



Insightful,
In-depth,
IN India

About Bloomberg
First Word in
Business
Worldwide



Influential
Audience
at Scale



48.5MM+

Monthly Unduplicated
Global Audience



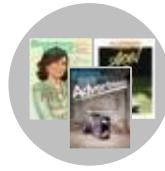
40MM+

Worldwide
Unique Digital
Browsers



18.2MM

Global Unique
Mobile Users
(Web + App)



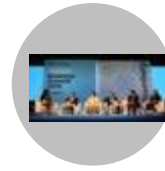
1.4MM

Global Print
Circulation



401MM+

Television
Households
Worldwide



15K+

Conference
Attendees



320K

Core Terminal
Subscribers



1.3MM+

Global Audio
Listeners



400K+

Briefs
e-Newsletter
Subscribers

6.4MM+

Apac Unique
Digital Browsers

3.3MM

Apac Unique
Mobile Users
(Web + App)

117K+

Apac Print
Circulation

52MM+

Television
Households
In Asia

800+

Asia Conference
Attendees

**Total Monthly
Audience in APAC**

7.7MM

Sources

APAC monthly audience figure based on Affluent APAC Q3'14-Q2'15 for TV and Print, comScore DAX March 2016 for Digital and Mobile. Note: Possibly duplicated users for digital, mobile web & mobile app users. Print's circulation - AAM Publisher's Statements December 2015 and BPA Worldwide as of December 2015. Television - Internal data - June 2015. Note: Confidential. Subject to final editorial approval. © 2016 Bloomberg LP.



Read



View



Listen



The Digital Audience

ASIA

40MM+ WORLDWIDE UNIQUE DIGITAL BROWSERS

435MM+ WORLDWIDE MONTHLY PAGE VIEWS

18.2MM+ WORLDWIDE UNIQUE MOBILE BROWSERS

6.4MM+ APAC UNIQUE DIGITAL BROWSERS

92MM+ APAC MONTHLY PAGE VIEWS

3.3MM+ APAC UNIQUE MOBILE BROWSERS

474K HONG KONG UNIQUE DIGITAL BROWSERS

750K SINGAPORE UNIQUE DIGITAL BROWSERS

C-Suite executives
33% (Index 117)

Household net worth \$1MM+
43.3% (Index 152)

Financial professionals 43.3%,
rank #1 (Index 152)

The Television Audience

Michael Dell, CEO Dell Inc.

Billionaire Zhang Xin, Chief Executive Officer of Soho China Ltd

Kathryn Shih, President of Asia Pacific at UBS Group AG

Alastair Campbell, Author

Steve Melhuish, CEO and Co-founder of PropertyGuru

401MM+ TELEVISION HOUSEHOLDS WORLDWIDE

52MM+ TELEVISION HOUSEHOLDS IN ASIA

478K+ HOTELS IN ASIA

175k REACH BUSINESS DECISION MAKERS IN ASIA

\$81K AVG HHI HIGHEST AMONG BUSINESS MEDIA

C-Suite executives

32% (Index 121)

Tech decision-makers

31% (Index 118)

