

# TradeTalks Media Guidance

In-Studio Panels (Tuesday and Wednesday):

## Core Content Pillars (With Examples):

- **Emerging Technologies** (AI/ML, Quantum, Big Data, Cybersecurity/Risk Management, Climate Tech, Anti-Financial Crime)
- **Regulatory Landscape** (Digital Assets, Data Privacy/Governance, Cybersecurity, Emerging Technologies, Capital Markets Policy and Regulation)
- **Global Capital Markets** (Macro, Digitization, Public/Private Markets, Derivatives, ETPs, Indexes)
- **Digital Assets** (DeFi and TradFi Integration, Market Structure, Blockchain)

## Workflow For Guests:

- **Location:** Interviews will take place at Nasdaq MarketSite - 4 Times Square, at 43rd and Broadway. Entrance on Broadway. Please ask for Jill at security when you arrive.
- **12:45 Booking Time:** Please arrive at 12:15 for panel prep.
- **2:15 Booking Time:** Please arrive at 1:45 for panel prep.

## Terms of Participation

By agreeing to appear on TradeTalks, you consent to the following terms of engagement:

- All bookings are subject to availability, which will be confirmed by email once the interview date, location, and episode topic have been mutually agreed upon. Please note all bookings are subject to change and cancellation.
- All interview content must be in accordance with Nasdaq editorial standards and guidelines.
- Segments will be recorded and are typically posted on Nasdaq.com the following week. Any clips shared on social media are dependent on the broader enterprise calendar.
- We reserve the right to edit or modify all TradeTalks interviews.
- Guest statements during interviews should be made to the best of guest knowledge and belief. Guests should not misrepresent data or knowingly share incorrect information.



- We reserve the right to publish and distribute TradeTalks interviews across Nasdaq channels and select third party properties. However, we cannot guarantee distribution.
- Interview questions and supporting talking points are subject to change based on developing news, emerging trends and new information or data.
- All interviews published on Nasdaq.com are subject to Nasdaq's [Terms of Service](#).
- We do not share proprietary performance metrics with guests who appear on our program.
- We do not provide raw video files from our interviews. If you'd like to feature our TradeTalks interviews on your network, we encourage you to share or embed (details below).

## During Filming

### Guidelines and Recommendations

- Panel interviews will be 15 to 20 minutes long and will rely on a steady flow of conversations between guests and Jill.
- Avoid reading from a script. Use bulleted talking points, if necessary, since this will allow for a more conversational, engaging flow.
- Though talking points are addressed prior to the interview, be prepared for logical follow-ups and to expand upon any points mentioned.
- Wear business attire, business casual or your company's style preference. Aim for warm colors with neutral tones and avoid wearing all white.

## Promotional Guidelines

Whether you've appeared on Nasdaq TradeTalks or in the newsletter, we support and encourage you all to share your video clips or newsletter link via social media.

### Sharing the Newsletter

The newsletter is distributed monthly and is republished through a gated article on Nasdaq.com the following week. Because the article on Nasdaq.com is gated, **we do not permit republication on external sites**. We do, however, support social media posts using the Nasdaq.com link.

### Sharing Video Interviews

Nasdaq TradeTalks posts full-length interviews and panel discussions on Nasdaq.com and YouTube, as well as clips of individual moments on X, YouTube and LinkedIn. We encourage you to engage and repost your video clips.

- We do not permit any editing of clips. If you are looking to post the full clip with no edits, please contact [Jill Malandrino](#) for review.

### YouTube Embed Instructions

Embedding a YouTube video on your website is a straightforward process that enhances user experience by integrating engaging multimedia content. Our content can be found on [youtube.com/Nasdaq](https://youtube.com/Nasdaq) under the "Live" tab. Follow these steps to embed a YouTube video natively on your site:

#### Step 1: Find Your YouTube Video

Navigate to YouTube and find the video you wish to embed on your website. Click on the video to open it.

#### Step 2: Access the Embed Code

Beneath the video, click on the "Share" button. A pop-up window will appear with several sharing options. Click on the "Embed" option to reveal the embed code.

Here is an example of what the embed code might look like:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/X0BNxLxS4JA?si=nINgcVKOfGpFLrFN" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" referrerpolicy="strict-origin-when-cross-origin" allowfullscreen></iframe>
```

### **Step 3: Embed the Code on Your Website**

Paste the copied embed code into the HTML of your website where you want the video to appear. Ensure you are in the code editor, not the visual editor, to avoid any formatting issues.

### **Step 4: Save and Preview**

Save the changes to your website and preview the page to ensure the video appears and functions as expected. If necessary, make adjustments to the embed code or video settings.

By following these steps, you can seamlessly embed a YouTube video on your website, making your content more dynamic and engaging for your visitors.

## For Additional Information

[TradeTalks Media Kit](#)

Questions or concerns? Please email [TradeTalks@Nasdaq.com](mailto:TradeTalks@Nasdaq.com)