



Bloomberg

# SYMBOLLOGY & GLOBAL ID

2010

# CURRENT MARKET

- No globally accepted industry leader
- Numbering agencies do not cover all asset classes
- Increased licensing costs
- Support & mapping is burdensome for data consumers
- Regulatory review
- Presently, market participants do not have an ID number that is **UNIQUE, NON-CHANGING** that covers all **GLOBAL** financial instruments
- Some identifiers have impediments on redistribution

# THE SOLUTION: BBGID

The Bloomberg Global ID. A global 12 digit alpha-numeric, randomly generated ID covering 11.2M active and non-active securities. In total, there will be more than 852 billion potential numbers available.

<b>B</b>	<b>B</b>	<b>G</b>	31	31	31	31	31	31	31	31	1
1	2	3	4	5	6	7	8	9	10	11	12

## 1st -3rd Characters

- The ID will begin with '**BBG**' so it will be easily recognized as a Bloomberg number

## 4th-11th Character

- Alphanumeric (less vowels), and will be randomly assigned

## 12th Character

- Numeric, and will serve as a check digit

- This construction matches the vast majority of client feedback that supports a random sequence that creates a unique, non-changing or repeating number.
- Encompassing all asset classes globally, the ID will be invaluable for those lacking an identifier like loans, and futures and options.
- Free, no commercial terms, no restrictions on usage



# THE DELIVERY: <http://bsym.bloomberg.com/sym>

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BSYM: Bloomberg Open Symbology - Microsoft Internet Explorer

http://bsym.bloomberg.com/sym/

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BSYM: Bloomberg Open Symbology

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Name	Unique ID	Security Type	Market Sector	Description	Feed Source	BSID
INTL BUSINESS MACHINES-CEDEA	EQ00100801000...	Receipt	Equity	IBM	AF	1670742846163
INTL BUSINESS MACHINES-CEDEA	EQ00100801000...	Receipt	Equity	IBM	AR	8216273005267
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UC	579821099778
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UN	627065740034
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UP	554051296002
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UB	639950641922
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UT	648540576514
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UM	687195282178
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UX	541166394114
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UO	369367702274
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UD	1490354166530
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UL	30065285890
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	UF	8293582363394
INTL BUSINESS MACHINES CORP	EQ00100801000...	Common Stock	Equity	IBM	US	399432473346
IBM INTL GROUP CAPITAL	COEG9453226	GLOBAL	Corp	IBM 5.05 10/22/12	ZION	10904924794075
IBM INTL GROUP CAPITAL	COEG9453226	GLOBAL	Corp	IBM 5.05 10/22/12	UBSZ	2254860659931
IBM INTL GROUP CAPITAL	COEG9453226	GLOBAL	Corp	IBM 5.05 10/22/12	MLIX	2594163076315
IBM INTL GROUP CAPITAL	COEG9453226	GLOBAL	Corp	IBM 5.05 10/22/12	DAB	3006479936731

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start 3 W... 2 W... BSY... 3 M... 2 W... 7 M... 5 B... Cale... Bloo... Exceed 2 A... 2 M... unit... 9:32 PM

- ❑ Search by any Bloomberg Identifier
- ❑ Filter by Market Sector, Security Type, Exchange or Country
- ❑ Batch download by Market Sector or Security Type (5000 max)

Confidential

# **THE OUTCOME: BLOOMBERG & NYSE/ EURONEXT**

- **“NYSE Euronext and Bloomberg Bring Open Symbolology to Data Feeds” (Press release 3/18/10)**
- **Promote transparency**
- **Lower data management costs**
- **Quicker integration**
- **Creating the standard in reference data**
- **Create a reusable exchange feed mapping system that will facilitate BSYM integration with multiple inbound feeds**

# ID REQUEST SERVICE AND SUPPORT

Bloomberg

## WEBSITE

□ The Bloomberg security creation process will generate the BBGID, however we will amend <http://bsym.bloomberg.com/sym/> to support ID requests. The BSYM portal should be available in all languages that exist on the terminal. BSYM will be altered to include the following:

- **Registration page:** Requestors will be required to register with the service prior to making requests. All relevant contact information will be required within the registration form
- **Submission Form:** This will contain the specific data fields necessary to complete an ID request, including documentation. Data will need to be validated according to our standards before an ID is created.

## FEED

□ Our symbology is provided publicly for free via the website. Users have the option to download data sets in intervals of 5,000 securities per request. We also will be creating a dedicated back office feed of all new securities added daily. The feed will include the ID and associated symbology.

## MAPPING

□ Integration is a key aspect with the release of the new ID. Bloomberg will offer a mapping mechanism via our Data License product that will allow end consumers to drop files of existing identifiers and in return receive the corresponding 'BBGID'.



# BLOOMBERG'S UNIQUE POSITION

**Bloomberg**

## COVERAGE

- ❑ Bloomberg's global coverage consists of more than 11.2 million securities representing all asset classes of the financial markets. The advent of a Bloomberg ID is a natural extension to our vast security coverage.

## EXPERTISE

- ❑ Our expertise in symbology/identification systems have become the market standard in asset classes like corporate bonds: Ticker, Coupon, Maturity.

## INTEGRATION

- ❑ BSYM, the NYSE Euronext initiative, and the forthcoming ID all further assist with symbology integration.

## REPUTATION

- ❑ We are known to be the industry leader in timeliness, accuracy and depth of coverage. The inclusion of our own ID will further strengthen our coverage and reputation amongst the financial community.

## GLOBAL REACH

- ❑ The Bloomberg is on the desktop of more than 280,000 financial professionals around the globe.

Questions?

# **OPEN SYMBOLOGY FOCUS DAY IDENTIFICADORES AO SEU ALCANCE**

**27 de Maio de 2010**

AV DAS NACOES UNIDAS, 12.551 - 21. ANDAR  
9am – 12pm