Introduction to Bloomberg

Getting Started

Bloomberg is a platform designed for financial professionals that provides real-time and historical market data, news, and analysis.

RBD Library's Bloomberg Station consists of one terminal that is dedicated solely to using Bloomberg. Other Bloomberg terminals are available to students, faculty, and staff of the Raymond J. Harbert College of Business and can be found in Lowder Hall.

Creating an account

1. Start by hitting **<GO>** to get to the login screen
2. Click on **Create a New Login**
3. Fill out the form to create your own account, including a username and password.
4. Keep your cell phone handy. Bloomberg will text you a log-in authentication code that you will need to complete your account creation.
5. Once you have submitted the form, you will receive a text almost immediately.

Navigation

Bloomberg has somewhat unique functionality that relies on shortcuts & mnemonics typically entered on a specialized Bloomberg keyboard. It is largely a standard keyboard with specific commands marked by the colored buttons on the keyboard. The Green, Yellow, and Red keys will all be used frequently.

RED KEYS
<CANCEL> Use this key to start over.

GREEN KEYS
Green keys are action keys. They tell Bloomberg that a request has been made.

<ENTER/GO> works like the 'enter key' - Hit it to activate any function.
<NEWS> brings up the headlines that are archived indefinitely.
<MENU> takes you to the **MAIN** menu or returns to previous menus (much like a "go back" button).

YELLOW KEYS

Yellow Keys define the markets. Every financial instrument or index in Bloomberg is accessed by using a ticker symbol and followed by a yellow market sector key (e.g., MSFT <EQUITY>)

<CMDTY> Commodities, futures, options, spot rates
<CORP> Corporate debt
<CRNCY> Spots, futures, options, forex on over 100 currencies
<EQUITY> ADRs, mutual funds, rights, stocks, options, warrants
<GOVT> Worldwide sovereign and agency securities
<INDEX> Global equity indices, economic indices
<LAW> Legal, regulatory and compliance information
<M-MKT> Continuously issued and short-term dated paper
<MTGE> Mortgage markets instruments
<MUNI> U.S. municipality issued debt

The Basics

Bloomberg is largely a command and mnemonic driven database. This means that you have to enter commands in a certain format, and that there are "codes" (or mnemonics) to get specific pieces of information. Typically you will have 4 available screens to work from (although more can be added). Select any one of these windows and you can get started.

The format Bloomberg prefers is basically the security identifier (usually a ticker) followed by the market (e.g. Equity, Commodity, Currency, Treasury). Use the Yellow keys to select the Market.

TICKER -> <Market Sector> -> <GO>

GOOG -> <EQUITY> -> <GO>

This will take you to that security's Main Menu. You can then use the mouse to explore for the information you want.

As you learn the "codes" it will become much faster to go directly to a certain piece of information rather than search through the menu. You can add a code at the end of the command line to go to that piece of information directly. For Financial Analysis it looks like this:

GOOG -> <EQUITY> -> FA -> <GO>

Auto-Complete

If you do not know the Ticker for example, you can start typing in the Company Name, and Auto-complete will give you a number of options to select from. For example, if you start typing in Corning (do not hit <GO>), a drop down list will appear giving you the name of securities with Corning in the Name (in this case GLW US Equity is the main page for Corning).

You can also use Auto-complete to figure out some of the codes. For example GOOG <EQUITY> P/E will give you several options for viewing the Price to Earnings ratio for Google.

Bloomberg Help Options

Within Bloomberg there are three help options to be aware of:

1. **If you come across a concept that is unfamiliar, you can type in the name of that concept then <Help> and you will be taken to a description for that concept.** For example:

   Beta <HELP>

   Will take you to a definition of Beta and a description of when it is used and its significance.

2. **At any data screen hit the <HELP> key to invoke detailed help on the specific function.** For example: If you are looking at the Mergers and Acquisitions page (**MA <GO>**), hit **<HELP>** to learn more about the Mergers and Acquisitions information on this page.

3. **For more complicated questions, you can seek out live help with a Bloomberg Representative.**

   <HELP><HELP>

   Will bring up a live chat screen where you can ask a question and a Bloomberg Rep will respond (usually pretty quickly) with an answer.

Downloading from Bloomberg

You can import information from Bloomberg into an Excel spreadsheet by opening Microsoft Excel, selecting the Bloomberg menu, and clicking Import Data. Within Bloomberg, you can type BBXL **<GO>** to learn more about Bloomberg and Excel.

Sending an Email from Bloomberg

To email a screen shot of a particular screen, type GRAB <GO>. You can also select Grab from the Export menu at the top of the page.

What else is available?

This tutorial only scratches the surface of Bloomberg's capabilities. There is a customizable Launchpad (**BLP <GO>**) that allows you to easily view real time financial data, news and charts for several securities all at once. There are features in Excel that allow you download large quantities of data and to view historical financial data. You can easily customize just about any data in Bloomberg that appears in an amber box. There are ways to export data, there are detailed premade templates for more advanced financial data, and there are several options for visualizing data.

Select Bloomberg Functions & Definitions for:

Equity Idea Generation & Portfolio Functions

MA <GO>
Displays current and historical merger and acquisition (M&A) details for public & private transactions. (click on mergers and Acquisitions Search)

LEAG <GO>
List underwriter/legal adviser ranking.

