



**3B** **BHARAT BOOK BUREAU**  
Your One-Stop-Shop for Business Information

Bloomberg  
Media

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# **Academic Access Solutions**

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**Private & Confidential**

# Agenda



01 **What's on Bloomberg.com  
- and why that matters**

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02 **Classroom applications**

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03 **Q&A**

# Ways to learn with Bloomberg



## Bloomberg Terminal: Financial Market Laboratory

The world's leading interactive financial information network, seamlessly integrating the very best in real-time data, news, research and analytics. Includes the most powerful real-time news delivery mechanism in the world.



## Bloomberg for Education: Web Portal Access

Bloomberg for Education offers a suite of ed-tech products and services that immerse learners directly into the financial markets and provide research and analytics across multiple industries.



## Bloomberg.com Campus Access Solution

Harnesses a selection of the the same award-winning coverage generated by Bloomberg's unrivaled global newsroom. Unlimited digital access to Bloomberg.com and the Bloomberg News mobile app.

# **Bloomberg is a different kind of media company**



**Data driven news and  
insights.**

**Invested in global journalism.**

**Moving people into action.**

**Changing the world.**

We also meet younger audiences where their interests lie, at the intersection of business, technology, climate and innovation.



**Bloomberg  
Screentime**

**Bloomberg  
Green**

**CITYLAB**

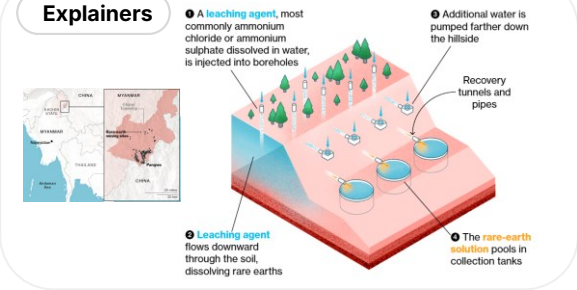
## Unlimited Articles



## Video Streaming



## Explainers



Bloomberg.com Academic Access delivers this across formats that modern students crave

## Newsletters



## Businessweek



## Graphics



# Faculty users have spoken.

They've told us that *friction* exists between the high value they place on accurate real world news - and their ability to conveniently bring that to their classrooms. They want *easier* ways to use news to drive more engagement, better real-world understanding and stronger discussion. But they are also *overwhelmed* by the sheer amount of news out there - and concerned if they can trust the underlying data.



"Most of my students are **not aware of current events** unless it comes through Tik Tok. Serious news agencies need to make their material more consumable for this audience and help them understand why staying current is important for their lives."

"[When I use news stories in the classroom]... **engagement always increases** which compels me to continue looking for opportunities to improve relevance of the material."



almost all  
**89%**  
use news to keep themselves informed on current events relevant to their field

a majority  
**66%**  
support their research with current data, news or expert perspectives

only  
**34%**  
create or distribute assignments tied to current events or trends

# Accuracy has never been more important.

Students are increasingly reliant on social media for news – where fake news is rampant and accuracy often goes unchecked.



When presented the University of Cambridge misinformation susceptibility test

## 36%

of 18-29 year-olds showed high susceptibility, compared to just 9% of those 65 or older.

## 53%

of those who consumed news from Snapchat were found to score in the most susceptible range of results

## 50%

of all Americans now say they see what they believe to be misinformation online every day

Source: YouGov, April 3-9 2023. YouGov survey and results from the Misinformation Susceptibility Test (<https://doi.org/10.3758/s13428-023-02124-2>)

## An urgent rethink of media literacy is required.



Meta's Fact-Checking Reversal Lets Zuckerberg Drop the Charade >



Social Media Platforms Show Little Interest in Stopping Spread of Misinformation >



Bloomberg's investigative film explores the tension between corporate profit and child safety, highlighting systemic failures that leave young users vulnerable. >

## At Bloomberg, accuracy is at the core of everything we do – with data-backed reporting and insights.

# #1

we rank #1 on accurate news based on unbiased information



And we deliver in-depth data-driven news and explainers like no other.



Source: GBI 2023. Global. Based on level of agreement towards Bloomberg vs other media on business news.

# Over 100 Universities inform their campus with Bloomberg.com



# Teach with Bloomberg

Current faculty users share the top 5 ways they use academic access to strengthen engagement with real-world learning and discussion

- 1 Extend your Syllabus**  
Easily draw from case studies and current events, they are able to bridge the gap between textbook and real-world praxis.
- 2 Guide Student Assignments**  
Within your existing curriculum, set student's to task on finding answers on the companies, leaders and innovations covered in-depth by Bloomberg. **New:** leverage our curriculum guides for faculty inspiration.



- 3 Source and Citation**  
Amidst a cacophony of online references, ensure your students are pointed towards unbiased, data-led news and insights. Maintain their focus on accuracy, and set them up for successful habits in their professional careers.
- 4 Career Preparedness**  
Over half a million of the world's leading professionals inform their decisions with a Bloomberg.com subscription. Grant your student body the same access, and empower them to follow the data.
- 5 Increase Financial Literacy**  
Begin each semester by tasking students to build a mock portfolio with our Watchlist tool. Spur interactive classroom discussion on portfolio performance and the news developments impacting their selections.

What content are students engaging with on Bloomberg?



# We inform the people who inspire the people, globally.

Bloomberg Media reaches the full spectrum of education professionals shaping the world tomorrow.

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Academic Research	<b>826K</b>	#2 vs. peers Reach: 32%
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Higher Education	<b>1.9M</b>	#2 vs. peers Reach: 29%
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Coaching	<b>1M</b>	#2 vs. peers Reach: 24%
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Primary or Secondary Education	<b>1.9M</b>	#2 vs. peers Reach: 17%
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Empower faculty  
and students to  
**connect.**





www.bharatbook.com

## connect to experts

Join the [conversation](#) as Bloomberg journalists break down the biggest news stories of the week and answer your questions at [Live Q&A sessions](#).

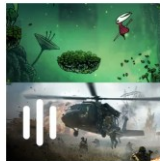
Subscribers have the exclusive ability to pose questions directly to host journalists - an incredibly opportunity to gain real-time insights from industry experts.

