buy imbalance, and sell imbalance are shown numerically on the right.



Imbalance
 \$ 472,028,303.00

Buy
 \$ 664,588,468.00

Sell
 \$ 192,560,165.00

Another dimension that we believe affects closing imbalances is market sentiment polled from social media related to the stocks in the SP 500. We created a Sentiment Bar to help users gauge the efficacy of closing imbalance indications vis-a-vis social media sentiment. [The Sentiment Bar](#) uses data independent of Early Look. The Sentiment Bar parses millions of SP 500 related tweets to distill market sentiment.

Twitter Sentiment

Positive Negative

Today's Sentiment



Week's Sentiment



Month's Sentiment



Total Sentiment Tweets

1,384,835

Positive Sentiment Tweets

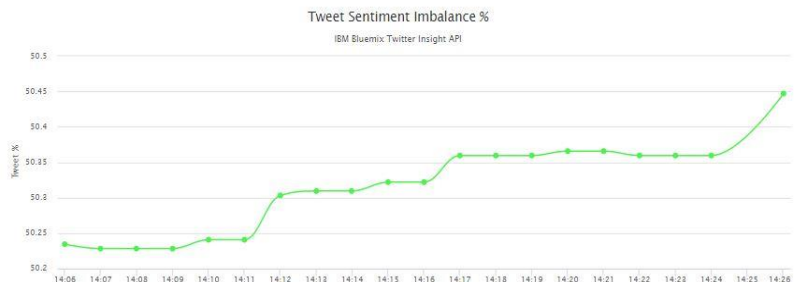
941,688

Negative Sentiment Tweets

443,147

Three bars convey the sentiment of tweets about stocks in the SP 500 Nasdaq 100, and Russell 2000 over the day (4pm EST to 4pm EST), the previous week, and the previous month. The number of tweets collected is also displayed.

The Tweets Sentiment Imbalance % plots the share of positive (green line) or negative (red line) tweets against time through the day.



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