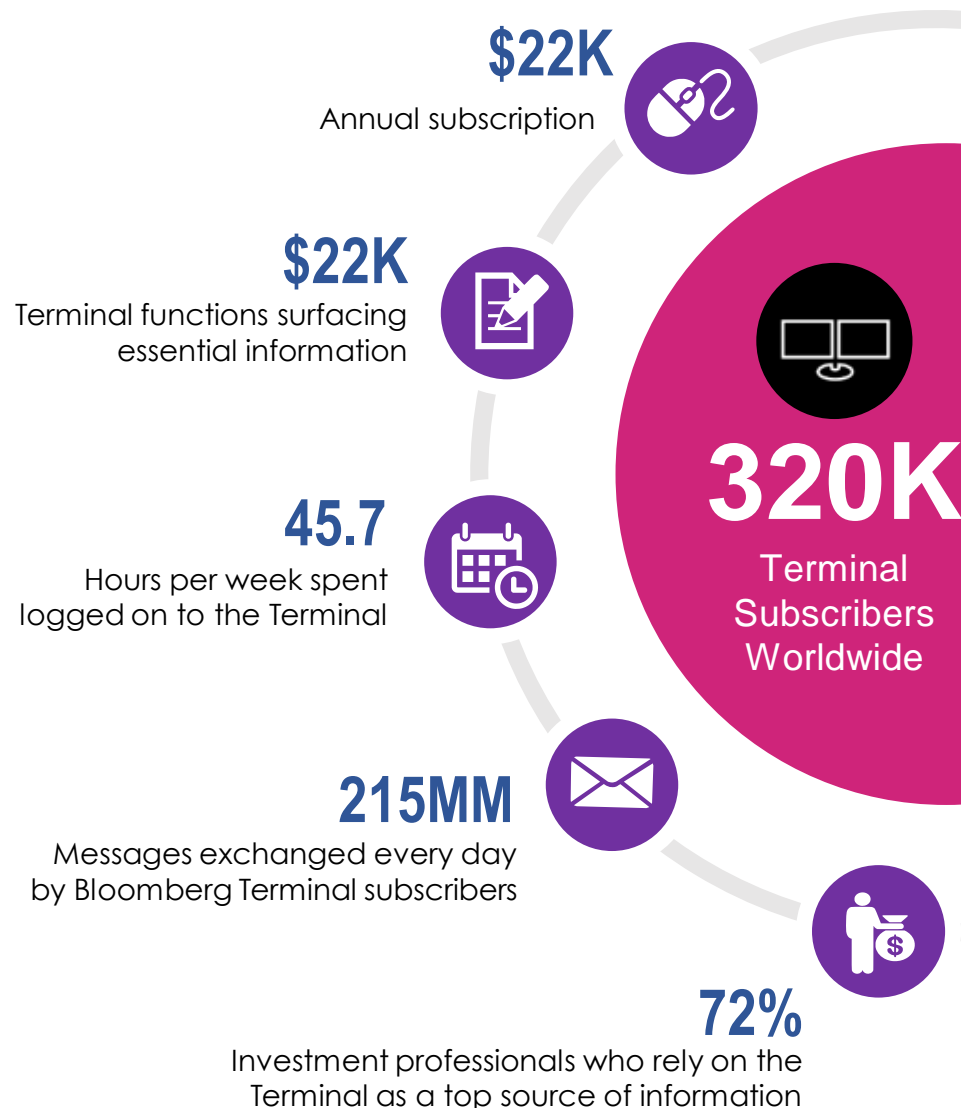
Financial decision-makers

34%, rank #1 (Index 130)

Guiding the world's financial elite with indispensable real-time data and analysis

The Terminal is an integral part of the business desk – the choice for financial leaders.

Tapping into this connection, Bloomberg shares the Terminal's power to reach and influence the markets' biggest movers with the stories behind the numbers.



