

The Bloomberg logo is displayed in white text on a dark background. It is positioned on the left side of the slide, within a vertical decorative bar that features a white grid pattern on a black background.

# Getting Started with Bloomberg

Bloomberg Fundamental Training

Bloomberg Product Specialist

Hunter Xu

26 Sep 2024

# Agenda

1. Fundamental Function

2. API Introduction

3. Bloomberg Certificate

# Create New Account

选择分析和通信功能所用的语言：

## Bloomberg

请按<Enter>或<GO>开始

English 日本語  
Français Deutsch  
Español Português  
Italiano 繁體中文  
한국어 简体中文  
Русский

欲自设您浏览新闻的语言设定，请在登录后键入LANG <GO>。

联系我们

S/N 564725-0 | SID 7407231-1 | Version 08 Mar 18

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Govt

√ 用户信息 安全

请设立您的密码。 第2步，

密码 确认密码

新密码必须：  
长度是8-28个字符  
满足下列4个条件中的3个：  
至少包含1个大写字母  
至少包含1个小写字母  
至少包含1个数字  
至少包含1个特殊字符

## Bloomberg

登录名 密码

登录

忘记密码或密码？

联系我们 新建登录名

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Govt UREG

请填写全部必填栏目。按 <Menu> 返回

用户信息 安全 登录名设立

请输入用户详细信息。 第1步，共2步：用户信息

姓名

登录名称

联系信息  
公司电话 中国 + 86 - XX-XXXX-XXXX  
移动电话 中国 + 86 - XXX-XXXX-XXXX  
公司电邮

您的彭博个人档案 (此栏为可选)  
职位  
关注领域

上一步 下一步 取消

# Understanding Bloomberg

We can search for Bloomberg tickers and functions in command line



The screenshot shows a Bloomberg terminal search for the ticker '700 HK'. The results are organized into two main sections: 'FUNCTIONS' and 'SECURITIES'. The 'FUNCTIONS' section includes a search result for '700 HK' and several related functions like 'Security Description', 'Data Field Finder', and 'Historical Price Table'. The 'SECURITIES' section lists various equity and options contracts for Tencent Holdings Ltd (Hong Kong), including different strike prices and expiration dates.

FUNCTIONS	
SEARCH 700 HK	Search Bloomberg for '700 HK'
700 HK Equity DES	Security Description: Tencent Holdings Ltd (Hong Kong)
700 HK Equity FLDS	Data Field Finder: Tencent Holdings Ltd (Hong Kong)
700 HK Equity HP	Historical Price Table: Tencent Holdings Ltd (Hong Kong)
↻ DES	Security Description (Did You Mean?)
↻ GIP	Intraday Price Chart (Did You Mean?)

SECURITIES	
↻ 700 HK Equity	Tencent Holdings Ltd (Hong Kong)
700 HK 3 C295 Equity	March 24 Calls on 700 HK Strike 295
700 HK 3 C300 Equity	March 24 Calls on 700 HK Strike 300
700 HK 4 P260 Equity	April 24 Puts on 700 HK Strike 260
700 HK 3 C285 Equity	March 24 Calls on 700 HK Strike 285
700 HK 9 P275 Equity	September 24 Puts on 700 HK Strike 275
700 HK 3/25 P220 Equity	March 25 Puts on 700 HK Strike 220
700 HK 3 C310 Equity	March 24 Calls on 700 HK Strike 310
700 HK 3 C290 Equity	March 24 Calls on 700 HK Strike 290
	<i>More Securities...</i>

## What is Bloomberg ticker ?

- AAPL US Equity, 700 HK Equity, 600519 CH Equity...
- SPX Index, HSI Index, SHSZ300 Index...
- GT10 Govt, DIS 7 03/01/2032 Corp...
- USDCNY Curncy, USDJPY Curncy...
- CO1 Comdty, CL1 Comdty...

# Security Description {DES<GO>}

- Description page for securities

700 HK Equity		98) Report	99) Contact IR	Page 1/5 Security Description: Equity																								
Profile	Issue Info	Ratios	Revenue & EPS	ESG																								
<b>TENCENT HOLDINGS LTD</b>		<b>騰訊控股有限公司</b>		<b>FIGI</b> BBG000BJ35N5																								
6) BI Research Primer   BICO »		Classification Internet Media & Services																										
<p>Tencent Holdings Limited is a holding company. The Company provides services including social network, music, gateway websites, e-commerce, mobile gaming, payment system, entertainment, artificial intelligence and technology solutions through its subsidiaries. Tencent Holdings serves customers worldwide.</p>																												
8) Price Chart   GP »		9) Estimates   EE »		13) Corporate Info																								
		<table border="1"> <tr><td>Date</td><td>(C)</td><td>03/20/24</td></tr> <tr><td>P/E</td><td></td><td>12.50</td></tr> <tr><td>Est P/E</td><td>12/23</td><td>15.91</td></tr> <tr><td>T12M EPS</td><td>(CNY)</td><td>20.49</td></tr> <tr><td>Est EPS</td><td></td><td>16.09</td></tr> <tr><td>Est PEG</td><td></td><td>N.A.</td></tr> </table>		Date	(C)	03/20/24	P/E		12.50	Est P/E	12/23	15.91	T12M EPS	(CNY)	20.49	Est EPS		16.09	Est PEG		N.A.	14) <a href="http://www.tencent.com">www.tencent.com</a>						
Date	(C)	03/20/24																										
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Cash 05/19/23	2.40																											
Round Lot	100																											
No short interest information available from exchange.				16) Ma Huateng "Pony" Chairman/CEO/Exec Dir/Co-...																								
				17) Lau Chi Ping "Martin" President																								
				18) Xu Chenye "Daniel" CIO/Co-Founder																								
				12M Tot Ret -15.38%																								
				Beta vs HSI 1.27																								
				21) Depository Receipts																								
				Active Receipts 20																								

