The Terminal is a 24-hour, global financial services system that provides transparent and reliable financial, economic and government information covering all market sectors. It features company financials, market data spanning more than 20 years, charts, statistics, a communications platform and current news reports. The Terminal is a 24-hour, global financial services system that provides transparent and reliable financial, economic and government information covering all market sectors. It features company financials, market data spanning more than 20 years, charts, statistics, a communications platform and current news reports.

- Bloomberg

This guide provides a brief introduction to using a Bloomberg terminal. It is intended for users with minimal or no prior experience of using Bloomberg.
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Getting started

Logging into Bloomberg

1. Press the <Enter/GO> key on the keyboard to pull up the login page.
2. Key in login details into amber boxes.

General navigation

a. The screen
   The general layout of a Bloomberg panel is divided into three sections, the navigation area on top, the function area and the information panel at the bottom.
b. The Toolbar and Command Line

The Toolbar and Command Line allow users to navigate the Bloomberg Terminal using both the keyboard and the mouse.

**Forward/Back buttons**
- Access previously viewed pages

**Menu tab**
- Pulls up various navigation selections depending on function loaded

**Current loaded security**
- Security currently set as search item

**Icons for key tasks**
- Quick navigation to favourites, exporting data, accessing Help and adjusting defaults and display

**Command line**
- Location to enter commands for functions and securities using the keyboard
- Perform keyword search by typing in relevant search items, the Autocomplete feature facilitates searching and makes the Bloomberg Terminal entirely discoverable from the command line
c. The Bloomberg Keyboard

Useful keys on the Bloomberg Keyboard include red stop keys, green action keys and yellow market sector keys:

**RED STOP KEYS**

- **Esc CANCEL**
  - Cancels a command

- **CONN/DEFAULT**
  - Log in/Log out of the Bloomberg terminal

**GREEN ACTION KEYS**

- **HELP**
  - To search:
    1. *<Type search keyword>*
    2. Press the Help key once
  - To connect to the Bloomberg Helpdesk:
    1. Press the Help key twice

- **SEARCH**
  - Enables keyword search within the entire Bloomberg Terminal

- **ENTER GO**
  - Executes commands typed in the command line

- **Pg Up BACK**
  - Scrolls forwards and backwards in a multiple-page screen

- **Pg Dn FWD**
  - Returns to previous screen

**YELLOW MARKET SECTOR KEYS**

- **F8 EQUITY**
  - To load securities:
    1. *<Type security ticker>*
    2. Press the F8/EQUITY key
    3. Press <GO>
  - To access market sector menu:
    1. Press the relevant market sector yellow key
    2. Press <GO>

**BLUE PANEL KEY**

- **PANEL**
  - Move from one panel to another
d. Running commands

Typing into the command line pulls up a list of functions or securities related to the keyword being typed in. The following example has “IBM” entered in the command line:

**Functions are unique Bloomberg applications that provide analysis and information on securities, sectors, regions etc. To access a function, type its unique mnemonic in the command line and press <GO>. There are 2 types of functions, Non-security functions and Security specific functions.**

**Security specific functions**
- Analyse a loaded security
- A security must be loaded to run these functions, as follows:
  1. Type the security name
  2. Press its relevant market sector key
  3. Enter the function mnemonic
  4. Press <GO>
- Example: To graph the price of IBM stock: IBM US <EQUITY> GP <GO>

**Non-security functions**
- Provide information or analysis on an entire market sector
- Do not require a loaded security, simply type the function mnemonic and press <GO>
- Example: To load the World Equity Analysis function: WEI <GO>

**Securities are financial instruments that can be analysed with Bloomberg functions. There are three ways to load securities:**
- using its ticker symbol, using one of its specific identification numbers or using keywords.

**Three ways to load securities into the command line**

**Using a security’s ticker symbol**
1. Enter the ticker symbol in the command line
2. Press the relevant yellow market sector key
3. Press <GO>
4. Example: IBM US <EQUITY> <GO>

**Using a security’s identification number (e.g. CUSIP, ISIN etc.)**
1. Enter the security ID number in the command line
2. Press the relevant yellow market sector key
3. Press <GO>
4. Example, using IBM’s ISIN: US4592001014 <EQUITY> <GO>

**Using keywords**
If the function mnemonic is unknown, type relevant keywords into the command line for a list of suggested functions:
1. Type a keyword for the financial instrument in the command line
2. Autocomplete will provide a list of suggested securities
3. Select the desired security from the list by clicking on it
Using menus to guide navigation and browsing

Bloomberg functions are organized by menus, which are classified by market sector or product type. There are 3 ways to access menus, using the Menu button, the green Menu key or the yellow market sector key.

- Using the Menu button and Menu key

- Using the yellow market sector key
  - Press the relevant yellow market sector key
  - Press <GO>

- To access the menu for a specific security
  - Load its ticker or identifier into the command line
  - Press <GO>

Several helpful elements in the menu screen layout can be seen as follows:
f. Navigating functions

There are several common screen elements that work in similar ways across Bloomberg functions.

