



BLOOMBERG[®] Interactive Television

Overview:

Bloomberg offers an array of interactive television products. The Bloomberg Enhanced Channel enables viewers to watch BLOOMBERG TELEVISION[®] while utilizing Bloomberg's interactive data screen. Bloomberg Virtual Channel allows viewers to access breaking financial information on demand while watching BLOOMBERG TELEVISION or the programming of their choice. Other interactive Bloomberg products include video-on-demand and electronic program guide content.

Technology partners:

Wink
Microsoft
Liberate
OpenTV
Worldgate
Infospace

Bloomberg Interactive Television carriers:

DirecTV
Echostar

Interactive Content:

Stock Quote Look-up
My Portfolio
Market Updates
News
e-Commerce Applications