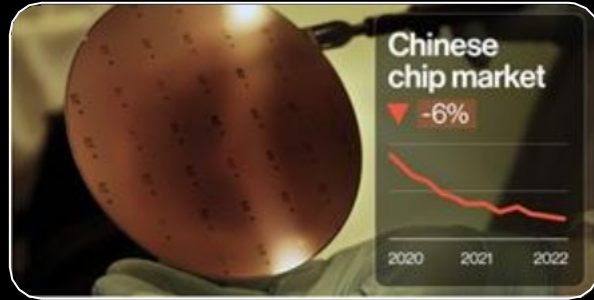




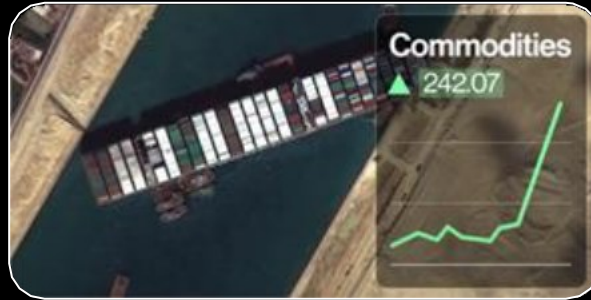
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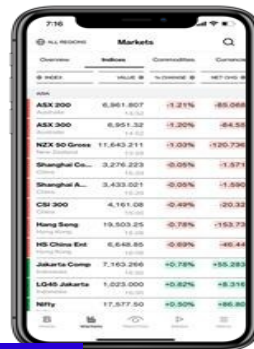


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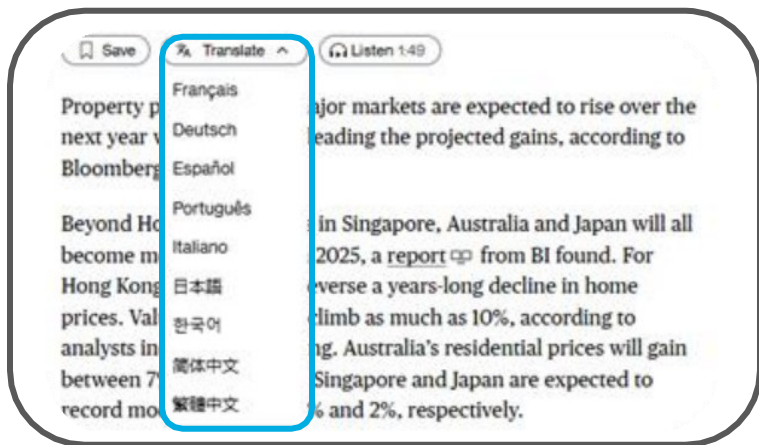
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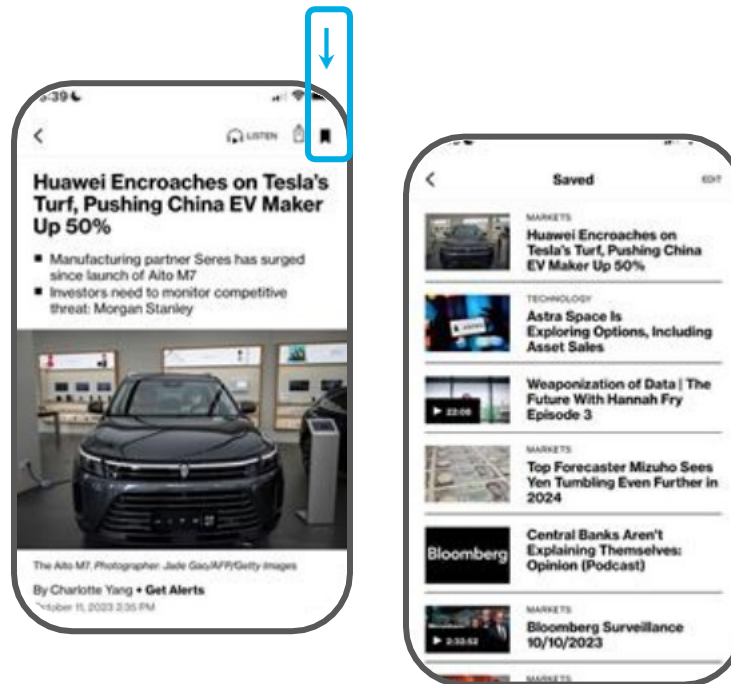
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John Authers is a senior editor for markets and Bloomberg Opinion columnist. A former chief markets commentator at the Financial Times, he is author of "The Fearful Rise of Markets."

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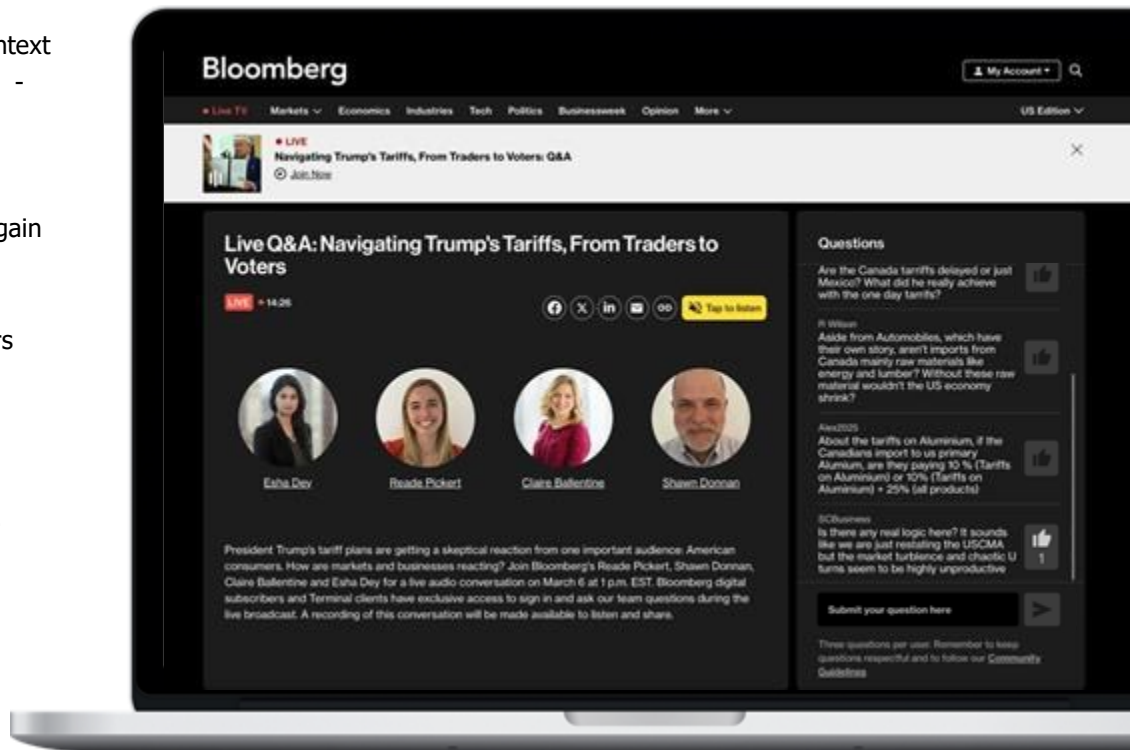
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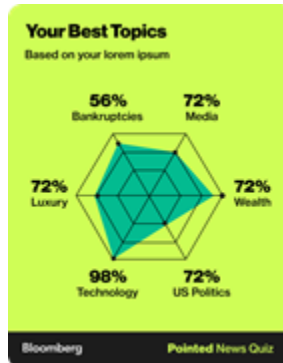


