

BLOOMBERG'S UNIQUE POSITION

COVERAGE

- ❑ Bloomberg's global coverage consists of more than 130 million active/inactive securities representing all asset classes of the financial markets. The advent of a Bloomberg ID is a natural extension to our vast security coverage.

EXPERTISE

- ❑ Our expertise in symbology/identification systems have become the market standard in asset classes like corporate bonds: Ticker, Coupon, Maturity.

INTEGRATION

- ❑ Bloomberg Global ID meets all aspects of the market's needs and makes our symbology the key mapping feature of back office systems . BBGID has been adopted by 24 Exchanges and 90 third party data providers.

REPUTATION

- ❑ Bloomberg has been the financial tool that connects the buy and sell-side markets. We are known to be the industry leader in timeliness, accuracy and depth of coverage. The inclusion of our own BBGID will further strengthen our coverage and reputation amongst the financial community.

GLOBAL REACH

- ❑ The Bloomberg is on the desktop of more than 315,000 financial professionals around the globe.

BLOOMBERG OPEN API SUPPORT FOR OPEN SYMBOLOGY

OVERCOMING BARRIERS TO CRITICAL DATA

Financial services firms depend on unique security identifiers for reference and real-time data feeds. Traditionally, both market data symbologies and application programming interfaces (APIs) have been proprietary, which can make data integration challenging and limit a firm's ability to access the best data sources. To address these issues, Bloomberg makes both its symbology and APIs available for use with no material restrictions. Bloomberg's open API (BLPAPI) is integrated with Bloomberg open symbology (BSYM), providing user applications easy and efficient programmatic access to symbology information. Independent of Bloomberg services and products, free-use licensing encourages clients, consultants and other third-party vendors to integrate BLAPI and BSYM into their applications and services. Open technologies help in many ways to:

- ***Lower the cost and improve efficiencies in the use of market data***

- ***Encourage integration between vendors and data sources***

- ***Eliminate translation errors by removing the barriers to entry for the financial community and the firms that support them***

- **Use:** access to symbology reference data fields via BLPAPI for research, mapping and cross reference
- **Delivery:** availability of open symbology data directly to applications
- **Coverage:** access to Bloomberg global identifiers
- **Availability:** no restrictions on usage
- **Interface:** uses open API (BLPAPI) library that provides simple access to A flexible service based architecture; BLPAPI is A highly regarded market data programming interface that is used across all Bloomberg data products

Bloomberg users have immediate access to BSYM data through the current version of the BLPAPI library without restrictions. Access for general internet users will be provided in the future.

MIT-style license compatible with C, C++, Java, .NET, COM and Perl.

BLOOMBERG GLOBAL ID

BSYM.BLOOMBERG.COM

CURRENT MARKET

- No globally accepted industry leader
- Numbering agencies do not cover all asset classes
- Increased licensing costs
- Support & mapping is burdensome for data consumers
- Regulatory review
- Presently, market participants do not have an ID number that is **UNIQUE, NON-CHANGING** that covers all **GLOBAL** financial instruments

BENEFITS OF ONE IDENTIFIER

- Promote transparency
- Lower data management costs
- Quicker integration
- Creating the standard in reference data

Coverage: More than 130 million securities representing all asset classes of the financial markets. Encompassing all asset classes globally, the ID will be invaluable for those lacking an identifier like loans, and futures and options.

Consistency: Same identifiers used in Bloomberg Professional[®] service & Bloomberg's Enterprise Data products.

Delivery: Submission form via dedicated portal bsym.bloomberg.com and dedicated feed of all new securities added.

Access: BSYM identifiers are available through Bloomberg's website at no charge to users, with no material impediments on use.

Use: Users will be able to use the identifiers for a variety of uses including trading, research, and mapping.

