

BlueStar® Digital Advertising Index

The BlueStar® Digital Advertising Index (BADTQ) tracks the performance of companies involved in the digital advertising services and software segments. This is a modified market cap-weighted index, and only includes companies that generate at least 50% of their revenue from (1) digital advertising-focused data services, (2) digital advertising services, platforms and market places, (3) digital advertisement video production and delivery solutions, and (4) digital marketing software and services including rewards programs.

Key Features



Index 336.51/80.14 218.41/139.09

Size and Liquidity Requirements

Full MCap of at least 150 mln USD. Three month average-daily-trading volume of at least 1 mln USD at a review and also at the previous two reviews. At least 250,000 shares traded per month over the last six months at a review and also at the previous two reviews.

Pure-Play

Companies have to generate at least 50% of revenue from digital advertising.

Diversification

Company weightings are capped at 8%.

Review

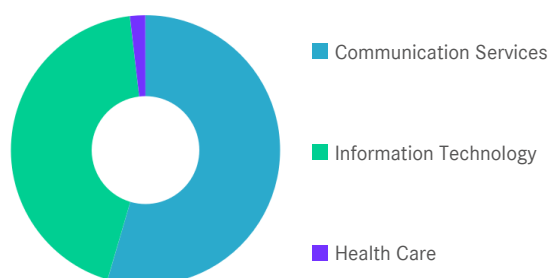
Quarterly.

Index Data

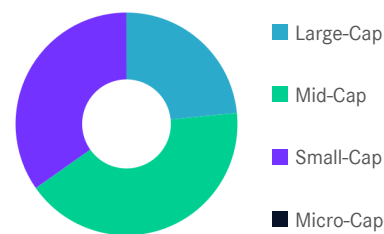
INDEX PARAMETERS				FUNDAMENTALS*		ANNUALISED PERFORMANCE*	
Launch Date	28 Dec 2021	Components	27	Price/Earnings Trailing	80.83	1 Month	-7.29%
Type	Sector	Volatility (250 days)	27.82	Price/Book	3.00	1 Year	-14.14%
Currency	USD	Full MCap bn USD	255.29	Price/Sales	2.33	3 Years	8.77%
Base Date	30 Dec 2016	Float MCap bn USD	198.41	Price/Cash Flow	14.74	5 Years	-6.16%
Base Value	100.00	Correlation* (250 days)	0.00	Dividend Yield	0.28	Since Inception	5.89%
* -				* as of 31 Oct 2025		* Total Return Net Index	

Sector Weightings

Sector	Count	Weight
Communication Services	15	54.56%
Information Technology	11	43.60%
Health Care	1	1.85%



Country and Size Weightings



Index Components

Symbols

	Symbol	ISIN	WKN	Sedol	Bloomberg	Reuters	Telekurs
Price Return	BADTQ	DE000SL0EZP1	SL0EZP	BP6VV64	BADTQ	.BADTQ	115677872
Total Return Net	BADTQNTR	DE000SL0EZQ9	SL0EZQ	BP6VV75	BADTQNTR	.BADTQNTR	115677870
Total Return Gross	-	-	-	-	-	-	-

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