

*Getting started with...*

**Bloomberg**

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## Version and Feedback

This guide is based on *The latest Version of Bloomberg on February 3 2011*. The guide was last updated on February 12 2011.

Any feedback is greatly appreciated and can be sent to [dbsupport@econ.au.dk](mailto:dbsupport@econ.au.dk). For further questions or support, feel free to visit the D-CAF office at the School of Economics and Management, Aarhus University (*room 312, building 1323*).

The Bloomberg terminals can be accessed on the computers in the *Glass cage* on the 2<sup>nd</sup> floor of building 1327.

## 1. Introduction

The following guide will describe the core features of Bloomberg and should prove useful as a stepping stone to getting started with the Bloomberg database.

Bloomberg is a very useful database for many purposes, in particular for gathering realtime time series data as Bloomberg is a financial service system that provides 24-hours current and accurate financial, economic, and government information, covering all market sectors worldwide. It also features analytics, company financials, current news reports, statistics and historical market data approximately thirty years back.

The purpose of this guide is to give a basic introduction to Bloomberg, including the custom Bloomberg keyboard, the basic principles of datasearch and how to extract data using the Excel-Add.

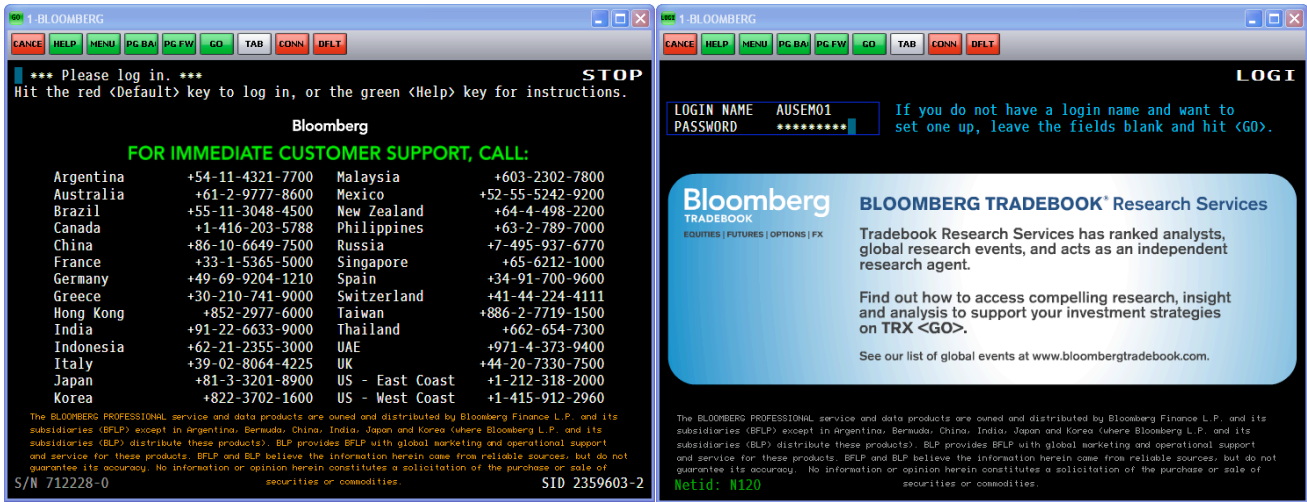
For intermediary and advanced users, no in-depth documentation of Bloomberg exists due to Bloomberg policy, but for beginners the following additional could prove helpful:

- Princeton : Bloomberg : Get Started
  - *This manual of Bloomberg will serve as a supplement o this and will help you understand how information is organized in the Bloomberg system, particularly keyboard and menu structure.*
    - <http://firestone.princeton.edu/econlib/blp/docs/Bloomberggetstarted.pdf>
- Princeton : Guide to Tickers
  - *This manual gives a very specific description of how to identify Tickers in Bloomberg.*
    - <http://firestone.princeton.edu/econlib/blp/docs/Bloomberggetstarted.pdf>
- Stanford : Database Guide
  - This guide is intended to provide a brief introduction to the Bloomberg system. Including the custom Bloomberg Keyboard as well as the basic function keys. This guide is a little more advances than the above.
- Leigh : Bloomberg Basic Manual
  - This manual goes through the general setup of Bloomberg including a historical introduction.
  - The main advantage o this manual is a in depth description of how to analyze different within different categories.
  - <http://firestone.princeton.edu/econlib/blp/docs/bloombergmanualehighuniversity.pdf>

## 2. Getting Access

Open the Bloomberg terminal by the icon on the desktops. Four Screens will appear by default.

