

**Media Alert**  
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**Bloomberg**  
**TV CANADA**

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## **Bloomberg TV Canada Launches New Weekday Show *Bloomberg North* Featuring All-Star Anchor Ensemble: Amanda Lang, Pat Kiernan and Rudyard Griffiths**

(Toronto) Bloomberg TV Canada, operated by Channel Zero, today announced the launch of its latest Canadian program, *Bloomberg North*, a 30-minute show airing weeknights at 6pm and 9pm ET. Starting this week, the show will deliver analysis on local and global business news to over six million Canadian households.

[Bloomberg North](#) has tapped leading Canadian anchors Amanda Lang, Pat Kiernan and Rudyard Griffiths, who will explore the top headlines driving business and speak with industry leaders and decision makers impacting the global economy. *Bloomberg North* will re-air on weekends and full shows will be made available online at [bloombergtv.ca](http://bloombergtv.ca).

"*Bloomberg North* offers a rare format – it's a news series hosted by a different anchor each night. Every evening offers viewers the benefit of a unique presentation style and personality," said Michael Bancroft, executive producer at Bloomberg TV Canada. "We could not be more pleased with the calibre of journalism this team brings to *Bloomberg North* and to our viewers."

### ***Bloomberg North* show schedule:**

	<b><i>Anchor</i></b>	<b><i>Focus</i></b>
Mondays	Rudyard Griffiths	How geopolitics moves markets and investing
Tuesdays	Amanda Lang	Biggest economic stories, debate-style
Wednesdays	Amanda Lang	Up close with the top minds and influencers in the world of business
Thursdays	Pat Kiernan	Latest and greatest business trends. Live from New York.
Fridays	Various	Best of show

See attached backgrounder for detailed show synopsis and anchor bios.

Since launching in November 2015, Bloomberg TV Canada has attracted notable guests to its debut show *The Daily Brief* with Pamela Ritchie, including Stephen Poloz, Bharat Masrani, Andre Desmarais, Bill Morneau and Dominic Barton. The channel's schedule also delivers content from the network's global feed, including Bloomberg's flagship morning program [Bloomberg GO](#), *Bloomberg Surveillance* hosted by Tom Keene, and *Bloomberg Markets*, which provides in-depth global markets coverage. Bloomberg TV Canada's complete schedule can be viewed [here](#).

"Early viewership numbers indicate strength in the morning," said Chris Fuoco, VP Sales and Marketing at Channel Zero. "In the few months we've been on air, we are gaining ratings momentum and are catching the incumbent business news channel faster than anticipated. We're also very happy to report that as of March 1<sup>st</sup>, Bloomberg TV Canada will be available in Quebec on Videotron, bringing the channel's reach upwards of 7.5 million households nationally."

Bloomberg TV Canada is available widely to Canadian viewers on the following services: Rogers (Ontario and Atlantic) channel 81/187, Cogeco (Ontario) 817, Videotron 680/80 (as of March 1/16), Telus 817, Shaw 141, Sasktel 368, MTS 1146, Eastlink 664, and Shaw Direct 510 (Classic) and 153 (Advanced). A complete channel line-up is available at [here](#).

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**About Bloomberg TV Canada**

Bloomberg TV Canada delivers the best of Bloomberg's global markets information, essential Canadian business and financial news, and dynamic lifestyle programming to influential Canadian decision-makers. With input from 30 journalists in six news bureaus in major markets across Canada, and access to 2,400 journalists reporting from 150 bureaus in 73 countries worldwide – Bloomberg TV Canada becomes the first business and financial information source for Canadians, providing its audience with a critical edge by connecting them to a vital network of information, people and ideas. Bloomberg TV Canada broadcasts from the heart of Toronto's financial district with studios at Brookfield Place and TSX. For more information, please visit [www.bloombergtv.ca](http://www.bloombergtv.ca). Bloomberg TV Canada is operated by [Channel Zero](#) in Toronto.