About

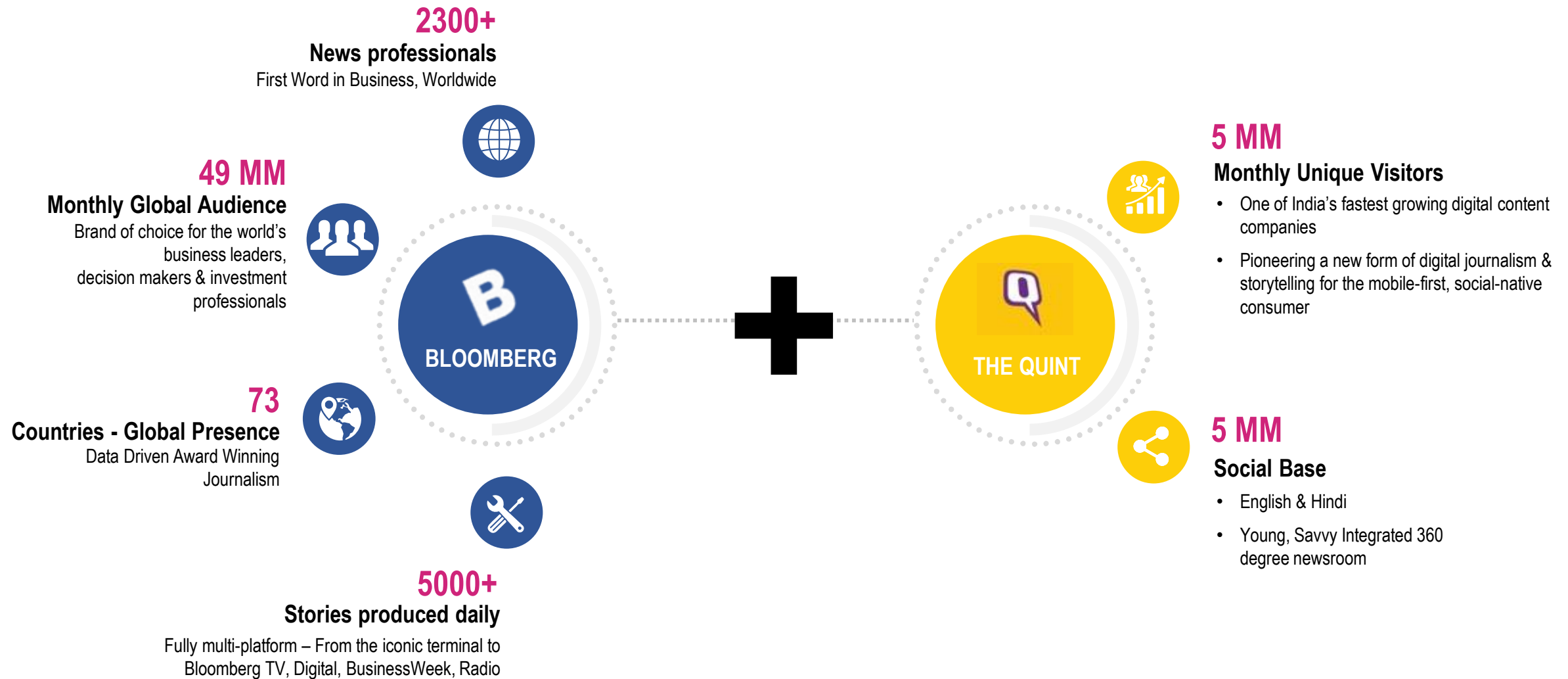
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Sources

comScore DAX, March 2016. Note: Possibly duplicated users for mobile web & mobile app.

BE Asia 2015, All Market. Based on Weekly usage. Competitors include: CNN.com, BBC.com, WSJ.com, CNBC.com, Economist.com, Reuters.com, FT.com, Forbes.com, CNNMoney.com. © 2016 Bloomberg LP

Business news for the mobile Indian

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Content Focused

BUSINESS | MARKETS | OPINION | LEADERSHIP | TECH | PURSUITS

**Localized, Relevant Content
For Today's Global Mobile
Business News Consumer:**

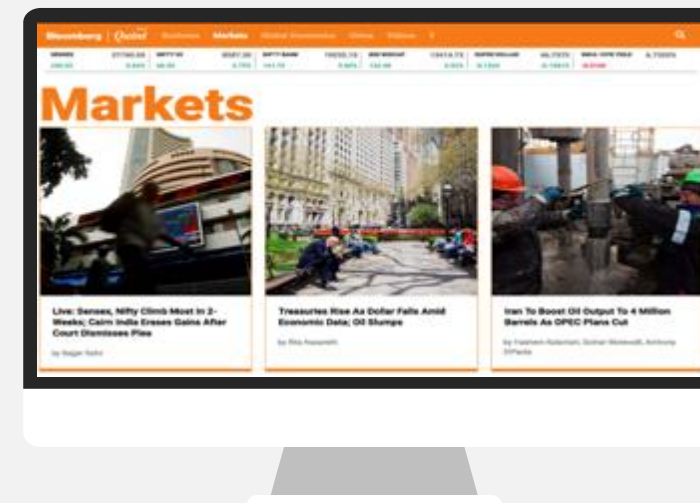
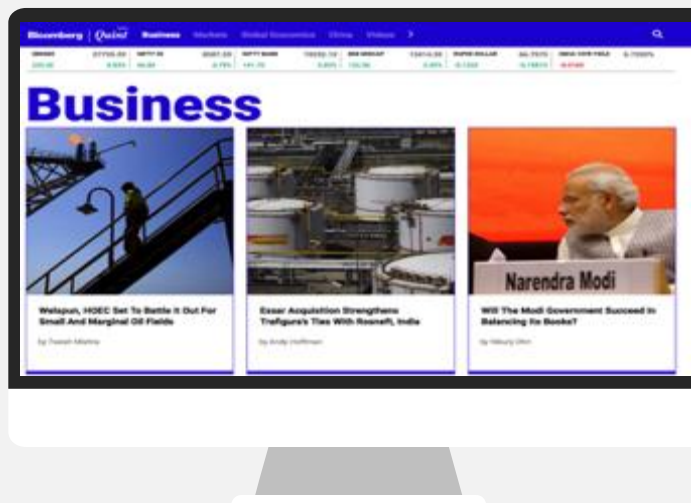
- Text
- Visual Data
- Digital Video
- Social Live
- Desktop & WAP