To log in you will have to push the red <PauseBreak> key and then type in username and password and press the green <GO> key as it appears below. To get username and password, please contact the D-CAF office in room 312, building 1323 or by email [dbsupport@econ.au.dk](mailto:dbsupport@econ.au.dk)



The Keyboard looks different from an ordinary one the main differences are the three colors of the keys

Yellow: These refer to specific markets, e.g. commodities, equity, etc.

Green: These are action keys and allow you to move throughout the system.

Red: This one key is used to login and –out and reset a screen.

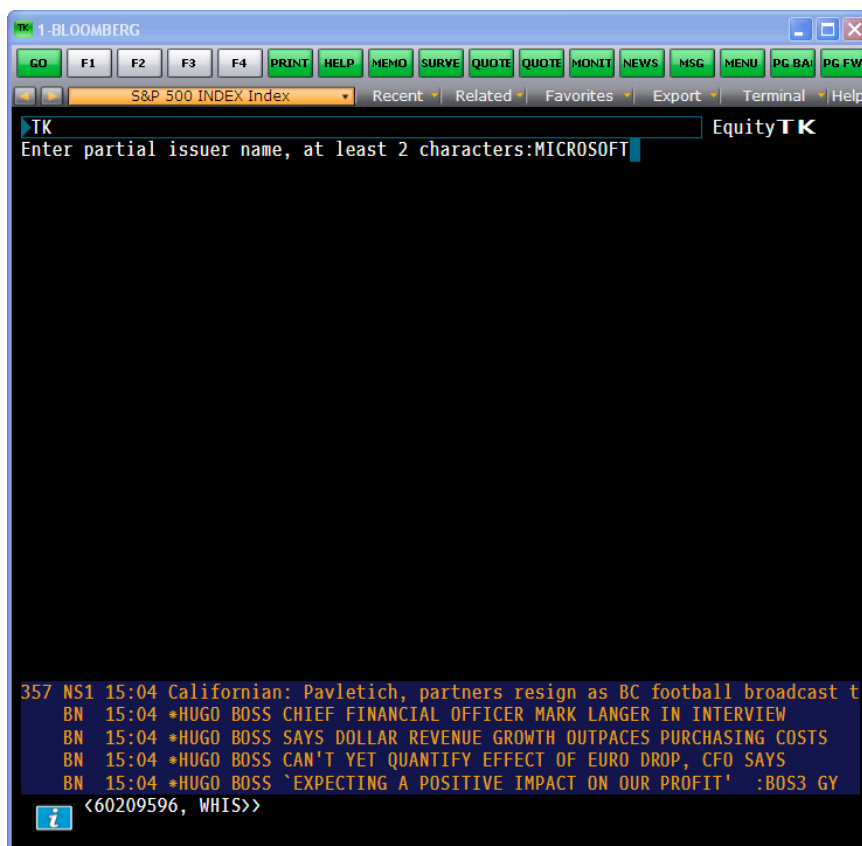


### 3. Data Search

In Bloomberg any data is identified by *Tickers* which are unique references. The datasearch in Bloomberg is thus merely a question of finding the right ticker, but as the tickers only have a little degree of systematicity this can be a little tricky.

The most reliable way of finding the ticker is to press the yellow key in line with the data you are interested in e.g. Equity, then <GO>. This result in a general overview of equity functions. Under 1) *Finding Equities* one will find *TK Ticker Lookup*. Either click this or press TK <GO> then you will be asked to enter *Partial Issuer Name* which is simply the name of the equity in question <GO>. Now a list of different datatypes will appear, including hit number.





