Leadership in Digital Media Economics
JOMC 719, spring 2013

Bloomberg Terminal

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Finding Company Data in the Bloomberg

Bloomberg @ the Park Library

Find your company
- Type company name or ticker symbol to get company on the screen.
- Select your company from bottom half of screen.
- Then type one or more of the following commands

FA = Company financials
- income statements, balance sheets, earning estimates, more.

Analysts' recommendations
- Type: ANR for one-word recommendation (buy, sell, hold, etc.)
- Type: BRC for 1-4 page reports by independent analysts. Download as pdf.

GP = graph of historic stock prices

CF = SEC filings
- Pull down to get 10-Ks for current, prior year
- Select pdf option on right side to save
- Email yourself the file

BI = Industry research
- Independent, unbiased research by Bloomberg analysts
- Can msg analysts to interview them

FA = Company Financials, Current & Prior Yrs

<HELP> for explanation.
Click numbers for transparency

DIS US Equity | 96) Settings | 97) Actions | 98) Output | 99) Feedback | Financial Analysis

Walt Disney Co/The | Periodicity Annuals | Currency USD

1) Key Stats | 2) I/S | 3) B/S | 4) C/F | 5) Ratios | 6) Segments | 7) Addl | 8) ESG | 9) Custom

11) Highlights | 12) Summary | 13) Enterprise Value | 14) Multiples | 15) Benchmark | 16) Per Share | 17) Stock Value

In Millions	FY 2014 Est	FY 2013 Est	Current/LTM	FY 2012	FY 2011
12 Months Ending	2014-09-30	2013-09-30	2012-09-29	2012-09-29	2011-10-01
Market Cap			91,547.83	93,058.40	54,529.28
- Cash & Equivalents			3,387.00	3,387.00	3,185.00
+ Preferred & Other			2,199.00	2,199.00	2,068.00
+ Total Debt			14,311.00	14,311.00	13,977.00
Enterprise Value			104,670.83	106,181.40	67,389.28
Revenue	47,579.13	44,875.85	42,278.00	42,278.00	40,893.00
Growth %, YoY	6.02	6.14	3.39	3.39	7.44
Gross Profit			8,863.00	8,863.00	7,781.00
Margin %			20.96	20.96	19.03
EBITDA	13,412.70	12,285.35	11,030.00	10,850.00	9,622.00
Margin %	28.19	27.38	26.09	25.66	23.53
Net Income Before XO	6,848.42	6,194.91	6,173.00	6,173.00	5,258.00
Margin %	14.39	13.80	14.60	14.60	12.86
Adjusted EPS	3.88	3.42	3.07	3.07	2.54

Zoom 125%

FA → Balance Sheet

<HELP> for explanation.
Click numbers for transparency

DIS US Equity | 96) Settings | 97) Actions | 98) Output | 99) Feedback | Financial Analysis

Walt Disney Co/The | Periods 10 Annuals | Currency USD

1) Key Stats | 2) I/S | 3) B/S | 4) C/F | 5) Ratios | 6) Segments | 7) Addl | 8) ESG | 9) Custom

11) Standardized | 12) As Reported | 13) Common Size | 14) Fair Value Analysis | 15) Statement Chart

In Millions (except Per Share)	FY 2012	FY 2011	FY 2010	FY 2009
12 Months Ending	2012-09-29	2011-10-01	2010-10-02	2009-10-03
Assets				
+ Cash & Near Cash Items	3,387.00	3,185.00	2,722.00	3,417.00
+ Short-Term Investments	0.00	0.00	0.00	0.00
+ Accounts & Notes Receivable	6,540.00	6,182.00	5,784.00	4,854.00
+ Inventories	1,537.00	1,595.00	1,442.00	1,271.00
+ Other Current Assets	2,245.00	2,795.00	2,277.00	2,347.00
Total Current Assets	13,709.00	13,757.00	12,225.00	11,889.00
+ LT Investments & LT Receivables	2,723.00	2,435.00	2,513.00	2,554.00
+ Net Fixed Assets	21,512.00	19,695.00	17,806.00	17,597.00
+ Gross Fixed Assets	42,199.00	39,267.00	36,179.00	34,992.00
- Accumulated Depreciation	20,687.00	19,572.00	18,373.00	17,395.00
+ Other Long-Term Assets	36,954.00	36,237.00	36,662.00	31,077.00
Total Long-Term Assets	61,189.00	58,367.00	56,981.00	51,228.00
Total Assets	74,898.00	72,124.00	69,206.00	63,117.00

Zoom 125%

FA → Segments / Geographic

ANR = Analyst Recommendations

BRC = Broker Research Reports

GP = Historical Stock Prices

BI = Bloomberg Industry (Report)

Finding a Bloomberg Terminal

- **Bloomberg Terminal @ The Park Library**
  - If you can get to the Park Library,
  - Make an appointment with Stephanie to learn “the Bloomberg.”
  - Ideally: make an appointment for you and 1-2 buddies.
- **Can't get to the Park Library?**
  - See if your local university or public library has a terminal you can use.
  - It's unlikely but possible.
  - Message Stephanie for help identifying a nearby Bloomberg terminal.