# Line chart {GP<GO>}

- Chart historical trend of data



# Historical Price Table {HP<GO>}

- View historical price table, can export via the red tool bar

700 HK Equity			Export		Settings		Page 1/6 Historical Price Table		
Tencent Holdings Ltd						High	45.41485 on	04/03/23	
Range	03/13/2023	-	03/11/2024	Period	Daily	Low	30.7797 on	01/22/24	
Market	Last Price	Volume		Currency	EUR	Average	37.65182	19,952,637	
View	Price Table				Net Chg	-8.37377	-20.45%		
Date	Last Price	Volume	Date	Last Price	Volume	Date	Last Price	Volume	
Fr 03/15/24			Fr 02/23/24	34.33198	13,229,798	Fr 02/02/24	33.1297	31,053,753	
Th 03/14/24			Th 02/22/24	34.42883	12,441,270	Th 02/01/24	31.94612	17,329,472	
We 03/13/24			We 02/21/24	34.16564	23,947,218	We 01/31/24	31.90127	20,052,974	
Tu 03/12/24			Tu 02/20/24	33.60944	15,773,028	Tu 01/30/24	32.31334	21,505,998	
Mo 03/11/24	32.56753	17,866,889	Mo 02/19/24	33.79205	15,415,304	Mo 01/29/24	33.38128	20,159,014	
Fr 03/08/24	31.55945	12,416,156	Fr 02/16/24	34.61575	17,215,356	Fr 01/26/24	33.31191	24,815,795	
Th 03/07/24	31.68091	17,159,729	Th 02/15/24	33.91423	12,568,028	Th 01/25/24	34.32194	34,160,783	
We 03/06/24	32.19166	23,289,346	We 02/14/24	34.5635	11,567,444	We 01/24/24	33.05155	33,863,638	
Tu 03/05/24	31.5658	26,055,083	Tu 02/13/24			Tu 01/23/24	32.10359	35,610,787	
Mo 03/04/24	32.50877	13,832,089	Mo 02/12/24			Mo 01/22/24	L 30.7797	33,654,810	
Fr 03/01/24	32.69439	27,952,651	Fr 02/09/24	34.05045	6,732,059	Fr 01/19/24	31.85334	26,897,479	
Th 02/29/24	32.78367	29,721,885	Th 02/08/24	34.08543	17,910,672	Th 01/18/24	32.68299	24,604,079	
We 02/28/24	32.651	25,903,478	We 02/07/24	34.71527	26,343,654	We 01/17/24	32.30938	36,114,167	
Tu 02/27/24	33.51735	23,612,599	Tu 02/06/24	34.57359	28,856,902	Tu 01/16/24	33.21897	22,236,094	
Mo 02/26/24	33.84875	12,412,426	Mo 02/05/24	33.28724	20,456,590	Mo 01/15/24	33.79406	16,334,371	

# 1. Fundamental Function

# Resource Center Home {BPS <GO>}

- Learn about all the product the functionality available in Bloomberg
- Bloomberg for Education

The screenshot displays the Bloomberg Resource Center Home interface. At the top, there is a navigation bar with 'Search Contents', 'Languages', 'Options', and 'Resource Center Home'. A left-hand navigation menu lists various categories, with 'Bloomberg for Education' highlighted. The central area features the heading 'Bloomberg Professional Services' and a promotional message: 'All in one place. This resource center provides a wide range of marketing materials that highlight the breadth and depth of what Bloomberg has to offer.' On the right, a secondary menu lists specific resources under the 'Bloomberg for Education' heading, including 'Education Brochure', 'High School Brochure', 'Bloomberg for Education Fact...', 'Create New Bloomberg Login...', 'Resources for Libraries Fact ...', 'Education User Guide', 'Education Xavier Research P...', 'PEOP Student Interview', 'Bloomberg Market Concepts', and 'Case Studies'.

Search Contents Languages Options Resource Center Home

Resource Center Home  
Getting Started >  
**Bloomberg for Education** >  
Bloomberg Enterprise Solutions >  
Bloomberg Indices >  
Bloomberg Intelligence >  
BNEF >  
Charts, Monitors & Alerts >  
Climate >  
Commodities >  
Community >  
Crypto & Digital Assets >  
Derivatives >  
Economics >  
Electronic Trading Solutions >  
Equities >  
Fixed Income >  
Foreign Exchange >  
Funds & ETFs >  
MBS & Cash Str Products >  
MS Office Integration & API >  
News >  
Order Management Solutions >  
Portfolio & Risk Analytics >  
Quant Solutions >  
Research >  
Risk Management >  
Audience Specific >  
Region Specific >  
Sales Tools (Internal) >

## Bloomberg Professional Services

All in one place.  
This resource center provides a wide range of marketing materials that highlight the breadth and depth of what Bloomberg has to offer.

< Resource Center Home  
**Bloomberg for Education**  
Education Brochure  
High School Brochure  
Bloomberg for Education Fact...  
Create New Bloomberg Login...  
Resources for Libraries Fact ...  
Education User Guide  
Education Xavier Research P...  
PEOP Student Interview  
Bloomberg Market Concepts >  
Case Studies >

# First Word {FIRS <GO>}

- First Word Stories from Bloomberg News Editors
- Highlight keywords for fast reading

The screenshot displays the Bloomberg First Word interface. At the top, there are navigation tabs: 'Actions', 'Custom Searches', and 'Languages'. A search bar contains 'China (中文)'. To the right, there is a 'Global Macro News' toggle. Below the search bar, a sidebar menu is open, listing options such as 'Set Search/View as Default', 'Set Alert Delivery...', 'Open in Launchpad', 'Select Market Focus' (highlighted with a yellow box), 'Narrow by Security Lists', 'Use Advanced Editor', 'Security List Indicators', and 'Show Headlines Only'. The main content area shows news articles in Chinese. The first article is titled 'Rokos与投资者商谈 寻求为其宏观对冲基金募资至多20亿美元' and includes a sub-headline '中国势将实现2023年增长目标 焦点转向新的一年'. The second article is titled '中投公司称要发挥风险处置和市场稳定平台作用'.