Another possibility is using the <HELP> key. This can be done in three ways:

- I. You can make your *Partial Issuer Name* followed by <HELP>. This is a less accurate way of doing the above, and for very specific searches, this might not give the wanted result.
- II. Alternatively you can start by pressing <HELP> and then sort of clicking your way through.
- III. At last it is a possibility to press <HELP><HELP>. By doing this you will be put through to a online 24-hour customer support representative. This should only be done in VERY urgent situations, which is never during a datasearch.

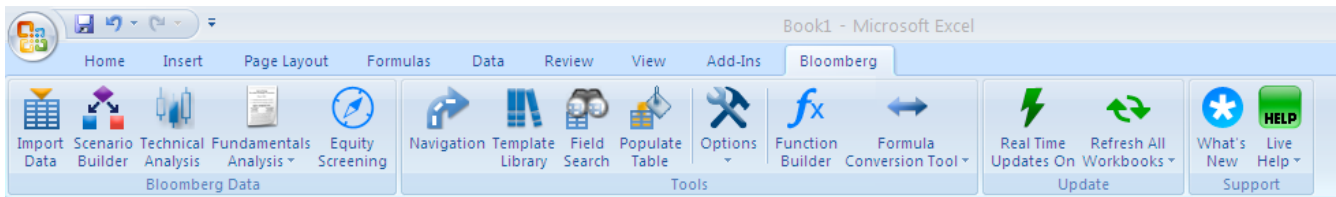
The last and most random search option is to type in the e.g. company name in the searchbar and hope for the best. This will only work in case of a very general dataserries.

## 4. Data Extraction

The way to extract the data from Bloomberg when the Ticker is known is in Excel by the Bloomberg Add-in. The Add-in is a powerful tool that delivers the data directly into a spreadsheet for custom analysis and calculations. The Excel Add-in functionality is available in Excel from the Bloomberg menu item on the top menu bar.

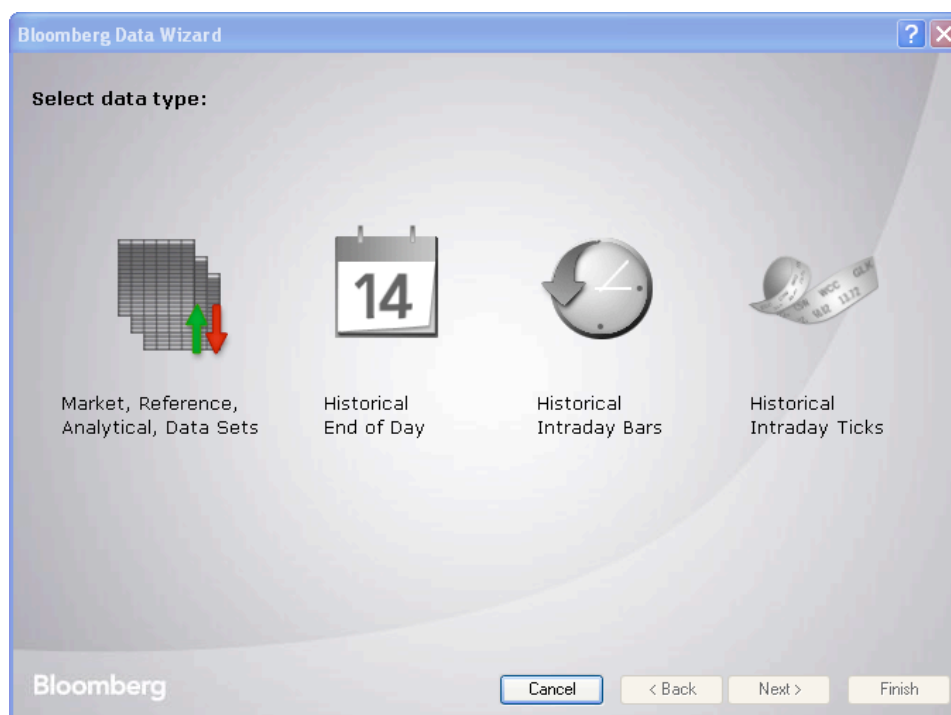
If you do not see the Bloomberg in the top menu bar in Excel, install it by the following steps:

1. Click **Start > All Programs > Bloomberg > Install Excel Add-in.**
2. In the pop-up window click **Install.**
3. Reopen Excel. Then the Bloomberg tab should appear in the top menu.



