The rough hours, under your brand

A white label weekly brief for brokers, academies and trading platforms · When Markets Move · October 2026

Your clients and students trade straight through US data releases every week, and most of them have no idea which hours are the rough ones. We measure exactly that, market by market, and you can send it to them every week under your own name.

What the numbers look like

First hour after	EUR/USD	USD/ZAR	Gold	GBP/USD
Fed decision	**5.5x · 98%**	**4.5x · 96%**	**4.9x · 100%**	**4.9x · 98%**
Jobs report	2.4x · 91%	2.1x · 89%	2.4x · 94%	2.4x · 92%
Inflation (CPI)	2.2x · 75%	2.0x · 70%	2.1x · 81%	2.3x · 82%

The first 60 minutes after each release against the same clock hour on a fixed set of 120 ordinary weekdays, then how often it beat three quarters of them. 25% would mean no different. Jobs and inflation reports since 2018 (about 95 each), Fed decisions since 2021 (45). One minute prices.

What your clients get, every week

- This week's US announcements in **your clients' time zone**
- How rough the first hour has been for **the markets you offer**: forex, USD/ZAR and gold, with a daily view of stocks and bonds
- A chance check on every finding, so a pattern that has faded is **reported as faded**
- Plain language, a few minutes to read, **no trade calls**

Why it fits a broker or an academy

- **Risk awareness, not signals.** It tells clients when to be careful, never which way to trade. That supports your responsible trading message instead of competing with it.
- **Honest by design.** We tested whether simple rules could profit from these hours. Over 2,400 hypothetical trades, neither rule made money overall after costs. We say so publicly, and your clients can trust a source that tells them what its data can't do.
- **Built for South African traders.** SA times by default and the rand measured directly, which the big international calendars don't offer.
- **Nothing to build.** Delivered ready to send every Sunday evening, as email ready HTML and a PDF, in your branding.

Three ways to work together

	Powered by	White label	Desk brief
What it is	Our weekly brief for your clients, marked "Powered by When Markets Move"	The same brief in your name, your colours and your markets	A custom one page brief for your dealing or trading desk
Best for	Trying it with minimal effort	Client education and retention	Internal staffing and spread planning
Fee	Monthly, by audience size	Monthly, by audience size	Monthly, per desk

Start with a four week pilot. We set it up for your markets and clients' time zone at an agreed pilot fee, you send it or just read it, and if it earns its place it carries on monthly.

See a real issue and the live Rough hours explorer at **whenmarketsmove.com**. To start a pilot, reply to this message or email **michael@whenmarketsmove.com**.

Method: one minute prices for each release hour compared with the same clock hour on ordinary weekdays fixed in advance; release dates from the US Bureau of Labor Statistics, Census Bureau, BEA, ISM and the Federal Reserve; figures as of the 28 October 2026 briefing. Past behaviour does not promise future results. Informational only. Not financial advice, and no recommendation to buy or sell anything.