China (中文) Global Macro News

07:59 Rokos与投资者商谈 寻求为其宏观对冲基金募资至多20亿美元

规模160亿美元的宏观对冲基金Rokos Capital Management正在寻求加强资产基础。一位知情人士透露，知名宏观交易员Chris Rokos管理的这家对冲基金公司正在与投资者商讨，欲增加资产至多20亿美元。因相关细节不公开而要求匿名的知情人士称，其中一部分可能来自于业绩增长。 ... More

中国势将实现2023年增长目标 焦点转向新的一年

- 彭博调查显示，去年中国国内生产总值可能增长5.2%
- Macquarie：需要采取“果断”政策行动来提振房地产

中国将针对2023年发布最后一次主要经济数据，为摆脱“零疫情”后的艰难一年画上句号，人们的注意力则转移到今年能否维持增长势头。

由于疫情限制阻碍了经济活动，在比较基数较低的情况下，GDP、工业增加值和社会消费品零售总... More

大中华媒体要闻：中国将对瑞士单边免签；降准降息仍在央行工具箱

以下是主要媒体大中华新闻摘要  
(点击蓝色链接可阅读彭博报道全文)

- 中国证券报：降准降息仍在中国央行工具箱，一季度或降准0.25个百分点
- 经济学家报：中资背景光伏企业Solarever将在墨西哥建设电动汽车工厂
- 天空新闻：复星旅文商谈将Thomas Cook出售给eSky ... More

07:55 中投公司称要发挥风险处置和市场稳定平台作用

中投公司在其微信公众号发布新闻稿称，公司近期召开了2024年经营管理工作会议，强调要丰富完善升级股权管理工具，深入谋划国有金融资本投资运营，统筹发挥风险处置和市场稳定平台作用，进一步做强做优做大国有金融资本。

- 加强对外投资全流程风险管理，强化中管控参股机构风险管理监督质效，增强直管企业风险防控工作合力，以高水平安全保障公... More

# NSE News Feed {N ON CHINA / NI CHINA <GO>}

- Based on the search for keywords(Region, Company, People..)

The screenshot displays the NSE News Feed interface. At the top, there are navigation tabs: Search News, Actions, Custom Searches, and Translate. The search bar contains the keyword 'China'. Below the search bar, there are filters for Sources, All Dates, My Lang, and Time. The main content area is divided into 'Top Ranked News' and 'Time Ordered News'. The 'Top Ranked News' section lists three items: 1) Translated: 龙光集团重组遇阻 (BN 01/15), 2) China's Central Bank Holds Key Rate in Policy Surprise (1) (BN 01/15), and 3) China Set to Reach 2023 Growth Goal as Focus Shifts to New Year (BN 06:00). The 'Time Ordered News' section lists 26 items, starting with 4) 中长期资金看好A股 公募基金成为A股第一大专业机构投资者 (SES 08:27) and ending with 26) 环球网: 故宫文物南迁纪念展在上海举办, 生动再现—“人类文化遗产保护的奇迹” (NS6 08:19).

Rank	News Title	Source	Time
1)	Translated: 龙光集团重组遇阻	BN	01/15
2)	China's Central Bank Holds Key Rate in Policy Surprise (1)	BN	01/15
3)	China Set to Reach 2023 Growth Goal as Focus Shifts to New Year	BN	06:00
Time Ordered News			
4)	中长期资金看好A股 公募基金成为A股第一大专业机构投资者	SES	08:27
5)	香港电台: 王毅与突尼斯总统会面 称反对以人权和民主为借口干涉内政	NS6	08:27
6)	搜狐新闻: ETF规模速报   沪深300ETF净流出逾7亿元; 这只日经225ETF单日份额大增13%	NS6	08:27
7)	证券时报: 中长期资金看好A股 公募基金成为A股第一大专业机构投资者	NS6	08:26
8)	中金在线: 中国电信力推手机直连卫星 机构称将带来全新增量市场	NS6	08:26
9)	新浪财经: 【金融期权】成交PCR走低, 市场恐慌情绪降温	NS6	08:26
10)	大中华股市盘前: 中国经济复苏力度存疑; 发展银发经济; 北方华创预增	BFW	08:25
11)	搜狐新闻: 2023年广西进出口总值6936.5亿元人民币	NS6	08:25
12)	{MMA}MOUTAI (600519) tops 10 most active stocks on MMA	ETN	08:24
13)	{MMA}TRACKER FUND tops 10 most active stocks on MMA	ETN	08:24
14)	经济观察网: 中国首部“银发经济”政策文件出台	NS6	08:24
15)	中国金融信息网: 中国钢材抢占国际市场	WE6	08:24
16)	Translated: 中国媒体称中国央行一季度仍可能下调利率和存款准备金率瑞士	BFW	08:24
17)	环球网: 多个领域蓬勃发展“全面开花” 从“成绩单”看中国经济新亮色	NS6	08:23
18)	中国债市盘前: 外资连续增持中债; 碧桂园料今年交付量较去年低20%	BFW	08:22
19)	网易: 深圳楼市: 新房跌回10年前, 二手房也降麻了	NS6	08:21
20)	超市销售的“无证”人参片原来是合规商品	EDN	08:21
21)	中国能源网: 外汇局最新数据: 去年12月外商直接投资明显增加!	WE6	08:21
22)	星岛环球网: 习近平《求是》撰文: 争取人心壮大台湾爱国力量, 推进“完全统一”	NS6	08:21
23)	搜狐新闻: 被甩卖的五星级酒店   旅讯八点正	NS6	08:20
24)	澎湃新闻: 牛市早报   央行超额续做MLF, 国办印发发展银发经济意见	NS6	08:20
25)	新浪财经: 独代模式落地三年: 大家人寿摒弃“金字塔”营销结构	NS6	08:20
26)	环球网: 故宫文物南迁纪念展在上海举办, 生动再现—“人类文化遗产保护的奇迹”	NS6	08:19