Seamless Experience across all mobile
and tablet devices

**Glocal
Flavor**



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India's most
respected
business news
team



Objective Analysis

Factual, reliable, authoritative analysis backed by unmatched data and intelligence from the terminal

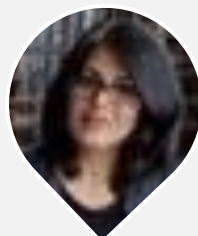


Experienced Perspective

Deep, insightful, sharp perspective and opinion from India's most well known business minds



Raghav Bahl



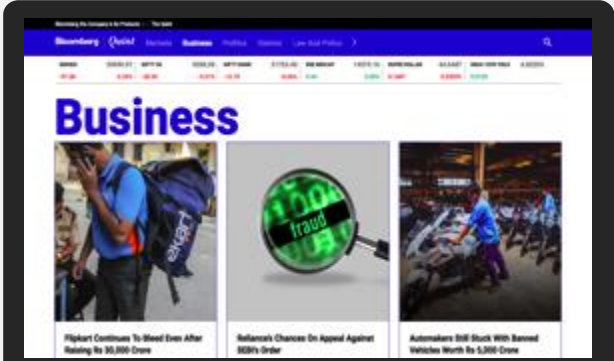
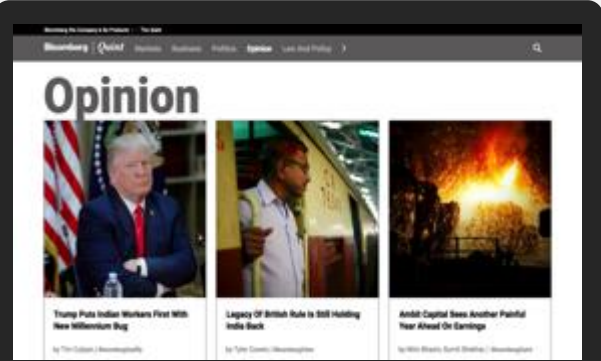
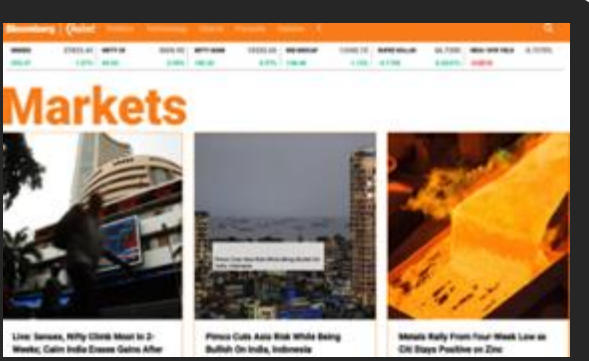
Menaka Doshi



Sanjay Pugalia

A highly respected team, comprising some of the most credible faces in Business News; built leaders in the category; 100+ years combined experience in business media

