



First Call and StreetEvents creators unveil WireTap

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By [Neil Stewart](#)

Listening in on sell-side chatter

The creators of First Call, Thomson Reuters' ubiquitous source of analyst estimates and research, have resurfaced in the IR arena with a new product from their latest venture, First Coverage.

The similarity in names is no coincidence. Jeff Parker and Roland Beaulieu created First Call in 1984 to give investors a window into how the sell side viewed companies. They created First Coverage in 2005 with much the same goal. Their main product, the Community, gives investors a way to monitor and rank sell-side trade ideas.

In another parallel, companies can now track sell-side sentiment using WireTap, a new First Coverage offshoot, in the same way that they started using First Call more than two decades ago.

Parker left First Call in 1992 and eventually started CCBN, the IR website builder. Beaulieu caught up with him there in 2000 and they created StreetEvents as a database of earnings call times and transcripts. Those ventures ended up under the Thomson Reuters umbrella.

Beaulieu describes First Coverage as a way 'to help the buy side really focus on their relationships with the sell side.'

Buy-side clients supply lists of their brokers, then First Coverage gets the sell-side salespeople and analysts to input trade ideas. 'Alpha capture' technology helps buy-siders track those ideas and rank their brokers. First Coverage boasts around 50 buy-side clients with 1,000 information feeds from 300 different brokerages pumping 20,000 new ideas into the Community each month.

Investors also get themes and 'sentiment' analysis sifted from 100,000 blogs and news feeds. WireTap, the new corporate product, lets companies track media sentiment using the same news and blogs tool.

Plus they also get a look at the Community's sell-side trade ideas, though they're aggregated and anonymous. Sentiment scores on a bearish-to-bullish scale of zero to 100 are broken down by bulge brokers, mid-tier brokers, boutiques and individual research providers. 'It's Wall Street's heartbeat. It's what sell-side firms are telling their best clients,' Beaulieu says.

As Beaulieu explains it, most market intelligence today is 'post-trade' information: 'It's who traded your stock last month, what research reports are out there and what they said about you.' He says. WireTap gives 'pre-trade' intelligence.

Beaulieu adds that trade ideas give a truer picture than analyst recommendations. For example, sell recommendations are seven times more prevalent in the Community's daily trade ideas compared to analyst research.

WireTap clients get a weekly report plus access to an interactive website starting at \$250 a month for an industry view, climbing to \$500 for company-specific information and \$750 with peer data.