# Bloomberg Intelligence {BI <GO>}

- Provide research/data/chart on industry, economic and strategy
- From Bloomberg Intelligence team

Actions ▾ Data Browser Events Chatrooms Directory Settings Bloomberg Intelligence

<Search BI Research and Data>

Browse All of BI

- Equity/Industry
- Credit
- BE Economics
- BI Equity Strategy
- BI FICC Strategy
- BI Featured: Volatility
- Best of BI
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Select Dashboards and Data

Featured Research

- 1) Dollar-Yen Always a Pain-Trade Risk
- 2) Storm Clouds Gather on the Container-Shipping Horizon
- 3) Volkswagen's Semiconductor Supply Poses Output Risk
- 4) EU Financials' Valuation Lacks Catalysts
- 5) Tourism Boost to Macau Gaming Revenue
- 6) North Asia 360: Pointers for the Week of Jan. 15

Best of BI ▾ All Regions ▾ All Coverages ▾ Energy ▾

Key Data | More »

7) ☆ CFTC Crude Oil Futures Rises 20% to -0.97 WoW	01/13
8) ☆ US Oil & Gas Rig Count Falls 2 Rig(s) WoW	01/13
9) ☆ Australia Coking Coal Exports Rises 9.4% to 13.02 million MoM	01/11
10) ☆ US DOE Crude Oil Total Inventory Rises 0.3% to 432,403 WoW	01/10
11) ☆ US DOE Crude Oil Total Production Flat at 13,200 WoW	01/10

Best of BI Research | More »

12) OPEC's Solidarity Faces a Test as China Holds Off New Credit	06:03
13) Vanguard, Pimco's Energy-Bond Bets May Need Other Sectors to Sag	01/12
14) 2024 Outlook: Global Solar Energy	01/12
15) Larry Summers' Caution on Fed Rate Cut Bristles Oil Traders	01/12
16) Chesapeake's Southwestern Offer Is the Blueprint for Future M&A	01/12
17) Ecopetrol's Growth Heads to Policy Brick Wall as Oil Prices Fall	01/11
18) OPEC+减产措施料将延长并深化 因短期前景黯淡	01/11
19) Traders' Hard-Landing Anxiety Powers a Retreat From Commodities	01/11
20) US Yield Curve's Flip Suggests Oil's Growth Faces Rough Terrain	01/10

Spotlight | More »

Turkish Rates vs. GDP

# Bloomberg Intelligence {BI <GO>}

- Provide research/data/chart on industry, economic and strategy
- From Bloomberg Intelligence team

The screenshot displays the Bloomberg Intelligence website interface. At the top, there are navigation tabs: Actions, Directory, Export, and Settings. The main header includes a search bar and the text "Consumer Electronics Dashboard (BI CETXG) Global". Below this, there are tabs for Themes, Valuation, Indicators, and Archives. A left sidebar menu is visible, with "Industry" highlighted. The main content area features several research articles:

- 101) China's Waning iPhone Love Could Aid High-End Android: BI Survey** (12/18/23)  
Premium Android phones made by Huawei, Xiaomi and other Chinese brands could be a bright spot in the nation's tepid smartphone market, a BI survey shows, as their branding and customer loyalty improve relative to Apple. They could take advantage of Chinese consumers' waning enthusiasm for iPhones and gain share in the lucrative high-end segment. Meanwhile, iPhone users in China are putting off upgrading their handsets longer than Android customers, in our analysis, which could lead to shrinking market share. The limited appeal of AI integration in smartphone chips ...
- 102) China Shifting Love From iPhone to Premium Android** (11/28/23)  
China smartphone market could brace for a slower and imbalanced recovery in 2024, a BI survey shows. The high-end segment could be more resilient and bode well for local brands' premiumization efforts, but Apple's share could be threatened as its brand stickiness weakens. Our survey outcome is echoed by Singles' Day sales results.
- 103) OLED to Drive Panel Makers' 2024 Growth as LCD Recovery Falters** (11/10/23)  
The recovery of display-panel makers could enter a new phase in 2024, as OLED panels might re-emerge as the sector's growth engine next year with 10-15% sales growth after the setback in 2022-23. Meanwhile, LCD's fast recovery might fade as panel prices peak and restocking demand wanes. Growth could be capped at 10% and that's mainly due to a low base in 1H.
- 104) China 618 Smartphone Sales Show Bumpy Recovery Path for Android** (07/11/23)  
Android phones' sluggish sales at China's 618 promotion suggest a protracted recovery for the Android supply chain vs. iPhones, we believe; MediaTek's high-end market ambitions might face a reality check. As Android delays camera upgrades, lens producers may suffer, while OLED suppliers could benefit from increased market penetration.

Each article includes a date, a "Share your thoughts on smartphones" poll, and a table of market data. The table for the OLED article is as follows:

Applications/Panel Maker	8/2023	7/2023	6/2023	5/2023
LCD TV	336	300	300	300
BOE Technology Group	25.13	24.86	26.41	26.11
CSOT	23.52	23.64	22.67	22.65
INN	13.34	15.19	14.1	14.43
Sharp	11.35	10.19	10.12	8.67
Insolink	6.4	6.34	6.75	6.81
AHD	6.83	6.46	6.67	6.54
OJC OHT	6.4	6.59	6.26	6.79
LC Display	3.82	3.71	4.62	4.61

# Bloomberg Intelligence {BI <GO>}

- Industry research report

The screenshot displays the Bloomberg Intelligence interface for the Consumer Electronics Dashboard (BI CETXG). The top navigation bar includes 'Actions', 'Directory', 'Export', and 'Settings'. A search bar is present with the text '<Search BI Research and Data>'. The main content area is divided into several sections:

- Research:** A sidebar menu on the left lists categories like 'Dashboard Ho...', 'Industry', 'Equity', and 'Litigation'. The 'Industry' category is currently selected.
- China Smartphone Outlook: BI Survey Nov 2023:** Report 101, dated 12/18/23. The text discusses the tepid smartphone market in China, highlighting the potential for premium Android phones from Huawei and Xiaomi to gain share as iPhone enthusiasm wanes.
- China Shifting Love From iPhone to Premium Android:** Report 102, dated 11/28/23. This report notes a slower and imbalanced recovery in 2024, with Apple's share being threatened by local brands' premiumization efforts.
- OLED to Take Over From LCD as 2024 Growth Engine:** Report 103, dated 11/10/23. It predicts a new phase for display-panel makers in 2024, with OLED panels re-emerging as the sector's growth engine.
- Insights From China's 2023 618 Smartphone Sales:** Report 104, dated 07/11/23. This section includes a bar chart showing sales performance for Oppo, Honor, Xiaomi, Vivo, and Apple.