**Mondays on *Bloomberg North*, anchored by Rudyard Griffiths**

From Capitol Hill in Washington, D.C., to the desert sands in Iran, to the Moscow Kremlin, geopolitical hotspots are bubbling up across the globe. Rudyard Griffiths takes viewers on a trip into these sources of uncertainty and risk, to hear from journalists, geopolitical experts, and portfolio managers about what exactly is happening on the ground, how it affects the global and Canadian economies, how Canadians can mitigate risk to their investments or profit from them, and what role our country is playing.

Rudyard Griffiths is a skilled television host and commentator, as well as the organizer and moderator of the semi-annual Munk Debates, the world's preeminent public debating forum. Before joining Bloomberg TV Canada, Rudyard was a regular guest and business commentator on CBC's "The Exchange". Prior to that, he co-hosted BNN's top-rated show "Squeeze Play" and "National Affairs" on CTV. He is the author of the 2009 Globe and Mail book of the year, *Who We Are: A Citizen's Manifesto* and has edited over a dozen books on international affairs, politics and Canadian history. He is also President and CEO of the Aurea Foundation, Canada's largest private foundation dedicated exclusively to public policy grant-making.



**Tuesdays on *Bloomberg North*, anchored by Amanda Lang**

Live from Canada's financial epicentre, Amanda Lang brings her viewers the biggest economic stories and themes of the week. Her debate-style program features numerous regular guests of different political stripes and individual expertise who, together with Amanda, take on the key events and market drivers in this country to help Canadians understand what challenges the economy faces and how they should be tackled.

**Wednesdays on *Bloomberg North*, anchored by Amanda Lang**

Ever wonder what drives the decisions of this country's politicians? Or what keeps a top CEO up at night? Or why a famous entrepreneur only wears black hoodies? On Wednesdays, Amanda gets up close and personal with some of the biggest newsmakers and power brokers in Canada. She explores the top minds and influencers in the world of business to find out who they are, how they got there, and where they're going next.

Amanda Lang is considered one of Canada's top business journalists. After 20 years of working the beat in North America's major markets, Amanda brings her expertise in financial markets and the global and Canadian economies to Bloomberg TV Canada. Amanda's reputation for conducting captivating interviews with high-profile guests, combined with her quick and insightful approach, will provide viewers with a perspective that's entertaining, fresh and informative. Previously, Amanda was CBC's senior business correspondent, appearing frequently on CBC's "The National" and acting as host of the broadcaster's weeknight business show "The Exchange". Her career began with The Globe and Mail and then Financial Post before reporting and anchoring for CNN in New York and BNN in Toronto. Amanda is the author of the bestselling book *The Power of Why: Simple Questions that Lead to Success*. She is currently working on a second book.



### **Thursdays on *Bloomberg North*, anchored by Pat Kiernan**

Pat Kiernan delivers his show live from New York and reveals the impactful, as well as the absurd and the hypocritical in the world of business, from within Canada and beyond. One of New York's most beloved anchors returns to his Canadian roots for a program that dials into what everyone is talking about at the office water cooler. Through witty delivery and unique content, viewers will find out what's trending, who has the new and big ideas, and where Canada stands in it all.

Born in Alberta but considered a local TV icon in New York City, Pat Kiernan has been the morning news anchor of NY1 since 1997. He is best known for his 'In the Papers' segment, which is a colourful curation of his favourite stories from the morning headlines. With intelligence, charisma and humour that are often characterized as 'deadpan,' he's become a staple in New York households. Pat's journalism career started with a part-time job at CKRA-FM in Edmonton, while he studied at the University of Alberta's School of Business. He moved from radio to television for gigs with Global and CTV before moving to the Big Apple in 1993 for a job at Time Warner. Pat was part of the launch team for Canada's Business News Network in 1999 and from 2000 to 2004, Pat co-anchored CNN's "The Money Gang." One of his co-hosts was fellow *Bloomberg North* host Amanda Lang. Pat is also known for numerous television and movie appearances including *The Avengers*, *30 Rock*, *The Amazing Spiderman 2*, *Iron Man 3*, and will also be seen in the upcoming *Ghostbusters (2016)*. In 2013, Canada's Report on Business Magazine named Kiernan one of the "16 Canadians We Want Back".