

Google carrying real-time data from EU exchanges

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Google is to carry real-time pricing from leading European stock exchanges, the company said Tuesday, marking an expansion of the online search giant's financial offerings.

Google Inc. says it's now publishing live data from the [London Stock Exchange](#), Frankfurt's Deutsche Boerse, and Milan's Borsa Italia.

Stock prices from those exchanges had been carried on Google's finance website with a 15-minute delay. The company already carries live quotes from the [New York Stock Exchange](#), Nasdaq, and several other exchanges in India and China.

The Mountain View, California-based company first made the announcement in a blog post late last month but the move wasn't widely publicized until Tuesday.

Google's real-time stock quotes are a potential threat to financial information providers such the Thomson Reuters Corp. and Bloomberg L.P., which earn revenue through the provision of up-to-second market data to traders and analysts. Units of Reuters and [Bloomberg](#) compete with The Associated Press.

In an email, [Google](#) said it was trying to "provide consumers with the best information as quickly as possible."

Financial terms weren't disclosed.

More information: Google's announcement: <http://goo.gl/5pSLQ>
Google's stock exchange coverage: <http://goo.gl/R6jPk>

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