

Bloomberg  
**HUB**

AT  
**LCY**

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**THE  
FACTS**

# Bloomberg HUB

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## WHAT IS IT?

The Bloomberg Hub delivers a unique business travel experience, providing timely and relevant news, data and information within a visually-compelling, technology-driven space.

It combines Bloomberg's leading technology, rich content and signature design to create an interactive, energetic and functional space devised to make the business traveller's journey more productive, more efficient and more enjoyable.

It is a long-term commitment, giving us a living, breathing presence at LCY for the next three years. It is Bloomberg's biggest brand initiative to date globally.

The experience comprises five primary elements, which combine to create the Bloomberg Hub:

- > **The Media Panel**
- > **The Media Ticker**
- > **The Lounge**
- > **The Media Wall**
- > **The Wi-Fi Sponsorship**

## THE MEDIA PANEL

Located at the entry point to pre-security and passport control, the Media Panel consists of six 4K ultra-high-definition (UHD) 55-inch digital screens. Branded visual content and contextual messages will greet all passengers as they approach security, tailored according to the time of day.



MEDIA TICKER

MEDIA PANEL

## THE MEDIA TICKERS

The combined length of the Media Tickers creates one of the longest digital displays of its kind. It provides a dynamic stream of digital media, electronic data and visual information, split into two tickers: one in the pre-security zone, the other in the atrium beyond security.

### Key Features:

- > 130-metres of scrolling digital media made up of 23 million LEDs.
- > Displays multiple streams of constantly updated market-moving news headlines and financial information, harvested from the Bloomberg Professional service, including indices, equities and currencies data.



- > Streams travel-specific information in visually engaging formats, including world weather and world time, configured according to daily LCY flight destinations.
- > Data drives design: different types of data on display trigger relevant imagery and video content, determining the style and speed of motion.



**> 130M LONG.  
THAT'S NEARLY  
1.5 BIG BEN  
CLOCK TOWERS.**

## THE LOUNGE

The Lounge is specifically designed to meet the unique needs of today's international business traveller. Home to more than 260 square metres of business-friendly space, it will seat more than 180 travellers. A range of distinct zones have been designed to enable travellers to work, relax, network and prepare for their day ahead.



Features include:

- > Apps Bar featuring six tablets fully loaded with Bloomberg's full suite of award-winning mobile apps.
- > Four Bloomberg terminals for use of subscribers to the Bloomberg Professional service.
- > Bloomberg Analytics help desk (ADSK) staffed during peak hours to answer client questions and demonstrate functionality.
- > 24/7 Bloomberg Television with optional audio plug-in units.
- > 110 universal charging stations compatible with UK, European and American electronic devices.
- > Free Wi-Fi.
- > Modern, comfortable furniture complete with luggage stow-away and privacy screens.
- > Free shoe-shine and steam press service.
- > Media Wall featuring a dynamic flow of news, data, insight and flight information.
- > Complimentary copies of Bloomberg's full range of business, finance and lifestyle magazines.

## THE ZONES

### BUZZ

Network and catch up with colleagues.

### UNWIND

Relax, sit back and wait for your flight.

### SHINE

Smarten up for your next meeting with a shoe shine and suit steam.

### SPARK

Share content with friends and family.

### ASK

Find the answer to any Bloomberg question.

### CONNECT

Work in a space equipped with tablets, international charging stations and Bloomberg terminals.

## THE MEDIA WALL

The Media Wall is the heart of the Lounge. It is a vast, vivid digital canvas delivering essential travel information, market-moving news and analysis, relevant data, Bloomberg Television and rich promotional content.



## THE MEDIA WALL | CONTENT

- > Twelve x 55-inch Ultra HD 4K screens.
- > 7.2m long, 3.1m tall – that's nearly two black cabs tall and two black cabs long.
- > Mixture of curated Bloomberg content selected, programmed and designed with the business traveller in mind.
- > Features dynamic data, including market prices, news summaries, rankings, indices and charts as well as topical photo stories sourced from Bloomberg Media.
- > Permanent displays for live departures and Bloomberg Television.

- > Dynamic data, including market prices and news summaries.



- > Bloomberg brand and product advertising.

