



TECHNOLOGY, TELECOM & MEDIA SECTOR CHEAT SHEET

NEWS

- TOP TECH <GO>** – TOP Technology News
- NI SEM <GO>** – Semiconductor News
- NI TEL <GO>** – Telecom Equipment News
- NI TMT <GO>** – Technology Media and Telecom News
- NI MED <GO>** – Media Sector News
- NI TECHHOT <GO>** – Technology “Hot” Stories
- NI INTERNET <GO>** – News on the Internet Sector
- NI SOF <GO>** – Software Industry News
- FIRS <GO>** – FIRST WORD Filter to Technology
- SALT <GO>** – Suggest News Alert, Choose Technology

TECHNOLOGY, MEDIA & TELECOM INDUSTRY

BI <GO> – Bloomberg Intelligence

SECURITY ANALYSIS

- DES <GO>** – Company Description
- FA <GO>** – Fundamental Analysis
- FA PGEO <GO>** – Product Revenue Segmentation
- EEO <GO>** – EPS and Other Stats Estimates
- EEB <GO>** – EPS and Other Stats Estimates Detail
- EEG <GO>** – Estimates Graph
- MA <GO>** – Technology M&A

FDA & REGULATORY ENVIRONMENT

- BBLS <GO>** – Bloomberg Law Search
- BLRW <GO>** – Company Report Writer
- BBLR <GO>** – Telecom and Internet Law Reports
- BILL <GO>** – Technology Legislation Tracker
- LITI <GO>** – Litigation by Company

INDUSTRY DASHBOARDS

- BI ADVTG <GO>** – Advertising and Marketing, Global
- BI CATV <GO>** – EU and NA Cable
- BI DVENN <GO>** – Diversified Entertainment, NA

- BI INETG <GO>** – Internet Media, Global
- BI LOCL <GO>** – Local Media, NA, EU
- BI TELC <GO>** – EU, NA and Mid East Telecoms
- BI EMS <GO>** – EMS/ODM Vendors, Global
- BI HDWR <GO>** – Computer Hardware, Global
- BI STORG <GO>** – Computer Storage, Global
- BI NETWG <GO>** – Data Networking Equipment, Global
- BI HANDG <GO>** – Mobile Phones, Global
- BI SEMIG <GO>** – Semiconductor Devices, Global
- BI ANLGG <GO>** – Analog ICs, Global
- BI COMSG <GO>** – Comm ICs, Global
- BI MMRYG <GO>** – Memory ICs, Global
- BI ASFTG <GO>** – Application Software, Global
- BI ISFTG <GO>** – Infrastructure Software, Global
- BI ITSVG <GO>** – IT Services, Global
- BI INFOG <GO>** – Information Services, Global

INDUSTRY TOOLS/DATA

- BI ANLGG <GO>** – Foundry Capacity Data for Analog IC’s
- BI EMSOG <GO>** – Consumer Device Unit Shipments (Exportable to Excel®)
- BI HANDG <GO>** – IDC Handset Unit Shipment Q/Q Data
- BI CATVE <GO>** – OVUM Figures on Cable, Satellite and IPTV Revenues
- BI ASFTG <GO>** – IDC Figures on Technology Spending Across Sub Sectors in Application Software
- BI TELCE <GO>** – European Telecom Subscribers Market Share
- NSN MQRAUE6JIJUU <GO>** – MTR Glidepath Rates for Telcos in Europe
- BI INETG <GO>** – Zenith Optimedia Forecasts on Internet Advertisement Revenues by Format



BEIJING
+86 10 6649 7500

FRANKFURT
+49 69 9204 1210

LONDON
+44 20 7330 7500

NEW YORK
+1 212 318 2000

SÃO PAULO
+55 11 2395 9000

SYDNEY
+61 2 9777 8600

DUBAI
+971 4 364 1000

HONG KONG
+852 2977 6000

MUMBAI
+91 22 6120 3600

SAN FRANCISCO
+1 415 912 2960

SINGAPORE
+65 6212 1000

TOKYO
+81 3 3201 8900