Bloomberg **LIVE Q&A**

### What's next in the US-China chips showdown?



Aug 14, 9:30pm EDT  
Aug 15, 9:30am HKT



**Bloomberg Live Q&A**  
Can the video-game industry recover?  
Today at 11:30am EDT

Tap to listen

Bloomberg **LIVE Q&A**

How Trump's Greenland demands could ruin NATO and Europe ties

January 14, 2026  
3pm CET / 9am ET





**connect** to peers

Select from a series of web and in-person events to connect with fellow leaders in the education space.



Annual Bloomberg for Education Academic Forum



Professor Peer Calls hosted by Academic Access solutions team - hear first hand tips how peers are successfully integrating Bloomberg into the classroom

**Bloomberg.com**


An Evening with Bloomberg News

**Washington's AI Moment**  
The Economic Stakes of Getting It Wrong

March 11, 2026 | Washington, D.C. | 5:00pm EST

As a Bloomberg.com subscriber, **you are invited** to a live Q&A with our panel, followed by a networking reception.

**Featured Speakers**

  
**Nancy Cook**  
Senior National Political Correspondent  
Bloomberg News

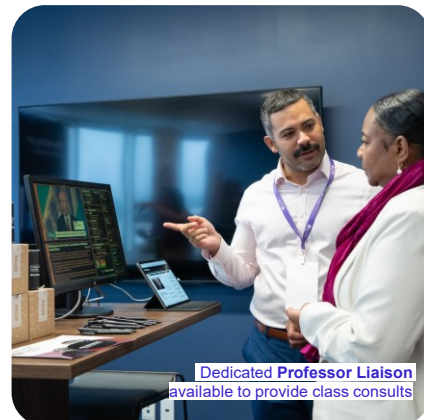
Invitations to in-person **Subscriber-only events** (Faculty & Students)

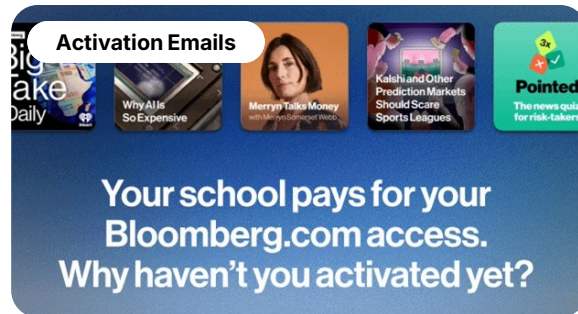
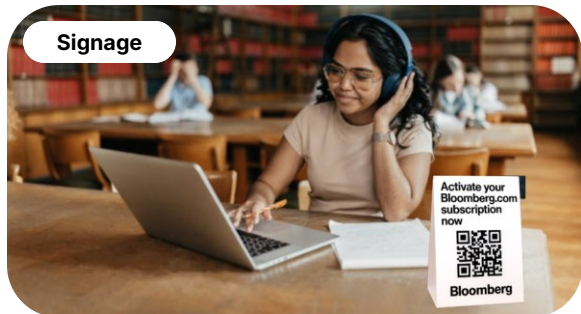


## connect to our edu team

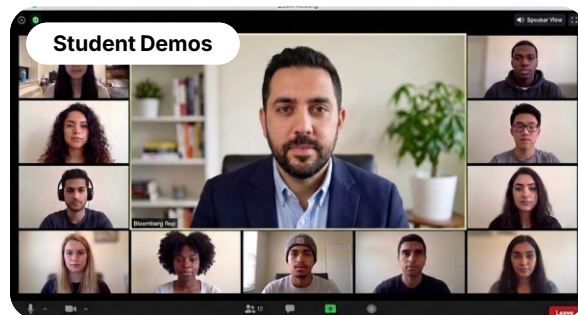
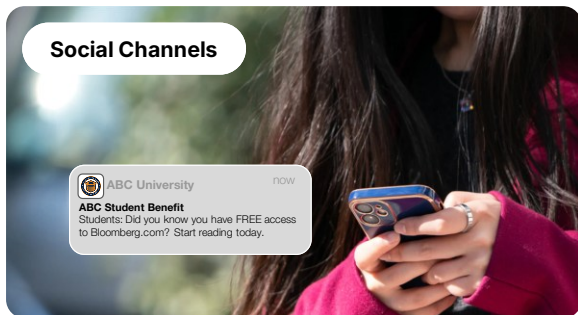
Our Academic Access solution includes Bloomberg's renowned leading client support to support faculty, drive campus awareness and ensure student adoption.

**Bloomberg Office Hours:** a monthly circular from our edu team delivered straight to your inbox. A direct line for feedback and questions for all faculty users.





Let us help you **connect** to campus





Leverage our  
educator tools to  
**engage.**

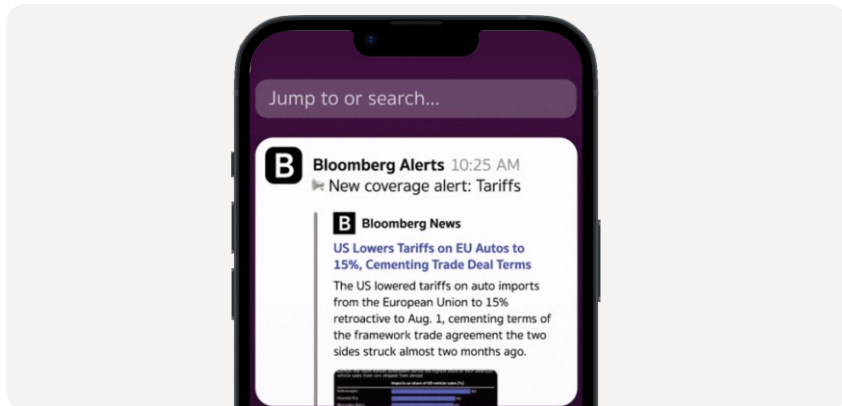


**Pointed**



## Academic Access Tools

# Bringing the news to where your students already want to engage with it

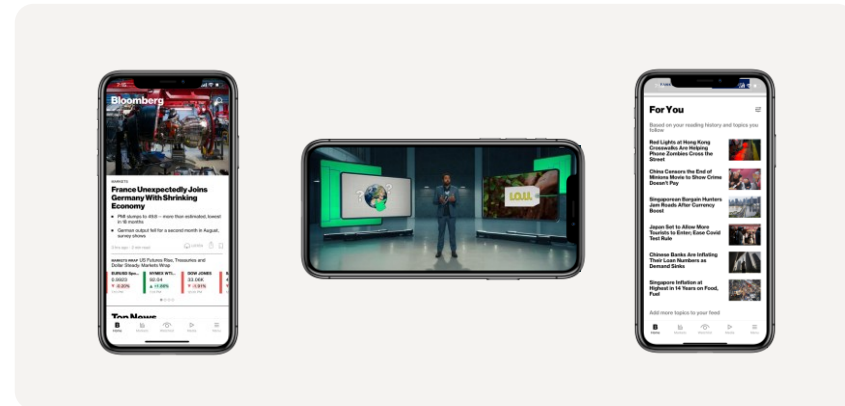


## Course Specific News Feeds

Our integrated news feed delivers breaking, sector-specific articles directly into your Slack or LMS, ensuring you and your students stay current without added search time. With this automated solution, you can connect your teaching to real-world context and foster engaging classroom discussion.

