

## Media Alert

Embargoed Until 11a.m. February 26, 2015



### **Bloomberg and Channel Zero to Launch New TV Station in Canada**

*Bloomberg TV Canada to Offer Canadian Business Coverage with Global Perspective*

Toronto, February 26, 2015 -- Bloomberg, the global business and financial news and data leader, and Channel Zero, an independent Canadian media company, today announced an agreement to launch a Canadian business news television channel, *Bloomberg TV Canada*. The new channel will provide 24/7 Bloomberg global market coverage, as well as Canadian business and financial news.

"Canada is a vital market for us. The Bloomberg Professional service has been in Canada's top financial firms for more than 25 years, and it is now one of our fastest growing markets in the world," said Michael R. Bloomberg, founder and majority shareholder of Bloomberg L.P. "We look forward to providing our clients and business executives with engaging and informative television, detailing the impacts of global news on Canadian business and highlighting the newsmakers in Canada who are moving global markets."

"We are thrilled to partner with Bloomberg to bring Canadian audiences business and financial news from here and around the world," said Cal Millar, President of Channel Zero. "*Bloomberg TV Canada* will benefit from Channel Zero's expertise in news journalism and will tap into Bloomberg's unmatched access to global business leaders. Simply put, our partnership with Bloomberg places us directly in the epicenter of the financial world."

Scheduled to launch in mid 2015, *Bloomberg TV Canada* will broadcast from a brand new, state-of-the-art high-definition (HD) studio in the heart of Toronto's financial district. With a panoramic backdrop of the Toronto skyline, the studio is located on one of the top floors of Brookfield Place, providing easy access for business executives to tell their stories. The venture will add local production experts to lead the channel's economic and business coverage and will make major on-air talent announcements in the coming months.

"We have a unique media offering: it's global and fully multi-platform with television, digital, print, digital video, radio and live events," said Justin Smith, CEO of Bloomberg Media. "This new partnership further expands our international television reach, and *Bloomberg TV Canada* is going to deliver authoritative business and financial news to the decision makers in Canada."

Backed by Bloomberg News' award winning journalists in Canada, the 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 news bureaus in Toronto, Ottawa, Calgary, Montreal, Vancouver and Winnipeg. Viewers can also expect live coverage from the TMX Broadcast Centre at Toronto Stock Exchange, as well as in-depth interviews with top Canadian newsmakers and executives.

This partnership creates a new outlet for Canadian companies to tell their stories both within Canada and to a global audience through Bloomberg TV worldwide, which includes flagship television operations in the financial centers of New York, London and Hong Kong, as well as Silicon Valley.

###

**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**

Channel Zero is an independent Canadian media company that owns over-the-air channel *CHCH-TV* and a growing bouquet of specialty channels including *Rewind* and *Silver Screen Classics*. Launching mid 2015, *Bloomberg TV Canada* 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. For more information, please visit [www.chz.com](http://www.chz.com).

**For more information or interviews, please contact:**

**Bloomberg:**

Lauren Meller, +1 212-617-8185, [lmeller@bloomberg.net](mailto:lmeller@bloomberg.net)  
Pam Snook, +1 212-617-7652, [pamsnook@bloomberg.net](mailto:pamsnook@bloomberg.net)

**Channel Zero/Bloomberg TV Canada:**

Rhonda Messieh, +1 416-492-1595 ext. 2071, [rhonda.messieh@chz.com](mailto:rhonda.messieh@chz.com)