

# Nasdaq Private Market (NPM) Tape D Data Feed Fact Sheet

The private market sector is experiencing significant expansion as investors increasingly shift focus from public to private markets, attracted by lower volatility and potentially higher returns. Despite growing interest, a critical challenge persists. While private market data technically exists "publicly," it remains fragmented and difficult to aggregate effectively, hampering investors' ability to make informed decisions in this lucrative space.

## The NPM Tape D Solution

This comprehensive private market data feed delivers exceptional dataset coverage, featuring historical data back to 2010. Tape D includes detailed profiles for more than 4,500 private companies, along with robust pricing information for over 2,700 companies.

Tape D aggregates pricing data on private companies based on primary round activity, secondary market data (bids, offers, and closed trades), and accounting data (mutual fund marks, 409As). For the most active companies, Tape D delivers a daily evaluated price that estimates share value. It also shows the key pricing factors behind any valuation shifts.

## Key Benefits

- Exclusive Data Access:** Nasdaq serves as the exclusive seller of this valuable private market data
- Superior Coverage:** More comprehensive private market data than alternative sources
- Trusted Global Data Provider:** Nasdaq is the preeminent global provider of market data solutions
- Seamless Integration:** Easy accessibility through Nasdaq Data Link's API infrastructure

With the Nasdaq Private Market Tape D Data Feed, investors can make more informed investment decisions using previously hard-to-access private market data while gaining competitive insights into this growing ecosystem. This solution streamlines data collection through a single, authoritative, source, eliminating fragmented research across multiple platforms. Additionally, you'll benefit from Nasdaq's trusted market expertise in the private market domain, ensuring confidence in the quality and reliability of the data driving your strategic decisions.

Contact your Nasdaq representative today or email [dataapac@nasdaq.com](mailto:dataapac@nasdaq.com) to discover how the Tape D Data Feed can enhance your private market investment strategy with exclusive, comprehensive, data unavailable anywhere else.