

**Media Alert**  
**For Immediate Release**  
**January 19, 2017**

**Bloomberg**  
**TV Canada**

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@lilyjamali

## **Lily Jamali Joins Bloomberg TV Canada**

Internationally versatile journalist to host *Bloomberg Markets: Canada* beginning January 23

(Toronto, Ontario) Bloomberg TV Canada, operated by Channel Zero, is pleased to announce the addition of financial journalist Lily Jamali to its team of on-air talent as the host of the new daily business news program *Bloomberg Markets: Canada*. The hour-long show will provide an in-depth look at the day's market action and the stories that matter to investors. *Bloomberg Markets: Canada* will debut on January 23, 2017 and will air weekdays at 4pm ET.

"Lily provides a global perspective that reflects the first-class standard at Bloomberg TV Canada," said Michael Bancroft, Executive Producer, Bloomberg TV Canada. "The demand for worldwide market coverage is ever-increasing, and Lily delivers with the kind of expert analysis and news acumen our viewers have come to rely on."

"In addition to her extensive business expertise, Lily brings a wealth of television journalism experience," said Mike Katrycz, Vice President of News, Channel Zero. "Her skill set is characteristic of the global reach of Bloomberg, and we are thrilled to have her join our team."

Prior to joining Bloomberg TV Canada, Jamali covered the tech industry and the U.S. West Coast as a San Francisco-based financial journalist for Reuters TV. At Reuters, she was integral in providing coverage from the World Economic Forum in Davos, Switzerland and the Aspen Ideas Festival, among others. Jamali's international experience is wide and diverse, from freelance reports in Brazil on the impact of the Eurozone crisis on immigration, to her fellowship role with the South Asian Journalist Association covering the impact of climate change on the Maldives. Jamali holds an M.B.A. in Finance from New York University's Stern School of Business, and is fluent in Farsi, Spanish and French.

*Bloomberg Markets: Canada* will be produced daily from Bloomberg TV Canada's high-definition studio at Brookfield Place, in the heart of Toronto's financial district. The show joins *Bloomberg North* as the second premiere Canadian financial news program produced and anchored locally. *Bloomberg Markets: Canada* speaks to CEOs, money managers, and top political figures to provide an inside perspective on the most important stories in financial markets.

Launched in November 2015, Bloomberg TV Canada is available to over 6 million Canadian households and offices, and distributed on all major Canadian cable, satellite and telco platforms except Bell TV.

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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 international access to 150 bureaus in 73 countries and 2,400 professionals 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 is owned by Channel Zero in Toronto and operates from the heart of the financial district with studios at Brookfield Place and TSX. For more information, please visit [bloombergtv.ca](http://bloombergtv.ca).

## About Channel Zero

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH-TV](http://CHCH-TV) and a growing bouquet of specialty channels including [Rewind](http://Rewind) and [Silver Screen Classics](http://Silver Screen Classics). [Bloomberg TV Canada](http://Bloomberg TV Canada) is the first of several platforms under Channel Zero's leadership that combines the best of Bloomberg's global branded content with Bloomberg original and local Canadian subject matter. Channel Zero's digital sales agency [Junction Digital](http://Junction Digital) offers advertisers marketing solutions on [CHCH.com](http://CHCH.com), [BloombergTV.ca](http://BloombergTV.ca), [Andpop.com](http://Andpop.com) and [ChartAttack.com](http://ChartAttack.com), as well as the top ad exchanges. Other divisions of Channel Zero include *Channel Zero World Media*, which operates [Halla Bol](http://Halla Bol) - Canada's first South Asian HD TV channel - and [TV Asia](http://TV Asia); and [Ouat Media](http://Ouat Media), an Academy Award® winning film sales and distribution company. For more information, please visit [chz.com](http://chz.com).