+ Automated Engagement

+ Drive Discussion



## Bloomberg.com Mobile

The entirety of content from Bloomberg.com optimized for mobile and tablet allows students to explore insights anywhere. Includes intelligent content suggestions based on your reading history and topics you follow. Optimized video hub enabling you to watch the Bloomberg TV live feed 24/7, or catch up with all shows on demand.

+ Streaming News & Originals

+ Personalization




## Academic Access Tools

# Tools built for and informed by leading global professors



**Bloomberg.com**  
Academic Subscriptions

## Your guide to using Bloomberg.com content in your finance and economics course

**Bloomberg.com**  
Academic Subscriptions


**Section**

### Financial markets and institutions

As your class discusses financial markets and institutions and the flow of funds, provide historical context and real-world understanding with Bloomberg.com. Highlight how these institutions are built and what risks are posed by technological advancements and new markets.

**Explainer**

#### How Prediction Markets Turned the World Into a Casino




**Q1:** As prediction markets grow and increasingly resemble both financial exchanges and gambling venues, how should regulators respond?

**Q2:** Should prediction markets be regulated more like derivatives markets, gambling institutions or a distinct new category?

**Special Report**

#### What It Takes to Build one of the Biggest Banks



**Q1:** What are the inherent risks to the financial system

**Bloomberg.com**  
Academic Subscriptions


**Section**

### Macroeconomics

As your class explores what causes fluctuation in economic activity and the role government policy plays in mitigating these changes while pursuing sustainable growth, use Bloomberg.com content like the below articles to bring real-world context into the classroom.

**Graphics**

#### The True Cost of China's Falling Prices




**Q1:** How does persistent deflation alter the effectiveness of policy tools?

**Q2:** Should policy makers prioritize demand-side stimulus, structural reforms or tolerance of lower growth in a deflationary environment and why?

**Explainer**

#### What a Weaker US Dollar means for the Economy



**Q1:** Discuss the macroeconomic consequences of a significantly weaker currency for a large open economy, like the US.

## Curriculum Guides - coming April 2026

Curated packs that quickly steer you to the most relevant and classroom-ready content. Includes tips shared from across our faculty users on how they most easily integrate the best of Bloomberg into their existing workflows. Ready made lists of student-friendly explainers, downloadable charts and visuals and relevant short videos.

+ Connect News to Syllabi

+ Ease of Adoption

**Bloomberg.com**

## Office Hours

Expand your classroom with global news coverage

Welcome to Bloomberg Office Hours, a monthly dedicated email for the professors teaching tomorrow's leaders.

As a faculty subscriber, you'll receive ready-to-use classroom content packages, curated student reading recommendations and exclusive invitations to Live Q&As with Bloomberg journalists, helping you bring real-world content into your classroom.

What your students are reading:

Finance	Environment	Geopolitics
Students are 2.5x more likely to read articles on the macroeconomy	Students are 1.7x more likely to engage with content on carbon emissions	Students are 1.5x more likely to ask questions about geopolitics

Join our next Live Q&A

In our Classroom to C-Suite series, Bloomberg journalists discuss news and topics impacting students, professors and business leaders.

On February 26, join Bloomberg's Tyler Kendall as she hosts expert journalists and discusses Why Universities are Worrying about Money in the Trump Era. Submit your questions and hear directly from our newsmen.

[Add to Calendar](#) [Submit your questions](#)

Do your students know they have unlimited access to Bloomberg.com?

[Be the one to tell them.](#) [Share now](#)

## Office Hours: Monthly Professor Newsletter

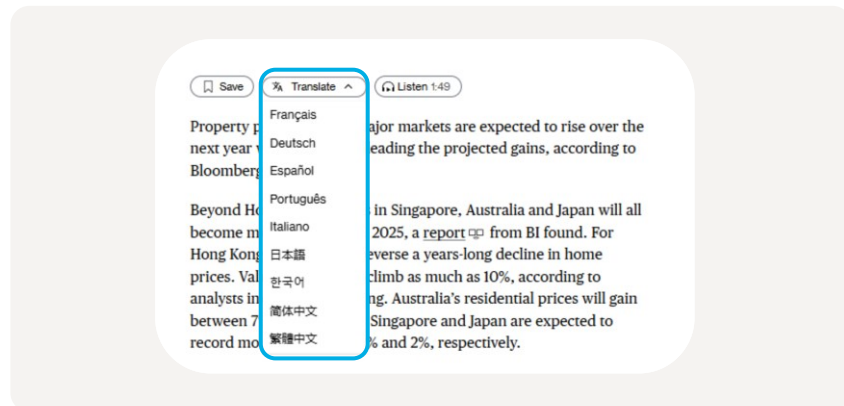
A dedicated monthly email for all professors and faculty, delivered straight to your inbox. Includes top sector news stories, alerts for Live Q&As, webinar and event invites, access to curriculum guides and more to bridge the gap between Bloomberg content and your coursework.

