Bloomberg Media Group
NEWS
INTELLIGENCE
EXPERIENCES
STORYTELLING
GLOBAL
BLOOMBERG HQ | NEW YORK CITY

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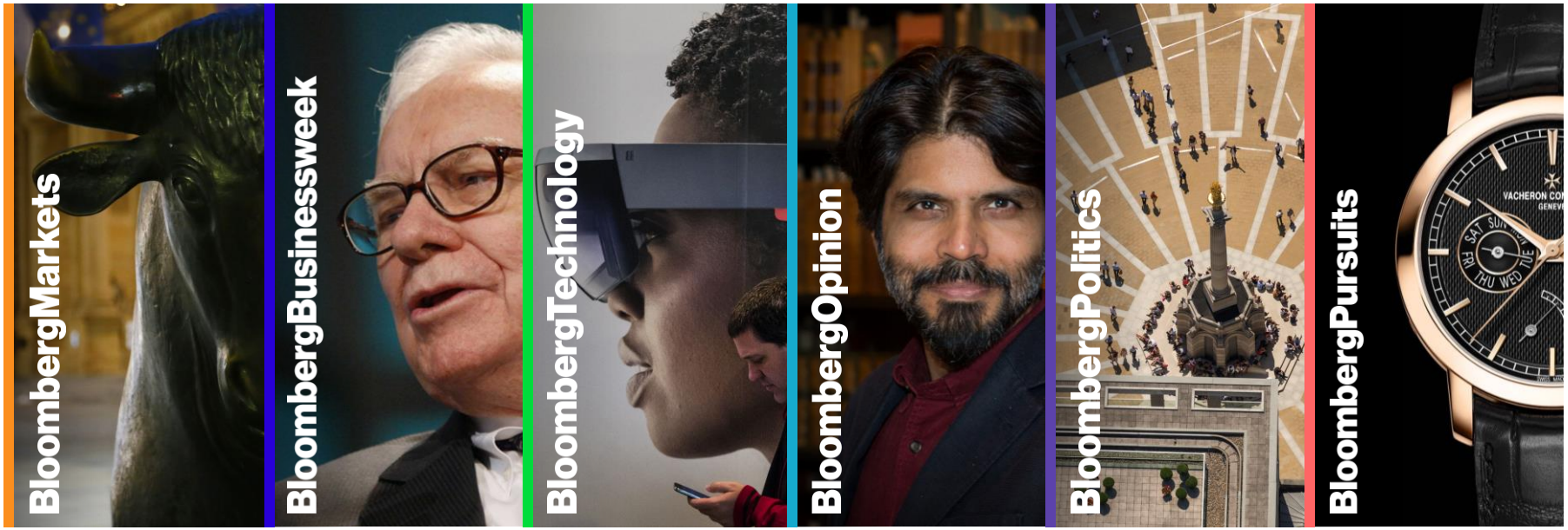
Bloomberg Media Group

ONE GLOBAL INTEGRATED NEWSROOM

2,700+
JOURNALISTS + ANALYSTS

5,000+
STORIES DAILY

120
COUNTRIES AROUND THE WORLD



#1
BUSINESS AUDIO SYNDICATOR

77MM
MONTHLY VIDEO STREAMS

800+
AWARDS IN 27 YEARS

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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

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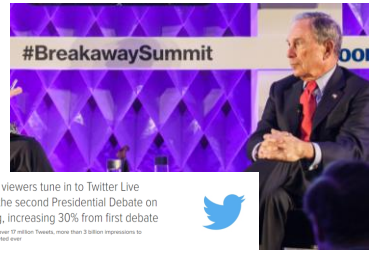
EXPERIENCES ACROSS PLATFORMS

