



## FAQs: BCMSTRATEGY, INC. DATA

- [What does BCMstrategy, Inc. do?](#)
- [How is the BCMstrategy, Inc. data created?](#)
- [Does BCMstrategy, Inc. use sentiment analysis to quantify public policy risk?](#)
- [What kind of public policy risks does the data cover?](#)
- [How can portfolio managers use the data?](#)
- [What kinds of policy risk signal does BCMstrategy, Inc. data support?](#)
- [How much historical data is available?](#)
- [What file format do you use for data delivery?](#)
- [Do you deliver data through third parties?](#)
- [Do you deliver partial data sets or other derivative data?](#)
- [What is the average daily file size?](#)
- [How many files are delivered daily?](#)
- [What is the delivery frequency?](#)
- [What time will the files be delivered each day?](#)
- [Are sample files available?](#)
- [What process do I need in order to use the data?](#)
- [What is your privacy policy?](#)
- [How can I request a Demo or learn more about BCMstrategy, Inc. data?](#)

### **What does BCMstrategy, Inc do?**

BCMstrategy, Inc. quantifies public policy risks daily by converting unstructured verbal data used in the public policy process globally into structured data and numeric values that deliver measures of momentum and uncover inflection points.

### **How is the BCMstrategy, Inc. data created?**

BCMstrategy, Inc. data measures daily global aggregate activity by policymakers regarding technical issues such as supply chain diversification, digital currency regulation, global corporate taxation, digital economy regulation, fiscal policy, monetary policy, and COVID-19 economic policy.

The patented quantification process provides objective, automated analysis showing how much daily activity covered the five major drivers of public policy formation (action, rhetoric, leaks to the media, data releases, and judicial activity).

Quantification occurs through a patented metadata tagging processes that identifies policy activity globally from the official sector and from selected media outlets. The process automatically analyzes that data for both relevance and the gravity of the policy intervention. We do not use sentiment analysis.

Because our measurements are based on the activity, our data is insulated from hidden bias. Our patented process automatically assigns weights based on political science and law rather than opinion.

The weights depends on how close a policymaker might be to a final decision. The weights are assigned automatically, without human intervention.

### **Does BCMstrategy, Inc. rely on sentiment analysis to quantify public policy risk?**

No.

### **What kind of public policy risks does the BCMstrategy, Inc. data cover?**

The company's proprietary lexicon of over 900 technical policy terms across 15 policy sectors. From technical financial regulation to climate-related disclosures, to digital currency policy, global corporate/digital taxation, and tariff/trade issues the proprietary lexicons make it easy to monitor even the most obscure policy initiatives globally on a daily basis and measure the link between those issues and your portfolio exposures.

### **How can portfolio managers and investors use the data?**

BCMstrategy, Inc. in April 2021 mapped 900+ lexicon terms to 101 economic sectors and 8 high level asset classifications. The mapping makes it possible for portfolio managers to generate alerts keyed to when geopolitical or other public policy shifts occur in relation to specific industry sectors and asset classes. More sophisticated alerts can be created in relation to public policy reaction functions. BCMstrategy, Inc. has developed a preliminary set of signals that can generate actionable insights based on the data we have collected so far.

Additional sectoral and asset class maps will be rolled out for other lexicons based on customer demand.

### **What kinds of policy risk signals does the data support?**

The data supports volatility-based and momentum-based measurements of global public policy risk for individual lexicon terms.

**A1 (Spot the Needle in the Haystack):** Because our system pairs 9+ layers of analytical automation with data visualizations that distinguish between the noise of the news cycle and actual government activity, your team can follow and identify specific key words and phrases whenever they pop up in the global public policy cycle. You can literally follow a small needle finely tuned to your strategic interest as it travels through the haystack of the noisy news cycle.

**A2 (Spot the Inflection Point):** In normal public policy cycles, rhetoric exceeds action from a volume perspective. Whenever the time series data shows action meeting or exceeding rhetoric within the last 24 hours, you can see an inflection point.

**A3 (Hiding In Plain Sight Advantages/Informational Advantages)**: The news cycle may or may not report on the government action. If they report on it later, then you have acquired a significant informational advantage which precedes the media cycle.

### **How much historical data is available?**

For certain issues, the data begins at 1Q2019. Those issues include: digital currency regulation, trade & tariff policy, banking regulation, and Brexit. The remaining data sets (COVID-19 economic policy, climate disclosures, LIBOR transition, ESG disclosures) begin at 1Q2020.

### **What file format do you use for data delivery?**

We deliver files daily in .csv format.

### **Do you deliver data through third parties?**

Yes. The full data set (including historical data) is available exclusively through the Bloomberg Enterprise Access Point. To access BCMstrategy, Inc.'s PolicyScope data on the Bloomberg Enterprise Access Point, please visit: <https://eap.bloomberg.com/catalogs/bbg/products/BCMStrategiesPolicyScopeEdition1>

### **Do you deliver partial data sets or other derivative data?**

Yes. We can customize data feeds, alerts, dashboards, and signals to fit your specific needs. Mapped data is also available as noted above. For more information, please send us an email at: [PolicyMeasures@bcmstrategy2.com](mailto:PolicyMeasures@bcmstrategy2.com).

### **What is the average daily file size?**

Less than 1 MB.

### **How many files are delivered daily?**

The number of files delivered daily depends on your preferred configuration. Customers on the Bloomberg Enterprise Access Point receive access to 100% of all un-mapped data generated by the PolicyScope Platform daily. Customers subscribed to customized feeds can also customize file delivery options. For example, you can choose to receive one file for each lexicon term to which you have subscribed.

### **What is the delivery frequency?**

BCMstrategy, Inc. data is delivered once daily.

### **What time will the files be delivered each day?**

We send out files daily between 8 a.m. and 9 a.m. Eastern Time.

## **Are sample files available?**

Sample data sets and our data dictionary are available upon request. They are also available on the Bloomberg Enterprise Access Point

<https://eap.bloomberg.com/catalogs/bbg/products/BCMStrategiesPolicyScopeEdition1>

## **What process do I need in order to use the data?**

You must first be able to receive data files through API or FTP delivery mechanisms. If you seek access to the full dataset without sector/asset class mapping or want to create your own proprietary mapping, this data is available exclusively through the Bloomberg Enterprise Access Point.

<https://eap.bloomberg.com/catalogs/bbg/products/BCMStrategiesPolicyScopeEdition1>

Daily values can be used as signal data or as inputs into asset pricing models. For more insight regarding the optimal entry point for your needs, please reach out to us at [PolicyMeasures@bcmstrategy2.com](mailto:PolicyMeasures@bcmstrategy2.com).

## **What is your privacy policy?**

Our data privacy policy is simple: we will never share or sell your data with third parties without a court order. You can access our full board-approved policy regarding data protection on our PolicyScope website under Resources/FAQs.

## **How can I request a Demo or learn more about BCMstrategy, Inc. data?**

We will be glad to provide you and your team with a demo. Just send us an email at [PolicyMeasures@bcmstrategy2.com](mailto:PolicyMeasures@bcmstrategy2.com). Detailed product information (including a one-page fact sheet, a white paper, an 8-minute explainer video, and slide decks) can also be found at the Bloomberg Enterprise Access Point: <https://eap.bloomberg.com/catalogs/bbg/products/BCMStrategiesPolicyScopeEdition1>