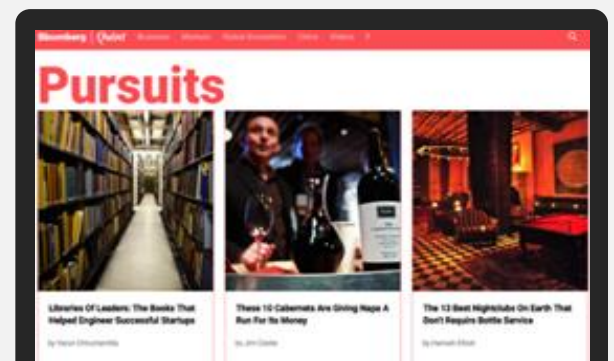
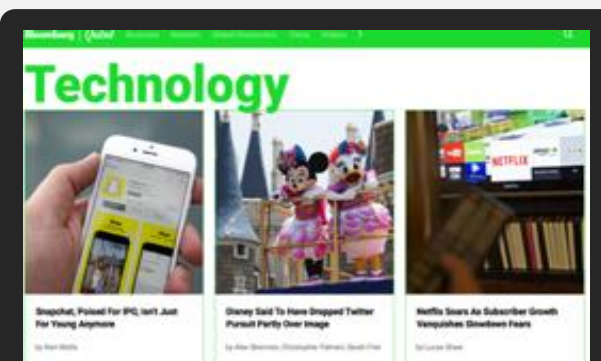
Rich Diverse Content And Acclaimed Global Product Design



Clutter free design for optimal reading experience



Ideal for long form & mobile reading



A mobile first design which works seamlessly across all devices




Non intrusive advertising units which optimize user experience



Designed to create an engaging user experience

Markets Live: Sensex, Nifty Climb Most In 2-Weeks; Cairn India Erases Gains After Court Dismisses Plea Pimco Cuts Asia Risk While Being Bullish On India, Indonesia Metals Rally From Four-Week Low as Citi Stays Positive on Zinc	Business Essar Acquisition Strengthens Trafigura's Ties With Rosneft, India Will The Modi Government Succeed In Balancing Its Books? Future Consumer Bitten By The Health Bug	Politics Pakistan Violates Ceasefire For The 29th Time Since India's Surgical Strikes U.S. Refrains From Commenting On Modi's 'Mothership' Remark Hammond's Treasury Cold-Shouldered As May Pursues Brexit Agenda
China Yuan Trades Near Six-Year Low As U.S. Uncertainties Add Pressure China's Top Stock Loses Its Shine As Expansion Concerns Surface China's Housing Market Isn't In A Bubble After All	Technology Snapchat, Poised For IPO, Isn't Just For Young Anymore Disney Said To Have Dropped Twitter Pursuit Partly Over Image Netflix Soars As Subscriber Growth Vanquishes Slowdown Fears	Pursuits Libraries Of Leaders: The Books That Helped Engineer Successful Startups These 10 Cabernets Are Giving Napa A Run For Its Money The 13 Best Nightclubs On Earth That Don't Require Bottle Service

Opinion



India's Puzzling Gender Gap Will Restrict Growth: Bloomberg View

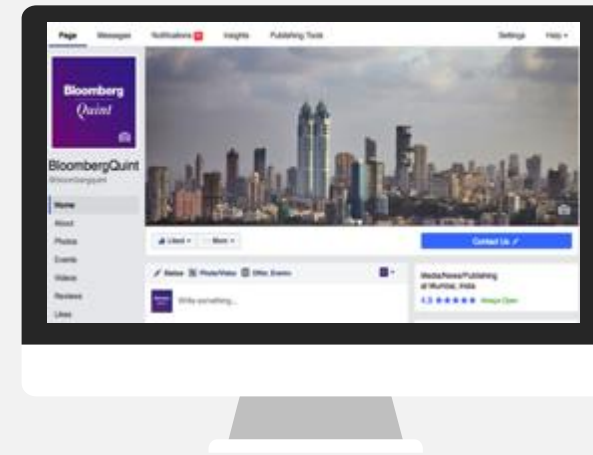



Social-first newsroom, Digital-first DNA

Bloomberg|Quint has an engaged social media presence which is growing rapidly everyday.



Bloomberg|Quint is an integrated news organization, with multi-media journalists and producers leading a newsroom that thinks, acts digital-first



Designed for easy social sharing, Bloomberg|Quint has fast emerged as one of the most socially engaging business brands in India