+ Teaching Tips

+ New Tools

## Academic Access Tools

# Tools to make news and data digestible for all learning levels

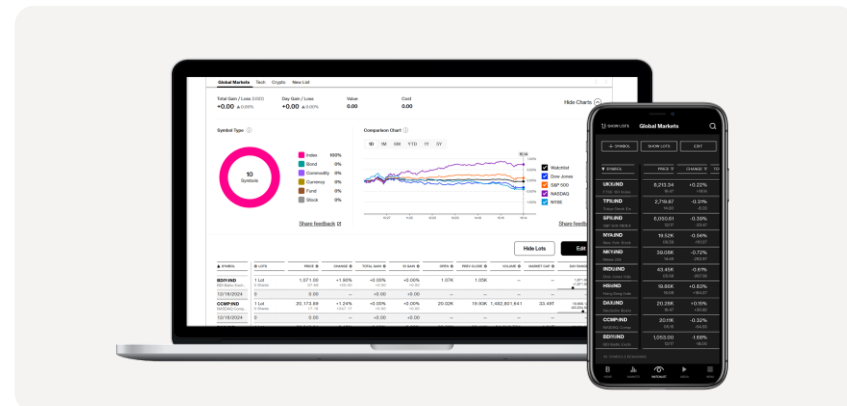


## Article Translation

True insight comes when the news speaks your language. Choose your preferred language from the drop down button on every article. Reliable translations that stay true to the original content. Don't let language get in the way of empowering global students with the best insights.

+ International Students

+ Multi-language



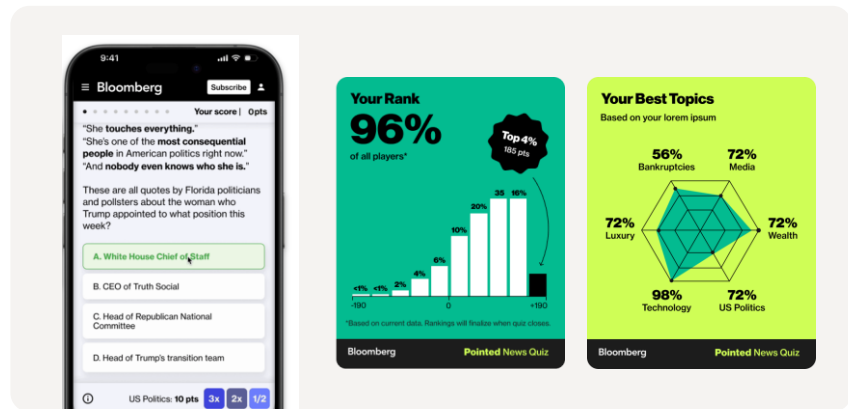
## Watchlists

Drive understanding of the markets with mock portfolios on the Watchlist tool. Get timely and accurate information on your chosen market indicators or companies of interest. A personalized content feed is generated directly by your Watchlist selections, and optional alerts allow you to know the moment related news breaks. Don't just track markets – understand them.

+ Interactive Data

## Academic Access Tools

# Games: Because sometimes news and learning needs to just be fun.

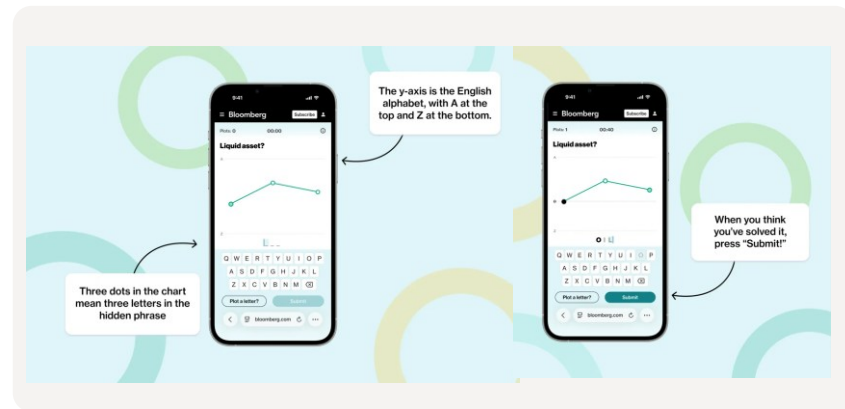


**Pointed** 

Play Now 

The weekly news quiz from Bloomberg offering a strategic twist to the news quiz format, testing not just players' knowledge of the news but also their confidence in their answers. Compare how students stack up with shareable charts. Most importantly, the quiz helps them navigate to relevant articles on the week's questions to deepen understanding of key topics.

+ Gamify Learning



**Alphadots** 

Play Now 

One clue, one chart, one hidden phrase. Solve a new puzzle every day. Part visual game and part crossword, Alphadots is different from other word games. A fun way to drive students to be engaged daily, or as a in-class ice-breaker or pop quiz.

+ Daily Challenge

## Academic Access Tools

# Administrator tools for easy control and full transparency



**ABC University**

Subscription Start: 9/13/2022  
Subscription End: 9/13/2025

Contracted Seats: **500** | Activated Seats: **338**

Contact Us **Add Users**

**1** Search

**3** Users Administrators Usage Statistics

Name	Email	Date Joined	Last Active

## Admin Portal

Your admin portal puts you in control with clear and easy navigation to manage users. Immediate user search, user removal and downloadable user lists. Add users as you desire, individually or in bulk. Manage access rights for multiple admins.

+ Control

Users Administrators Usage Statistics

Your subscription users' activity over the previous 6 months  
This report was last updated on Sun Sep 01 2024

**4** Total Engaged Sessions **4**

**5** Top Sections Read **5**

**6** Top 5 Stories Read **6**

1 How Long Will High Rates Last? Bond Markets Say Maybe Forever  
2 Xi Says US CEOs Should Invest in China, Economy Hasn't Peaked  
3 Activist Investing Booms in Japan, Led by Elliott's Successes  
4 Could Democrats Replace Biden After Trump Debate? How That Might Happen  
5 Wells Fargo Fires Over a Dozen for 'Simulation of Keyboard Activity'

Section	Count
Markets	1028
Technology	934
Opinion	568
Industries	471
Politics	1488

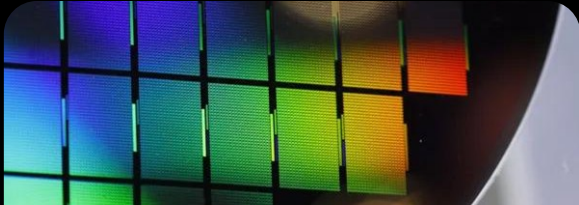
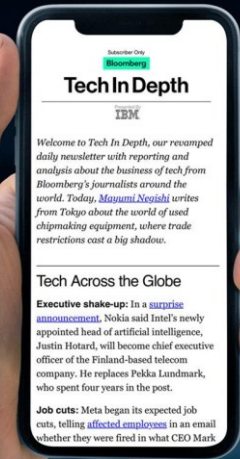
## Engagement Data

Monitor and maximise your school's use with visibility into how they are using Bloomberg content. Understand how often your users are utilizing their subscription. View the sections and articles most engaged with by your campus.