62.4MM VIEWING READING LISTENING SHARING



Note: Confidential. Details subject to change. © 2018 Bloomberg LP.
Sources: Total audience based on figures reported from the following sources: Adobe Analytics, ComScore TV Essentials, Ipsos Affluent Surveys (USA, Europe, Middle East, Asia-Pacific). Individual media figures: Digital- Adobe Digital Analytics Q4'2016 (Oct-Nov-Dec avg); TV-Distribution, Q4 2016; Radio-2016 Ipsos Affluent Survey USA (Fall); Print–2016 BPA Publisher's Statements (Markets) + 2017 Projected Rate Base (Bloomberg Businessweek); LIVE-Publisher's data, 5 year cumulative; Podcasts- iTunes, Soundcloud, November 2016; Briefs-Publisher's data. All numbers worldwide unless otherwise indicated.

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ALL AROUND THE WORLD

120
DIFFERENT COUNTRIES

53
VIDEO STUDIOS

7
REGIONAL WEBSITES

9
GLOBAL AUDIO FEEDS

12
LIVE EVENT CITIES

4
PRINT EDITIONS

4
U.S. AUDIO STATIONS

Note: Confidential. Details subject to change. © 2018 Bloomberg LP.
Sources: Internal metrics.

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THE SPHERE OF INFLUENCE

62.4MM
GLOBAL BUSINESS DECISION-MAKERS

15.9MM
FINANCIAL PROFESSIONALS

320K
CORE TERMINAL CUSTOMERS

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Sources: Total audience based on figures reported from the following sources: Adobe Analytics, comScore TV Essentials, Ipsos Affluent Surveys (USA, Europe, Middle East, Asia-Pacific). Individual media figures: Digital- Adobe Digital Analytics Q4'2016 (Oct-Nov-Dec avg); TV-Distribution, Q4 2016; Radio-2016 Ipsos Affluent Survey USA (Fall); Print–2016 BPA Publisher's Statements (Markets) + 2017 Projected Rate Base (Bloomberg Businessweek); LIVE-Publisher's data, 5 year cumulative; Podcasts- iTunes, Soundcloud, November 2016; Briefs-Publisher's data. All numbers worldwide unless otherwise indicated.

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YOUR
STORY
STARTS
HERE
BLOOMBERG HQ | SAN FRANCISCO
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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

2.3MM
UNIQUE VISITORS (AMERICAS)

1.6MM
@BW

600K
RATEBASE

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Note: Confidential. Details subject to change. © 2018 Bloomberg LP.
Sources: Google Analytics, 3rd Quarter 2017 (Jul-Aug-Sep monthly average). 2017 Rate Base.

