

# Bloomberg Media Group

NEWS

INTELLIGENCE

EXPERIENCES

STORYTELLING

GLOBAL

BLOOMBERG HQ | NEW YORK CITY



**FOR OVER 35 YEARS  
OUR MISSION HAS  
REMAINED THE SAME**

**TO EMPOWER LEADERS TO MAKE  
SMARTER, FASTER DECISIONS**

**Bloomberg Media Group**

# SMARTER.

THE SOPHISTICATION  
AND OBJECTIVITY  
OF A PULITZER  
PRIZE-WINNING  
NEWSROOM

# FASTER.

THE LIGHTNING-  
FAST SPEED  
ONLY A DATA AND  
TECH COMPANY  
CAN DELIVER

The monitor displays a Bloomberg terminal interface with the following data:

Chg	%Chg	Δ AVAT	Time	Adv/Out	100 Vol	100 Vol
19.85	-0.67%	+14.48%	06/10	7 / 23	6.37	35.90
19.41	-0.92%	+1.84%	06/10	56 / 448	7.36	33.30
64.07	-1.29%	+1.92%	06/10	498 / 1877	9.55	33.30
02.48	-1.42%	+1.02%	06/10	23 / 209	11.40	30.88
85.21	-1.06%	-25.48%	06/10	10 / 25	12.41	30.44
96.30	-3.32%	-9.88%	06/10	6 / 59	29.37	29.68

Below the table, there are news headlines:

- AS' NO RISER TO SHARING KNOWLEDGE
- i-Latino Statements Hurt the GOP? Here's What We
- iting Advice From the Greatest Women Authors
- bonds, FX, or commodities?

The Bloomberg logo is visible in the bottom right corner of the screen.