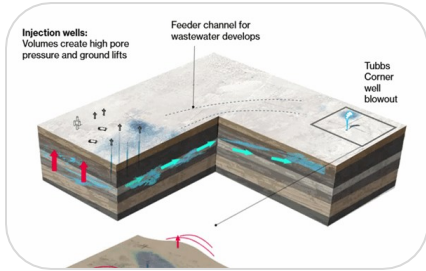
+ Transparency



Provide content that helps them truly understand.



# News without context is just noise



Go beyond the headlines with Bloomberg Explainers. Simplify complicated topics with in-depth how-to guides, analytical articles and multimedia content designed to clarify complex global events, financial trends, and policy issues. Bloomberg.com offers



## How-To- Guides

[How to Trade Options](#)

[How to Spend \(and Invest\)  
Your Bonus](#)

[A Glossary for the AI Revolution](#)

## Bloomberg Originals Video

[Why a Lunar Ecosystem Could Be Worth Billions](#)

[Why Greenland Matters Now More than Ever](#)

## Analytical Articles

[Six Charts That Explain China's Weakening Economy](#)

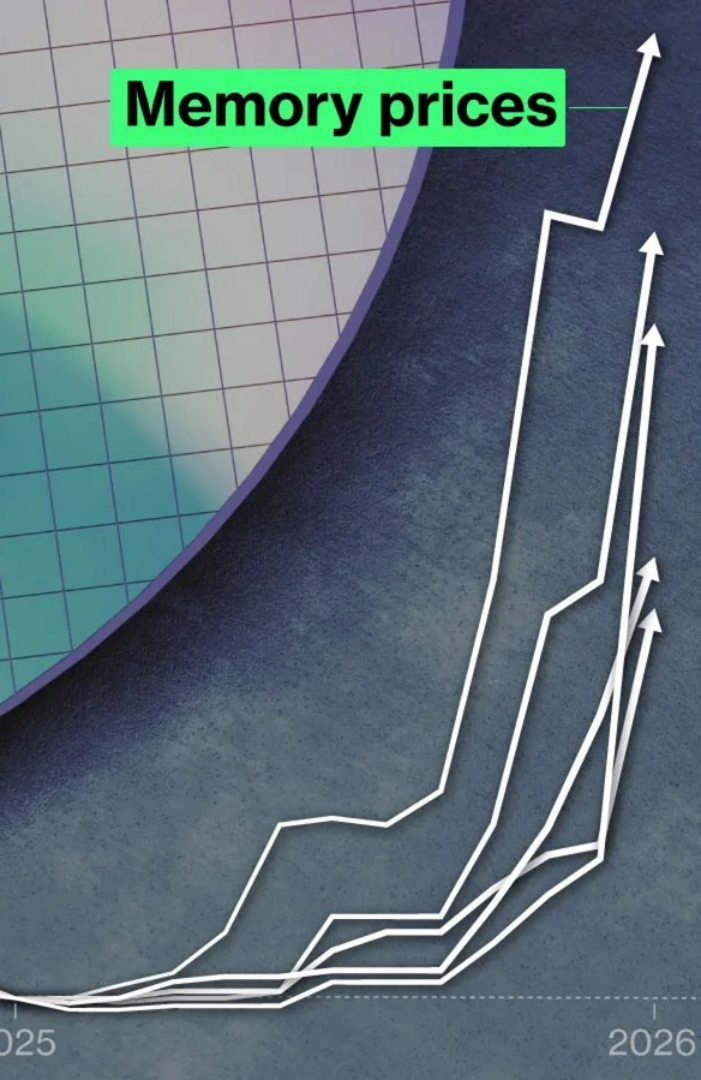
[What a Weaker US Dollar Means for the Economy](#)

## Here's Why Podcast

[Here's Why AI Is Fueling a Borrowing Boom](#)

[Here's Why US Stocks Underperformed the World in 2025](#)

# Memory prices



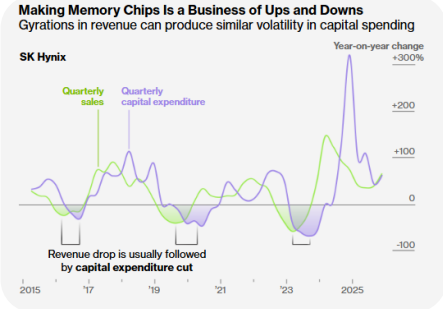
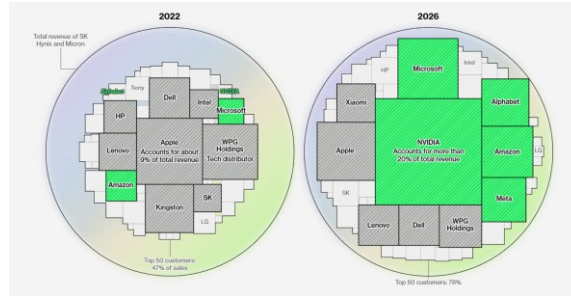
## Markets Explainer: AI Chips

Explainer | Technology



# Why the AI Boom Will Make Phones, Cars and Electronics More Expensive

AI demand is triggering a historic memory-chip shortage. Meeting exponential demand for chips will be expensive and maybe even impossible.



LEARN MORE →

## How AI Weather Models Are Making Better Forecasts

Google, Microsoft and Nvidia are among the names vying to make forecasts more accurate for longer.

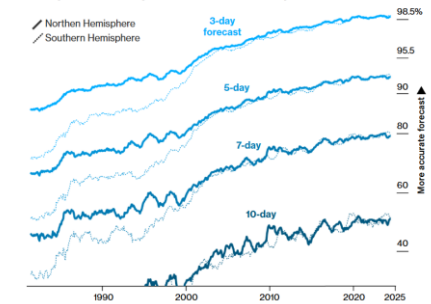


Professor Greg Hakim in January on the roof of the University of Washington's Atmospheric Sciences-Geophysics Building in Seattle



### Weather Forecasts Have Become More Accurate

A 5-day forecast today is as accurate as a 3-day forecast was in 2000



LEARN MORE →

# Company Case Study: Spotify



Businessweek | Technology

## Spotify's New CEOs Are Battling Algo Fatigue and Angry Artists

And they're hoping AI can help solve some of those problems.