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

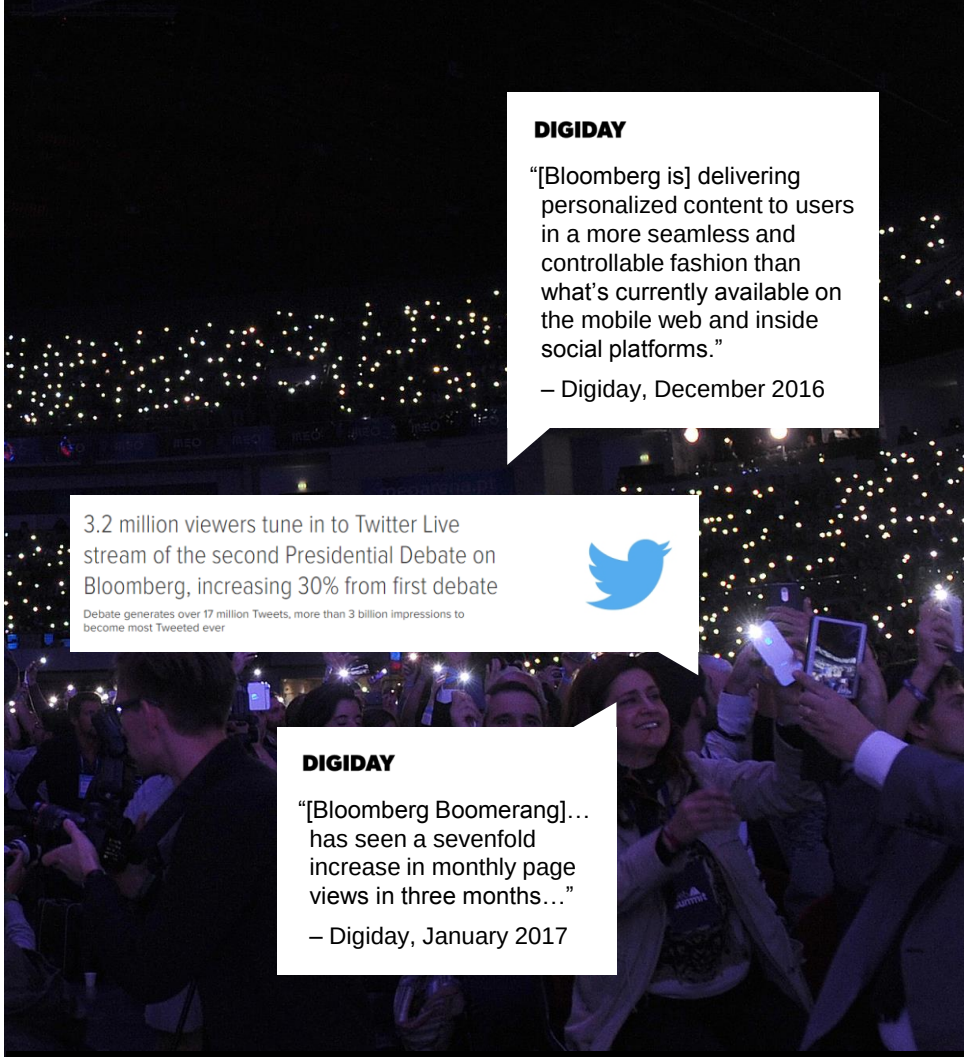
GROWTH AND MOMENTUM

- +30% increase in unique visitors and +75% increase in page views across the Bloomberg Digital multimedia platform over the last three years

32.3MM
UNIQUE VISITORS (AMERICAS)

56%
MONTHLY TRAFFIC FROM MOBILE/TABLET

4.5MM
@BUSINESS



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

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Source: Google Analytics, 3rd Quarter 2017 (Jul-Aug-Sep monthly average).

