

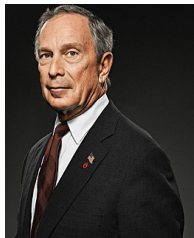
Introduction to the Bloomberg Terminal

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HEC MONTREAL

Quick history



- In 1981, Michael Bloomberg was fired from Salomon Brothers and was given a \$10 million severance package.
- Using this money, Bloomberg went on to set up a company named Innovative Market Systems
- In 1986, the company was renamed Bloomberg L.P.
- Bloomberg has since grown to be the most-used and arguably the best financial information platform
- Michael Bloomberg came to be the 10th richest person in the United States and NYC mayor from 2002 until today

Quick facts

- a subscription is around US\$1500 per month, depending on status and included package
- 30,146 functions
- 300 000 subscribers

... and growing

Key keys



Key keys

Introduction

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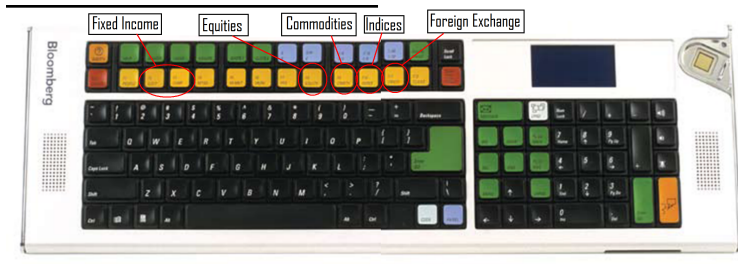
News

Equities

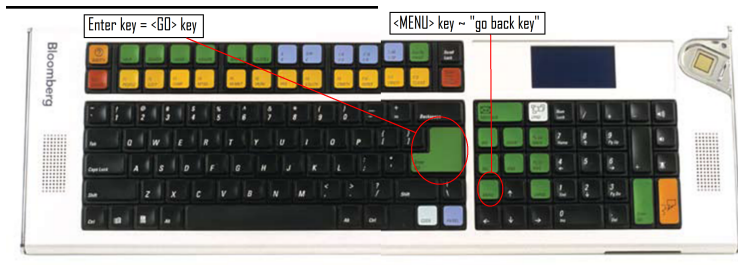
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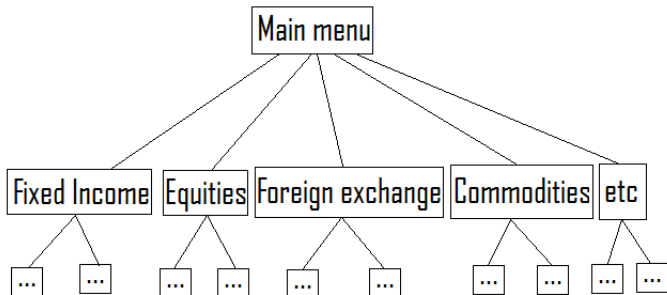
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Key keys



The Bloomberg software roughly has a tree structure, with the Main menu as the trunk and the market sectors as the main branches:



Main menu

VITERRA INC Equity Recent Related Favorites Export Terminal Help

▶ <HELP> for explanation, <MENU> for similar functions. EquityMENU

Non-printable screen.

Bloomberg Professional Service

- Market Sectors
- 1) Government Bonds...
- 2) Corporates...
- 3) Mortgages...
- 4) Money Markets...
- 5) Municipals...
- 6) Preferreds...
- 7) Equities...
- 8) Commodities...
- 9) Indices...
- 10) Currencies...
- 11) Alpha Portfolio System...
- People
- 12) My Profile...
- 13) People Search...
- 14) Communities
 - Bloomberg Agency Brokerage
- 15) Bloomberg Tradebook...
 - Other Services
- 16) News & Research...
- 17) Electronic Trading...
- 18) Insurance Information...
- 19) Legal Information...
- 20) Data Services...
- 21) Bloomberg Message System...
- 22) Tools & General Information...
- 23) Personal Settings & Defaults...
- 24) Enterprise Products & Services...
- 25) Privacy & Copyright Notices
 - Trading Systems
- 26) POMS/AIM...
- 27) TOMS...
- 28) SSEOMS...
 - Customer Support
- 29) Bloomberg Representatives...
- 30) Bloomberg University...
- 31) Bloomberg Help/Search...
- 32) Bloomberg Client Services Portal
- 33) Cheatsheets
- 34) Bloomberg Specialist Visits
- 35) Recent Enhancements
- 36) Bloomberg Help Center
- 37) Bloomberg Help Desk...

Command bar

VITERRA INC Equity Parent Related Favorites Export Terminal Help

COMMAND BAR EquityMENU

Non-printable screen. Bloomberg Professional Service

Market Sectors

1) Government Bonds...

2) Corporates...

3) Mortgages...

4) Money Markets...

5) Municipalities...

6) Preferred

7) Equities

8) Commodities...

9) Indices...

10) Currencies...

11) Alpha Portfolio System...

