

*2009-02-02 NIRI / Bank of New York Mellon*

**Summary:**

The fifth annual survey of Global Trends in Investor Relations was released by the National Investor Relations Institute (NIRI) and the Bank of New York Mellon. Results were based on responses from 270 companies in 42 countries.

Among the chief findings in the 48-page report:

- 90% of respondents are either maintaining or increasing investor communications.
- 55% are increasing communications due to market volatility, with mega-caps comprising 75% of these respondents.
- IR messages are shifting to address credit concerns (66%), outlook horizon (50%) and cost-cutting (50%), with rising costs and currency risk rounding off the top 5.
- 84% of companies organize site visits for analysts and investors.
- 48% of time is being allocated to the buy-side, 42% to the sell-side and the remainder to individual investors.
- The top 5 aims of IR programs include ensuring effective disclosure, involvement in strategic decision making, diversifying the shareholder base, maintaining the shareholder base and coordinating the IR/PR message.

**Link to Original:**

[http://www.niri.org/irresource\\_pubs/alerts/ea090202.cfm?id=80&pdf=ea090202.pdf](http://www.niri.org/irresource_pubs/alerts/ea090202.cfm?id=80&pdf=ea090202.pdf)

The National Investor Relations Institute (NIRI) is the largest organization serving the IR field, with approximately 4,400 members, representing nearly 2,100 publicly held companies.

**Link to Full Survey:**

[http://bnymellonadr.com/dr\\_pub\\_detail.jsp?linkNo=24285](http://bnymellonadr.com/dr_pub_detail.jsp?linkNo=24285)

The Bank of New York Mellon is the leading depository bank, with 64% of the market.

**Title:**

NIRI and BNY Mellon Release Results of International Trends Survey

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