# ONE GLOBAL

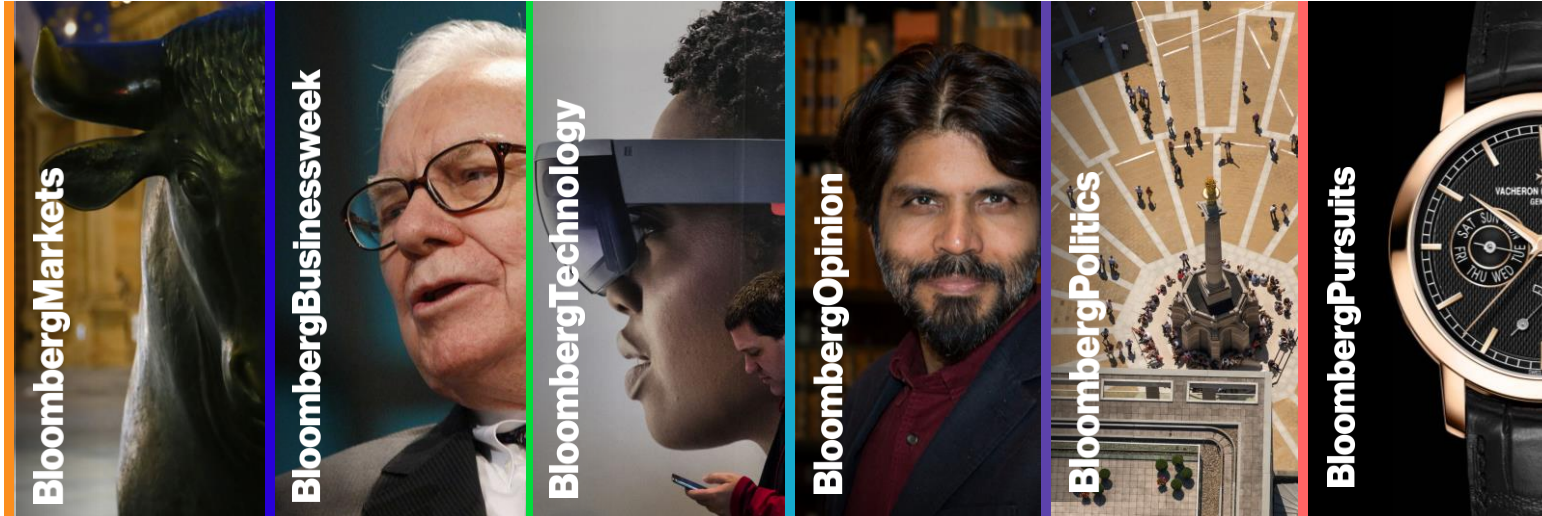
# INTEGRATED

# NEWSROOM

**2,700+**  
JOURNALISTS + ANALYSTS

**5,000+**  
STORIES DAILY

**120**  
COUNTRIES AROUND THE WORLD



**#1**

BUSINESS AUDIO SYNDICATOR

**73MM**

MONTHLY VIDEO STREAMS

**800+**

AWARDS IN 27 YEARS

**Bloomberg Media Group**

# INTELLIGENCE FROM DATA

## 100 BILLION

PIECES OF DATA  
PROCESSED BY  
THE BLOOMBERG  
TERMINAL EVERY DAY



**\$22K ANNUAL**  
PRODUCT PAYWALL

**250+**  
DATA ANALYSTS

**300+**  
DATA CONTRIBUTORS

**130+**  
INDUSTRIES COVERED

**1,200+**  
COMPANIES STUDIED

**4,800+**  
TECHNOLOGISTS AND  
COMPUTER ENGINEERS

**Bloomberg Media Group**

# EXPERIENCES

# ACROSS PLATFORMS

## 75.2MM

VIEWING

READING

LISTENING

SHARING



**Note: Confidential.** Details subject to change. © 2018 Bloomberg LP.

**Sources:** Total audience based on figures reported from the following sources: Google Analytics, Ipsos Affluent Surveys (USA, Europe, Asia-Pacific).

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# ALL AROUND THE WORLD

**4**  
U.S. AUDIO  
STATIONS

**9**  
GLOBAL AUDIO  
FEEDS

**53**  
VIDEO  
STUDIOS

**12**  
LIVE EVENT  
CITIES

**7**  
REGIONAL  
WEBSITES

**120**  
DIFFERENT  
COUNTRIES

**4**  
PRINT  
EDITIONS

# THE SPHERE OF INFLUENCE

**75.2MM**

GLOBAL BUSINESS  
DECISION-MAKERS

**18.8MM**  
FINANCIAL  
PROFESSIONALS

**328K**  
CORE TERMINAL  
CUSTOMERS

Note: Confidential. Details subject to change. © 2018 Bloomberg LP.  
Sources: Total audience based on figures reported from the following sources: Google Analytics, Ipsos Affluent Surveys (USA, Europe, Asia-Pacific)

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**YOUR  
STORY  
STARTS  
HERE**

**Bloomberg Media Group**

# Bloomberg Digital

A global ecosystem built for speed, relevancy and constant evolution

## INNOVATION FROM TECHNOLOGY

Bloomberg-built Javelin technology powers lightning-fast experimentation – and 50% faster page loads  
Dedicated Digital Ad Innovation (DAI) group drives leading-edge brand solutions with unique and custom products

## GROWTH AND MOMENTUM

+46% increase in unique visitors across the Bloomberg Digital multimedia platform over the last three years

**35.2MM**

UNIQUE VISITORS  
(AMERICAS)

**59%**

MONTHLY TRAFFIC  
FROM MOBILE/TABLET

**4.9MM**

@BUSINESS

**Note: Confidential.** Details subject to change. © 2018 Bloomberg LP.  
Source: Google Analytics, 2<sup>nd</sup> Quarter 2018 (Apr-May-Jun monthly average).

## DIGIDAY

“[Bloomberg is] delivering personalized content to users in a more seamless and controllable fashion than what’s currently available on the mobile web and inside social platforms.”

– Digiday, December 2016

3.2 million viewers tune in to Twitter Live stream of the second Presidential Debate on Bloomberg, increasing 30% from first debate

Debate generates over 17 million Tweets, more than 3 billion impressions to become most Tweeted ever



## DIGIDAY

“[Bloomberg Boomerang]... has seen a sevenfold increase in monthly page views in three months...”