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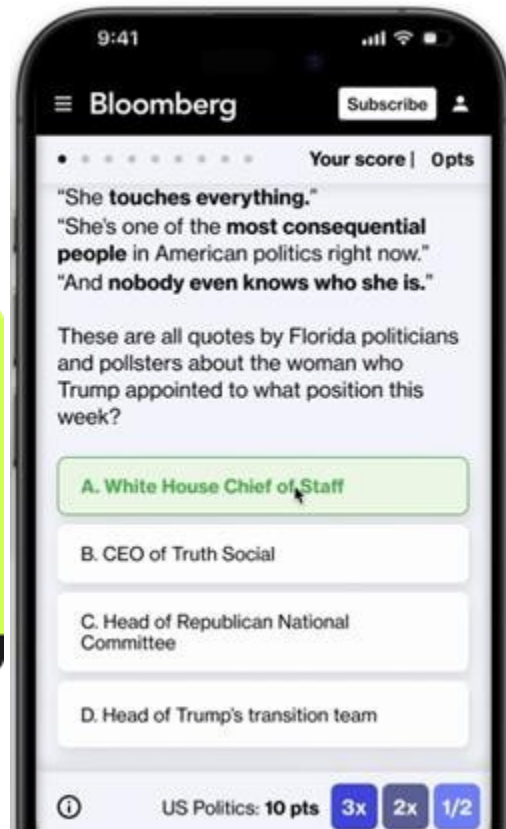


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Economics | Trade

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China now produces more than half of the world's cargo ships by tonnage, up from just 5% in 1999. Photographer: Gita Shery/Bloomberg

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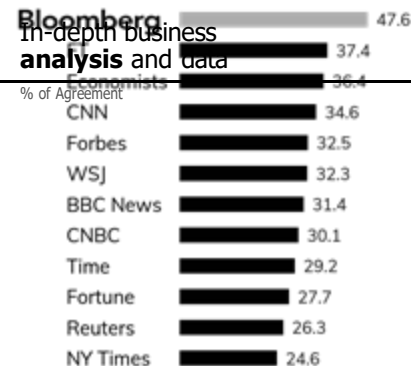
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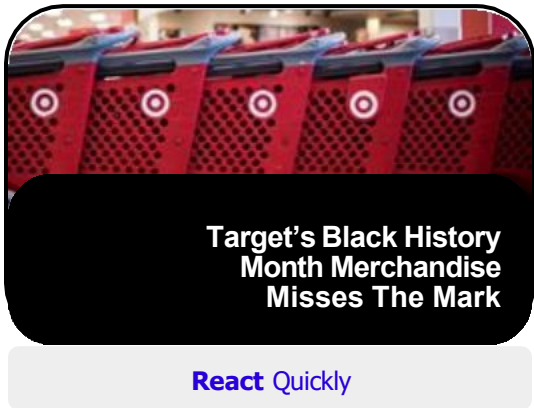
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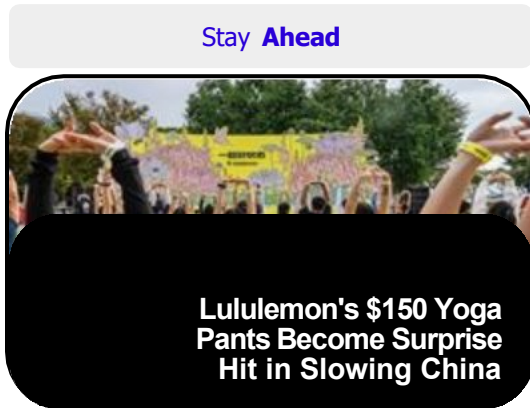


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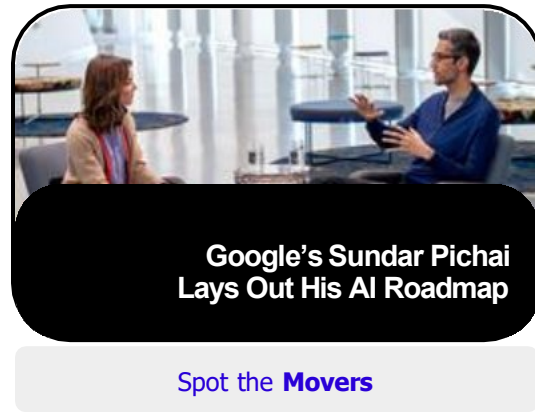
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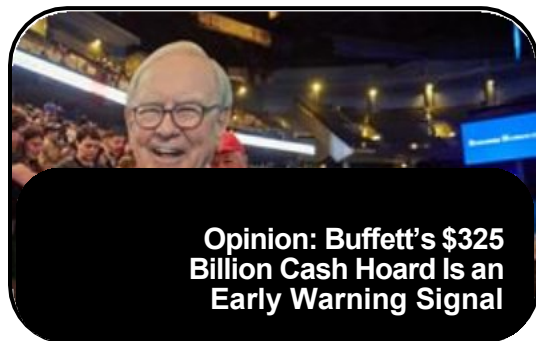