The bar chart for report 104 shows the following data:

Brand	Sales Change (%)
Oppo	-24%
Honor	-22%
Xiaomi	-14%
Vivo	-13%
Apple	8%

# Bloomberg Intelligence {BI BBYJ <GO>}

- Chinese Version BI, translate by internal translation team for accuracy

按 <Back> 键返回, 94<GO> 隐藏导航

选项 · 名录 输出 设定 彭博研究中文频道

研究报告

首页

彭博经济研究

彭博行业研究

彭博新能源财经

每日报告

每周报告

数据资料库

### Major Theme (点击查看更多) »

中国退出动态清零、经济复苏、楼市风险—中国经济2023年展望

中国已摆脱经济受到的束缚、快速转向与病毒共存。突然退出动态清零在短期内将会对经济造成干扰。感染病例激增在抑制经济活动, 我们预计疫情冲击将持续至2023年初。一旦这一波感染开始消退, 从疫情中重新开放将给增长带来极大提振。即便如此, 前路不会一帆风顺, 经济面临的其他下行压力依然强劲。楼市滑坡在抑制国内需求, 全球经济放缓将打击出口。 向下滚动浏览屏幕, 阅读彭博经济研究对未来一年中国经济前景和所面临风险的详细分析。

< 页1/13 >

### 专题研究报告

- 1) 2023年美国增长展望
- 2) 全球中期展望
- 3) 彭博行业研究对2023年美国股市的十大预测
- 4) 亚洲利率2023年展望
- 5) 亚洲货币2023年展望
- 6) 彭博行业研究2023年亚洲市场预测
- 7) 中国经济概况

最新 | 更多 » 所有研究

8) 来源担保证书: 并非企业采购的解药	18:00
9) 来源担保证书: 并非企业采购的解药	17:59
10) BNEF短篇报告: 廉价碳抵消供应过剩可能导致自愿碳市场崩溃	17:54
11) BNEF短篇报告: 廉价碳抵消供应过剩可能导致自愿碳市场崩溃	17:54
12) BNEF短篇报告: 美国电网支出比净零目标所需水平低1,720亿美元	16:25
13) BNEF短篇报告: 美国电网支出比净零目标所需水平低1,720亿美元	16:25
14) BNEF短篇报告: 日本设定了雄心勃勃的2030年碳捕集目标	16:11
15) BNEF短篇报告: 日本设定了雄心勃勃的2030年碳捕集目标	16:10
16) BNEF短篇报告: 中国要实现2025年太阳能目标需加快脚步	15:13

# Filing Search {DS <GO>}

- Can be retrieved from a diverse collection of files from over 1500 providers to discover files that support your analysis

Options ▾ Export ▾ Settings Document Search & Analytics

Search Search for Keyword, ? for Help Securities/Lists 700 HK Equity x Source Recommended Date All Dates ▾

Filings ▾ Industries ▾ Annotations ▾ Pages ▾ Providers ▾ Topics ▾ More Filters » Alert

⌵ Mentions Last 24 Months Trends More Trends »

Topic	Filings	Providers
中国	股票回购	Bloomberg Intelligence
收入	重要股份申报人	BOCOM Securities
云计算	重要股份	Guosen Securities Co., L...
利润率	公司报告	GF Securities Co. Ltd.

☑ Show Details 1,000+ Documents

Title	Type	Pgs	Date
Notes   View More in Notebook »			
Analyst Note: Reset Date 01/11/24 TSFR3M: Refix Dt 01/09/24: 5.32344 + 1.17161 =	Note		01/10/24
Analyst Note: Reset Date 01/11/24 TSFR3M: Refix Dt 01/09/24: 5.32344 + 1.17161 =	Note		01/09/24
Reset Date 10/11/23 TSFR3M: Refix Dt 10/06/23: 5.40674 + 1.17161 = 6.57835	Note		11/22/23
Tencent-ByteDance's Relationship Thaw Positive for Growth: React	Bloomberg Intelligence		01/18/24
百度面临制裁风险 中国获得AI芯片的机会恐进一步受限	Bloomberg Intelligence		01/18/24
Tencent, NetEase's Growth to Remain Constrained by Regulation	Bloomberg Intelligence		01/18/24
Tencent Holdings Ltd: Share Buybacks 2024/01/17	Share Buybacks		01/17/24
【国海证券】腾讯控股 00700 点评报告（港股美股）核心业务稳健，关注视频号电商业务进展	Sealand Securities	10	01/17/24
Alibaba, Tencent are Potent Challengers to Kuaishou's E-Commerce	Bloomberg Intelligence		01/17/24
Tencent Holdings Ltd: Share Buybacks 2024/01/16	Share Buybacks		01/16/24
投资和股票回购正在推动亚洲科技公司的债券发行	Bloomberg Intelligence		01/16/24
Baidu's Sanction Risk Another Threat to China's AI-Chip Supply	Bloomberg Intelligence		01/16/24
Tencent Holdings Ltd: Share Buybacks 2024/01/15	Share Buybacks		01/15/24
Tencent's Japan Video-Game Strength to Carry Into 2024: React	Bloomberg Intelligence		01/15/24
巨額の資金を持つ中国のネット企業、自社株買いと設備投資を視野に	Bloomberg Intelligence		01/15/24
[Delayed] 腾讯控股（00700.HK）调研快报及2023年四季度业绩前瞻—高质量增长延续，内容储备丰富	CITIC Securities Co Ltd	6	01/14/24
[Delayed] China Technology: Rapid Progress in China's AI Drive but a 'Killer AI' App Has yet to Emerge	Barclays	32	01/12/24
Tencent Game Sales Jump on Honor of Kings; NetEase Disappoints	Bloomberg Intelligence		01/12/24
Kuaishou's Short-Video Platform Exposed to Sector Headwinds	Bloomberg Intelligence		01/12/24
中国互联网公司手握2,430亿美元 着眼于回购和资本开支	Bloomberg Intelligence		01/12/24
Investments, Share Buybacks Are Fueling Asia's Tech Issuance	Bloomberg Intelligence		01/12/24
Tencent Holdings Ltd: Share Buybacks 2024/01/11	Share Buybacks		01/11/24
[Delayed] Tencent (0700): 4Q23 preview: expecting a generally in-line quarter; mgmt comment on gaming outlook	JP Morgan	11	01/11/24
Holding \$243 Billion, China's Internet Firms Eye Buybacks, Capex	Bloomberg Intelligence		01/10/24

