

## Actibva now one of ten most visited Spanish financial websites

Spain's first prediction market platform has just been introduced.

BBVA's financial information portal Actibva ([www.actibva.com](http://www.actibva.com)) is now one of the ten most visited websites specialising in financial news(\*). Just eight months after its opening, Actibva is receiving over 70,000 hits per month and has a record of close to 120,000 pages viewed.



Actibva is one of BBVA's 2.0 schemes, along with its blogosphere for employees and its webzine. It now offers more tools and functions including simulators and stock market games, and is launching Actibva *Predicciones*, Spain's first predictive market platform.

The portal specialises in financial and economic information, with numerous links to leading news websites, practical guides to investment and personal finance. Particular emphasis is placed on reports from the Research Department, blogs and various financial tools which are highly useful to readers, including a mortgage calculator and a financial dictionary.

### Predictions

Actibva is consolidating its position among specialist websites by offering innovative features, now reinforced with the launch of Actibva *Predicciones*. This tool, which has been widely welcomed (see *El País* 21/1/09), seeks to explore the potential of the wisdom of crowds in the field of predictions and the possibilities of applying it to various areas of the banking business. Cutting-edge firms such as Google, Yahoo and Cisco are already using prediction market tools.

Any user can ask for a prediction, e.g. "who will win the Australian Open tennis tournament?" or "will the stock market top 9000 points by March 1?". The other users can give their opinions by betting virtual money on the various options. The system brings together all the "bets" placed and gives an aggregate probability that reflects the opinion of the community as a whole. Tools of this type proved especially effective in the recent US elections, when they were used to predict the share of the vote that Barack Obama would obtain far more precisely than traditional opinion polls.

### New functions

But Actibva aspires to become a benchmark for the implementation of new tools to make full use of the facilities offered by Web 2.0. In recent weeks, the following highly useful functions have therefore been added to the site:

- **Tax savings**: to optimise tax returns, plan retirement or make the most in fiscal terms of investments and pension plans. This function also includes financial calculators for working out mortgage costs and what cars users can afford in accordance with their income and savings.
- **Information on financial & stock markets**: Stock market information is now offered in a clearer, more user-friendly manner. Trends in the Ibex-35, the Euribor, oil prices, exchange rates and leading stock market indices all over the world can be seen at a glance. All this information can also be viewed in real time via an iPhone.
- **Stock market game**: In Actibva users can buy and sell shares in real time, using virtual money, in a stock market game that enables them to see how successfully they can manage stocks before they take the plunge with real investments. Participants can also compete against the rest of the community and compare earnings to see who is the best investor in Actibva.