

IEME

iShares Evolved US Media and Entertainment ETF

Fund Description

IEME is an actively-managed, market-cap weighted, fund of large-, mid-, and small-cap US stocks in the media and entertainment sector. The fund uses an alternative classification system defined by machine learning algorithms.

FactSet Analyst Report

This fund is closing. The last day of trading will be on August 22, 2022. IEME provides exposure to US-listed media and entertainment companies using an alternative sector scheme from BlackRock. While labeled as actively-managed, the fund uses machine learning models to select and weight sector stocks. The technology searches annual report documents to detect the prominence of key words, and then assigns each company to a sector or sectors. The methodology allows a single stock to be assigned into more than one sector, but reduces its weight proportionally in eachso holding multiple funds in the sector suite wont result in overexposure. These features set it apart from GICS and other industry classification schemes. To be clear, the methodology aims to provide market-like exposure to media and entertainment firms, rather than attempting to cherry-pick winners.