

In this issue we highlight the recipient of our inaugural 2009 RIXML.org Leadership Award, examples of RIXML application scenarios in research production, participation in recent industry events and a perspective from Jack Roehrig, Executive Director of RIXML.org.

2009 Inaugural RIXML.org Leadership Award

We are very pleased to announce, as voted by our membership, the recipient of our inaugural Leadership Award. The award goes to **Sal Restivo** from Credit Suisse. Sal chairs our Technical & Standards Committee. "Since the early days of RIXML.org, Sal has been instrumental to our organization's success in the design, development and deployment of new releases of our tagging standard schema," said Jack Roehrig, Executive Director, RIXML.org. "He has worked tirelessly to further our cause in the marketplace. Formal recognition among his peers is well deserved."

We congratulate Sal on this recognition and we are grateful for his contributions.

Revamped RIXML.org Website: Coming to a URL near you!

With the assistance of Deirdre Goldenbogen, we are making steady progress on the revamp of our website, with first phase delivery expected Q1 2010. Stay tuned...

Applying RIXML Tagging: Example Application Scenarios

Multi-Language Publication

Scenario:
 A document published on Monday, then French,

Contents

- 2009 Inaugural RIXML.org Leadership Award
- Revamped RIXML.org Website
- Applying RIXML Tagging
- RIXML.org Industry Events
- Perspective from Jack Roehrig

Membership

Steering Committee Members

Buy-Side

Fidelity Investments
 Putnam Investments

Sell-Side

Bank of America
 Citigroup
 Credit Suisse
 Deutsche Bank
 Goldman Sachs
 JPMorgan
 Merrill Lynch
 Raymond James

German, and Japanese translations of that document are published on the following Wednesday.

Problem:

These documents are published separately and there is no way to indicate that the translation are related to the original document.

RIXML Solution:

Each product captures an entire research concept regardless of language or format. Multiple resources can comprise a product and each resource cans state their format and language. In this scenario, on Wednesday a product will be published with the same productID as its previous incarnation. It will contain multiple resources (each with a unique resourceID) and each resource will indicate its language.

Region & Country Search

Scenario:

An economist wants to find macro economic research on individual Latin American countries, not an overview on the region or a sector report that discusses Argentina. An analyst at the same firm wants to find a sector overview of the oil industry in Latin America, not company reports on oil companies in Brazil and Chile.

Problem:

There is no consistency on how countries and regions are to be coded. There is no way to indicate that one report is primarily about a country and another report primarily about a region. Many reports are published with no relevant regions or countries.

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Contacts

Jack Roehrig
Executive Director
RIXML
Tel: 212-652-4470
roehrig@rixml.org

RIXML Program
Office
c/o Jordan & Jordan
5 Hanover Square
2nd Floor
New York, NY 10004
Tel: 212-655-2945
Fax:212-422-8570
rixml@jandj.com

For additional
information please
visit
www.rixml.org

RIXML Solution:

We have the concept of ProductFocus. With ProductFocus we have the ability to indicate the primary focus of the contact. RIXML standards defines when to code a report a region report vs. when to code it a country report. this gives a publisher the ability to code something as primarily an industry report, but mentioning a few countries/regions, or to code it as a region report that mentions a few countries, industries and companies. Also, RIXML has standardized on a region classification.

RIXML.org Industry Events

Jack Roehrig, Executive Director, participated in a panel presentation entitled "The Convergence of Standards", held on November 17 - 18, at the 2009 XBRL U.S. National Conference, which took place at the Marriott Marquis in New York. Jack was joined by representatives from SWIFT, FASB, AICPA and Camino Consulting. Details can be found at <http://xbrl.us/Pages/default.aspx>.

As we plan and build out our Events Calendar for 2010, we welcome input from our members and industry colleagues, particularly, at member related events and functions. We also encourage our members to participate in related industry and topical forums.

Perspective from Jack Roehrig, Executive Director, RIXML.org

PLEASE NOTE: This viewpoint is entirely my own and neither the official viewpoint of RIXML.org nor the viewpoint of any of its member organizations.

2009: A pivotal year for the Research business and implications for the Research "Marketing Mix"

going forward

During my college days (mid 1970s), when 1200 Baud was still in the development labs there was a breakthrough transition from Audio 8-Track (some tracks broke up the actual songs midway through playing!) to audio cassettes, I remember all business majors had to take the obligatory "Fundamentals of Marketing" course, more than likely, to ensure that marketing professors had jobs. The foundation of the course dealt with the "Marketing Mix", a term perfected by E. Jerome McCarthy in the 1960s, which highlighted the infamous "Four Ps" of Marketing: Product; Price; Place (Distribution); and Promotion.

These "Four Ps", along the lines of the letters we memorized in grade school to remember the alignment of the planets (MVEMJSUNP - My Very Educated Mother Just Served Us Nine Pickles), was sure to be embedded in our skulls by the time the final exam came along. It seems to me, while the "Four Ps" have not been kicked around a lot lately, they are alive and well and applicable to modern day marketing strategies. With that in mind, some thoughts on the "Four Ps", as they may apply to the Research business, content structure (where RIXML.org comes in -- you thought I would never get there), in light of a challenging Research environment in 2009 and in hopes of an improved environment (fingers crossed) in 2010.

Product

The Research offerings are in transition. The traditional lines, where, fundamental, quantitative, technical and strategy/economics research products were separate and distinct, are blurring. Independents,

Niche/Specialty, Channel Checkers and Expert Networks have a greater role in the marketplace. TAGGING (Structure) takes on more important as the commerce engines for these services formalize. This can only bode well for RIXML.

Price

As traditional research "cost centers" evolve to competing "profit centers", the price points take on greater urgency. While this is still in flux in the industry, the luxury of "fuzzy pricing" (On the hopes of increased buy-side business) is less likely going forward. As price points are established for content, the need for intelligence around usage (metrics) heightens -
- tagging (consumer bar codes) will aid this process going forward.

Place (Distribution)

I believe this has interesting and very exciting implications for the research business. It is a classic "form follows function" story. A highly tech-savvy consumer's use of ubiquitous tools, i.e. Blackberry, iPod/iPhone, Droids, App stores, social (professional) networks, et. al., is opportunistic in impacting research distribution decisions.

Promotion

As with the implications for innovation in the "Place (Distribution)" aspect of Research, the promotional aspects are equally exciting and will take on a new approach, in-line and likely integrated with tech solutions, i.e., blogs, ad "banners", alert mechanisms for PDA devices and more creative ways to offer "trial-balloon" products to secure the "buy-side vote". Could the Research "App store" become a reality some day?

As we close on 2009, in light of a challenging year for our members and the Research business at large, I remain encouraged and heartened about the prospects for our organization -- the operative word is ***commitment***. I am grateful for the contributions of our members who volunteer their time and talents, from adding technical expertise to bring about a new release of our schema v.2.3, to promoting our organization at industry forums and with prospective members, to providing helpful perspective to me, as new and exciting research business models emerge. I do sense better things are head for our business in 2010 (the mood is on the upswing). I look forward to furthering our partnership.

I also wish to recognize the efforts and support from our Program Office, led by Kathy McGovern and Tom Jordan from Jordan & Jordan. Many thanks.

Best wishes for the upcoming holidays and in the New Year!

"May all your troubles last as long as your New Year resolutions."

- Joey Adams

