


BLOOMBERG NEWS & MULTIMEDIA

The **AV**  menu is the gateway to the BLOOMBERG PROFESSIONAL[®] service multi-media library. Demonstrating the strength and diversity of Bloomberg's media products, **AV** provides around-the-clock access to pre-recorded and live broadcasts, reports, interviews, news and teleconferences, events and training sessions. From streaming video to archived audio and video coverage for on-demand viewing.

Access the multi-media main menu on Bloomberg by typing: **AV** 



The screenshot shows the Bloomberg AV menu interface. At the top, there is a search bar and navigation tabs for Search, Actions, Settings, Related Functions, and Help. Below this is the 'Muni AV' header and the 'BLOOMBERG NEWS AUDIO/VIDEO' title. A search bar contains 'Search Audio/Video' and the date '4/ 3/07 12:17:59'. The main content area displays a grid of news items, each with a small video thumbnail and a title. On the left, there is a larger video player showing a woman speaking, with a caption identifying her as Liz Ann Sonders, chief investment strategist for Charles Schwab Investment Management. Below the grid, there are navigation tabs for TV, Radio, Program Guide, Podcasts, and Audio/Video Reports. At the bottom, a table lists events with columns for Date, Time, Language, and Type.

	Date	Time	Language	Type
15) LIVE <GO> Events				
16) Enel Executives Speak on Teleconference on Endesa	4/3	Now Playing	English	☺
17) Dombrowsky of Julius Baer on Endesa and E.ON	4/3	Now Playing	German	☺
18) McManus, Nantz, Faldo on Outlook for 2007 Masters	4/3	12:30 - 13:30	English	☺
19) Pipas of Ford on March Vehicle Sales: Teleconf.	4/3	13:00 - 14:00	English	☺
20) Ballew of GM on March Vehicle Sales: Teleconf.	4/3	14:00 - 15:00	English	☺
21) Berson of Fannie Mae Discusses Economy, Housing	4/3	14:30 - 14:40	English	☺

Follow each command with the  key to activate the function:

- | | |
|--|--|
| READ | Most Popular News |
| NRR | Companies and Topics in the News |
| LIVE | 'Live' audio/video broadcasts |
| NI LIVE | Archived global 'LIVE' events |
| TNI AV TOP | TOP multimedia stories |
| MNI AV | The Most Read multimedia stories |
| NI WIN | Bloomberg Exclusives! |
| VID | Bloomberg T.V |
| AIR | Listen to Bloomberg Radio |
| T US <Equity> CNAV | Use CNAV on any ticker symbol for company AV |
| CAD <Crncy> CNAV 7/9/2005 | Use CNAV & a date for historical AV coverage |



VID

Display Bloomberg TV live. A sophisticated 24-hour business and financial news channel, Bloomberg Television® delivers tools for power players and serious investors via 10 networks in seven languages, reaching more than 200 million homes around the world. No television or satellite dish required.



AIR



Listen to a live feed of BLOOMBERG WBBR 1130



Each audio visual presentation is displayed in its own window and runs separately from the traditional 2 or 4 Bloomberg panel set-up. This ensures the traditional panels remain accessible for all other Bloomberg functionality & analytics.

NEW Alerts


Create an audio alert for economic releases

- 1) **ECO** 
- 2) Left mouse click on the announcement/statistic that interests you.
- 3) From the drop-down orange window, select 'Set audio alert'.
- 4) Instantly the  icon will appear beside the chosen item, indicating the alert is set.
- 5) Your Bloomberg terminal's default voice will announce the statistic as soon as it happens.

To test this feature & select the 'voice' you would like as the default:

- Right mouse click & choose 'Terminal Defaults'. • Use the 'select voice' section

Create an email alert for future **LIVE**  events!

- 1) **LIVE** 
- 2) Left mouse click on any items that interest you.
- 3) A description of the event appears
- 4) Click 'Set Alert'.

'AV' and Launchpad



Display your favorite audio visual functionality within a customized Launchpad display:

To access Launchpad type **BLP** 

From the Launchpad toolbar select: Launch → Media/News and launch any of the media components that interest you.



Helpx2

Press the <HELP>
key twice for instant
live assistance.

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Frankfurt
+49 69 92041 0

Hong Kong
+852 2977 6000

London
+44 20 7330 7500

New York
+1 212 318 2000

San Francisco
+1 415 912 2960

São Paulo
+55 11 3048 4500

Singapore
+65 6212 1000

Sydney
+61 2 9777 8600

Tokyo
+81 3 3201 8900

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