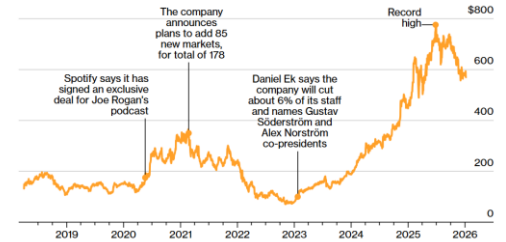
Every so often in human history, a technology comes along that shifts how the masses consume music, from windup phonographs to high-fidelity record players to cassette decks to CD players to streaming services.



Norström and Söderström at Spotify HQ



High Notes, Low Notes  
Spotify share price



Source: Bloomberg

LEARN MORE →



The company opened its first store in Hiroshima in 1984 before a rapid expansion across Japan. A late-1990s fleece boom propelled the brand into the mainstream.

# Company Case Study: Uniqlo



Industries | The Big Take

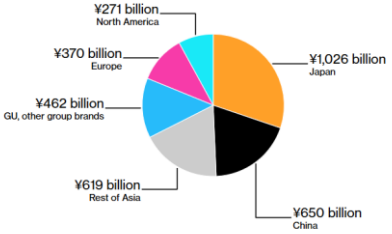
## Uniqlo's Billionaire Founder Wants Tenfold US Growth. Early Signs Are Good

Tadashi Yanai has a big dream for Uniqlo in the US — but can he finally make it after years of failed attempts?



### North America Is Smallest Within Fast Retailing Empire

Uniqlo sales by region, plus other group brands



Source: Company filings for latest full fiscal year

[LEARN MORE →](#)



According to the company, Carvana could refurbish as many as 1.5 million vehicles a year, well beyond the 600,000 or so it sold in 2025.

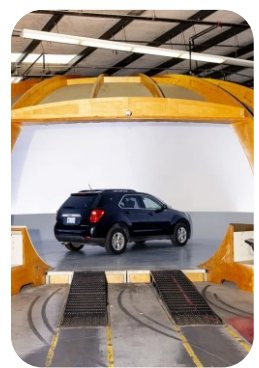
# Company Case Study: Carvana

Businessweek | The Big Take

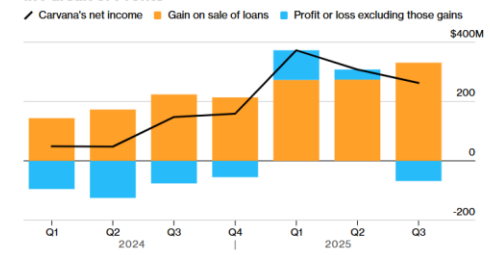


## Carvana's Red-Hot Growth Runs on a Cycle of Borrowed Money

Attacks from short sellers and the collapse of auto lender Tricolor haven't slowed down America's most valuable used-car retailer.

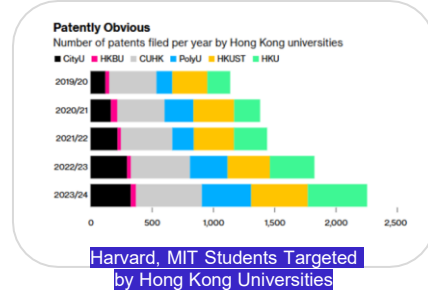


In Pursuit of Profits

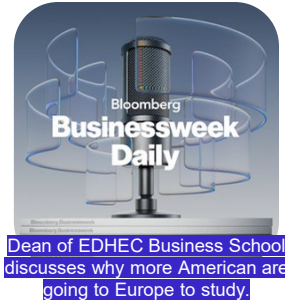
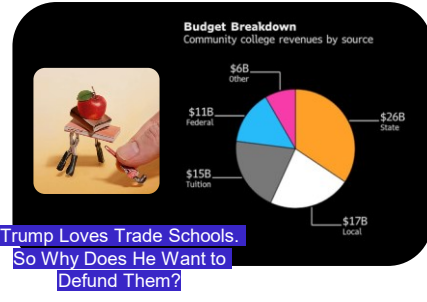
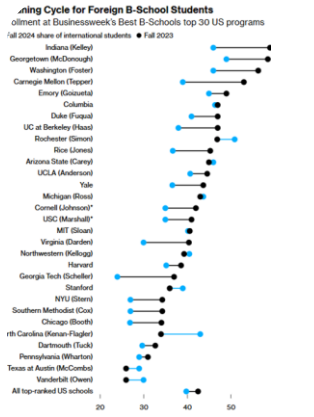
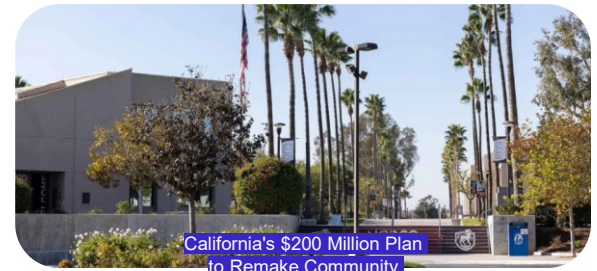


Source: Company reports

[LEARN MORE →](#)



# Bloomberg also covers the business of higher education



# University students in the US consume a broad range of topics that reflect both professional and personal interests.



## Finance Focussed

Students have an astute interest in finance and are monitoring markets by following specific financial instruments.

ETFs 2.5x  
 Crypto 2.4x  
 Fixed Income 2.3x  
 FX Center 2.2x  
 Quotes-indices 2.2x  
 Bonds 2.1x  
 Watchlist 2.1x  
 Quotes-commodities 2x  
 Futures 1.9x  
 Currencies 1.7x  
 Alternative Investments 1.5x

## Artificial Intelligence

As AI spreads across sectors, students are following companies and leaders building real-world AI solutions.

Artificial General Intelligence 1.6x  
 Robotics 1.6x  
 Cybersecurity 1.4x  
 Monday Co 2x  
AI work platform  
 Whisker Labs 2x  
AI-driven electrical hazard detection  
 Michael Intrator 1.8x  
CEO & Co-founder of CoreWeave (AI cloud computing company)

## Green Mindset

They are reading about business through the lens of sustainability and the companies and initiatives shaping the future of energy and the environment.