– Digiday, January 2017

## Recent Launches

**NEW** MOBILE APP | OTT APP | ECHO SKILL | LIVE-CAST DIGITAL SHOWS | GLOBAL AND LOCAL PLATFORMS | CONTENT CHANNELS | PODCASTS & NEWSLETTERS | APPLE & SAMSUNG WATCH FEATURES | CUSTOM CAPABILITIES | DATA-DRIVEN OPPORTUNITIES

**Bloomberg Media Group**

# Bloomberg Video

A worldwide broadcast news network fused with leading-edge digital

## THE MOST BUSINESS VIDEO – ANYWHERE

- 20 hours of live business news from around the world; +5 hours over the nearest competitor

## ORIGINATOR OF DIGITAL BUSINESS VIDEO

- Unlike any other major news network, Bloomberg delivers unfettered access online, on mobile, over-the-top, on the Terminal, and across social media

**433MM**

GLOBAL TELEVISION  
HOUSEHOLDS

**8.8MM**

UNIQUE DIGITAL  
VIDEO VIEWERS

**48MM**

MONTHLY DIGITAL  
VIDEO STREAMS

**20MM**

SOCIAL MEDIA  
VIDEO VIEWS

**118K**

MONTHLY OTT  
VIEWERS

**Note: Confidential.** Details subject to change. © 2018 Bloomberg LP.

Sources: Internal TV distribution figures;  
Video: comScore VideoMetrix (U.S.), 2<sup>nd</sup> Quarter 2018 (Apr-May-Jun monthly average);  
OTT: Google Analytics, 2<sup>nd</sup> Quarter 2018 (Apr-May-Jun monthly average).



**Bloomberg Media Group**

# Bloomberg Audio

Marrying global access with local relevance and digital-first experiences

## AUDIO THAT KEEPS INNOVATING – AT SCALE

- 4 local U.S. stations – 3 launched in the last 3 years alone!
- 9 global access points; recently expanded feeds in Europe/Asia
- 10+ chart-topping original podcasts
- #1 syndicator of audio business reports across 200+ stations

## SEAMLESS (TOP-RANKED) LISTENING ECOSYSTEM

- Local, national and global radio feeds – powered by Bloomberg's trusted voices – allows for completely integrated brand experiences
- Suite of 10+ top-ranked podcasts on iTunes such as *Bloomberg Surveillance* and *Masters in Business* create on-the-go exposure

**1.3MM**

U.S AUDIO  
LISTENERS

**2.1MM**

PODCAST  
DOWNLOADS/PLAYS/STREAMS

**33.5MM**

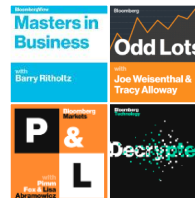
SIRIUS XM  
SUBSCRIBER BASE

**200+**

ADDITIONAL RADIO STATIONS  
VIA SYNDICATED REPORTS



**Local, National, Global**



**New York** (1130 AM) iHeartRadio  
**Boston** (106.1 FM / 1330 AM / 92.9 FM-HD2) Tuneln  
**Bay Area** (960 AM / 103.7 FM-HD2) Radioplayer  
**Washington, D.C.** (99.1 FM / 105.7 FM-HD2) Apple Music  
**BloombergRadio.com** DAB London  
**Bloomberg Radio+ App** Singapore  
**Sirius XM** (Channel 119)

# Bloomberg Markets

Expert perspective and insight for all facets of the financial community

## FUELED BY THE BLOOMBERG TERMINAL

- The most powerful real-time news delivery mechanism in the world fuels reporting, adding critical context for decisions that require speed
- 500+ journalists working in teams dedicated to global markets, investing, financial regulation, market structure, deals and more

## SERVING THE COMPLETE FINANCIAL ECOSYSTEM

- Exclusive access to 328K elite global financial leaders through the Bloomberg Terminal, Markets Magazine, Bloomberg Briefs
- Broad reach to top business and finance professionals via Bloomberg Markets Digital, Bloomberg Market Day Television

**375K**

GLOBAL MAGAZINE  
CIRCULATION

**4.3MM**

MONTHLY DIGITAL  
VISITORS (AMERICAS)

**328K**

BLOOMBERG TERMINAL  
SUBSCRIBERS

**329K**

GLOBAL OPT-IN BLOOMBERG  
BRIEF SUBSCRIBERS

**Note: Confidential.** Details subject to change. © 2018 Bloomberg LP.  
Sources: BPA Audit statement (June 2018); Google Analytics, 2<sup>nd</sup> Quarter 2018 (Apr-May-Jun monthly average).