Change the type to corporate filing, research..

# Economic Database {ECST <GO>}

- Current and History Data Available for different countries

Search		Settings ▾	World Economic Statistics				
Standard Views	Custom Views	Economic Reports					
China	Browse	Key Indicators - China	08/18/2023 - 01/18/2024				
Key Indicators			2023				
			Dec	Q4 Nov	Oct	Q3 Sep	Aug
<b>National Accounts</b>							
101	Real GDP (yoy %)	CNGDPYOY I...	5.2			4.9	
102	Real GDP (yoy %, yearly)	GDPNTTLY In...	5.2				
103	Nominal GDP by Expenditure (CNY bn)	CNNGPQ\$ In...	34789.00			31999.23	
104	Nominal GDP (yoy %, yearly)	GDPOTTLY In...	--				
105	Beijing Real GDP (yoy %, cumulative)	CNBJGDPY I...	--			5.1	
106	Beijing Nominal GDP by Industry (CNY bn)	CNBJGDP In...	--			31723.1	
107	Tianjin Real GDP (yoy %, cumulative)	CNTJGDPY I...	--			4.6	
108	Tianjin Nominal GDP by Industry (CNY bn)	CNTJGDP In...	--			12252.61	
109	Hebei Real GDP (yoy %, cumulative)	CNBHYTDY I...	--			5.2	
110	Hebei Nominal GDP by Industry (CNY bn)	CNBHYTD In...	--			31776.60	
111	Shanxi Real GDP (yoy %, cumulative)	CNXHYTDY I...	--			--	
112	Shanxi Nominal GDP by Industry (CNY bn)	CNXHYTD In...	--			--	
113	Jilin Real GDP (yoy %, cumulative)	CNJLGDPY In...	--			5.8	
114	Jilin Nominal GDP by Industry (CNY bn)	CNJLGDP Ind...	--			9935.68	

# Economic Forecast {ECFC <GO>}

- Show economic forecast for different countries and know about the trend

96) Chart 97) Set as Default View Disclaimer Economic Forecasts

Country/Region/World Contributor Contributor Composite Yearly Quarterly

China Browse Private Official

Actual / Forecasts Probability of Recession 15.0%

Indicator	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Economic Activity</b>										
Real GDP (YoY%)	6.8	6.9	6.7	6.0	2.2	8.4	3.0	5.2	4.5	4.3
Fixed Asset Investment (Y...)							5.5	3.5	4.5	4.5
Industrial Production (YoY...)	6.2	6.6	6.1	5.8	5.1	6.7	3.0	4.4	4.5	4.2
Retail Sales (YoY%)							1.3	7.6	6.0	5.6
<b>Price Indices</b>										
CPI (YoY%)	2.0	1.6	2.1	2.9	2.5	0.9	2.0	0.2	1.4	1.8
PPI (YoY%)							4.3	-3.0	0.6	1.5
<b>Labor Market</b>										
Unemployment (%)			4.9	5.2	5.2	5.1	5.5	5.2	5.0	5.1
<b>External Balance</b>										
Curr. Acct. (% of GDP)	1.7	1.5	0.2	0.7	1.7	2.0	2.2	1.5	1.2	1.1
Export Trade (YoY%)							8.0	-4.2	2.4	3.1
Import Trade (YoY%)							2.4	-5.3	2.8	2.4
<b>Fiscal Balance</b>										
Budget (% of GDP)	-3.8	-3.7	-4.1	-4.9	-6.2	-3.8	-4.7	-5.0	-5.0	-5.0

# Financial Analysis {FA<GO>}

- Include data from financial reports, set different frequency and also show estimations

700 HK Equity 96) Actions 97) Export 98) Settings Financial Analysis

Tencent Holdings Ltd IFRS 16 BOL Acct Mixed Periodicity Annuals Cur FRC (CNY)