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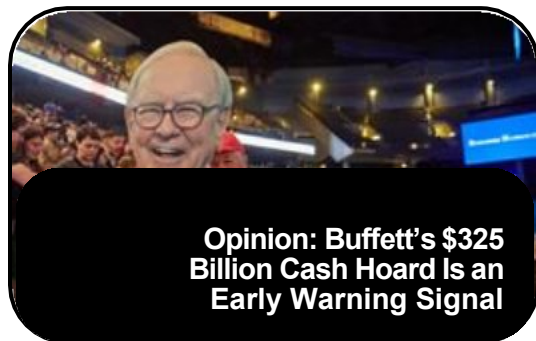
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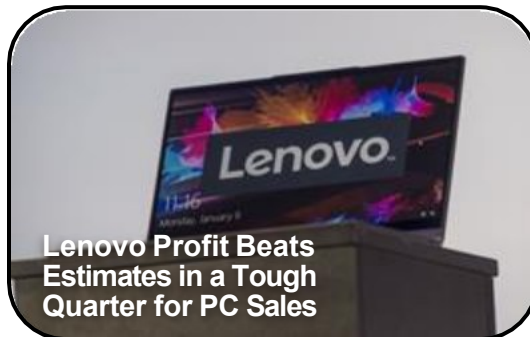


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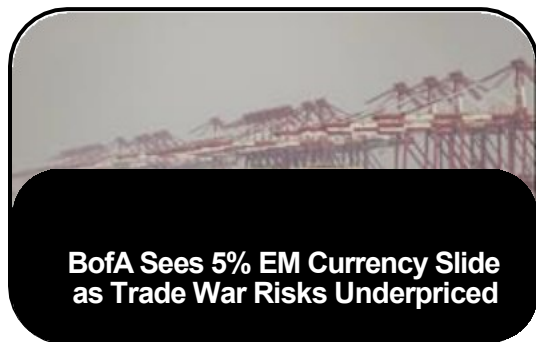
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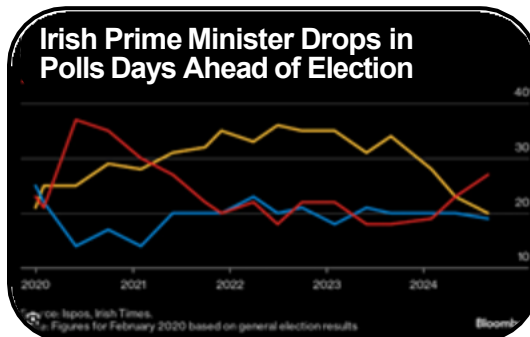
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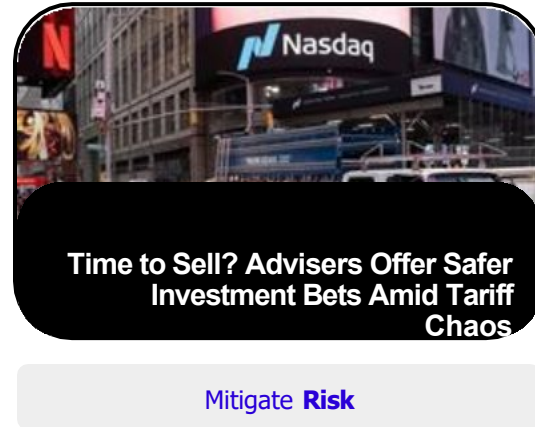


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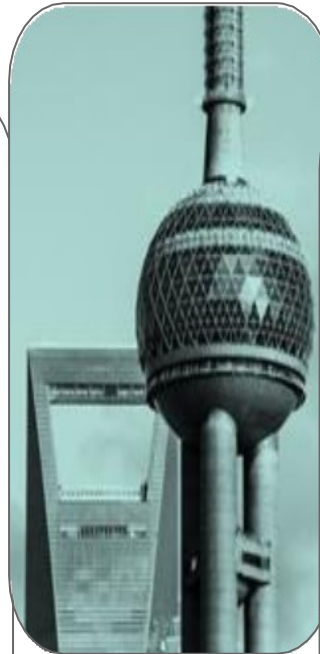
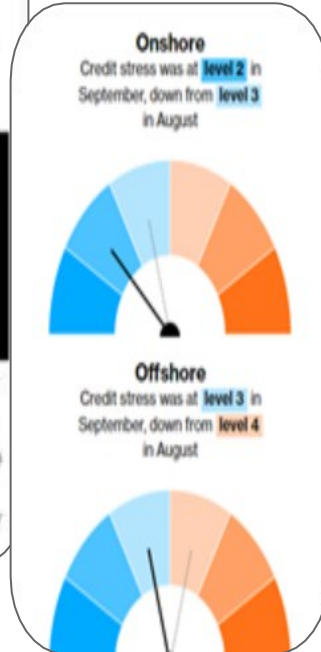
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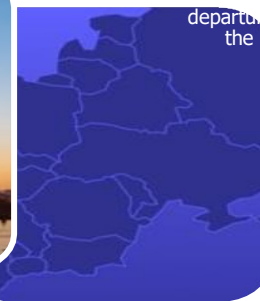
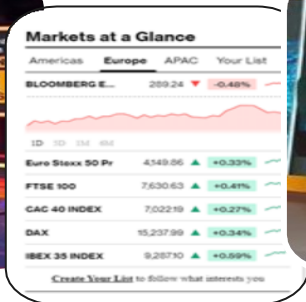
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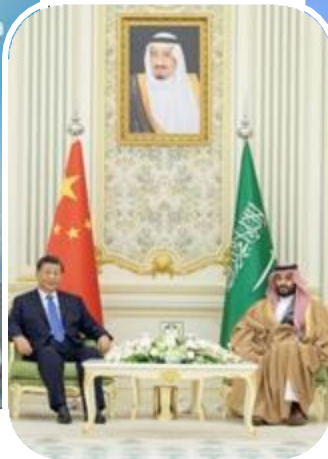
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Unrivalled coverage of the region's leaders, policies and international relations, and the effects on global markets.



Industries

[Transport](#)

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What businesses and innovations will propel Gulf States further forward? How will legacy industries cope? We cover the topics key to those answers.