The Wizards in the Bloomberg menu provide a guided process to draw data from Bloomberg into a spreadsheet. The most commonly used are *Import Data* and *Fundamentals Analysis*.

- Import Data Wizard
  - This enables you to retrieve any number of individual series. If you click the icon in the toolbar you are presented with the four options of datatypes



- When the wizard asks for a search text then in general one should search for PX\_LAST, which will most often give the correct value of any series even if it is not actually a price.
- It is always a good idea to validate the data by using HP (Historical Prices) in the Bloomberg program.
- Fundamentals Analysis Wizard
  - This wizard enables you to retrieve Bloomberg fundamentals analysis pre-defined templates, such as Balance Sheets, Cash Flows etc.

Note: The first data cell in the spreadsheet will contain a command function, which will define the requested series. If this command is changed or updates then the data will update accordingly.

## 5. Examples

In this section two examples will hopefully prove useful in getting started with getting basic data. First we will take a look at the daily data on the S&P 500 index and thereafter at quarterly data on the United States GDP growth.



## S&P 500

As it is described above it should be straight forward to identify the ticker of the S&P 500 index as *SPX Index*. This ticker will lead you to the following overview of functions



To Extract the daily data for the index you have to choose the *Historical End of Day* wizard in Excel under *Import Data*.

In this Example we would like to get the daily bid price and the closing price of the index one day ago. This step by step procedure would look like this

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**Bloomberg Data Wizard - History - Step 1 of 6 - Create a list of Securities**

Enter security  
 Security identifier:   
 Market sector: Index  
 Identifier type: Ticker-Exchange

Selected securities:  
 SPX Index

Available securities:

Buttons: Add, Add all, Remove, Remove all, Cancel, < Back, Next >, Finish

**Bloomberg Data Wizard - History - Step 2 of 6 - Create a list of Fields**

Field source: Bloomberg Fields  
 Search text: price  
 Filter: Asset Class | Field Type  
 Display values for: SPX Index

Selected fields:  
 Bid Price  
 Closing Price 1 Day Ago

Type	Name	Mnemonic	Value
	VwAP (Vol We...	EQY_WEIGHTED_A...	
	Last Price	PX_LAST	1092.28000000
	Bid Price	PX_BID	1091.88000000
	High Price	PX_HIGH	1107.34000000
	Low Price	PX_LDW	1088.08000000
	Ask Price	PX_ASK	1092.51000000
	Closing Price 1 ...	PX_CLOSE_1D	1115.05000000
	Mid Price	PX_MID	1092.19500000
	Price to Book R...	PX_TO_BOOK_RATIO	2.07

Buttons: Add, Add All, Add To Favorites, Remove, Remove all, Cancel, < Back, Next >, Finish

**Bloomberg Data Wizard - History - Step 3 of 6 - Select Periodicity and Time Frame**

Periodicity  
 Calendar type: Calendar  
 Periodicity: Daily  
 Date Format: Date  
 Calendar Code: Calendar Default

Time frame  
 Fixed time series  
 Date From: To:  Current  
 Period From: CQ2 2009 To: CQ2 2010  Current  
 Relative time series  
 End date: Today Date: 31-01-2007  
 Last Reported Period  
 Period: CQ2 2010  
 Number of periods: 1 Days

Buttons: Cancel, < Back, Next >, Finish

**Bloomberg Data Wizard - History - Step 4 of 6 - Set History Parameters**

Currency: Security default

Non-trading days  
 Exclude  
 Include all non trading weekdays  
 Include all calendar days  
 Filter value non-trading periods: Carry over last value #N/A N/A Blank Custom:

Quote (yield quoted securities only)  
 Yield  
 Price

Quote Calculation  
 Closing quote  
 Quote GPA

Buttons: Cancel, < Back, Next >, Finish

**Bloomberg Data Wizard - History - Step 5 of 6 - Set Pricing Defaults**

Follow DPDF Settings  
 Yes  
 No

Cash Adjustment Normal  
 Yes  
 No

Cash Adjustment Abnormal  
 Yes  
 No

Capital Changes  
 Yes  
 No

Buttons: Cancel, < Back, Next >, Finish

**Bloomberg Data Wizard - History - Step 6 of 6 - Set Layout Options**

Data placement  
 Existing worksheet: [Book1]Sheet1!\$B\$3  
 New worksheet

Show labels  
 Security  
 Field  
 Date

Field Orientation  
 Horizontal  
 Vertical

Multi-sheet  
 Single security per sheet  
 Show security ID on tab

Time ordering  
 Chronological  
 Reverse chronological

Data set aggregation  
 Aggregate in a single cell

Table Layout  
 Horizontal  
 Horizontal (two rows)  
 Vertical

	B	C	...
3	SPX Index		
4	Date	PX_BID	PX_CLD...
...	=bid()		

Buttons: Cancel, < Back, Next >, Finish

<Finish>

This way you will get the requested data in the following form

The screenshot shows a Microsoft Excel spreadsheet titled 'Book1 - Microsoft Excel' with a Bloomberg Data add-in. The active sheet is 'Sheet1' and the data is for the 'SPX Index'. The table contains the following data:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	SPX Index																		
2	Date	PX_BID	PX_CLOSE_1D																
3	22-03-2010	1165,5	1159,9																
4	23-03-2010	1173,76	1165,81																
5	24-03-2010	1167,54	1174,17																
6	25-03-2010	1165,59	1167,72																
7	26-03-2010	1166,36	1165,73																
8	29-03-2010	1172,94	1166,59																
9	30-03-2010	1172,95	1173,22																
10	31-03-2010	1169,11	1173,27																
11	01-04-2010	1177,62	1169,43																
12	05-04-2010	1187,04	1178,1																
13	06-04-2010	1189,13	1187,44																
14	07-04-2010	1182,17	1189,44																
15	08-04-2010	1186,16	1182,45																
16	09-04-2010	1194	1186,44																
17	12-04-2010	1196,19	1194,37																
18	13-04-2010	1196,9	1196,48																
19	14-04-2010	1210,24	1197,3																
20	15-04-2010	1211,39	1210,65																
21	16-04-2010	1191,79	1211,67																
22	19-04-2010	1197,14	1192,13																
23	20-04-2010	1206,93	1197,52																
24	21-04-2010	1205,38	1207,17																
25	22-04-2010	1208,46	1205,94																
26	23-04-2010	1216,8	1208,67																
27	26-04-2010	1211,81	1217,28																

## US GDP Growth

In this example it is not as straight forward to identify the Ticker. To find the ticker of any economic series it is very useful to use the function *WECO* that is an economic calendar with publications of macro data for most of the world.

1-BLOOMBERG

GO F1 F2 F3 F4 PRINT HELP MEMO SURVE QUOTE QUOTE MONIT NEWS MSG MENU PG BA PG FW

QoQ % Change Annualized Index Recent Related Favorites Export Terminal Help

<HELP> for explanation, <MENU> for similar functions. Index WECO  
Enter # <GO> to select category! <PAGE> for more categories. Page 1 of 2

### World Economic Calendar

1) World Economic Releases 2) Europe 3) G7 Economic Releases  
4) Economic Statistics

**'G7' Countries**

- 15) Canada
- 16) France
- 17) Germany
- 18) Italy
- 19) Japan
- 20) UK
- 21) United States

**'Euro Bloc' Countries**

- 22) The Euro Zone

- 5) Argentina
- 6) Australia
- 7) Austria
- 8) Bahrain
- 9) Belgium
- 10) Brazil
- 11) Bulgaria
- 12) Chile
- 13) China
- 14) Colombia
- 23) Croatia
- 24) Cyprus
- 25) Czech Rep
- 26) Denmark
- 27) Ecuador
- 28) Egypt
- 29) Estonia
- 30) Fiji
- 31) Finland
- 32) Georgia
- 33) Greece
- 34) Hong Kong
- 35) Hungary
- 36) Iceland
- 37) India
- 38) Indonesia

