Thematic Opportunities

ProShares Big Data Refiners ETF (DAT):
Companies that Power the Big Data Revolution

Key Takeaways:

- **Big data has significant potential to transform the global economy**, but to maximize its utility, it needs to be refined into actionable insights that businesses can use.
- **Refining the data is an investment opportunity**, potentially with ample room for growth.
- **ProShares Big Data Refiners ETF (DAT) invests in companies** that help businesses process massive amounts of data to draw competitive insights.

Big Data Refiners: Transforming Information into Insight

Today, as businesses seek a better understanding of our expectations, spending habits and behaviors, they have spawned a Big Data industry—an entire ecosystem of technology firms and other service providers that aim to transform millions of tiny bits of information into actionable insights. Big data refiners—which process and analyze raw data—are at the heart of this opportunity, which has the potential to transform the global economy.

Aggregation
Collecting detailed information on consumers, products and markets.

Processing
Organizing and structuring raw data to make it useful.

Analysis
Transforming processed data sets into actionable insights and analytics.

Application
Applying insights and analytics to improve and refine business practices.

Big Data Is a Big Market

Big data is not only central to how companies do business—it is a big business. Globally, it is estimated that big data and business analytics could grow into over a $680 billion market by 2030, more than tripling in value since 2020.[1] What's behind that growth?

More Data	Humans were expected to create nearly 100 zettabytes of data in 2022, double the amount gathered in 2018, and just half of the amount expected in 2025.[2]
Better Techniques	Artificial intelligence, machine learning and other sophisticated forms of analysis are creating new opportunities for companies to boost productivity, lower costs, and drive growth.
Faster Processing	High-speed computers, the advent of cloud computing, and stream processing have lowered the cost and increased the speed[3] of big data analysis, making it more accessible and more useful to businesses of all sizes—small and large.

Drilling Down into the Refining Opportunity

Big data refining may be a technology-driven business, but its applications are broad. Companies across the global economy are leveraging fresh insights in an effort to drive profitability, reduce costs and spark growth.

Shipping companies use location data, along with predictive algorithms that factor in traffic and weather, to provide more precise arrival times for packages.[4]

Streaming platforms analyze the content that has drawn audiences in the past to determine what will succeed in the future.[5]

Healthcare providers rely on data service providers that scour enormous archives of medical information to make individualized recommendations for patients.[6]

Farmers are using data sets on soil composition, weather patterns, and other environmental factors to increase crop yields and manage livestock performance.[7]

Refiners Work to Drive Value by Applying Knowledge at Scale

Two of the biggest drivers of the value of big data are customization and scale, yet during some stages of the big data lifecycle, they often conflict. Big data refineries have the capability to benefit from both. These types of companies can uniquely apply knowledge at scale.

	Aggregation	Processing	Analysis	Application
Are they scalable?	✓	✓	✓	✕
Are they customizable?	✕	✓	✓	✓

The larger the raw data sets, the more possibilities processors have for organizing and structuring them. And more options for organizing and structuring data mean that analysts can produce more specific and illuminating insights for specific businesses.

Refining Makes Data a Renewable Resource

Data has been called the oil of the 21st century, but this statement does not tell the whole story. Just like oil, data in its raw form has limited uses. However, unlike oil, it is not consumed when used. This difference allows refiners to potentially benefit repeatedly from the same data set.

DAT Captures this Emerging Opportunity in a Single ETF

ProShares Big Data Refiners ETF (DAT) invests in companies that help businesses process massive amounts of data to draw competitive insights. Refiners provide analytics and infrastructure for managing and extracting information from large data sets.

Have Questions?

Financial professionals can contact ProShares at **866-776-5125** or email **info@proshares.com** for additional information about DAT and our other thematic funds.

[1]Allied Market Research, "Big Data and Business Analytics Market Statistics–2030," September 2021. [2]Statista, "Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2020, with forecasts from 2021 to 2025," September 2022. [3]Springer Open's Journal of Cloud Computing, "Big data analytics in Cloud computing: an overview," August 2022. [4]Forbes, "FedEx Works to Monetize Their Big Data," January 2022. [5]The New York Times, "Giving Viewers What They Want," Feb 2013. [6]Springer Open's Journal of Cloud Computing, "Big data in healthcare: management, analysis and future prospects," June 2019. [7]U.S. Department of Agriculture, "Big Data Yields Big Opportunities in Agriculture," August 2021.