ECDR <GO> Monitor initial public offerings and secondary equity offerings to analyze how to raise capital and gauge market receptiveness.

ECO <GO>
Display, customize and manage multiple economic calendars by region/country/ event on a historical, current or upcoming basis.

ECST <GO>
Display current and historical economic statistics for selected nations.

BBEA <GO>
Displays a menu for earning analysis related news. Find earnings surprises and trends from selected countries.

N <GO>
The front page for all news options.

BBSA <GO>
A search for analyst research including recommendations, rating changes.

WEI <GO>
Compare regional indices against one another and determine current and historical levels.

WPE <GO>
Displays price/earnings ratios and dividend yields of benchmark equity indices from around the world.

MOST <GO>
Displays the day's most active stocks by volume, the leading advancers and decliners by percentage or net/gain loss, and stocks with the most value traded.

MOV <GO>
Analyze stocks that drive movement of a selected index to determine which stocks are under or over-performing compared to the index.

EMI <GO>
Monitor current market information in global equity markets.

SPX <INDEX> GRR GRR ranks returns of all industry groups in a selected index during a specific time. Substitute the index symbol SPX with any index you wish to dissect.

PRTU <GO>
Displays a list of portfolios that you have created and shared portfolios.

PFST <GO>
Update, create, or delete a portfolio.

PLST <GO>
Display a list of your portfolios

RVP <GO>
Perform a customized peer group analysis to benchmark the company's performance against industry. After choosing the portfolio or equity or index, type RVP at the cursor and hit <GO>

EQS <GO>
Screen for equity based on variety of criteria.

Shortcut mnemonic for accessing main page of a security directly

MSFT US <EQUITY> <GO>

Select Bloomberg Functions & Definitions for:

Fundamental & Technical Analysis

Choose a company or security first and then type these functions

Shortcut Example: MSFT US \<EQUITY\> FA \<GO\>

BRC \<GO\>
Search and display research reports, news stories and multimedia.

EVTS \<GO\>
Display corporate events information for a variety of companies. Use for earning announcements.

EE \<GO\>
Display Bloomberg's earnings projections, and third party projections.

EM \<GO\>
Compare reported data items with future estimates in an easy format.

GUID \<GO\>
Evaluate a company's own estimates in one comprehensive view.

RV \<GO\>
Perform customized peer group analysis to benchmark a company's performance or capital structure against the industry.

FA \<GO\>
Evaluate a company's financials in one comprehensive and customizable view that is easier to chart and analyze.

CH \<GO\>
Use CH to display the financial history for a specific company.

BQ \<GO\>
Display a composite overview of key price and trade data, fundamental information, and news for a selected equity.

CF \<GO\>
Search for corporate filings by basic and advanced search criteria.

DVD \<GO\>
Display information about a selected security's dividend/split history.

FINL \<GO\>
Displays information on analytics, documentation and training related to equity fundamentals product.

GPO \<GO\>
Bar Chart - Graph high, low, open, and closing historical prices and two moving averages for a selected security.

GPC \<GO\>
Candle Chart - Graph high, low, open, and closing historical prices and two moving averages for a selected security.

CNDL \<GO\>
Candlestick graph of historical prices and pattern formations for a selected security.

GEG \<GO\>
Display a menu of sample graph worksheets

G \<GO\>
Create and maintain customized technical charts for specific securities.

Select Bloomberg Functions & Definitions for:

Fixed Income Idea Generation & Credit Analysis

TOP \<GO\>
Display top Bloomberg news headlines for stories from market sectors around the world.

FOMC \<GO\>
Display announcements and policy changes carried out by the Federal Open Market Committee (FOMC).

NIM \<GO\>
Monitor new bond and equity offerings and analyze how to raise capital in the market place.

SRCH \<GO\>
Search Bloomberg's fixed income database so that you can find bonds that best meets your investment needs.

CDSD \<GO\>
Set up curve preferences for par credit default swap spread curves.

ECO \<GO\>
Display, customize and manage multiple economic calendars by region/country/event on historical, current or upcoming basis.

\<GOVT\> \<GO\>
The yellow sector key that takes you to the main menu of all government security functions.

YCRV \<GO\>
Display bond, money market, swap, municipal fair market, or corporate fair market yield curves that you can use for relative value comparisons on both a current and historical basis.

FWCV \<GO\>
Analyze projected forward rates for fair market curves, interest rate swap curves, and government curves.

NI CRA \<GO\>
Search and display news stories, research reports, and multimedia presentations on corporate and country debt ratings.

NI DRA \<GO\>
Search and display news stories, research reports, and multimedia presentations on bond and loan ratings.

RATC \<GO\>
Display a list of current and historical credit ratings for various issuers.

RELS \<GO\>
Overview of a company's capital structure including detailed company description.

CF \<GO\>
Search for corporate filings by basic and advanced search criteria.

DDIS \<GO\>
Display maturity distribution of outstanding debt and loans for a selected issuer.

WCDS \<GO\>
Monitor current values and changes to credit default swap spreads and compare issuers' historical spreads or term structure of interest rates.