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

THE ONLY UNRESTRICTED NEWS NETWORK

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

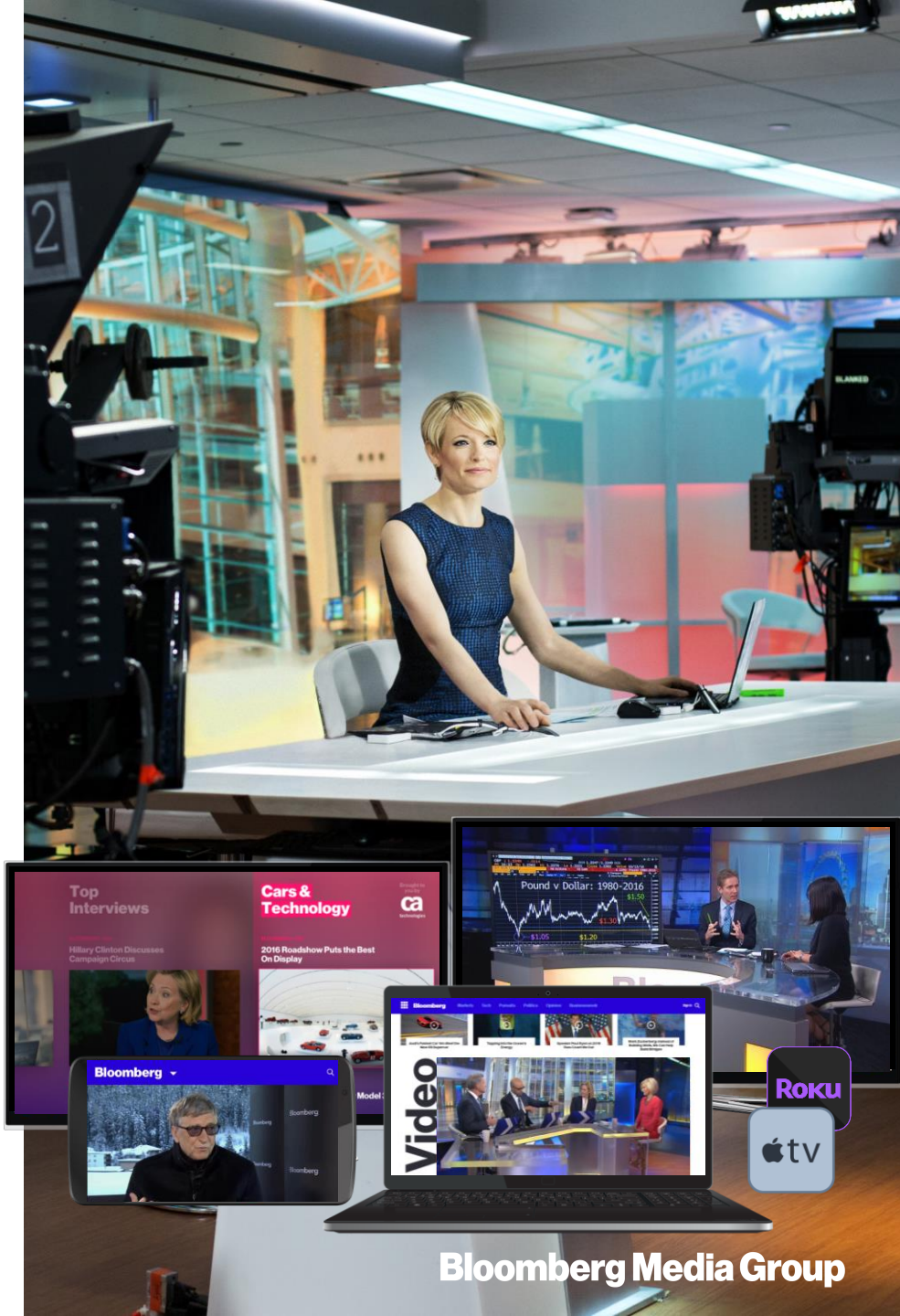
437MM
GLOBAL TELEVISION HOUSEHOLDS

10.6MM
UNIQUE DIGITAL VIDEO VIEWERS

52MM
MONTHLY DIGITAL VIDEO STREAMS

20MM
SOCIAL MEDIA VIDEO VIEWS

121K
MONTHLY OTT VIEWERS



Note: Confidential. Details subject to change. © 2018 Bloomberg LP.
Sources: Television distribution Q3 2017;
Video: comScore VideoMetrix (U.S.), 3rd Quarter 2017 (Jul-Aug-Sep monthly average);
OTT: Google Analytics, 3rd Quarter 2017 (Jul-Aug-Sep monthly average).

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

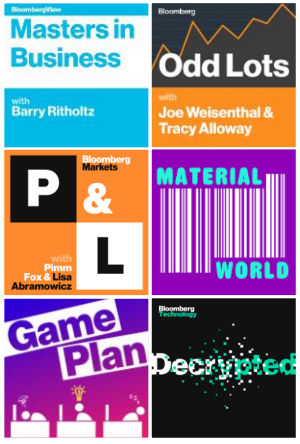
1.6MM
U.S AUDIO LISTENERS

2.25MM
PODCAST DOWNLOADS/PLAYS/STREAMS

32.2MM
SIRIUS XM SUBSCRIBER BASE

200+
ADDITIONAL RADIO STATIONS VIA SYNDICATED REPORTS

Local, National, Global



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

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Note: Confidential. Details subject to change. © 2018 Bloomberg LP.
Sources: 2017 Ipsos Affluent Survey USA (Spring). Sirius Distribution Base as of 9/30/17. Megaphone.fm, Q3 2017 average).

