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**Bloomberg**  
TELEVISION

## NATIONAL CABLE

# Bloomberg Television

## 71 Million Subscribers Nationally

BLOOMBERG TELEVISION provides around the clock coverage of the people, companies and ideas that move the markets. Backed by 2,300 news professionals across the globe, significantly more than any other network, BLOOMBERG TELEVISION delivers an immediate perspective on critical business news, as it happens from where it happens. Every business day, we help corporate executives, high net-worth individuals and the investing community turn headlines into opportunities.



- **71,450,000 Cable Subscribers**
  - Also carried on DISH and DirecTV
- **67% Male / 33% Female**
- **69% Married**
- **HH Income (Average): \$105K**
- **Average Age: 52**
- **Occupation: C-Suite, Top Management**

## Bloomberg Television Delivers a Top Audience of Influential Professionals

### **#1** WITH C-SUITE LEADERS

109% more likely to be C-Suite executives (Index 209)

### **#1** WITH DECISION-MAKERS

93% more likely to authorize financial purchase decisions for company (Index 193)

### **#1** WITH AFFLUENT EXECS

118% more likely to have a household net worth of \$5MM+ (Index 218)

### **#1** WITH KEY INFLUENCERS

79% more likely to have participated in 5 or more public activities in the past year (Index 179)

Source: 2012 Mendelsohn Affluent Survey (Adults 18+, HHI \$100K+), Monthly Viewers // Competitive Set: CNBC, CNN, Fox Business, Fox News, Headline News, MSNBC, BBC World News