Green 2.0x  
 Carbon Emissions 1.7x  
 Hydro Power 1.5x  
 Renewable Energy 1.5x  
 Green Climate Fund 1.5x  
 Upway 1.9x  
Online marketplace for refurbished e-bikes  
 General Fusion 1.9x  
Nuclear energy start up

## Energy & Mining

Outside of finance, students are keeping an eye on energy and mining, exploring the companies and figures shaping these critical sectors.

Energy 2.3x  
 Amaroq 2x  
Mining & Exploration company  
 Eldur Olafsson 2x  
CEO of Amaroq  
 Karachaganak Petroleum Operating BV 1.7x  
Oil & gas company  
 Perpetua Resources Corp 1.5x  
Mining company  
 Rosneft Oil 1.5x  
Integrated energy company  
 USA Rare Earth 1.5x  
Mining & manufacturing company

## Economics

They are keeping an eye on politics, job markets, inflation, and trade tensions as economic conditions continue to evolve.

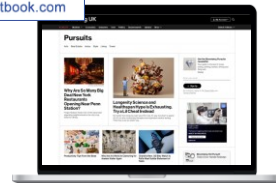
Economics-jobs 3.4x  
 Economics-indicators 3.2x  
 Economics-inflation & prices 3.1x  
 Politics 2.4x  
 Economics-trade 2.2x  
 Trade War 1.4x  
 Tax Reform 1.3x

## National & Global Politics

In an increasingly connected world, students read about national and international political leaders, demonstrating an interest in regional and global affairs.

US Leaders  
 Peter F Neronha 1.9x  
Attorney General of Rhode Island  
 John Randolph Thune 1.7x  
US Senator  
 Charles Ellis Schumer 1.6x  
US Senator  
 Global Leaders  
 Petr Macinka 1.8x  
Deputy Prime Minister of the Czech Republic  
 Recep Tayyip Erdoğan 1.7x  
President of the Republic of Türkiye  
 Godwin Emeffele 1.7x  
Nigerian politician, economist and banker

**They are mobile-first, balancing real-time updates with on-demand content to stay informed on the go.**



**34.9%**  
Desktop users



**65.1%**  
Mobile/Tablet users

## Live content

University students gravitate towards live formats, signalling a need for information as it happens. As soon-to-be young professionals in a turbulent world, they are engaging with media to help them stay informed and anticipate change.

Live TV 2x  
Live Audio 1.7x  
Live Blog 1.5x

## On-demand content

These students also value digestible and engaging on-demand formats that allow for flexible and comprehensive content consumption amidst their busy schedules.

Audio 2.6x  
Interactive 2.1x  
Short article 1.3x  
Newsletter 1.3x

# Engagement across a range of Bloomberg brands demonstrates students' trust in Bloomberg's expert-led analysis across topics shaping the world today.



**5.7x**  
Citylab  
Vertical; Newsletter;  
Summit; TV



**2.3x**  
Bloomberg  
Equality  
Vertical



**1.9x**  
Defense  
Monitor  
Newsletter



**1.9x**  
California Edition  
Newsletter



**1.9x**  
Zero  
Podcast



**1.9x**  
Games



**1.8x**  
Foundering  
Podcast



**1.8x**  
Field Day  
Businessweek Column



**1.7x**  
B-Schools  
Bloomberg's Business  
School Ranking

## Newsletters Subscribed



**1.2x**  
Balance of Power  
Newsletter



**1.1x**  
Money Stuff



**1.1x**  
Points of Return  
with John Authers

**UK STUDENTS**



.ac.uk

# University students in the UK consume a broad range of topics that reflect both professional and personal interests.



## Finance Focussed

Students are interested in personal investment instruments and macro-financial topics that shape the overall economic environment.

### Finance

ETF 2.6x  
Fixed Income 2.6x  
FX Center 2.2x

Markets 1.7x  
IPOs 1.2x  
Alternatives 1.2x  
Bonds 1.2x

## Technological Transformation

They are also future-oriented and engage with tech topics driving current innovation and next generation industry transformation.

### Technology

AI 1.2x  
Innovative Tech 1.2x  
Robotics 1.1x  
Software Company 1.1x  
Virtual Reality 1.1x

## Macroeconomic / Political Forces

Looking beyond industry-specific topics, students engage with content that explores the wider economic and political forces shaping the world of business.

### Economics / Politics

Economics 2x  
Politics 1.7x  
Trade War 1.5x  
Global Trade 1.3x  
Emerging Markets  
Economics 1.2x  
Policy 1.2x  
Tax Reform 1.1x

## Green Mindset

Sustainability is a core lens through which students view the business world.

### Sustainability

Carbon Emissions 1.7x  
Sustainability 1.4x  
Nuclear Energy 1.4x  
Renewable Energy 1.2x  
Greener Living 1.2x

## Business Influencers

They also follow prominent leaders in the business, political, and media spaces, signalling an interest in how influential voices affect markets and global/current affairs.

### Global Leaders

Deborah Turness 1.8x  
CEO of BBC News  
Stephen Miran 1.7x  
Member of Board of Governors of Federal Reserve System  
Sanae Takaichi 1.4x  
Japan Prime Minister  
Lisa T Su 1.4x  
CEO of Advanced Micro Devices  
Sam Altman 1.1x  
CEO of OpenAI  
Jamie Dimon 1.1x  
CEO of JPMorgan Chase

## Companies

Students are drawn to widely covered finance and tech firms to help contextualise the wider business environment.

### Global Firms

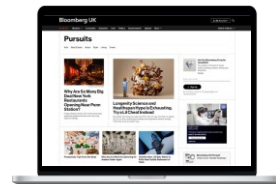
Cloudflare 2.2x  
Internet services companies  
Circle 1.5x  
Payments technology / crypto company  
Principal Asset Management 1.5x  
Investment company  
Nomura Holdings 1.5x  
Japanese financial holding company  
Vanguard Group 1.5x  
Asset Management  
Advanced Micro Devices 1.5x  
Semiconductor company

**They lean into live formats while also engaging with on-demand content for trusted expert insights to help navigate change and build perspective in today's fast-moving world.**

## Live content

University students gravitate towards live formats, signalling a need for information as it happens. As soon-to-be young professionals in a turbulent world, they are engaging with media to help them stay informed and anticipate change.