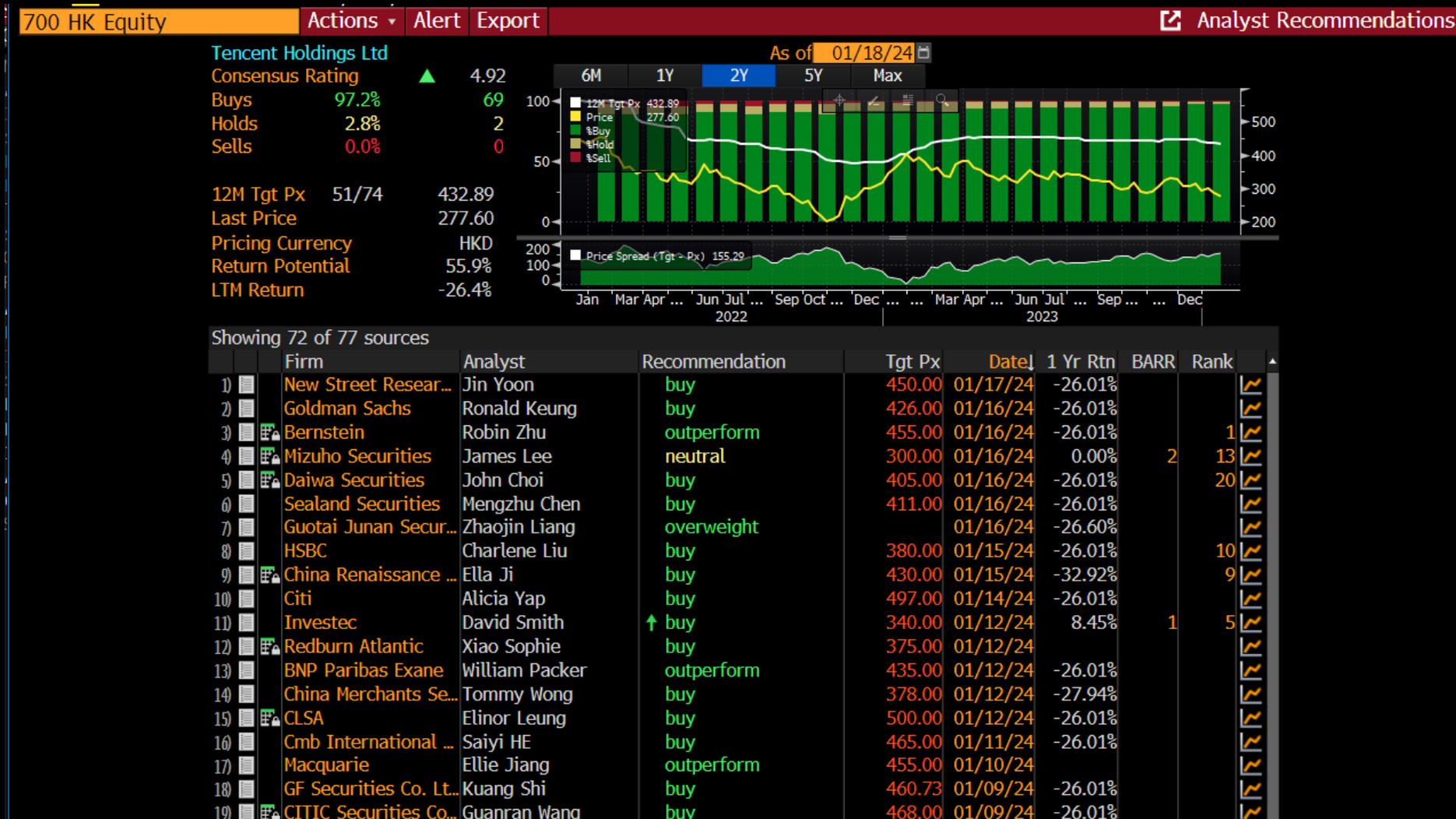
1) Key Stats 2) I/S 3) B/S 4) C/F 5) Ratios 6) Segments 7) Addl 8) ESG 9) Custom 10) Shared

11) BBG Adj Highlights 12) BBG GAAP Highlights 13) Company Model 14) Earnings 15) Enterprise Value 16) EV Ex Operating Leases 17) Multiples 18) Per Share 19) Stock Value

In Millions of CNY	2019 Y~	2020 Y	2021 Y	2022 Y	Current/LTM	2023 Y Est	2024 Y Est
12 Months Ending	12/31/2019	12/31/2020	12/31/2021	12/31/2022	09/30/2023	12/31/2023	12/31/2024
Market Capitalization	3,196,093.8	4,542,397.3	3,572,097.6	2,817,433.0	2,412,954.4		
- Cash & Equivalents	187,391.0	229,011.0	264,101.0	290,756.0	362,495.0		
+ Preferred & Other	56,118.0	74,059.0	70,394.0	61,469.0	62,431.0		
+ Total Debt	232,520.0	262,464.0	323,476.0	359,141.0	372,929.0		
Enterprise Value	3,297,340.8	4,649,909.3	3,701,866.6	2,947,287.0	2,485,819.5		
Revenue, Adj	377,289.0	482,064.0	560,118.0	554,552.0	598,773.0	613,432.4	678,720.6
Growth %, YoY	20.7	27.8	16.2	-1.0	8.1	10.6	10.6
Gross Profit, Adj	167,533.0	221,532.0	245,944.0	238,746.0	277,367.0	291,300.6	331,012.1
Margin %	44.4	46.0	43.9	43.1	46.3	47.5	48.8
EBITDA, Adj	140,395.0	174,412.0	190,929.0	184,698.0	218,188.0	211,427.2	240,279.1
Margin %	37.2	36.2	34.1	33.3	36.4	34.5	35.4
Net Income, Adj	102,378.0	118,803.3	90,654.5	74,455.8	115,531.1	155,920.4	184,216.6
Margin %	27.1	24.6	16.2	13.4	19.3	25.4	27.1
EPS, Adj	10.59	12.27	9.33	7.60	11.92	16.08	18.78
Growth %, YoY	2.3	15.9	-24.0	-18.5	97.4	111.4	16.8
Cash from Operations	149,443.0	194,806.0	175,908.0	147,447.0	204,081.0		
Capital Expenditures	-27,122.0	-39,417.0	-31,006.0	-23,205.0		-33,443.9	-38,915.7
Free Cash Flow	122,321.0	155,389.0	144,902.0	124,242.0		136,643.5	179,424.1