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 320K 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

3.5MM
MONTHLY DIGITAL VISITORS (AMERICAS)

325K
BLOOMBERG TERMINAL SUBSCRIBERS

329K
GLOBAL OPT-IN BLOOMBERG BRIEF SUBSCRIBERS

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)

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Bloomberg Technology

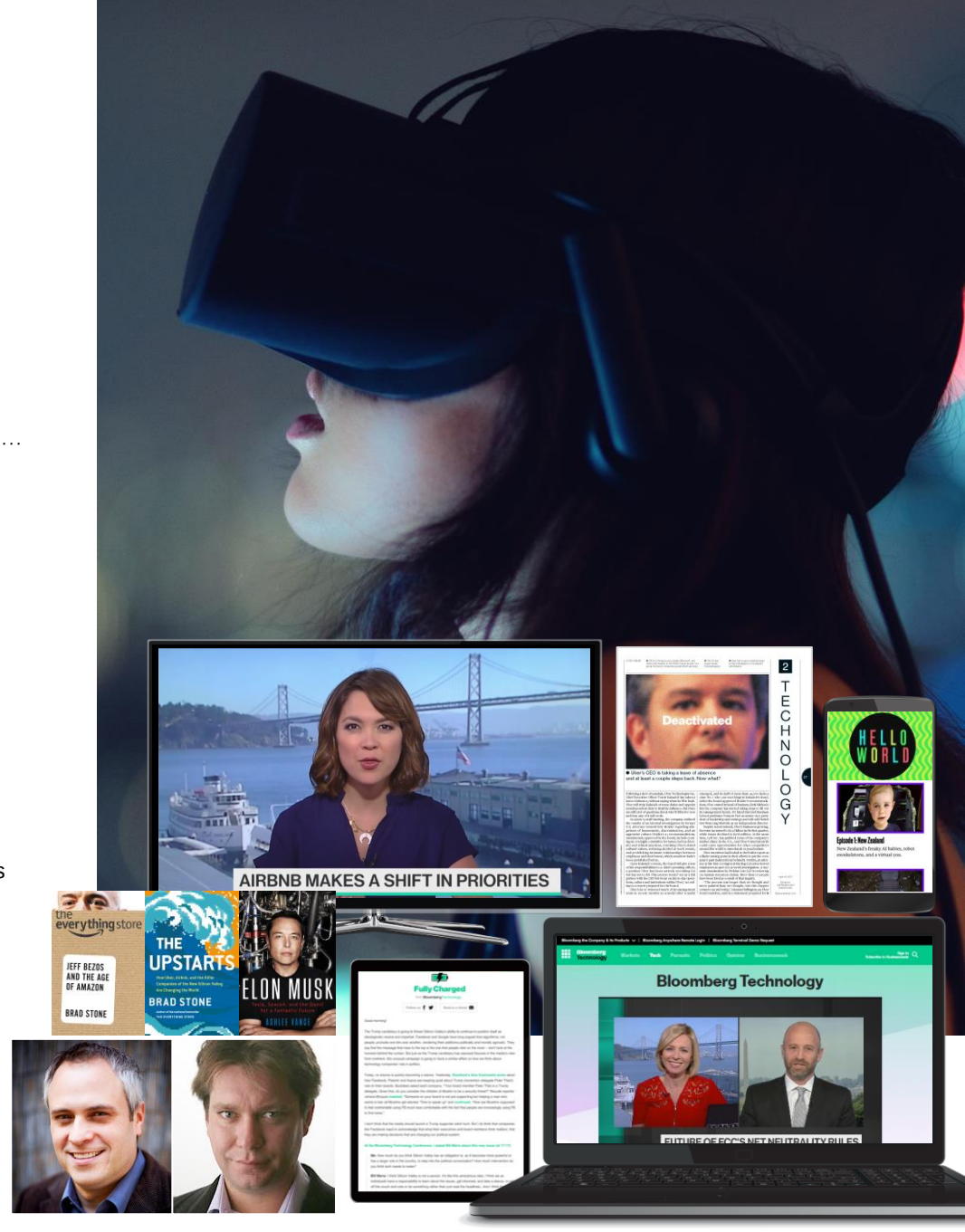
Covering the world of technology from every angle – and every time zone