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The destination for financial news across Latin America

Bloomberg LatAm: Cross industry coverage of breaking news, paired with analysis to spur important conversations in this center of the region's increasing economic importance



\$3.2B

Argentina's tourism revenue in 2023, a figure under threat from surging annual inflation of ~300%

28.8%

LatAm local currency bond returns in 2023. The best performing Emerging Markets (EM) sector.

Daybreak: América Latina Daily Podcast

Le entregamos todo lo que necesita saber para comenzar el día. Esto es Bloomberg Daybreak para quienes escuchan en América Latina y en todo el mundo.

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Climate news and data-driven insights covering the latest in science, environmental impacts, zero-emission tech and green finance.

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51%

of Mexico saw severe or extreme drought in early 2024, with 1/3 lacking daily water access

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6

Of the world's Top 10 performing economies are forecast to come from Sub-Saharan Africa in 2024

4.9%

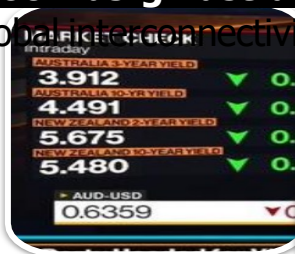
East Africa's expected GDP growth in 2024 - the highest region on the continent

65%

Expected rise in Africa's millionaire population by 2034

The leading destination for business and financial news in Australia

Bloomberg Australia: We cover the world's 12th largest economy as it navigates increasing global interconnectivity, changes to traditional sectors and bold energy transition plans



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[Climate](#)
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High on 'Standout'
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the globe

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nation's leaders, policies
and international relations,
and the effects on global
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Potential Tariffs on
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Our annual ranking of the
best business school
looks at Canada's top
performing institutions and
their standing among the
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1.3%

Projected % of GDP
spent on defense in
2024. Short of the
2% NATO target.

CAD slid
more than 6%
in 2024,
underperforming
peers.

c\$483

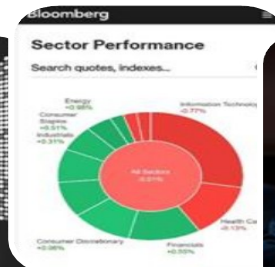
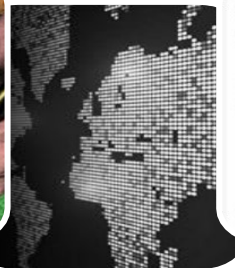
Estimated cost of
Vancouver hosting 7
World Cup 2026
matches.

Content by Topic

B

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Bloomberg News the definitive chronicle of capitalism, capturing everything that matters in global business and finance.



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The most tumultuous time for credit since the GFC

Credit & Distressed Debt: With probabilities of default spiking across the space, institutions can no longer rely solely on traditional models, ratings or fundamental data for their forecasts.

\$40TN

Estimated private
credit market
growth by 2030



Markets

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Subscriber Only

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Deals

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FICC FOCUS

Latest

Weekly podcast on fixed income, credit, currencies, and commodities.



The Everything Risk with Edward Harrison

Subscriber Only

Unpack the web of risks for consumers and investors in the shifting markets landscape.

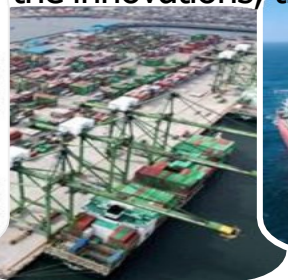
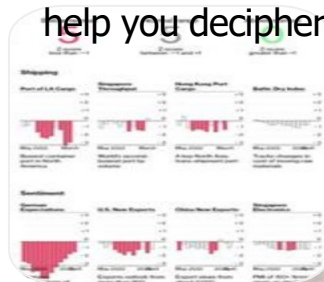


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Reviews the top credit news of the week and looks at the week ahead, with in-depth research of the most important corporate sectors, trends and themes.

Coverage of *all* factors affecting the **supply chain**.

Supply chains drive global trade, and therefore global markets. Our news and insights help you decipher the innovations, the chokepoints and the opportunities within.



3B

60%
duties on Chinese
imports under
Trump
administrati

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[Preview](#)

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The global automotive market is shifting gears.

Auto Industry: From autonomous driving to electric-powered vehicles and expedited production, manufacturers are altering their business models and product portfolios to meet consumer demands and Bloomberg is dedicated to covering all aspects of the sector's transformation.

89%

of Norway's
vehicle sales are
Electric Vehicles

US Automobile Industry Faces High Sourcing Risk, Fed Study Finds

- Aerospace and computer equipment industries also vulnerable
- Auto semiconductor's hard to substitute can cause snags



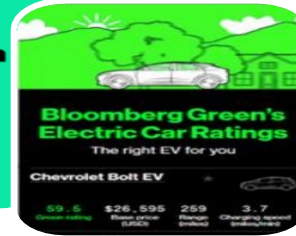
Workers on the Ford F-150 Lightning production line at Ford Motor Body Electric Vehicle Plant in Shelby Township, Michigan. Photo: Peter J. Brinkman/Bloomberg



Bloomberg Switched On



Mark Taylor
& Dana Perkins



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Trade, energy and climate policy (to name a few) influence the industry daily. Bloomberg is uniquely positioned to monitor all sectors to help chart where Auto is headed.

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\$100k

Bitcoin value post the US presidential election



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The essential read on the crypto universe.

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Chronicling the ongoing regulation - and the crypto industry's response - as governments globally and early pioneers grapple with trends in this space.

Technology

Explaining the underlying technologies powering crypto, along with their "mainstream" applications, where the money is flowing and the effect on major sectors and capital structures globally.

[Type here]

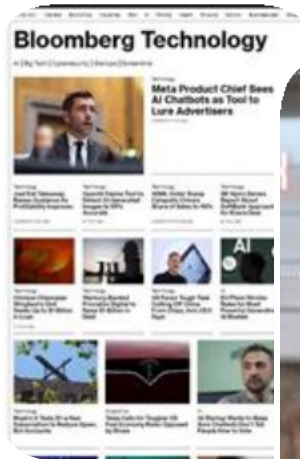
Tech is no longer an industry, it's every industry.