589 KLS 11:11 PBAH:Final Dividend 4% T.E.  
588 NS1 11:11 Greeley Tribune: Adventure items for May 21  
587 BL 11:11 In Re: Yasmin and Yaz (Drospirenone) Marketing, Sales Practices  
586 KLS 11:11 COLA:PROPOSED AMENDMENT TO THE ARTICLES OF ASSOCIATION  
585 NS1 11:11 Greeley Tribune: Tad Boyle returns, delights fans

**FINANCIAL CONDITIONS WATCH: WILL LOW INTEREST RATES ENCOURAGE EXCESSIVE RISK TAKING, AGAIN?** FCW<GO>

As it is data for the United States we are looking for, type 21 <GO> to find a list of economic releases of US data.

1-BLOOMBERG

GO F1 F2 F3 F4 PRINT HELP MEMO SURVE QUOTE QUOTE MONIT NEWS MSG MENU PG BA PG FW

QoQ % Change Annualized Index Recent Related Favorites Export Terminal Help

<HELP> for explanation, <MENU> for similar functions. Index ECO

Real-time monitoring is enabled for releases in white

1) Custom Calendars 2) Settings 3) Alerts 4) Export Economic Calendars

Region North America Country United States Type Economic Releases

Date 05/21/10 - 05/28/10 11:11:42 United States: Economic Releases

Date	Time	A M	Event	Period	Survey	Actual	Prior	Revised
11) 05/24	14:30		Chicago Fed Nat Activity Index	APR	-	-	-0.07	-
12) 05/24	16:00		Existing Home Sales	APR	5.60M	-	5.35M	-
13) 05/24	16:00		Existing Home Sales MoM	APR	4.7%	-	6.8%	-
14) 05/25	15:00		S&P/CS Composite-20 YoY	MAR	2.4%	-	0.6%	-
15) 05/25	15:00		S&P/CaseShiller Home Price Ind	MAR	-	-	144.0	-
16) 05/25	15:00		S&P/CS 20 City MoM% SA	MAR	-0.40%	-	-0.10%	-
17) 05/25	15:00		S&P/Case-Shiller US HPI	1Q	-	-	136.1	-
18) 05/25	15:00		S&P/Case-Shiller US HPI YOY%	1Q	-	-	-2.5%	-
19) 05/25	16:00		Richmond Fed Manufact. Index	MAY	25	-	30	-
20) 05/25	16:00		Consumer Confidence	MAY	59.0	-	57.9	-
21) 05/25	16:00		House Price Index MoM	MAR	-	-	-0.2%	-
22) 05/25	16:00		House Price Purchase Index QoQ	1Q	-	-	-0.1%	-0.1%
23) 05/25	23:00		ABC Consumer Confidence	MAY 23	-	-	-44	-
24) 05/26	13:00		MBA Mortgage Applications	MAY 21	-	-	-1.5%	-
25) 05/26	14:30		Durable Goods Orders	APR	1.3%	-	-1.3%	-1.2%
26) 05/26	14:30		Durables Ex Transportation	APR	0.3%	-	2.8%	3.7%
27) 05/26	16:00		New Home Sales	APR	420K	-	411K	-
28) 05/26	16:00		New Home Sales MoM	APR	2.2%	-	26.9%	-
29) 05/27	14:30		GDP QoQ (Annualized)	1Q S	3.5%	-	3.2%	-