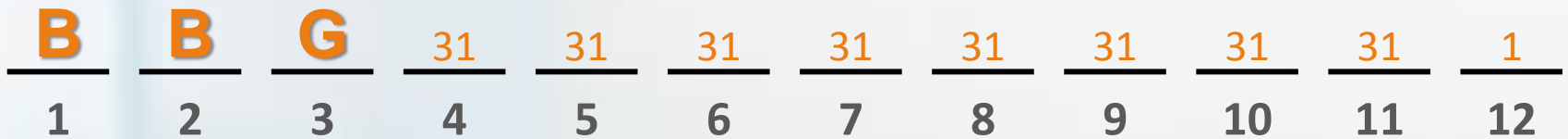
Global Reach: The Bloomberg is on the desktop of more than 315,000 financial professionals around the globe.

Reputation: We are known to be the industry leader in timeliness, accuracy and depth of coverage. The inclusion of our own ID will further strengthen our coverage.

Uniqueness: Free, no commercial terms, no restrictions on usage, **UNIQUE, NON-CHANGING** that covers all **GLOBAL** financial instruments

THE SOLUTION: **BBGID**

The Bloomberg Global ID. A global 12 digit alpha-numeric, randomly generated ID covering 112M active and non-active securities. In total, there will be more than 852 billion potential numbers available.



1st -3rd Characters

- The ID will begin with 'BBG' so it will be easily recognized as a Bloomberg number

4th-11th Character

- Alphanumeric (no vowels), and will be randomly assigned

12th Character

- Numeric, and will serve as a check digit

- » Encompassing all asset classes globally, the ID will be invaluable for those lacking an identifier like loans, and futures and options.
- » **Free, no commercial terms, no restrictions on usage**