# Bloomberg Markets

**Nasdaq's  
Black Belt  
CEO**

Adena Friedman  
on IPOs, unicorns,  
and roundhouse kicks



Bloomberg  
**Odd Lots**  
with  
Joe Weisenthal &  
Tracy Alloway

**Bloomberg Media Group**

# Bloomberg Live

Rare convening power unites with agendas built to break news and move markets

## FLAGSHIP GLOBAL MOMENTS

- Bloomberg Live events serve as the centerpiece of our largest multiplatform editorial initiatives with amplification across all media platforms including The Terminal, digital, television, print and radio
- Global presence across 12+ new and emerging markets: New York, London, Hong Kong, Abu Dhabi, and more

## CONNECTIVE INFLUENCE

- Leveraging the unique assembly power of Michael R. Bloomberg's network across the public and private sectors, Bloomberg Live curates highly sought-after global business titans and renowned industry legends to not only attend conferences - but lead discussions
- Results-driven agendas generate widespread press, social media dialogue, news headlines and stock-moving events around the world

**50%**

ANNUAL  
C-LEVEL  
ATTENDEES  
(AVG)

**100+**

ANNUAL  
PRESS  
ARTICLES  
(AVG)

**17MM**

ANNUAL  
TWITTER  
IMPRESSIONS  
(AVG)



# Bloomberg Technology

Covering the world of technology from every angle – and every time zone

## GLOBAL REPORTING POWER

- Bloomberg's worldwide footprint powers international tech coverage, revealing not only what's next – but *where's* next
- 50+ reporters are dedicated solely to technology in 12 bureaus around the world including: San Francisco, New York, Seattle, Hong Kong, Tokyo, Singapore, Bangalore, Beijing, London, Toronto, Paris, Tel Aviv and Frankfurt
- #1 Technology site on Techmeme's Leaderboard - which accounts for frequency by which Bloomberg is linked within other tech posts

## LED BY ACCLAIMED TALENT

- **Brad Stone**  
Author of two best selling books: *The Everything Store*; *The Upstarts*
- **Ashlee Vance**  
Acclaimed author and reporter: *Elon Musk: Tesla, SpaceX, and The Quest For A Fantastic Future*; formerly of *The New York Times*
- **Emily Chang**  
Winner of 5 Emmy awards; named in top 100 influential lists for tech personalities on Twitter and LinkedIn

**4.5MM**

UNIQUE VISITORS  
(AMERICAS)

**291K**

@TECHNOLOGY



# Bloomberg Businessweek

A new era for the acclaimed brand propelled by award-winning talent

## INVESTING IN THE FUTURE

- In June 2017, [Businessweek](#) re-launched with deeper focus on real-time financial intel across digital, daily app, print, broadcast and live events
- With renowned editors at the helm, the new Businessweek is the best of The Economist meets The Financial Times, fueled by the most integrated global newsroom in the world:
  - **John Micklethwait** | Editor-in-Chief; Former EIC of The Economist
  - **Joel Weber** | Editor; former editor of Markets magazine
  - **2,700+** journalists and analysts in 120 countries around the world

## GAME-CHANGING, AWARD-WINNING

- Building on the brand's history of powerhouse investigative reporting and game-changing interviews with global leaders including: Vladimir Putin, Barack Obama, and Deputy Crown Prince Mohammed bin Salman
- 100+ editorial awards since 2015 alone, including recognition from the prestigious ASME, SABEW, and LOEB organizations
- 11 awards in 2017 so far- including a Sidney Award for "Inside Alabama's Auto Jobs Boom: Cheap Wages, Little Training, Crushed Limbs" and a Loeb Award for "Hot Mess: How Goldman Lost Libya's Money"
- NEW! Launched Mexico edition in partnership with El Financiero

**2.1MM**

UNIQUE VISITORS  
(AMERICAS)

**1.6MM**

@BW

**600K**

RATEBASE

**Note: Confidential.** Details subject to change. © 2018 Bloomberg LP.  
Source: Google Analytics, 2<sup>nd</sup> Quarter 2018 (Apr-May-Jun monthly average); 2018 Rate Base.