Budget 2017 - Bold Messaging, Premium Imagery

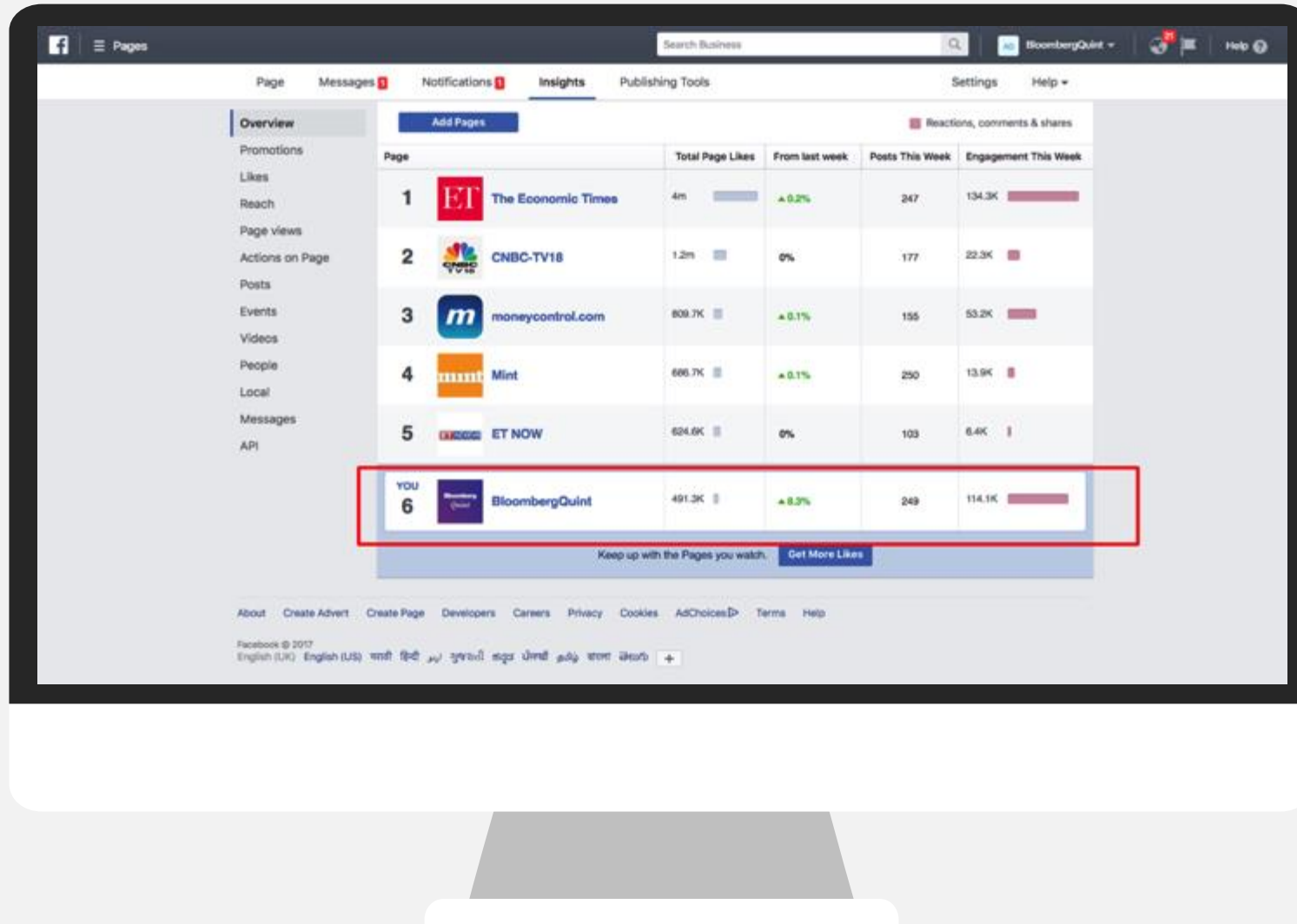
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Acclaimed Budget Campaign on Jobs



Budget 2017 Impact - Leadership On Social Engagement

Leadership performance on Social V/S Legacy players during budget week



New business news channel targeting CEOs, Leaders, Investors, Professionals, Entrepreneurs
Powered by India's most experienced broadcast team in business news



Bloomberg|Quint TV - Launching Shortly

Large national footprint from Day 1, Focus on premium audiences at scale

Bloomberg|Quint TV will be available in 60 MM homes from launch

Distribution across all leading cable & satellite platforms, Stronger focus in 1MM+ cities

OOH distribution in offices, airports, hotels and syndication across airlines, video platforms



60MM+ Households





Thank
you

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