606 NS1 11:11 Orlando Sentinel: NBA suspends referee Joe DeRosa for throwing bal

605 BSE 11:11 West Coast Paper - Board to consider Dividend

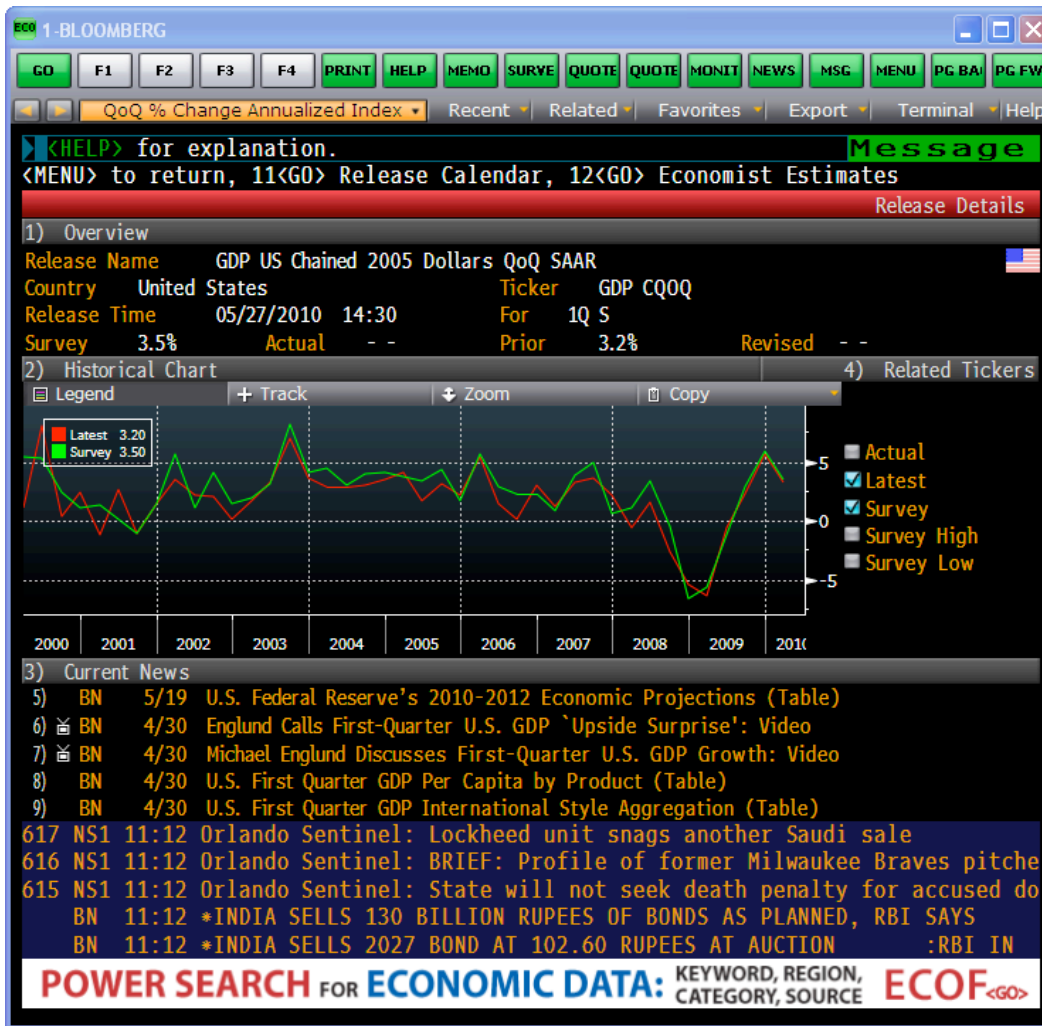
604 BSE 11:11 ITC - Annouces Q4 & FY 10 results

