

WHAT IS IT?

Bloomberg is an online financial service providing data and analysis for global securities markets. The markets covered include: government and corporate bonds, mortgage, money-market, stock market indices, currency (spots, futures, options on over 100 currencies), commodities and equities.

Bloomberg collects data for 3.7 million securities across all markets worldwide. The database provides quotes and technical analysis of U.S. and international securities.

Use Bloomberg to find nearly any type of financial data, including equities, fixed income, indices, commodities, currencies, and more. Bloomberg provides access to leagues tables for underwriters of equities, fixed income, and mergers & acquisitions.

HOW DO I ACCESS BLOOMBERG?

Only at the dedicated terminal in the Library Level 3.

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HOW TO USE BLOOMBERG

Bloomberg is a menu-driven database. Searching involves a combination of the Yellow Market Sector keys, the Green Action keys, and following the menus step-by-step.

Keyboard

The Bloomberg keyboard is customised, and colour coded to quickly access the information.

Yellow keys

The yellow keys represent market sectors – government, corporate, mortgage, money market, municipals, preferred, equity, commodities, index, currencies, and client.

Green keys

The green keys are action keys which execute your commands use: **Go** to activate a function.

Menu to return to the previous menu screen

Page Back and **Page Fwd** to navigate within a report

Help for explanations of the display

Help Help to email the Bloomberg Help Desk

HOW TO PRINT

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Print prints the screen display

Type the number of pages to print, then **Print** for a multi-page report.

SEARCHING BLOOMBERG

You can search Bloomberg by

1. following the general market sector menus (**Yellow keys**)
2. type in any term and press the **Help** key
3. Using the Bloomberg mnemonics to shortcut any function

EXAMPLES

EXAMPLE 1

Finding Australian Treasury bonds by following the menus

Select **Govt Go**

Select **1 Finding and creating securities Go**

Select **1 TK ticker symbol look up**

Select **Australia**

Select bond

EXAMPLE 2

Find the historical share prices for Southcorp

Type Southcorp **Help**

Select **10 Companies: Equity & Debt**

Select **Southcorp Ltd**

Select **10 All company information**

Select **4 Historical prices**

EXAMPLE 3

Find the historical share prices for Southcorp using Bloomberg's mnemonic shortcuts

Type SRP AU **Equity HP Go**

SOME COMMONLY USED SHORTCUTS IN THE EQUITY MENU

DES	Overall description of the company including stock data, ratios, corporate details, and major shareholders
HP	Historical share prices
GP	Historical price graph
BETA	Historical Beta
COMP	Comparative return analysis. Compares the stock price of one or two equities and an index.
RV	Relative Value Analysis. Compares the company with others in the same industry
FA	Financial Analysis
TRA	Total Return Analysis
WACC	Weighted Average Cost of Capital