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INTELLIGENT DESIGN

Silicon Valley
firms shake up
the earnings call

PLUS: WEBCASTING AND CONFERENCING DIRECTORY

DEBT IR

Inside Dubai's debt crisis, IROs continue to struggle in the troubled emirate

page 27

INDIVIDUAL INVESTORS

11 ways to show retail investors how much you love them

page 30

BRAZIL

Novo Mercado's voluntary governance standards help attract investors

page 38

ASIAN LEADERS

Leading IROs look back at surviving the economic crisis

page 42

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ISSUE 211

TECHNOLOGY

IR goes video

Talk about TV reality shows. Mosaid Technologies, a patent licensing firm, has launched a video-based 'investor channel' where investors can see and hear about every major press release directly from the mouths of management.

Michael Salter, director of IR and corporate communications at Ottawa-based Mosaid, believes the new strategy will help level the playing field among investors by leveraging social media. 'Our goal is to build the investor channel as a multimedia platform where we can develop new ways of communicating,' he says.

With about 15 significant news releases a year, including quarterlies, and perhaps five background videos on topics like Mosaid's approach to guidance, Salter and senior management have their work cut out for them. But Salter is confident the market will applaud their efforts. Mosaid has a complex business model but a charismatic manage-

ment team, and investor feedback on roadshows has always been positive about face-to-face contact.

Salter is looking to introduce the investor channel, developed in conjunction with design firm Saliency Dynamics, into the brokerage and media communities in the coming months. 'We'll ask brokers to push out these videos to their clients and at the same time approach online financial publications about integrating our videos instead of stock photos when they run a story about us,' he says. ■



SEC TACKLES HFT AND DARK POOLS

At an open meeting in January, along with new rules for sponsored access, the SEC issued a concept release on equity market structure covering a wide range of issues, including high-frequency trading (HFT) and dark pools.

'These are desperate times for liquidity,' says Matthew Simon, an analyst at TABB Group, a financial markets research and consulting company based in New York and London. In TABB's November 2009 study, more than 86 percent of head traders at traditional, long-only money management firms say they connect directly to a dark pool. This is a 40 percent increase on the year before.

According to the study, 54 percent of money managers say a major reason for picking a certain dark pool is its perceived depth of liquidity. ■

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