

**Media Alert**  
**For Immediate Release**  
**November 17, 2015**

**Bloomberg**  
**TV CANADA**

## **Bloomberg TV Canada Launches, Delivering Business and Financial News to more than Six Million Canadian Households**

(Toronto, Ontario) Channel Zero, in partnership with Bloomberg, is pleased to announce the launch of Bloomberg TV Canada, the 24/7 Canadian business and financial news television channel. Part of Bloomberg's expansion into key global markets, the new channel combines local content with Bloomberg's international news gathering to deliver high quality business, markets and economic coverage in Canada and around the world.

Bloomberg TV Canada is available widely to Canadian viewers on the following services: Rogers (Ontario and Atlantic) channel 81/187, Cogeco (Ontario) 817, Telus 817, Shaw 141, Sasktel 368, MTS 1146, Eastlink 664, and Shaw Direct 510 (Classic) and 153 (Advanced). The network will launch soon in Quebec on Videotron and Cogeco. A complete channel line-up is available at [www.bloombergtv.ca](http://www.bloombergtv.ca). Bloomberg Canada's Twitter handle will be switching from @BBGCanada to @BloombergCA later this week.

"More than 360MM households around the world have access to Bloomberg Television, and we are pleased to be able to bring this service to more viewers here in Canada," said Cal Millar, President of Channel Zero. "The launch of Bloomberg TV Canada will greatly impact how Canadian companies tell their stories within Canada as well as to Bloomberg TV's global audience. We are delivering the total perspective to our viewers: unparalleled access to the global business stage, coupled with an in-depth look at business and financial issues that are uniquely Canadian."

"Bloomberg's global multi-platform presence is unrivalled in the consumer media industry and bringing Bloomberg TV to Canada is an important step in our strategy to expand our international footprint," said Bloomberg Media CEO Justin B. Smith. "In the past few years, we've formed local television partnerships in Mexico, Malaysia, Philippines, Bulgaria, Mongolia, India and other countries. Today's launch of Bloomberg TV Canada cements our position as the news and information destination for business decision makers in Canada."

Beginning today, the first locally-produced program broadcasting live from Bloomberg's studios at Brookfield Place in the heart of Toronto's financial district is "The Daily Brief". Anchored by trusted business journalist Pamela Ritchie, the one-hour program airs weekdays at 4pm ET as the Canadian markets close, wrapping up the trading day and profiling trends important to investors. "The Daily Brief" will also feature Canada's top CEOs and business leaders, creating a platform where they can share their stories and provide first-hand insight on the biggest issues facing their industries to both Canadian and global audiences.

Starting in early January 2016, Bloomberg TV Canada will provide daily market and business news updates live from the Toronto Stock Exchange between 8am and 2:30pm ET. Also in the first quarter of 2016, “Bloomberg North”, a new show will debut, featuring one of Canada’s leading business news journalists, Amanda Lang. Airing weekdays at 6pm ET, the 30-minute program will provide analysis on local and global business news and feature interviews with Canadian heavyweights.

Backed by Bloomberg News’ award-winning journalists in Canada, the network’s programming will feature industry-leading economic data and analysis derived from the Bloomberg Professional service – the platform used by more than 320,000 financial professionals globally. Live, market-moving reports will come from the company’s 2,400 journalists in 150 news bureaus across 73 countries, including Bloomberg’s six Canadian news bureaus in Toronto, Ottawa, Calgary, Montreal, Vancouver and Winnipeg.

Bloomberg TV Canada will also deliver content from the network’s global feed, including notable programs like Bloomberg’s new flagship morning program “Bloomberg <GO>” with Stephanie Ruhle and David Westin airing from 7-10am ET, along with “Bloomberg Surveillance” hosted by Tom Keene, and “Bloomberg Markets,” which provides in-depth global markets coverage. Bloomberg TV Canada’s full schedule is available at [www.bloombergtv.ca](http://www.bloombergtv.ca).

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#### **About Bloomberg**

Bloomberg connects influential decision-makers to a dynamic network of information, people and ideas. Its strength – quickly and accurately delivering data, news and analytics through innovative technology – is at the core of everything it does. With over 15,500 employees in 192 locations, Bloomberg delivers business and financial information, news and insight around the world. For more information, please visit [www.bloombergbusiness.com](http://www.bloombergbusiness.com).

#### **About Channel Zero Inc.**

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH-TV](http://www.chch-tv.com) and a growing bouquet of specialty channels including [Rewind](http://www.rewind.com) and [Silver Screen Classics](http://www.silver-screen-classics.com). [Bloomberg TV Canada](http://www.bloombergtv.ca) is the first of several platforms under Channel Zero’s leadership that will combine the best of Bloomberg’s global branded content with Bloomberg original and local Canadian subject matter. Also within the parent company’s portfolio are *Channel Zero Digital*, which owns popular sites [Andpop](http://www.andpop.com) and [ChartAttack](http://www.chartattack.com), and the digital companions of its broadcast brands; and *Channel Zero World Media*, which operates [Bollywood Times](http://www.bollywoodtimes.com), [Mehndi TV](http://www.mehndi.tv) and [Halla Bol](http://www.halla-bol.com) – Canada’s first South Asian HD TV channels. Channel Zero also operates [Quat Media](http://www.quatmedia.com), an Academy Award® winning film sales and distribution company. For more information, please visit [www.chz.com](http://www.chz.com).

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