USA TRADING OF IBM COMMON STOCK

IBM US COMPOSITE
BBG000BLNNH6

NEW YORK STOCK EXCHANGE - **BBG000BLNQ16**

NYSE MARKET LLC-AMEX - **BBG000BLNNV0**

NYSE ARCA - **BBG000BLNQG0**

NASDAQ OMX BOSTON - **BBG000BLNR78**

NASDAQ OMX PSX - **BBG000BLNSR4**

CHICAGO STOCK EXCHANGE - **BBG000BLNS85**

NASDAQ OMX GLOBAL SELECT - **BBG000BLNXD8**

NASDAQ OMX GLOBAL MARKET - **BBG000BLNR14**

NASDAQ OMX CAPITAL MARKET - **BBG000BLNT10**

NASDAQ OMX OTCBB - **BBG000BLNTC8**

NASDAQ OMX OTC - **BBG000BLNW04**

NASDAQ INTERMARKET - **BBG000BLNRW0**

BATS TRADING - **BBG000BLNXP5**

EDGA EXCHANGE - **BBG000BLNXV8**

EDGX EXCHANGE - **BBG000BLNYM6**

NATIONAL STOCK EXCHANGE - **BBG000BLNPB7**

CBOE STOCK EXCHANGE - **BBG000BLNVF0**

FINRA ADF - **BBG000BLNWJ4**

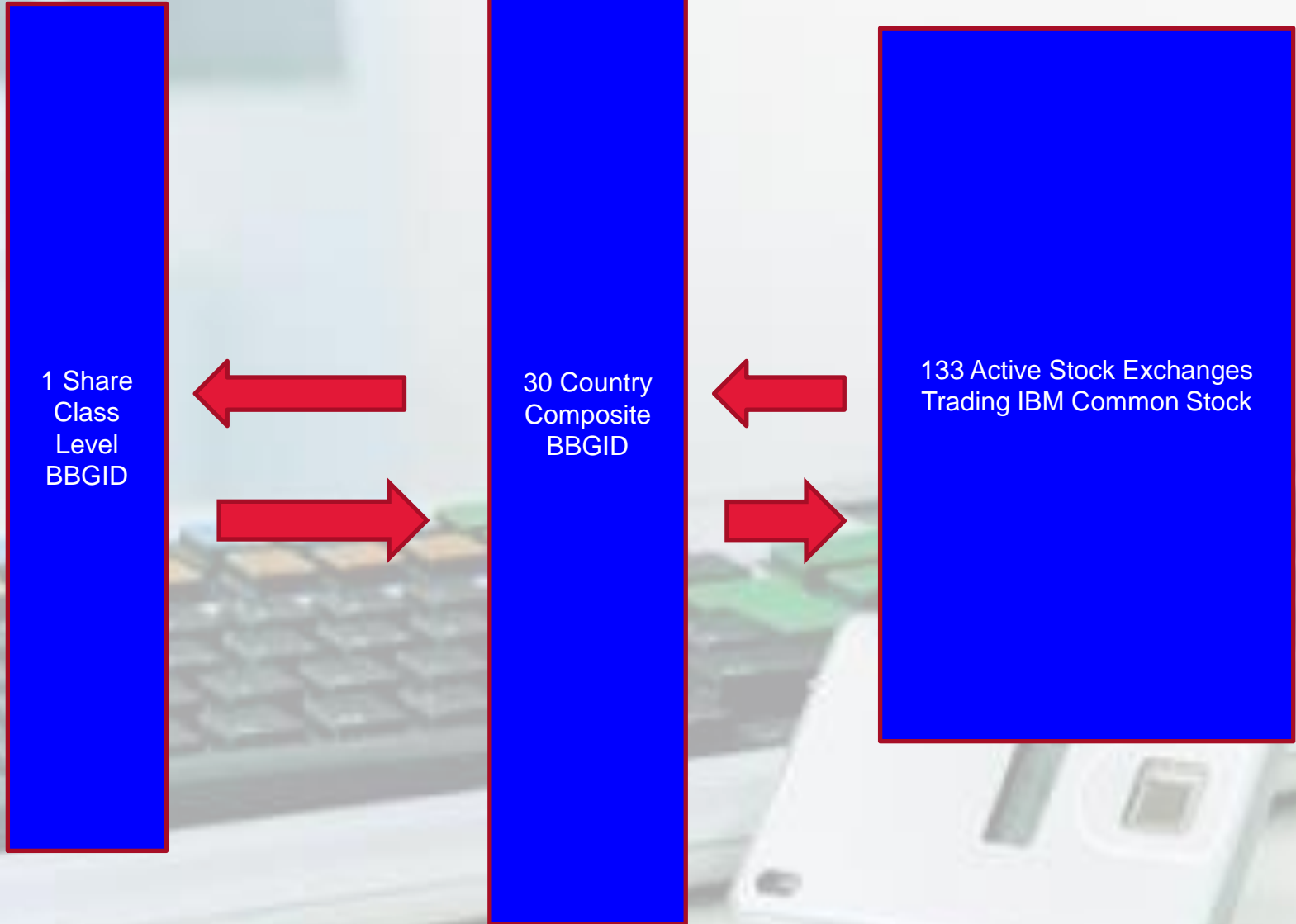
INTERNATIONAL SECURITIES EXCHANGE - **BBG000BLNWP7**

BATS Y EXCHANGE - **BBG000BLNXV8**

TRADE REPORTING FACILITY - **BBG000BLNWZ6**

ISLAND STOCK EXCHANGE - **BBG000BLNPL6**

GLOBAL TRADING OF IBM COMMON STOCK



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B	B	G	31	31	31	31	31	31	31	31	1
1	2	3	4	5	6	7	8	9	10	11	12

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From BBGID to SBVR

Security Identifiers

- Bloomberg Global Identifier
- Composite Bloomberg Global Identifier
- Unique Bloomberg Identifier
- Bloomberg Security ID Number w/ Source
- Bloomberg Security ID Number Description
- Ticker
- Name (either company or asset)

Asset Class Details

- Security Type
- 376 current types
- Market Sector Description
- 10 sector classes

Exchange Details

- Exchange code

Feed Details

- Pricing Source
- 2070 current sources



Definitions

- Key Terms
- Related Vocabulary Mappings (if applicable)
- Enumerated Lists



Business Rule Specification

- Assumptions and conventions.
- Top Level Rules
- Rules between Core Fields
- Additional Fields