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3B

\$200^{BN}

Tech Giants' forecasted spending for AI in 2024



/technology

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Bloomberg Technology

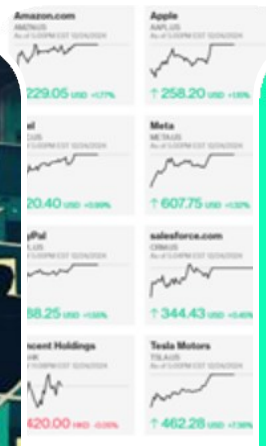
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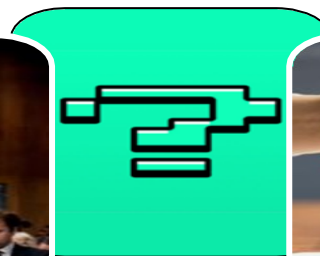
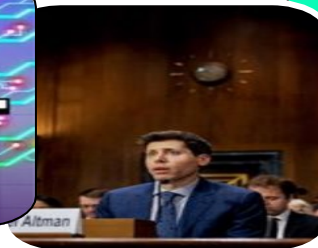
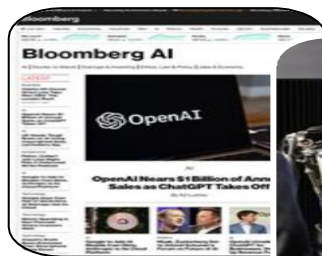
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Our intersectional approach looks at the full spectrum of A.I. issues impacting global business.

\$1.3^{TN}

Generative AI's
forecasted market
size by 2032 per
Bloomberg
Intelligence



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Understanding AI How can business leaders and consumers use AI? Bloomberg will demystify the topic through data and in-depth reporting

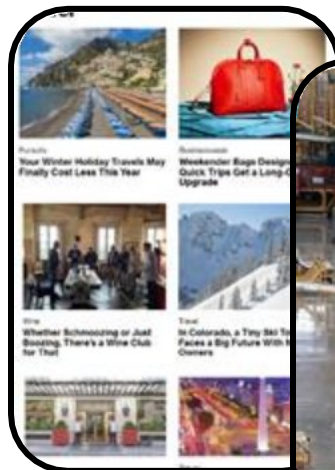
potential promise & perils.

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from around the world.

Coverage of the forces influencing travel &

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/travel

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3B

80%

of modern leaders believe that businesses have the power to change the world



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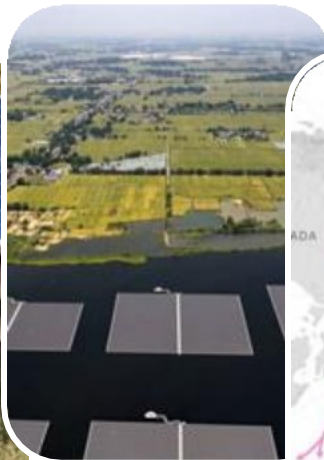
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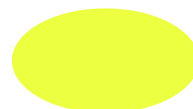
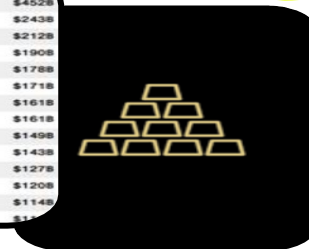
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To be transferred to
Gen X and
millennials from
baby boomers
through 2045.



Rank	Name	Total net worth
1	Elon Musk	\$452B
	Jeff Bezos	\$243B
	Mark Zuckerberg	\$212B
	Larry Ellison	\$190B
	Bernard Arnault	\$178B
	Larry Page	\$171B
	Sergey Brin	\$161B
	Bill Gates	\$161B
	Steve Ballmer	\$149B
	Warren Buffett	\$143B
	Michael Dell	\$127B
	Jensen Huang	\$120B
	Jim Walton	\$114B
	Rob Walton	\$111B



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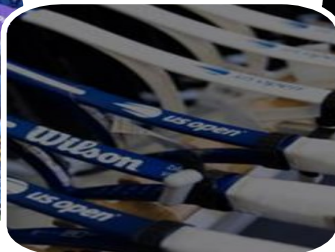
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¥64bn

Estimated tourism + merchandise impact of Shohei Ohtani's move to MLB.

\$300bn

spent by Qatar to prepare for the 2022 FIFA World Cup

\$1bn

Amazon pays the NFL per year to host Thursday Night Football

The context behind everything affecting real estate

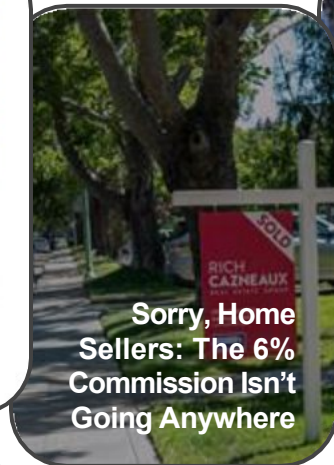
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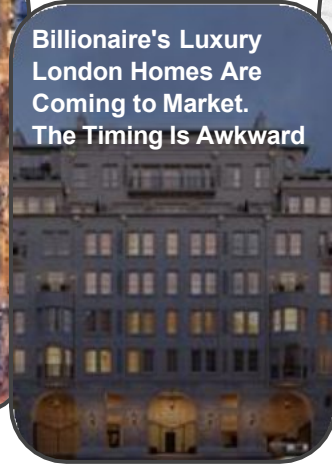
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5.5%
Expected fall on a US 30-year fixed mortgage rate in 2024 says readers

\$60bn
Size of the Blackstone Real Estate Income Trust

\$3tn
Global property that has debt set to mature through 2025

The context behind *and* ahead of consumer sentiment

Consumer Markets: Bloomberg covers more companies, industries and markets in more depth than anybody else, allowing you to identify opportunities *first*



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Inflation

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What goes up must come down ... or up again ... or possibly down soon. Understanding the global implications of central bank decisions has never been more important.

Supply Chain

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Preview

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Monitor and react to news on your company, competitors and industry. Ensure rapid response to breaking news to address issues or capitalize on positive developments

Policy & Regulation

Explore

Stay ahead of the global political landscape, China tariffs and the evolving regulations surrounding AI. Anticipate potential changes in policy that will directly affect your business.