People

12) My Profile...

13) People Search...

14) Communities

Bloomberg Agency Brokerage

15) Bloomberg Tradebook...

Other Services

16) News & Research...

17) Electronic Trading...

18) Insurance Information...

19) Legal Information...

20) Data Services...

21) Bloomberg Message System...

22) Tools & General Information...

23) Personal Settings & Defaults...

24) TOMS...

25) SSEOMS...

Customer Support

29) Bloomberg Representatives...

30) Bloomberg University...

31) Bloomberg Help/Search...

32) Bloomberg Client Services Portal

33) Cheatsheets

34) Bloomberg Specialist Visits

35) Recent Enhancements

36) Bloomberg Help Center

37) Bloomberg Help Desk...

Command bar: enter both command (e.g. GOOG US <EQUITY> <GD>) or search (like in Google) s...

Bloomberg is also a comprehensive, intuitive news platform, with:

- 2000 journalists + 6000 news contributors
- customization
- Search filters
- Archives
- Alerts
- etc

Equities

- >410000 equities
- Useful functions:
 - NSE <GO>: Filter news by region, market sector, etc
 - EQS <GO>: Equity screening
 - ANR <GO>: Analyst recommendations, precision, sentiments, etc
 - PPC <GO>: Peers comparison

Useful functions:

- ECO <GO>: Economic calendar
- BTMM <GO>: All major interest rates benchmarks by country
- BYFC <GO>: Bond yield forecasts
- GC <GO>: Term structure
- SRCH <GO>: Bond search
- YAS <GO>: Yield and Spread analysis
- DDIS <GO>: Debt distribution of a company

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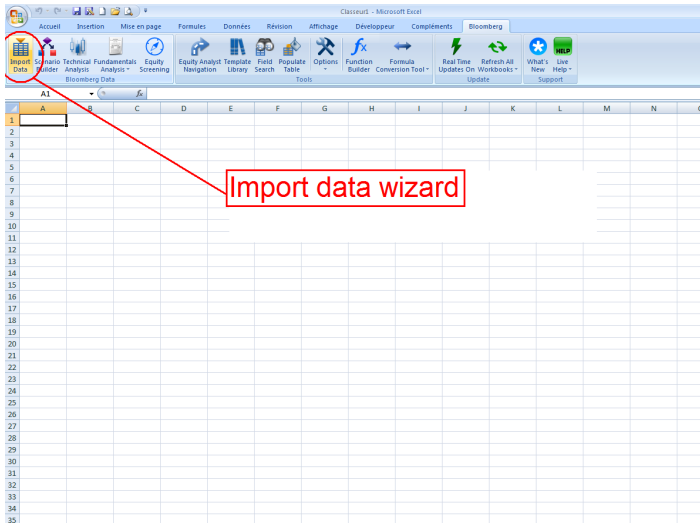
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The image shows a screenshot of the Microsoft Excel interface. The ribbon is set to the 'Bloomberg' tab, which is circled in red. A red arrow points from this tab name to a red-bordered box in the center of the spreadsheet area containing the text 'Bloomberg tab'. The spreadsheet grid shows columns A through O and rows 1 through 35. The 'Bloomberg' tab is the active tab, and the ribbon displays various options related to Bloomberg data, such as 'Renvoyer à la ligne automatiquement', 'Standard', 'Mise en forme conditionnelle', 'Mettre sous forme de tableau', 'Styles de cellules', 'Supprimer', 'Format', 'Cellules', 'Insérer', 'Σ', 'Trier et filtrer', and 'Éd'.

Demonstration of Import data wizard



Demonstration of Import data wizard

The screenshot shows the Bloomberg Data Wizard dialog box in Microsoft Excel. The dialog box is titled "Bloomberg Data Wizard" and has a "Select data type:" section. There are four options, each with an icon and a label:

- Market, Reference, Analytical, Data Sets**: Represented by a grid icon with a green arrow pointing down. A red box highlights this option, with a red arrow pointing to a red box labeled "Current data".
- Historical End of Day**: Represented by a calendar icon showing the number 14. A red box highlights this option, with a red arrow pointing to a red box labeled "Hist. data".
- Historical Intraday Bars**: Represented by a globe icon.
- Historical Intraday Ticks**: Represented by a globe icon with a small bar chart.

At the bottom of the dialog box, there are buttons for "Cancel", "< Back", "Next >", and "Finish". The background shows the Excel interface with the "Bloomberg" ribbon selected.

Demonstration of Import data wizard

Enter security or securities of interest

click next

Demonstration of Import data wizard

Enter fields of interest (price, bid/ask, balance sheet data, and much, much more)

Bloomberg Data Wizard - Most Recent - Step 2 of 3 - Create a list of fields

Field source: Bloomberg Fields

Search text: Debt ratio

Filter: Asset Class

Display values for: Select...