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, Seoul, 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



4.9MM
UNIQUE VISITORS (AMERICAS)

238K
@TECHNOLOGY

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Source: Google Analytics, 3rd Quarter 2017 (Jul-Aug-Sep monthly average).

Bloomberg Politics

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

THE BUSINESS OF POLITICS

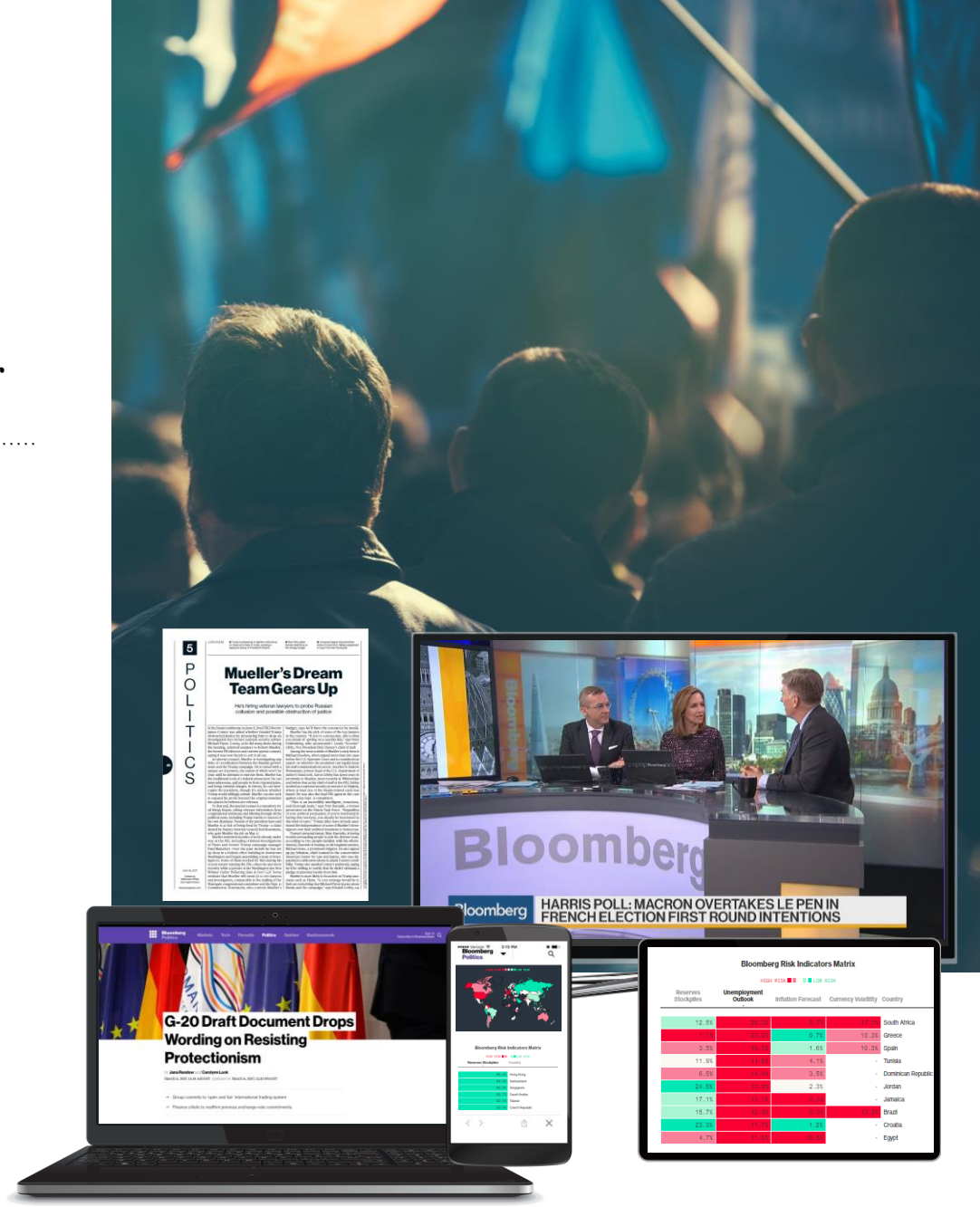
- At a time when global policies affect business more than ever before, Bloomberg will shift focus from the U.S. Election to covering politics, policy and power from every corner of the world
- Long-form analysis combines with charts, interactive graphics and video – all backed by Bloomberg's proprietary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