603 RNS 11:11 Seeing Machines Ltd SEE Appointment of Adviser

602 BN 11:11 China Govt Bond Sells CNY28 Bln 50-Year Bonds at 4.03% (1014)

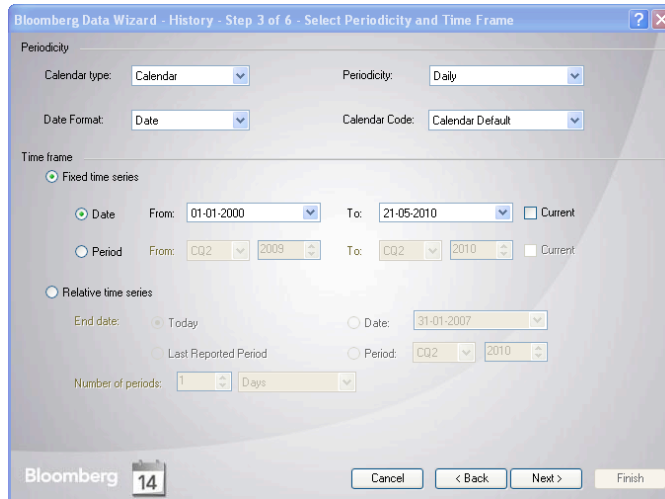
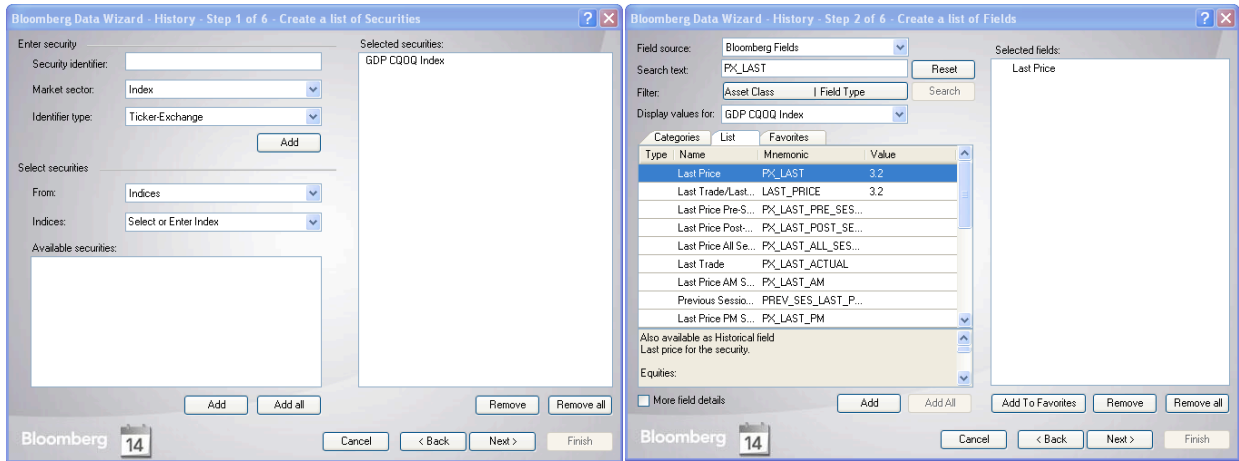
POWER SEARCH FOR ECONOMIC DATA: KEYWORD, REGION, CATEGORY, SOURCE ECOF.GO

From here it should be possible to identify the Event *GDP QoQ (Annualized)* as the relevant data. If you click this event you will be directed to a page with an overview of the data including the Ticker *GDP CQQQ*.



Now you can get the data in Excel as in the case of the S&P 500 index, i.e. through the *Import Data Wizard* choosing *Historical End of Day*. Below this is depicted step by step. Note that in general when searching for economic data one should choose *PX\_LAST* in the data field.

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<Finish>. This will result in the following spreadsheet

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The screenshot shows a Microsoft Excel spreadsheet with a Bloomberg data table. The table has two columns: 'Date' and 'PX\_LAST'. The data points are as follows:

Date	PX_LAST
31-03-2000	1,1
30-06-2000	8
30-09-2000	0,3
31-12-2000	2,4
31-03-2001	-1,3
30-06-2001	2,6
30-09-2001	-1,1
31-12-2001	1,4
31-03-2002	3,5
30-06-2002	2,1
30-09-2002	2
31-12-2002	0,1
31-03-2003	1,6
30-06-2003	3,2
30-09-2003	6,9
31-12-2003	3,6
31-03-2004	2,8
30-06-2004	2,9
30-09-2004	3
31-12-2004	3,5
31-03-2005	4,1
30-06-2005	1,7
30-09-2005	3,1
31-12-2005	2,1
31-03-2006	5,4

The Excel interface includes the ribbon with 'Bloomberg' selected, a formula bar with the formula `=BDH($A$1:$B$2;"01-01-2000";"21-05-2010";"Dir=V";"Dts=S";"Sort=A";"Quote=C";"QtTyp=P";"Days=T";"Per=cd";"DtFmt=D";"UseDPDF=Y";"cols=2;rows=41")`, and a taskbar at the bottom with several open applications including '1-BLOOMBERG', '2-BLOOMBERG', '3-BLOOMBERG', '4-BLOOMBERG', 'IB Manager', and 'Screenshot Stu...'. The system clock shows 11:23.