# Analyst Recommendation {ANR<GO>}

- Analyst rating and target price, show recommendation of buy/sell/hold



# Equity Screening {EQS<GO>}

- Stock Screening by different conditions
- Backdated

## My Recent Screens

- 10) Last Unsaved Screen
- 11) GAS
- 12) Screening for Michael
- 13) CHINA A SHARE
- 14) nasdaq 7
- 15) TEST EQ SPEC
- 16) test
- 20) All Saved Screens

## Popular Screens

- 21) Activism Screen
- 22) BI Factor Rankings
- 23) China VIE Companies
- 24) ESG Exclusion: Alcoh...
- 25) ESG Exclusion: Fossi...
- 26) High CDS Spreads
- 27) Insider Buyers
- 28) News Sentiment
- 29) SZSE SEHK Northbou...
- 30) More Screens

As Of 01/18/2024

## Screening Criteria

Expand Categories

- 31) Exchanges
- 32) Sectors
- 33) Country/Territory of Domicile
- 34) Indices
- 35) Portfolios/Worksheets
- 36) Equity Screens

## Add Criteria

Fields

## Selected Screening Criteria

Matches

Selected Screening Criteria	Matches	
Security Universe	1668143	
51) :: Trading Status: Active	534004	⊗
52) :: Security Attributes: Show Primary Security of company only	93812	⊗
53) :: Exchanges: Hong Kong	2682	⊗
54) Add screening criteria		

# Bond Search {SRCH<GO>}

- Get bond list based on the different conditions
- AI for SRCH E.G. {SRCH CHINA BONDS MATURING IN 2023 <GO>}

The screenshot displays the Bloomberg Fixed Income Search interface. At the top, there are navigation tabs for 'Actions', 'Settings', and 'Fixed Income Search'. Below these are sub-tabs for 'Build/Edit Search', 'My Searches', and 'Example Searches'. The 'Build with Criterion' tab is active, showing 'Build by Merging Saved Searches'. The search date is set to 'As of 01/18/2024'. The search results show 3,345,149 securities. The search criteria are defined by two conditions: '1) Asset Classes' set to 'Corporates, Governments' and '1) Sources' set to 'All Securities'. A red arrow points to the 'Sources' field. The search criteria table is as follows:

	Field	Boundaries	Selected Criteria	Matches
31)	Security Status	Include	Bonds: Active	459,934
32)	And			Fields

A red arrow points to the 'And' field in the search criteria table.

# Credit Rating Profile {CRPR <GO>}

- Current and Historical Rating Changes

700 HK Equity

Company Tree Ratings ▾

Alert

Page 1/1  Credit Profile

## Tencent Holdings Ltd

1) Bloomberg Default Risk | DRSK »

2) 1 Year Default Risk IG3

3) Bloomberg Market Implied PD | MIPD »

5 Year Issuer PD 0.075680

### Fitch

5) Outlook STABLE

6) LT Issuer Default Rating A+

7) Senior Unsecured Debt A+

8) Standard & Poor's 

9) Outlook STABLE

10) LT Foreign Issuer Credit A+

11) LT Local Issuer Credit A+

### Moody's

12) Outlook NEG

13) Issuer Rating A1

14) Long Term Rating A1

15) Senior Unsecured Debt A1

### S&P National

16) Natl LT Issuer Credit NR

17) Credit Benchmark Composites | CRDT »

18) 6M Trend Upgraded

19) Company Consensus\* aa-

20) Company Band IG1

21) Bank/Contributor Count Min

22) Level of Agreement High

23) Search Coverage Universe | CRSR »

\*Premium Field

## 2. API Introduction

# Field Search {FLDS <GO>}

- For more formula constructing information >> {HELP DAPI <GO>}
- Function Builder in excel

700 HK Equity Source API Save Options Page 1/10 Field Search

Search for Fields Selected Fields (0)

market cap View Ranked Filter Equity Field Type All

ID	Mnemonic	Description	Ovrd	Value
1) RR902	CUR_MKT_CAP	Current Market Cap		2623984.40
2) RR910	CRNCY_ADJ_MKT_CAP	Currency Adj Market Cap		2623984.40
3) RR250	HISTORICAL_MARKET_CAP	Historical Market Cap		2713414.41
4) FD115	FUND_MKT_CAP_FOCUS	Market Cap Focus		
5) RR930	MSCI_MKT_CAP	MSCI Market Cap		234079958023.1370
6) IX219	TOPIX_MARKET_CAP_SEGME...	TOPIX Market Cap Segment2		
7) RX066	MKT_CAP_LAST_TRD	Market Cap - Last Trade		2623984.46
8) RR263	DEBT_TO_MKT_CAP	Debt To Market Cap Ratio		0.15
9) IX218	TOPIX_MARKET_CAP_SEGME...	TOPIX Market Cap Segment1		
10) RR963	CURRENT_EV_TO_MKT_CAP	EV to Market Cap		1.03
11) FD103	FUND_MEDIAN_MKT_CAP	Fund Median Market Cap		
12) FD102	FUND_AVG_MKT_CAP	Fund Average Market Cap		
13) RR480	EV_TO_MKT_CAP			
14) RX669	CASH_%_CURRI			
15) RR233	CURRENT_MAR			
16) FD327	HB_MARKET_C			
17) IA362	MSCI_SEC_INT			

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Function Builder Spreadsheet Builder Find Fields BQL Builder Template Library Chart Library Create New Note Data Visualizer File Manager Open in Sandbox Refresh Worksheet Populate Table Real-Time Update Upload Data

### 3. Bloomberg Certificate

# Bloomberg Certificate {BCER <GO>}

- Bloomberg Market Concept & Bloomberg ESG Certificate

## Bloomberg Certificates

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### Certificates

BMC

Overview

Course Modules

ESG

Overview

Course Modules

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Bloomberg Market Concepts (BMC)

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Environmental Social Governance (ESG)

[Learn More](#)

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The Bloomberg logo is displayed in white text on a dark rectangular background. This background is part of a larger graphic on the left side of the slide, which consists of a white grid pattern on a black background.

# Thank you !

- {SMNR<GO>} For more Seminar and Events