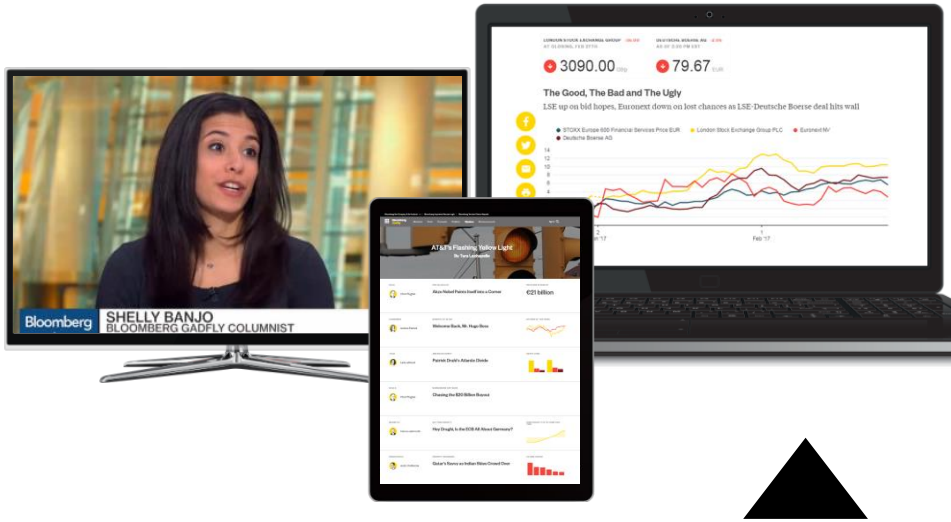
7.4MM
UNIQUE VISITORS (AMERICAS)

228K
@BPOLITICS



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

4.0MM
UNIQUE VISITORS VIEW + GADFLY (AMERICAS)

132K
@BV + @GADFLY

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

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Source: Google Analytics, 3rd Quarter 2017 (Jul-Aug-Sep monthly average).