11.7%
Expect more jobs to be available in 6 months - the lowest since 2011.
13 mths
That the Federal Funds Effective Rate has held above 5%

4x
The rise in tariffs on Chinese EVs into the US - from 25% to 100%

COVERAGE AREA HIGHLIGHT

Connecting sectors to chart where Healthcare is headed.

Bloomberg Healthcare: Hospitals *run* insurance companies, government policies impact *every* sector and life-science companies *fight* to stay current as tech start-ups use data to develop new products.



Bloomberg Health

explores critical areas – the Future of Medicine, Business of Drugs, Data & Disruption, Patients, Profits & Policy - to uncover what decision

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Prognosis

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Global Health Team

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US

EU

Opinion

APAC

\$10.9B

Total spend by
Bloomberg
2023 growth of
Pharmaceuticals ins.
past 12 months
contribution was
removed

+14%

Single day rise in
Moderna share price
after reported to be
trialing mRNA avian
flu vaccine

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and science — and what at how we got weight loss so
it means for you — from wrong — and whether there's
Bloomberg's global team of a better way forward.
health reporters.

health ramifications

[Health effects of bushfires](#)

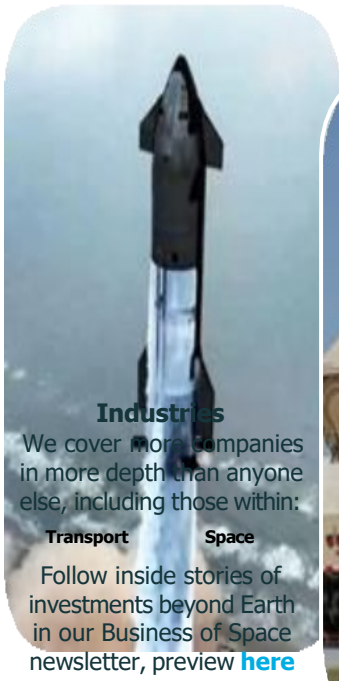
[PFAS Chemicals](#)

[Brain Research](#)

COVERAGE AREA HIGHLIGHT

The context behind everything affecting aerospace & defense

With global supply lines and political allegiances becoming ever more interconnected - promptly and clearly understanding what *has* happened, and what *could* happen next, has never been more important.

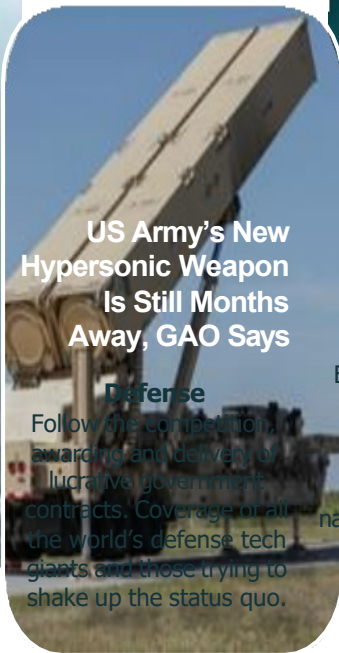


Industries

We cover more companies in more depth than anyone else, including those within:

Transport **Space**

Follow inside stories of investments beyond Earth in our Business of Space newsletter, preview [here](#)



US Army's New Hypersonic Weapon Is Still Months Away, GAO Says

Defense

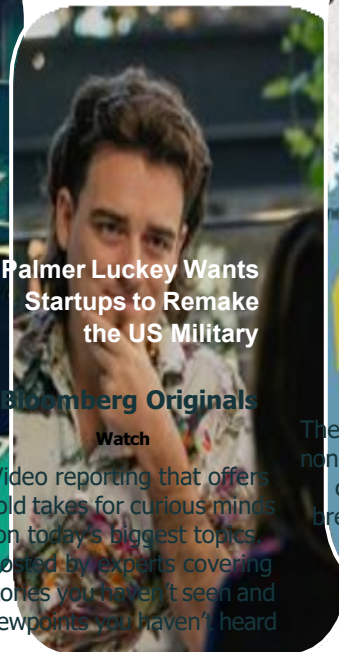
Follow the competition, awarding and delivery of lucrative government contracts. Coverage of all the world's defense tech giants and those trying to shake up the status quo.



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Politics

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0.9%

Projected rise in US defense discretionary spending in fiscal 2025

\$2.2tn

World defense spending in 2023. A new record.

[Type here]

*Q4 2023. Source article [here](#).



21.7%

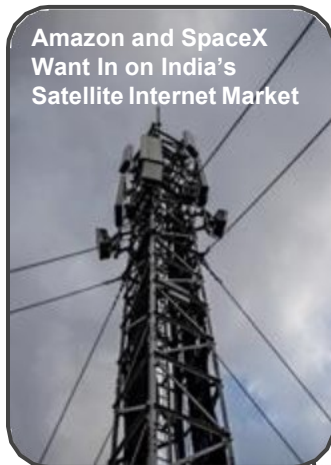
Annualized drop in
Israel's economic
output following
outbreak of war*

Context changes everything.

Coverage of *all* factors affecting **telecom**

Connectivity shapes our world; now, shape your company's future amidst regulatory shifts and rapid transformative tech advancements.

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Want In on India's
Satellite Internet Market



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Our indispensable destination for global insights on telecom's BIG 4 — Voice, Data, Internet, and Cloud.

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AT&T Says Data From 73 Million
Accounts Leaked on Dark Web

•Event hasn't had a material effect on operations, company
•Dark web data leak appears to be from 2019 or earlier



AT&T Inc. said that personal data from about 73 million current and former customers was leaked into the dark web, prompting it to reset 14 million account passwords.

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4.4%

Rise in Nokia shares as a result of news indicating end of 5G spending drought.

48%

Single year rise in HKBN shares after China Mobile Ltd's \$882 million takeover bid.

3%

Drop in AT&T shares after data from 73 million accounts leaked on dark web.

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Drop in the cost of solar power compared to a decade ago.



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17%

Drop in import of Mexican crude oil by the US from Feb to Mar as a result of Trump's tariffs.