**Amber fields**
- Editable fields on the screen
- Represent editable form elements, text and data input areas as well as drop down lists

**Red menu bar**
- Function title on right
- Provides drop down menus and buttons for performing key tasks
- Sometimes contain a page number indicator. Press `<Pg Up>` or `<Pg Dn>` keys to scroll between these pages

**Clickable areas**
A clickable area is indicated by the cursor as:
- A white outline box
- Number information
- Highlighting

**White outline box**
- Further information and options are also indicated via blue pop out boxes on the screen when the cursor indicates the clickable area

**Number information**
- Indicate a topical link for quick access to a related page
- Click on the line or enter the number in the command line then press `<GO>`

**Highlighting**
- Indicates clickable areas and tabs
g. Exporting data from Bloomberg

Information can be exported out of the Bloomberg Terminal using the following methods:
- The Bloomberg Excel Add-in (hyperlink to external source)
  - Please refer to the linked guide for detailed instructions on using the Bloomberg Excel Add-in which is accessible from the Excel task bar of a computer that has active Bloomberg software installed
  - Note: All data must remain on a licensed Bloomberg workstation
- Drag and drop icon
- Screenshot options

**Screenshot options**
- Clicking on this icon displays options to print the current screen, send it as a message attachment, upload it to the Personal File Manager, as well as display a .bmp file of image.

**Drag and drop icon**
- Displayed for some functions
- Click and drag this icon to drag securities from the current screen to another application

**Other options**
- In this example, the menu bar also displays another option for importing this list of data
h. Importing a portfolio into Bloomberg using the BBU function

BBU (Bloomberg Uploader) enables scheduling and uploading of portfolio data to the Bloomberg terminal.

- Supported formats are Excel and ASCII text files
- A minimum of four fields are needed for a portfolio that is to be uploaded:
  - Security identifier
  - Position size (expressed as a weight or quantity)
  - Portfolio name (if none is specified in the file, the name of the file will be used)
  - Date (if none is specified in the file, “Today” will be used by default)

- The steps to upload a portfolio are as follows:

1. In Bloomberg’s command line, type BBU and press <GO>. The screen as seen below will be displayed:

2. Select the file using the drop down lists or drag a file into the Bloomberg panel screen

3. Click on 4) Upload
4. When the file has uploaded successfully it will appear in the list of uploaded portfolios as seen below.

Under the status column, click to map the portfolio. The Bloomberg terminal will take you through a series of steps to establish the file mapping settings, which are detailed below as necessary.

i. Select the relevant spreadsheet to upload

ii. Set the file level attributes

- **Csv and excel files usually have “comma” as delimiter by default but other delimiters are also available**
- **Default setting is “Portfolio”**
- To reuse a previously mapped file format, select “Use Existing Mapping” from the drop down and click 2) Next
iii. Map the columns of data

- Select from the drop down lists to associate the relevant column with the data it contains

![Screen capture of the mapping interface](image)

iv. Map unknown security identifiers

- Create a mapping from custom security identifiers to identifiers recognised by Bloomberg if required

v. Override any user defaults for the upload

- Override any existing defaults set for this portfolio. BBU will apply the new settings to all portfolios contained in this upload and subsequent scheduled uploads for this file, if any

vi. Process and complete mapping

- After clicking on “Finish” of the last mapping step, the status of the file on the main BBU screen will be displayed as ‘Completed’, ‘Failed’ or ‘Completed’ with errors under the Status column. This concludes the mapping and successfully mapped portfolios can be viewed under the PRTU function
i. Exporting a portfolio from Bloomberg to Excel

In the command line, type PRTU and press <GO> to view a list of portfolios uploaded to or saved in Bloomberg as seen below:

Click on the portfolio to view its holdings in detail:

To import the portfolio into Excel, click on 2) Options followed by Export
Commonly used commands for Equity

The following tables display a selection of commonly used commands for equity, fundamental analysis and analytics using the Bloomberg Terminal.

### General

<table>
<thead>
<tr>
<th>CODE</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
</table>
| SECF | Security finder       | Search for any security across any market or asset class  
|      |                       | ● Once a security is loaded, single-security functions like DES and RV can be run                                                        |
| WEI  | World Equity Indices  | Compare regional indices against one another to perform comparative analysis such as to:  
|      |                       | ● Determine current and historical performance levels  
|      |                       | ● Determine investment opportunities and how changes in global markets may affect the stocks in a portfolio                                   |
| BI   | Bloomberg Industries  | Provides a vast range of information and proprietary analytics on industries                                                               |
| MRR  | Member Ranked Returns | Display the 10 best and 10 worst-performing stocks of an index  
|      |                       | ● Also ranks the returns of all the components of a selected index by simple price appreciation for a specified period                    |

