

## **The Time Pattern of the Arrival of Earnings Information to the Market**

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This study investigates the time pattern of earnings information flow to the market, using return-earnings covariance as a proxy for the magnitude of earnings information. Results show that, on average, earnings information starts to arrive to the market approximately 84 weeks prior to the earnings announcement and the information flow reaches its peak in the second quarter of the current year before the sudden drop in the fourth quarter. While the general pattern of the flow is maintained for firms of different sizes, further analysis shows significant differences in the timing and magnitude of earnings information arrival between large and small firms.