/energy

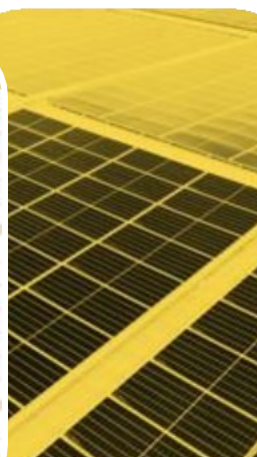
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Crude Oil & Natural Gas					
MARKET	LAST	PREV	CHANGED	PERCENT	
WTI Crude (Oil) (Wynad)	67.00	66.50	0.50	0.75%	
Brent Crude (ICE)	68.00	67.50	0.50	0.74%	
Crude Oil (WTI)	67.00	66.50	0.50	0.75%	
Natural Gas (WTI)	2.50	2.45	0.05	2.00%	
Refined Products					
MARKET	LAST	PREV	CHANGED	PERCENT	
WTI Gasoline (Wynad)	2.50	2.45	0.05	2.00%	
Heating Oil (Wynad)	2.50	2.45	0.05	2.00%	
Crude Oil (WTI)	67.00	66.50	0.50	0.75%	
WTI Gasoline (Wynad)	2.50	2.45	0.05	2.00%	
Emissions					
MARKET	LAST	PREV	CHANGED	PERCENT	
WTI Gasoline (Wynad)	2.50	2.45	0.05	2.00%	
Heating Oil (Wynad)	2.50	2.45	0.05	2.00%	
Crude Oil (WTI)	67.00	66.50	0.50	0.75%	
WTI Gasoline (Wynad)	2.50	2.45	0.05	2.00%	

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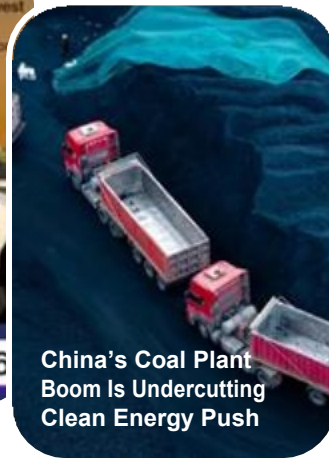
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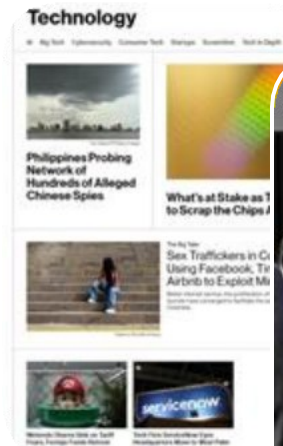
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\$450B

In commitments generated from the private sector to build factories on US soil as a result of the *Chips Act*.



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3B

\$8B

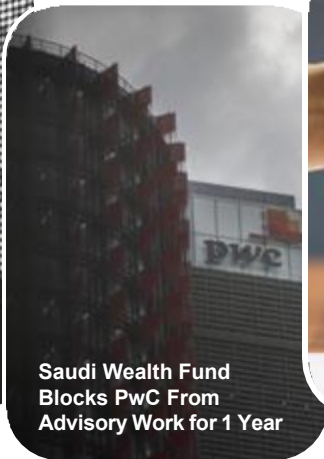
Secured in in capital commitments for a new real estate debt fund by Blackstone Inc. to seize on dislocations in the property market



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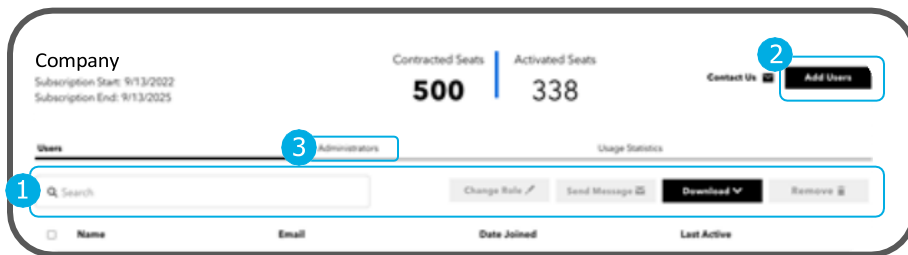


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- 3 Manage access rights for **multiple admins** quickly

Monitor and maximise employee use with transparency to how your subscription is helping drive the team.

Understand **how often** your team is utilizing their subscription 4

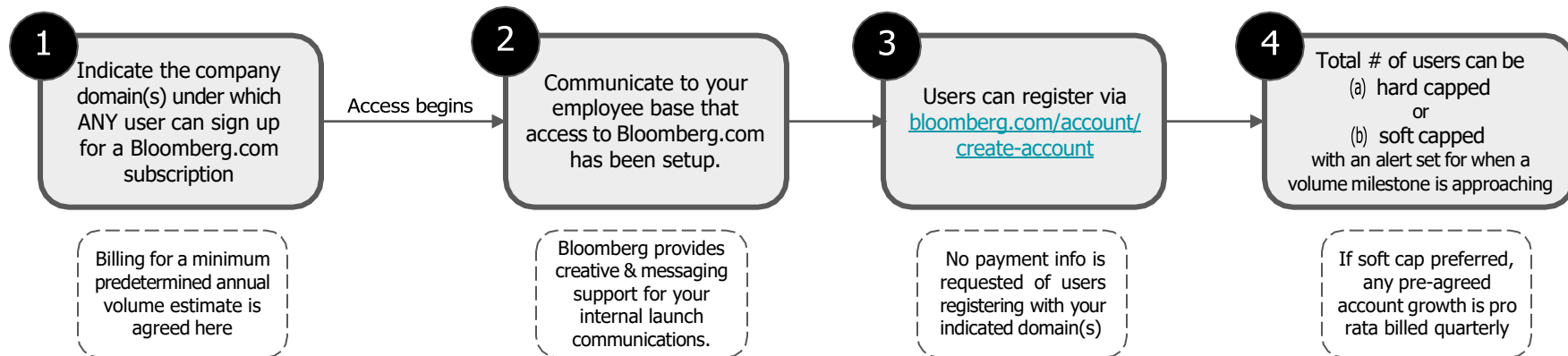
View the sections **most engaged** with 5

Be privy to your team's **most popular** articles 6



Allow List

grant the ability to begin a subscription to users who register with a valid corporate email domain(s)



Clients have seen the most success with **Allow Listing** when looking to minimize admin, while ensuring that the maximum amount of internal colleagues who crave Bloomberg.com have easy and quick access.