### Fundamental Analysis

<table>
<thead>
<tr>
<th>CODE</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DES</td>
<td>Description</td>
<td>Display financial data and fundamental background information provided by the Bloomberg Professional® service for a specific security</td>
</tr>
</tbody>
</table>
| RV   | Relative Value      | Perform a customized peer group analysis using BICS  
|      |                     | ● BICS is a proprietary industry classification system that places companies in multiple industries by revenue  
|      |                     | ● Relative value analysis can be applied to companies (stocks), mutual funds or municipal bond issuers                                         |
| FA   | Financial Analysis  | Display financial history for a specific company or equity index  
|      |                     | ● Provides a selection of templates for displaying company information  
|      |                     | ● Customize templates by adding specific data fields  
|      |                     | ● Also provides aggregated fundamental data for global indices and tracks more individual financial values  
|      |                     | ● Displays data on a quarterly, semiannual, annual or trailing 12-month basis  
|      |                     | ● Compare the performance of a selected index to any equity security by using the comparison feature                                         |
| SPLC | Supply Chain        | Maps business relationships across suppliers, customers and competitors for companies globally                                                |
|      | Conditions          |                                                                                                                                              |
| EE   | Earnings Estimates  | Display Bloomberg’s earning projections as well as projections from various third-party contributors for a specific equity                  |
### Analytics

<table>
<thead>
<tr>
<th>CODE</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EQS</td>
<td>Equity Screening</td>
<td>Perform a search for equity securities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Choose from example screens or create and save your own screening criteria manually or with the aid of on-screen wizard functionality</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Create advanced formulas or score an equity screen directly from search results</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Includes the In/Out Monitor screen (IOM) that allows monitoring of which securities are added to or dropped from the Equity Screening (Results) screen</td>
</tr>
<tr>
<td>MMAP</td>
<td>Market Heat Map</td>
<td>Display and analyze global market segments as well as the companies that operate within those segments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Evaluate the growth of the companies</td>
</tr>
<tr>
<td>FMAP</td>
<td>Fund Map</td>
<td>Display and analyze mutual fund performance by objective, fund type or region</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Perform risk analysis</td>
</tr>
<tr>
<td>FTST</td>
<td>Factor backtester</td>
<td>Backtest investment strategies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Screen across equities using a point-in-time database with 20 years of history</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Test a broad range of factors, including custom factors</td>
</tr>
<tr>
<td>PORT</td>
<td>Portfolio and Risk Analytics</td>
<td>Centralizes portfolio and risk analytics and data</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Connects portfolio monitoring, characteristics, attribution, historical performance and scenario analysis with VaR, ex-post and ex-ante risk capabilities</td>
</tr>
<tr>
<td>COMP</td>
<td>Comparative Total Returns</td>
<td>Compares the returns of a selected security to its benchmark index and industry group (if available) or with two other selected securities and indices</td>
</tr>
</tbody>
</table>
| ECO          | Economic Release Calendars | Display, customize and manage multiple economic calendars  
|             |                            | • Can be managed by region, country and event type  
|             |                            | • Can display current, historical and upcoming economic event details  
| BETA        | Beta Calculations          | Graph and display the historical sensitivity of a selected equity compared to a broad-based market index  
|             |                            | • Can be used to help determine an equity’s risk level  
| EQRP        | Equity Risk Premium        | Calculate the expected additional return (equity risk premium) sought above a specific country/region’s risk-free rate for a selected equity  
|             |                            | • Can be used to help measure the relative risk/reward of investing in a selected equity and/or equity market  
| WACC        | Weighted Average Cost of Capital | Display capital structure, theoretical weighted average cost of capital, economic value added, return on invested capital (ROIC) and economic value added spread (EVA Spread) for a selected company  
|             |                            | • Customize default assumptions and data underlying the calculations  
|             |                            | • Display historical WACC data  
|             |                            | • Generate a PDF report of the current chart  
| AZS         | Altman’s Z-score Model     | Forecasts the probability of a selected company entering bankruptcy within the next two years  
|             |                            | • Can be used to evaluate the general financial condition of a company and the associated risk of investing in the selected security  
|             |                            | • Note: does not calculate a score for financial institutions as it was developed primarily for manufacturing companies  |
Useful links and references

Links to other guides

1. Bloomberg’s Getting Started Guide for Students
   Note: Contains guide to Bloomberg excel add-in
2. Bloomberg ticker symbols lookup
3. To get help using the Bloomberg service,
   a. Bloomberg Help
      Enter BHLP <GO> for an online user guide to the overall logic and navigation of the BLOOMBERG service.
   b. Help Pages
      Each function has a comprehensive, searchable online user guide designed to answer common questions and describe key functionality. From within any function, press <HELP> once to access that function’s Help Page.
   c. The Bloomberg Help Desk
      To answer any question, 24 hours a day, 7 days a week, you can start a live chat with the Bloomberg Help Desk. Press <HELP> twice to instantly connect.
   d. Customer Support
      +65-6212-1000

References
Bloomberg Getting Started Guide for Students, February 2012
BBU <GO> Bloomberg Portfolio File Uploader, November 2011