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### **BLOOMBERG TELEVISION EXPANDS DISTRIBUTION LEAD ACROSS ASIA-PACIFIC**

- *Bloomberg TV Now Most Widely Distributed 24-Hour Financial News Channel in Singapore, Hong Kong and Other Key Regions* -

Hong Kong, July 19, 2011— Bloomberg Television today announced that through a concentrated distribution drive, the global 24-hour business news channel has expanded its reach by over 20% this year and achieved a distribution lead in strategic territories across the Asia-Pacific region.

As a result of several substantial contract renewals and new distribution sales initiatives, Bloomberg Television is now the most widely distributed full-time, pan-regional business and financial news channel in the region's key financial hubs of Singapore, Hong Kong, Australia and Korea. Bloomberg Television reaches some of the world's most affluent and influential viewers in terms of household income, asset value and education levels.

In Singapore and Australia, Bloomberg Television is the only international business and financial news channel available on all major pay TV platforms. In Singapore, Bloomberg TV is now available to every StarHub and mioTV household, totaling over 840,000 subscribers. In Australia, Bloomberg Television can be seen in more than 2.2 million households via leading pay TV providers Foxtel and Austar.

In addition to reaching every subscriber of NOW TV in Hong Kong, Bloomberg Television has also renewed its carriage on iCable and is now newly available on several additional targeted packages as well as the basic tier. Total 24/7 household distribution of Bloomberg Television in Hong Kong now stands at over 1.6 million.

In Korea, Bloomberg Television can be seen in more than 3.2 million households including via leading platforms C&M, KT Qook TV and CJ Hello Vision.

Bloomberg TV is now available in over 12 million households across the region, with each of these households benefiting from access to Bloomberg Television on a 24/7 basis.

Gary Groenheim, Commercial Director of Bloomberg Television, Asia-Pacific, said, "These distribution gains are a significant achievement as well a great vote of confidence from our distribution partners in the value and relevance of Bloomberg Television as the preferred choice

when it comes to global business and financial news. Together with our revitalized on-air look, new programming and new Hong Kong studio, 2011 is already a stand-out year for us."

### **About Bloomberg Television**

Bloomberg Television, currently available in more than 270 million homes worldwide, reaches some of the world's most affluent and influential viewers in terms of household income, asset value and education levels. With hubs in New York, London and Hong Kong, the network provides 24-hour continuous coverage of the people, companies and ideas that move the markets. Programming includes "First Up" with host Susan Li (7-9 a.m. HKT), "On the Move Asia" with host Rishaad Salamat (9-11 a.m. HKT) and "Asia Edge" (11-12 p.m. HKT).

For more information on Bloomberg Television, please visit [www.bloomberg.com/tv](http://www.bloomberg.com/tv) and follow us on Twitter (@BloombergTV) and Facebook.

### **About Bloomberg**

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength—delivering data, news and analytics through innovative technology, quickly and accurately—is at the core of the Bloomberg Professional service, which provides real time financial information to more than 300,000 subscribers globally. Bloomberg's enterprise solutions build on the company's core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively. Through Bloomberg Law, Bloomberg Government and Bloomberg New Energy Finance, the company provides data, news and analytics to decision makers in industries beyond finance. And Bloomberg News, delivered through the Bloomberg Professional service, television, radio, mobile, the Internet and two magazines, Bloomberg Businessweek and Bloomberg Markets, covers the world with more than 2,300 news and multimedia professionals at 146 bureaus in 72 countries. Headquartered in New York, Bloomberg employs more than 13,000 people in 185 locations around the world.

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