Single Sign On (SSO)

seamless access via your enterprise's login credentials

SSO is the industry standard and preferred method for large organizations.

Benefits

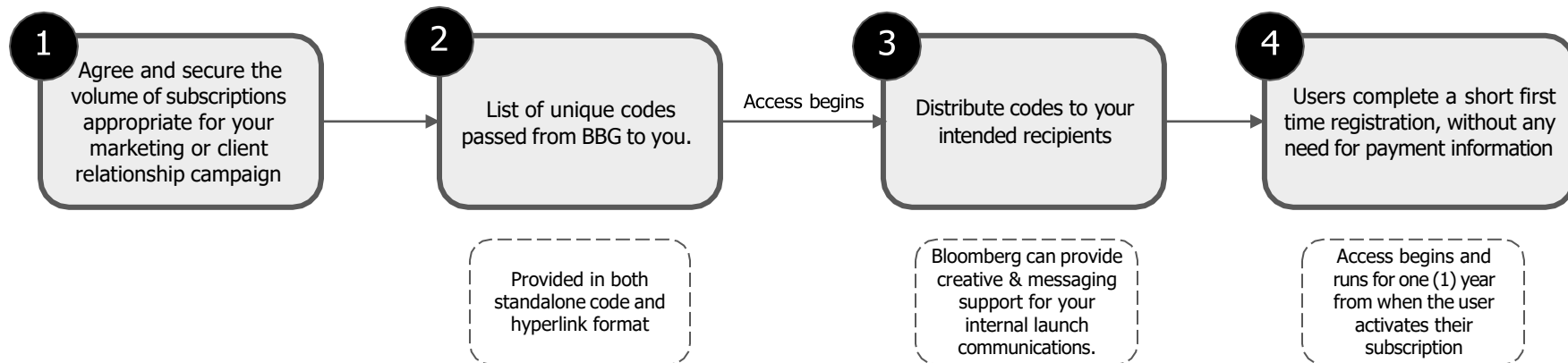
- tighter controls
- support for multiple protocols (SAML, OAuth, AuthO)
- support for Web, Mobile app, iPad app (aka platform agnostic)
- 1-time setup, then plug-n-play
- ability to grant access to only a subset of employees within an organization controlled by you
- eliminates need for manual list review, as login matches your organization's employee credentials



Clients have seen success with Single Sign On when looking to implement a seamless flow for their users, eliminating hassle and maintain the focus on diving into the world's leading business content.

Code Enablement

delivered for easy integration into your automated customer messaging



Clients have seen success with **Code Enablement** when looking to drive a high value action from their customer prospect pool or existing customer base. A low barrier to redemption directly correlates to maximizing uptake.

Give Bloomberg.com to your customers. A consumer premium your audience will value.



Offered as a **value-add**

Avoid the temptation to discount when chasing new customer acquisition. Instead build on your value proposition by adding a Bloomberg.com subscription to your sign up benefits.



Offered as a **thank you**

Retention of the customers you've already worked so hard to acquire is the most valuable effort you can make. Reinforce the investment in your customer's success by giving them a Bloomberg.com subscription when they reach a lifecycle milestone.

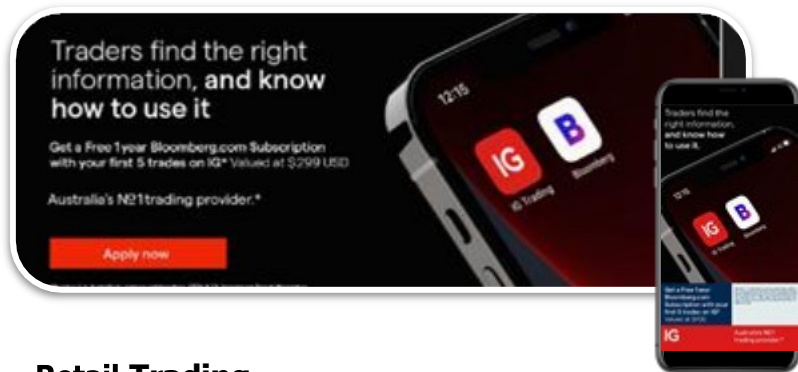


Offered as an **incentive**

Whether still a prospect, or already a customer who's become dormant - leverage a Bloomberg.com sub as a reason for your target audience to download that whitepaper, sign up to that newsletter or make their first trade after a period of inactivity.

You are looking to drive new customer **acquisition**, reward **loyalty**, or to affect a **high value action**.
Let's discuss how a Bloomberg.com subscription can impact that chosen KPI.

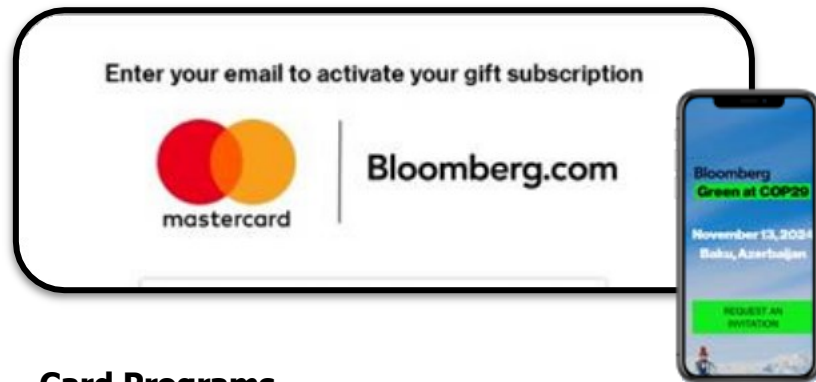
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Retail Trading

IG Markets sought to boost both their acquisition of personal retail traders in Australia, but also an identified high value action

Context changes everything.



Card Programs

among new users (# of trades). Using the incentive of a 1-year Bloomberg.com subscription reward for qualifying traders, IG provided value in

customer consideration phase as well as during the onboarding journey.

Campaign performance metrics confidential.

Mastercard leveraged Bloomberg.com subscriptions to reward loyalty and retention of their premium tier card clients in EMEA.

In addition, concierge assisted access to Bloomberg Live Event ticketing was integrated to provide not only digital access to news and insights, but opportunities for in-person attendance to our global leading events.

Campaign performance metrics confidential.

Private & confidential

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