



## SEO-London Bloomberg Guide

Bloomberg offers real-time economic and financial data as well as up to the minute news wires. Also provides historical data which varies according to series. Coverage includes all of the major domestic and international equity, commodity, bond and currency exchanges, economic time series, company financial statements, press releases, analysts forecasts, company filings and prospectuses, executive profiles, and many useful templates and charting abilities for financial analysis.

### Navigation

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There are 2 main ways of navigating through Bloomberg: the keyboard which contains the color coded market sectors keys and the top toolbar. The toolbar has been customized to go directly to sectors that address frequently asked for questions. Some of these are: IB help, News, EIU (Economist Intelligence Unit), Jobs, BU (Bloomberg University), Screenshot and WEI (World Equity Indices).

#### *Yellow Market Sector Keys*

**CMDTY:** Commodities, futures, options, spot rates  
**CORP:** Corporate Debt  
**CRNCY:** Spots, futures, options on over 100 currencies  
**EQUITY:** ADRs, mutual funds, rights, stocks, options, warrants  
**GOVT:** Worldwide sovereign and agency securities  
**INDEX:** World financial markets, economic indices.  
**M-MKT:** Continuously issued and short-term dated paper  
**MTGE:** Mortgage-backed security pass-throughs  
**MUNI:** U.S. municipality issued debt

#### *Green Action Keys*

**GO:** Activates all commands  
**MENU:** Go back one level  
**PAGE UP/PAGE DOWN:** Navigate between pages

*Tip: Use the Cancel key to start over*

### Where's Help?

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#### **Instant Bloomberg (IM to Bloomberg-available 24/7)**

For instant help from the Bloomberg Analytics Desk you may do any one of the following:

- Click on the green colored IB button located on the upper left toolbar, it is the second button from the left.
- Press the green help button twice located on the keyboard.

#### **IMPORTANT**

Please be sure to give your own name and email address or phone number, otherwise the system automatically defaults to the library account and will call you by another name in the chat session.



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### Other options:

At the cursor prompt at the top of the screen enter your term and hit the **<HELP>** key.  
Example: **Beta <HELP>** Choose from the results screen for more information on your topic.

### Sector Help:

SECTOR KEY **<GO>** then **<HELP>**

Example: **<CMDTY> <GO>** then **<HELP>** (The help key can be used at any screen or menu level)

### Search by Company Name

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Type company name at cursor prompt and hit the **<HELP>** key. Example: **Pepsico <HELP> <GO>**

### Search by Ticker Symbol

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Find the ticker symbol for the company: Hit the **<EQUITY>** key, then enter **TK <GO>**

### Company Financials

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Enter Ticker Symbol **<EQUITY> <GO>**

Then choose **9** Fundamentals and Earnings Analysis OR go directly by entering:

Ticker Symbol **<EQUITY> CH1 <GO>** for a Company Financial History

Ticker Symbol **<EQUITY> CH2 <GO>** for Income Statements

Ticker Symbol **<EQUITY> CH3 <GO>** for Balance Sheets

Ticker Symbol **<EQUITY> EE <GO>** for Earning Estimates

Ticker Symbol **<EQUITY> HE <GO>** for a Price/Earnings Ratio Table

*Tip: For definitions and information on calculations in a company's financial statement type*  
**FDO <GO>**

### Financial Analysis

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Enter Ticker Symbol **<EQUITY> <GO>**

Then choose **9) Fundamentals and Earnings Analysis** and then **1) Financial Analysis** OR go directly by entering:

Ticker Symbol **<EQUITY> FA <GO>**

### Historical Stock Prices

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Enter Ticker Symbol **<EQUITY> <GO>**, then choose **4) Historical Prices** OR go directly by entering:

Ticker Symbol **<EQUITY> HP <GO>** for Historical Prices

Ticker Symbol **<EQUITY> GP <GO>** for a Historical Price Graph

Ticker Symbol **<EQUITY> GPO <GO>** for a Graph with Prices and Volume

### Finding Options

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Enter Ticker Symbol **<EQUITY> <GO>** then choose **6) Options, Warrants and Contracts**  
OR go directly by entering:  
Ticker Symbol **<EQUITY> OMON <GO>** (OMON = Option Monitor. This will provide all  
current and future Calls and Puts for the equity)

### Comparative Return Analysis

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Compare the stock price, returns and dividends of two equities:  
Enter Ticker Symbol **<EQUITY> Ticker Symbol <EQUITY> COMP <GO>**

### Total Return Analysis

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*For an Equity:*

Ticker Symbol **<EQUITY> <GO>** then choose **10) Relative Performance/Total  
Return** OR go directly by entering: Ticker Symbol **<EQUITY> TRA <GO>**

*For an Index:*

Index Symbol **<INDEX> <GO>** then choose **10) Relative Performance/Total  
Return** OR go directly by entering: Index Symbol **<INDEX> TRA <GO>**

### Historical Beta

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Enter Ticker Symbol **<EQUITY> <GO>**, then choose **11) Risk/Volatility Analysis** OR go  
directly by entering: Ticker Symbol **<EQUITY> BETA**

### Analyst Recommendations

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Enter Ticker Symbol **<EQUITY> <GO>**, then choose **7) News/Research/Chat** OR go  
directly by entering: Ticker Symbol **<EQUITY> ANR <GO>**

### Finding Corporate Bonds

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Search by Issuer: Ticker Symbol **<CORP> <GO>** (This will list all bonds issued by the equity.  
Choose a specific bond for more information.)

To search for specific bond: Ticker Symbol Coupon Rate Maturity **<CORP> <GO>** Example:  
Pep 3.2.05/07 **<CORP> <GO>**

### Finding Government Bonds

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Enter **WB <GO>** for a listing of major government bonds around the world

To find US Treasury Bonds directly enter: **CT10 <GOVT> <GO>** for the 10 year bond or **CT5  
<GOVT> <GO>** for the 5 year (This formula can be used for any US benchmark bond)

To find the 3month T-Bill enter: **CB3 <GOVT> <GO>**



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For US Generic Bonds enter: **USGG5YR <INDEX> <GO>** for the 5 year or **USGG10YR <INDEX> <GO>** (This formula can be used for any US generic bond)

### Exchange Rates

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For Exchange Rates by region enter: **<CRNCY> TKC <GO>**

For World Currency Rates enter: **<CRNCY> WCR <GO>**

### Company News

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Enter Ticker Symbol **<EQUITY> <GO>**, then choose **7) News/Research/Chat** OR go directly by entering: Ticker Symbol **<EQUITY> CN <GO>**

### Printing & Saving Screenshots

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#### Printing Screens:

Use the green print key to print the information page by page. The **PRINT KEY** prints only the screen you are currently on, unless you use # print (type in # of pages available from top right hand corner) to print all pages available in the report you are viewing. You cannot easily download the data from Bloomberg unless you are in the corporate world, but you can download some screens as images to incorporate into your Word documents.

#### Saving Screenshots:

To save a screen you can type GRAB, and then email the image to yourself as a GIF file. The image can be inserted into Word, Powerpoint, or other compatible software programs.