



# THIS IS OUR

The story has shifted to the global economy, says **Brian Martinez**, Head of Broadcast EMEA at **Bloomberg TV**. The company has broadened the appeal of its content, and in a global initiative is pushing onto new platforms. There is a buzz in the newsrooms...

**T**he story has shifted to the global economy – so this is our time. The story that we report – money and finance – is the story that people want to hear about. So in that sense it has invigorated our newsgathering operation to go out and follow that story – whether it is a crisis or a collapse of a company, or a marriage between two companies in order to survive.

The crisis has been a catalyst for us to go out and report on the movers and shakers that are shaping this new world.

### So has the crisis been a good thing for Bloomberg in terms of highlighting your advantage in this area?

Right now money news is hot, and we happen to be in that business. Whether that's an advantage or disadvantage I can't say, but it certainly means it has added to the passion in the newsroom to show the world that we are best at

reporting this story. We have a depth of knowledge that nobody else can rival.

### Tell us about the latest developments – what's new?

Over the past months we have focused on developing our global English language network throughout Europe, the Americas and Asia. We have increased our English language distribution in Europe, Africa and the Middle East to 134m plus homes making us available to the viewers who want to see and hear Bloomberg every day.

We have changed our look and feel and will continue to update that on a day-to-day and week-to-week basis. Our integrated news service approach means we have access to over 2,000 reporters in 145 bureaux in Europe, Africa, Middle East, Asia-Pacific, North and South America.

### How are you expanding on to new platforms?

We have solidified our position in the region in terms of satellite and

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cable to be competitive with other news channels.

We are also pushing on to new platforms, IPTV and mobile, and are expanding our reach into more high-end hotel rooms. We will focus on the three screens that are important to all broadcasters today – the TV screen, the PC screen and the mobile screen. That's a global initiative.

Inside Europe, the emerging markets are an important growth base for increasing our distribution in Central and Eastern Europe, as well as the Middle East. We are making sure that we are available to people in these emerging economies.

### What about your iPhone application?

It's been an incredible success story for Bloomberg. There are more than 60,000 users from around the globe logging on to the BLOOMBERG PROFESSIONAL service on their BlackBerry, Windows Mobile, Palm, and iPhone devices when they are away from their desks.

Last August, we launched a



consumer-oriented application for the 3G iPhone with the ability to look up stock prices, get an overview of what sectors are moving markets, create a portfolio of stocks, and get news from around the world. Since then the Bloomberg consumer app on iPhone has been downloaded 1.9m times, with around 200,000 customers logging on every day.

The BlackBerry consumer application was released with the BlackBerry App Store, and has been downloaded 90,000 times in the US, UK and Canada, and we are poised for a more global launch of that product. In addition, we are launching right now on Nokia devices at the consumer level, and we expect great things from our relationship with Nokia.

We will soon offer professional-level products on virtually every internet-enabled device in an effort to make where our clients are no barrier to their ability to access their Bloomberg service.

Podcasting, video, audio, and more are all just around the corner for us as well.

**Some networks have been accused of fanning the fire of the economic crisis, how has Bloomberg fared in the wake of this criticism?**

Our viewer feedback has been positive, in fact we often get requests to repeat our reports or get asked when a follow up segment will air.

We have broadened the appeal of our content, but have not given way to any sensationalism in the wake of the crisis. We stick by the highest of editorial standards.

**For the consumer the choice of where to get your news from is increasing. Are there almost too many stations now?**

Choice is good for consumers, whether you choose to watch Bloomberg or a rival for your money news, and I believe we should all have that choice.

Whether there is too much choice, I can't really say. The market will tell us what too much is, and if we are all in business and succeeding then that means there is room for the reporting and the different points of view.

**Let's look ahead.**

We have already launched new programming initiatives in Europe - "Global Connection" (0500-0700 London) is Bloomberg's first truly co-hosted programme between Asia and Europe. We'll be launching an increased and more robust programming line-up later this year. There is much more to come.

**And finally: what about Brian Martinez the man – what is your media consumption?**

My day usually starts very early in the morning, about 4.30a.m. I tend to read news on my BlackBerry and/or iPhone and tune into Bloomberg TV, starting at 5.00am and listen to Bloomberg while I am walking to work, and look at other financial websites as well as other TV news organisations' broadcasts throughout the day.

I am in the news business and I am a news junkie so the last thing that I do at night is put my BlackBerry by my bed.

**Thank you, Brian Martinez. ■**