**Bloomberg Businessweek**  
March 12, 2018

# We Leaned In.

The movement turns five

Fast Fashion Goes Green With Mushrooms, Lumber Scraps, and Algae

Happy Thanksgiving: Here you started shopping for the week's end!

Yes, our readers have gone mainstream. At our annual breakfast and lunch event, we had more than 1,000 attendees, including more than 100 journalists and analysts. And that means more than 100 journalists and analysts are now following us on Twitter. And that means more than 100 journalists and analysts are now following us on Twitter.

THE NOTE

By Jennifer Lee, author of the book "The New Normal: How America's Middle Class Survived" (Dutton, 2017), some analysts say the 2017 U.S. economy continues to struggle and a recession is likely. In fact, Americans are still getting nervous about the future. The data shows that Americans are still getting nervous about the future. The data shows that Americans are still getting nervous about the future.

UNIQUE VISITORS (AMERICAS): 2.1MM  
@BW: 1.6MM  
RATEBASE: 600K

**Bloomberg Media Group**



# Bloomberg Politics

Data-driven coverage – and context –  
across global politics, policy and power

## THE BUSINESS OF POLITICS

- At a time when global policies affect business more than ever before, Bloomberg will shift focus from the U.S. Election to covering politics, policy and power from every corner of the world
- Long-form analysis combines with charts, interactive graphics and video – all backed by Bloomberg's proprietary data – to deliver critical context and the full picture around news events

## GLOBAL FORCE, LOCAL EXPERTISE

- Policy-focused journalists around the world collaborate to deliver the connective tissue between global events – and what they mean for global business decision-makers
- 2,700+ journalists and analysts in 120 countries around the world, including 150+ dedicated to policy in the U.S. alone
- Policy experts include: 100 BGOV industry analysts and political staff; 600+ BNA reporters, attorneys and editors
- Margaret Talev, Bloomberg's Senior White House Correspondent, selected as 2017-2018 President of White House Correspondents' Association

**8.2MM**

UNIQUE VISITORS  
(AMERICAS)

**245K**

@BPOLITICS

**Note: Confidential.** Details subject to change. © 2018 Bloomberg LP.  
Source: Google Analytics, 2<sup>nd</sup> Quarter 2018 (Apr-May-Jun monthly average).



**Bloomberg Media Group**

# Bloomberg Opinion

Distilled perspective on real-world issues from artificial intelligence to Zika

## KNOWLEDGE NETWORK

- A community of verified experts from Bloomberg and beyond – including Michael R. Bloomberg himself – deliver unique thought-leadership pieces for leaders seeking to unpack complex issues and find inspiration for real solutions
- 40+ View columnists, plus contributors like U.S. President Barack Obama and UK MP Tim Farron
- 34 specialized Gadfly editors and columnists

## ISSUES THAT MATTER

- Two distinct brands - Bloomberg Gadfly and Bloomberg View - deliver mid- and long-form content for leaders who want to dip or dive into a broad range of commentary and explainers across 70 hyper-relevant topics like banking, health care and taxes

**4.2MM**

UNIQUE VISITORS  
(AMERICAS)

**129K**

@BOPINION



## Bloomberg View

DIVE DEEP | Informed perspectives on a range of global topics from the minds of an acclaimed editorial board and influential contributors

## Bloomberg Gadfly

DIP IN | Expert, data-driven commentary on breaking market, financial and global corporate news – all in 700 words or less