Bloomberg Pursuits

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

DIGITAL-FIRST FOR THE MODERN-DAY ELITE

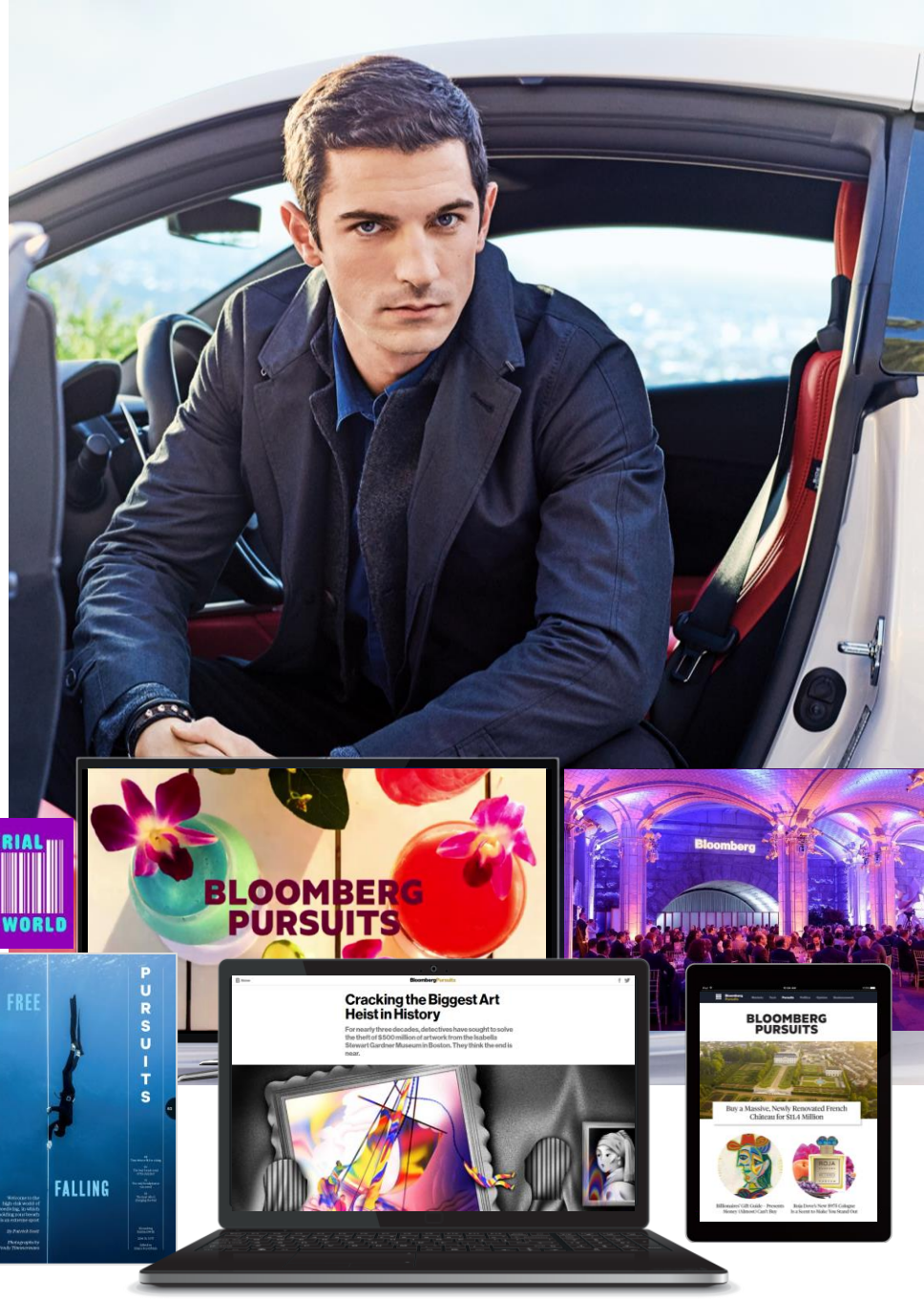
- Newly re-launched premium digital destination combines the sophistication of luxury lifestyle with the simplicity of utility
- Material World podcast delivers buying ideas on-the-go
- Pursuits Television specials offer behind-the-scenes access
- New! Pursuits section in Bloomberg Businessweek (June 2017); The Bloomberg 50 Gala Event (December 2017)

POWERED BY LUXURY CONNOISSEURS

- **Chris Rovzar** Editorial Director; formerly Vanity Fair
- **Troy Patterson** Style Editor; formerly The New York Time
- **Nikki Ekstein** Travel Editor; formerly Travel + Leisure
- **Kate Krader** Food Editor; formerly Food & Wine

2.4MM
UNIQUE VISITORS (AMERICAS)

32K
@LUXURY



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