Selected fields:

- Last Price
- Bid Price
- Beta
- Debt To Market Cap Ratio

Categories	List	Favorites	
Type	Name	Mnemonic	Value
	Debt To Market	DEBT_TO_MKT_CAP	
	Real Debt Expe	IS_REAL_DEBT_EX	
	Live Long Term	LIVE_LT_DEBT_TO	
	Live Total Long	LIVE_LT_DEBT_TO	
	Live Long Term	LIVE_LT_DEBT_TO	
	Effective Fixed	EFF_FIX_TO_VAR	
	ARD Debt Servi	ARD_DEBT_SERV	
	ARD Ref Real	ARDR_REAL_DEBT	
	ARD Ref Debt	ARDR_DEBT_TO_E	

Also available as Historical field
* Calculated as (Short Term Debt + Long Term Debt)/Market Capitalization.

More field details

Add Add All Add To Favorites Remove Remove all

Cancel < Back Next > Finish

Demonstration of Import data wizard

The screenshot shows the Microsoft Excel interface with the Bloomberg Data Import wizard. The 'Tools' ribbon is active, and the 'Import Data' button is highlighted. The spreadsheet displays the following data:

	PX_LAST	PX_BID	EQY_BETA	DEBT_TO_MKT_CAP
GOOG US Eq	624.18	623.56	0.95250356	0
F US Equity	18.65	18.65	1.38811851	3.988223

Click finish and get desired data

Excel functions

The two most important excel-bloomberg functions:
=BDP() and =BDH()

=BDP()

=BDP() stands for “Bloomberg Data Point”, and is used to obtain all kinds of contemporary data about securities on Bloomberg.

Syntax:

=BDP('security', 'field')

The screenshot shows the Microsoft Excel interface with the Bloomberg Data tab selected. The formula bar displays the formula `=BDP(A2,B1)`. The spreadsheet data is as follows:

	A	B	C	D	E
1		PX_LAST			
2	GOOG US EQUITY	=BDP(A2,B1)			
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					

Red arrows indicate that the text "security" points to cell A2 and "Field" points to cell B2.

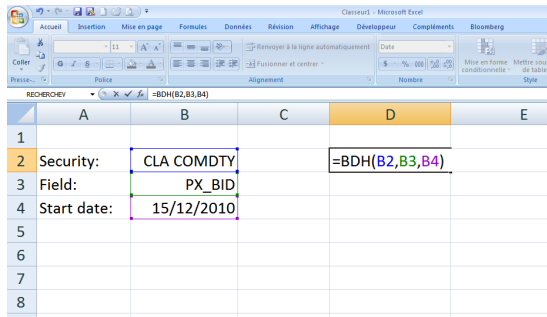
	A	B	C	D
1		PX_LAST		
2	GOOG US EQUITY	624.18		
3				
4				
5				
6				
7				
8				
9				

=BDH()

=BDH() stands for “Bloomberg Data History”, and is used to obtain all kinds of historical data about securities on Bloomberg.

Syntax:

=BDH('security', 'field', 'start date', 'end date')



The screenshot shows the Microsoft Excel interface with the following data in the worksheet:

	A	B	C	D	E
1					
2	Security:	CLA COMDTY		=BDH(B2,B3,B4)	
3	Field:	PX_BID			
4	Start date:	15/12/2010			
5					
6					
7					
8					

The formula bar at the top shows the active cell contains the formula: `=BDH(B2,B3,B4)`.

Casseur1 - Microsoft Excel

Accueil Insertion Mise en page Formules Données Révision Affichage Développeur Compléments Bloomberg

Calibri 11

Coller

Police

Alignement

Date

Mise en forme conditionnelle

Mettre sous forme de tableau

Styles de cellules

Insérer

Supprimer

Format

Trier

filtre

Cellules

D2 =BDH(B2,B3,B4,"cols=2;rows=24")

	A	B	C	D	E	F
1						
2	Security:	CLA COMDTY		15/12/2010	88.96	
3	Field:	PX_BID		16/12/2010	88.5	
4	Start date:	15/12/2010		17/12/2010	88.68	
5				20/12/2010	89.22	
6				21/12/2010	89.99	
7				22/12/2010	90.62	
8				23/12/2010	91.38	
9				24/12/2010	91.38	
10				27/12/2010	90.79	
11				28/12/2010	91.27	
12				29/12/2010	90.98	
13				30/12/2010	89.66	
14				31/12/2010	91.35	
15				03/01/2011	91.5	
16				04/01/2011	89.28	
17				05/01/2011	90.47	

Navigation icons: back, forward, search, etc.

How to get help:

- If at the Markets Room, ask an operator, there is always one present
- Press <HELP>key once to access help pages on a topic
- Press <HELP>key twice to chat with Bloomberg help desk

Useful/Often-used functions

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- TOP <GO>: Top news for the day, by order of importance
- ECO<GO>: Important economics releases calendar
- CHEAT <GO>: Cheat sheets of Bloomberg functions in pdf
- GP <GO>: If on the page of a securities, graph its price time series

People profile

Practice

Build an excel spreadsheet to find the price, dividends per share and Beta of Brazilian oil companies.