# Bloomberg Pursuits

Uncovering the best things in life for the world's most affluent audience

## DIGITAL-FIRST FOR THE MODERN-DAY ELITE

- Newly re-launched premium digital destination combines the sophistication of luxury lifestyle with the simplicity of utility
- Material World podcast delivers buying ideas on-the-go
- New! Pursuits section in Bloomberg Businessweek; The Bloomberg 50 Gala Event

## POWERED BY LUXURY CONNOISSEURS

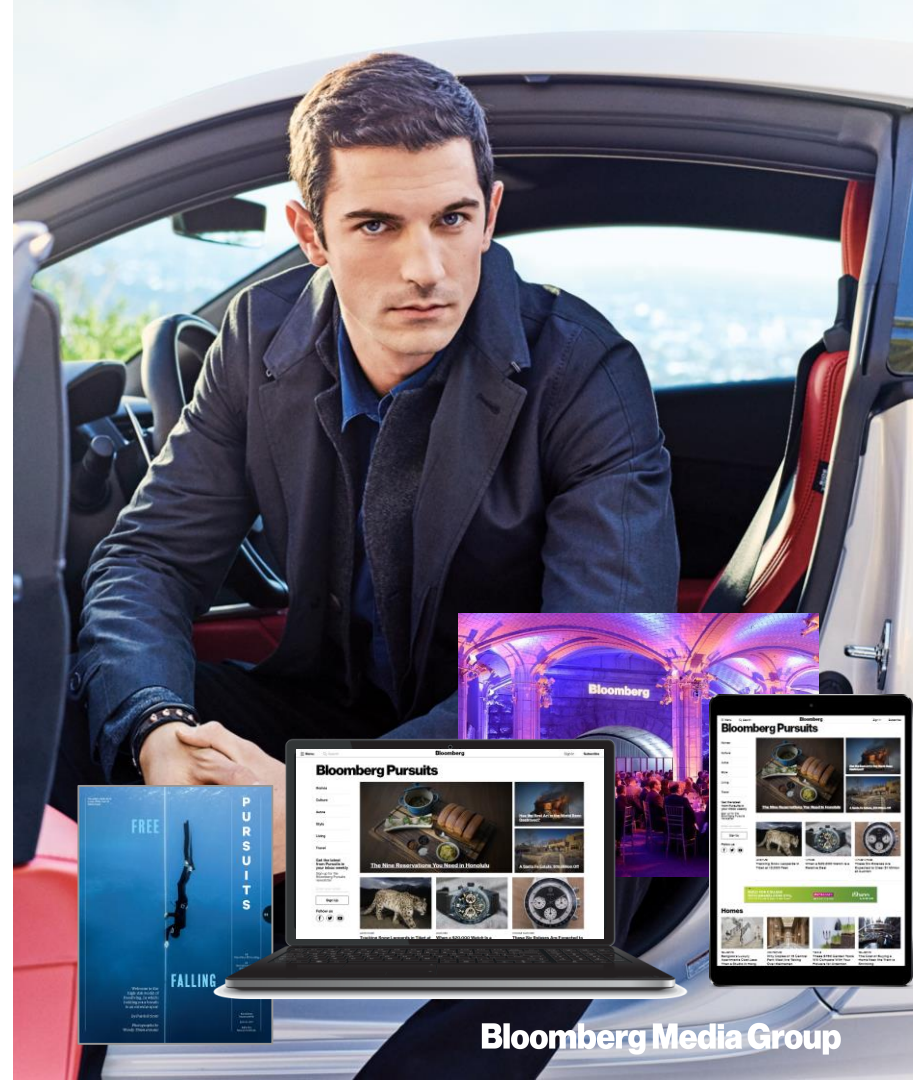
- **Chris Rovzar** Editorial Director; formerly Vanity Fair
- **Hannah Elliott** Auto Editor; formerly Forbes
- **Nikki Ekstein** Travel Editor; formerly Travel + Leisure
- **Kate Krader** Food Editor; formerly Food & Wine

**3.0MM**

UNIQUE VISITORS  
(AMERICAS)

**38K**

@LUXURY





AMERICA'S  
EUROPE  
ASIA

# Bloomberg Media Group

NEWS · INTELLIGENCE · EXPERIENCES · STORYTELLING · GLOBAL