Live TV 2x  
Live Audio 1.8x  
Live Blog 1.5x



**51.6%**  
Desktop users



**48.4%**  
Mobile/Tablet users

## On-demand content

These students also value visual and engaging on-demand formats that allow for flexible and comprehensive content consumption amidst their busy schedules.

Audio 1.6x  
Graphic 1.3x  
Video 1.3x  
Interactive 1.3x



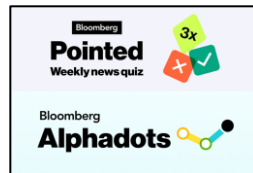
# Engagement across a range of Bloomberg brands demonstrates students' trust in Bloomberg's expert-led analysis across topics shaping the world today.



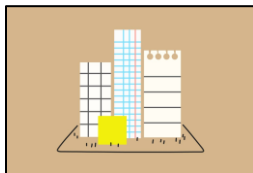
**1.8x**  
B-Schools  
Bloomberg's Business  
School Ranking



**1.7x**  
Balance of Power  
TV; Podcast; Newsletter



**1.5x**  
Games



**1.4x**  
Management  
& Work  
Vertical; Newsletter



**1.4x**  
Explainers  
Content simplifying  
complex topics & key  
issues



**1.3x**  
Odd Lots  
Newsletter; Podcast &  
Vodcast



**1.2x**  
Bloomberg  
Businessweek  
Magazine; TV;  
Newsletter; Podcast



**1.2x**  
Money Stuff  
Podcast; Newsletter



**1.2x**  
Bloomberg  
Tech  
Vertical; TV; Podcast

## Newsletters Subscribed



**1.8x**  
Balance of Power



**1.4x**  
The Everything Risk



**1.4x**  
Businessweek Daily

# APAC STUDENTS

.edu.hk

.edu.sg

.edu.au



# University students in APAC consume a broad range of topics that reflect both professional and personal (& regional) interests.



## Finance Focussed

Students have an astute interest in finance and are monitoring markets by following specific financial instruments.

## Technological Transformation

They are also future-oriented and engage with tech topics driving current innovation and next generation industry transformation.

## Macroeconomic / Political Forces

As APAC economies are relatively open and trade-dependent, students use Bloomberg to stay informed on political and economic developments.

## Green Mindset

Students are also following sustainability topics as APAC grapples with rising energy demand and the economic implications of the energy transition.

## Business Influencers

They also follow prominent leaders in business and finance, signalling an interest in the influential voices that move the money.

## Companies

Students are gravitating towards global finance and tech firms, with a focus on semiconductor companies central to the region's tech ecosystem.

## Finance

Rates-bonds 2.6x  
 Quotes-indices 1.8x  
 Watchlist 1.7x  
 Quotes-commodities 1.5x  
 Currencies 1.3x  
 Futures 1.2x  
 ETF 1.2x

## Technology

Technology 1.6x  
 Artificial General Intelligence 1.5x  
 Robotics 1.3x  
 Software Company 1.3x  
 Innovative Tech 1.2x

## Economics / Politics

Politics 1.7x  
 Economics 1.6x  
 Tax Reform 1.4x  
 Trade War 1.2x  
 Policy 1.2x  
 Global Trade 1.1x

## Sustainability

Hydro Power 1.4x  
 Carbon Emissions 1.3x  
 Renewable Energy 1.3x  
 Sustainability 1.3x  
 Nuclear Energy 1.2x

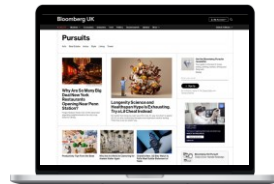
## Global Leaders

Satsuki Katayama 1.9x  
 Minister of Finance Japan  
 Ted Sarandos 1.5x  
 CEO of Netflix  
 Jerome Powell 1.4x  
 Chair of the Federal Reserve of the US  
 Dr Fei-Fei Li 1.4x  
 Computer scientist  
 Chuck Schumer 1.4x  
 US Senator  
 Darren Woods 1.1x  
 CEO of ExxonMobil

## Global Firms

Nomura Holdings 2.8x  
 Japanese financial holding company  
 Dimensional Fund Advisors 1.8x  
 Investment firm  
 Principal Asset Management 1.7x  
 Investment firm  
 SK Hynix 1.6x  
 Semiconductor company  
 Cambricon Technologies 1.6x  
 Semiconductor company  
 Advanced Micro Devices 1.6x  
 Semiconductor company

**They lean into on-demand content while also engaging with live content for trusted expert insights to help navigate change and build perspective in today's fast-moving world.**



**55.6%**  
Desktop users



**44.4%**  
Mobile/Tablet users



## On-demand content

University students gravitate towards visual and engaging on-demand formats that allow for flexible and comprehensive content consumption amidst their busy schedules.

**Audio 2.5x**  
**Interactive 1.4x**  
**Graphics 1.4x**

**Newsletter 1.3x**  
**Video 1.2x**

## Live content

They also consume live formats, signalling a need for information as it happens. As soon-to-be young professionals in a turbulent world, they are engaging with media to help them stay informed and anticipate change.

**Live TV 1.7x**  
**Live Blog 1.4x**



# Engagement across a range of Bloomberg brands demonstrates students' trust in Bloomberg's expert-led analysis across topics shaping the world today.



**3x**  
B-Schools  
Bloomberg's Business School Ranking



**2x**  
Prognosis  
Vertical; Podcast; Newsletter; TV



**2x**  
Citylab  
Vertical; Newsletter; Summit; TV



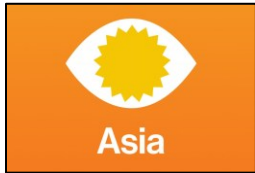
**1.9x**  
Hong Kong Edition  
Newsletter



**1.8x**  
Markets Daily  
Newsletter



**1.6x**  
Game On  
Newsletter



**1.5x**  
Morning Briefing Asia  
Newsletter



**1.4x**  
Money Stuff  
Podcast; Newsletter



**1.4x**  
Bloomberg Equality  
Vertical

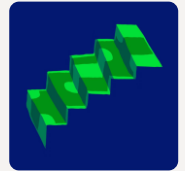
## Newsletters Subscribed



**1.4x**  
Balance of Power



**1.3x**  
Businessweek



**1.3x**  
Where to Invest

**For any queries, Contact:**



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