

Historical Background

- The NASDAQ MarketSite was built in 1999 and made its debut in the Millennium in Times Square. The first Market Open at MarketSite was held in Jan. 2000.
- The concept behind the MarketSite studio was to develop an epicenter for financial and business news in the heart of Manhattan.
- MarketSite rapidly became known as the face and information center of The NASDAQ Stock Market, the world's largest electronic stock market.
- The first NASDAQ Market Open was conducted in 1997 at 33 White Hall Street, downtown New York.

MarketSite Key Facts

- The NASDAQ MarketSite was created to provide a unique and unprecedented platform for NASDAQ listed companies
- MarketSite is used to celebrate major corporate milestones, to announce significant news at the Market Open, and to brief the onsite business journalists about corporate developments.
- MarketSite has become an important platform for NASDAQ Senior Officials to interact with CEOs of NASDAQ-Listed companies and their employees, members of major organizations, political figures, and notable celebrities.
- Numerous major financial broadcast outlets conduct daily reports from MarketSite and reach viewers around the country and world.
- Transmits more than 100 live market updates daily throughout North America, South America, Europe, and Asia.
- NASDAQ-Listed companies often leverage MarketSite's prime location for street promotions.
- The MarketSite event space and press conference areas are often utilized by our listed companies for a variety of key events including, press conferences, analyst meetings, annual meetings, product roll-outs, cocktail receptions, celebratory events and as a video-teleconference center.

Market Opens

- Market Open ceremonies are conducted Monday through Friday at 9:30 a.m. ET in the broadcast studio and incorporate the NASDAQ video wall and Tower.
- NASDAQ Market Opens are aired by national and international media outlets including: CNBC, Fox News, Bloomberg TV, Bloomberg TV

Brazil, Bloomberg Radio, Report on Business Television and Reuters TV.

- Guests include the CEOs of NASDAQ-Listed companies, politicians, entertainers, athletes and non-profit organizations.
- A NASDAQ senior official hosts market Open guests. The ceremony begins with remarks made by the NASDAQ official prior to opening the market. The guest opens the market by signing an electronic screen using DirectX, by Microsoft and Mimio and pushing a button on the NASDAQ podium to open the electronic market that commences trading. The live signing and name appears live on the tower.
- **Sound** – The NASDAQ Market Opens feature original music composed exclusively for NASDAQ by New York theatrical composer, David Van Tieghem. Music was created to enhance the atmosphere in the broadcast studio leading up to the Market Open count down.
- **Design** – The graphics on the wall were inspired by stock certificate and currency engravings. They are set in motion prior to the market open to convey the progressive nature of NASDAQ and its listed companies. Sector bars communicate the range of industries and enterprises listed on NASDAQ.
- **Technology** - Using DirectX, by Microsoft [MSFT] programming and Mimio transcription technology, Market Open guests are able to endorse NASDAQ's trading activity by signing directly on to NASDAQ's Tower and video wall.

MarketSite Tower

- Largest stationary video screen in the world, stands seven stories tall.
- Approximately ¼ acre 10,000 square feet of signage.
- Consists of nearly 19 million light emitting diodes (LEDs).
- Presents market information, NASDAQ messages, advertisements and studio ceremonies throughout the day.
- Capability to display live video, graphics, and animation on the Tower.
- Times Square icon regularly featured in movies, television shows, commercials and magazines including Spider Man, Vanilla Sky, Death to Smoochy, West Wing, Metro Channel, Extra, Entertainment Tonight, Primetime Live, NFL Concert, and NYC & Co. commercials.

Broadcast Studio

- The studio is home to a host of financial networks including CNBC, CNN Headline News, CNNfn, Bloomberg TV, Bloomberg Brazil, Bloomberg Radio, CBS MarketWatch, Reuters, TV Tokyo, and others.
- The financial correspondents conduct reports from the floor of the studio, greenroom, or in the booths of the mezzanine level of the Tower MarketSite.
- Used as studio for CBS Thanksgiving Day Parade broadcast, Jerry Lewis telethon, and others.

- Visiting Networks include CNBC, Bloomberg USA, Bloomberg Brazil, CNNHL, CNNfn, TV Tokyo, Channel News Asia, Egypt TV, BBC and many more.

Video Wall

- The wall in the MarketSite studio is made up of 96 high-resolution multi-media screens
- The wall is illuminated 24 hours a day a seven days a week from the mezzanine level booth studios while having the wall as the backdrop.
- The wall is used as a backdrop for broadcasters to report on a stock's performance and to depict financial information in the form of charts and graphs
- The wall has a split-level design enabling reporters to conduct reports from the floor or mezzanine level.

Technology Operations

- The MarketSite control room professionals operate the broadcast operations for all Market Opens and control the three cameras in the studio that are used by MarketSite anchors and correspondents.
- NASDAQ MarketSite offers a state of the art Digital Broadcast Studio and Digital Editing Facility.
- The control room has multi-camera productions available upon request and can handle special requests such as press conferences and or product roll outs for NASDAQ-Listed companies and others.
- The broadcast professionals at MarketSite utilize the technology of all NASDAQ-Listed companies (as is customary throughout all of NASDAQ) including: Avid, Pinnacle, Apple (computers for editing), Dell.

MarketSite Staff

- The MarketSite team includes broadcast, marketing, sales, and corporate communications professionals in addition to a security staff, events specialists, and a team of technicians.
- The NASDAQ MarketSite is home to a group of onsite financial correspondents and anchors.

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