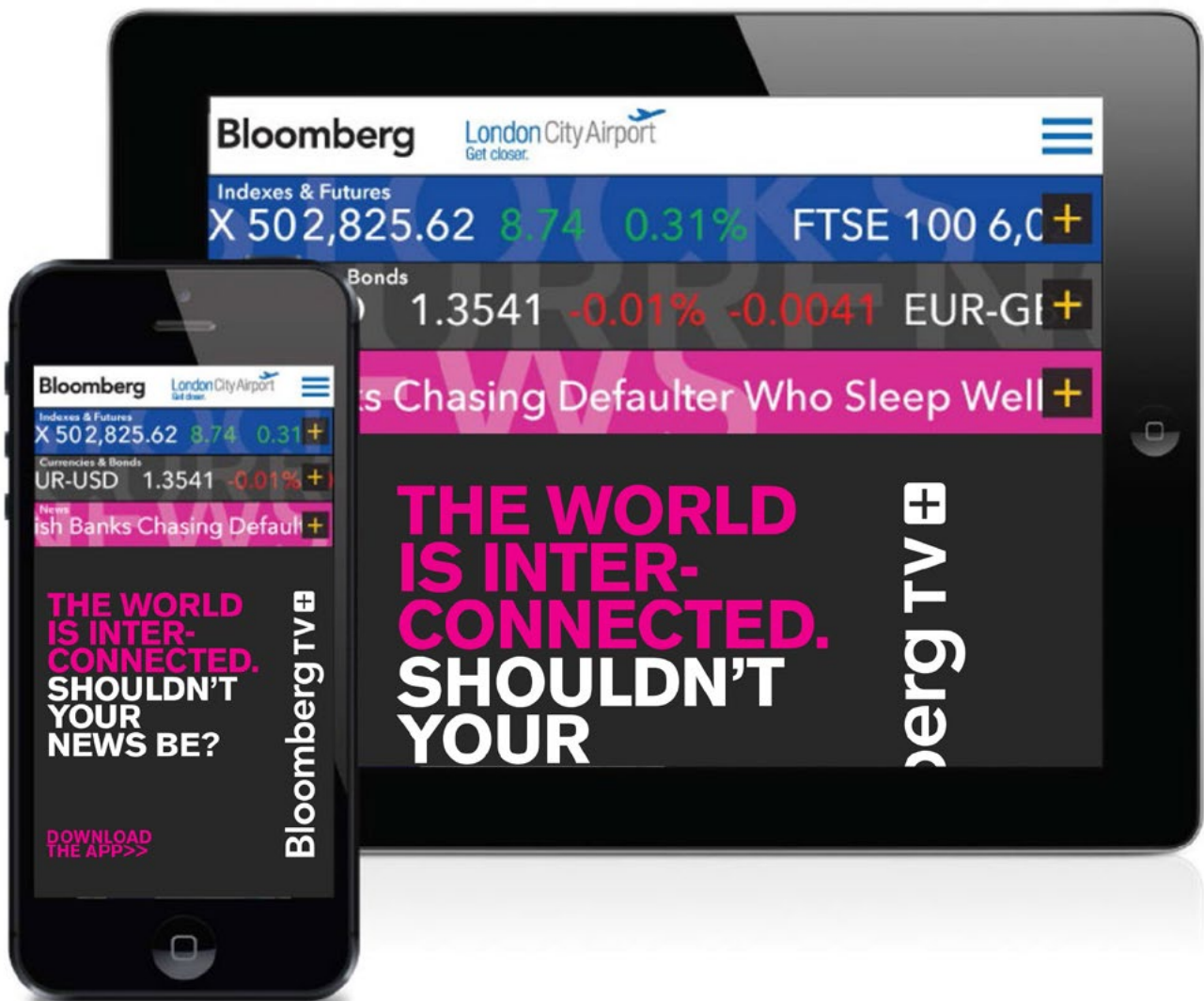


Bloomberg Professional service promotion

## WI-FI SPONSORSHIP

By sponsoring the Wi-Fi at LCY, Bloomberg has the opportunity to connect with passengers directly on their mobile devices.

- > Passengers gain free-of-charge Wi-Fi access at the airport.
- > Mobile-optimised landing page provides scrolling market information.
- > Users can opt in to communications on Bloomberg products and services.





## WHY LONDON CITY AIRPORT?

Bloomberg's global community of influential decision-makers in business and finance travel regularly and need access to relevant, timely and accurate news and information in order to stay productive, efficient and prepared. There is a remarkable synergy between the characteristics of this community and the average profile of an LCY passenger:

- > LCY is London's business airport of choice – 61% of its close to 3.4 million passengers per year are travelling on business.<sup>1</sup>
- > More than 50% of 2,000 LCY passengers surveyed use a subscription-based financial data service, or work for a firm that does. Of those, 63% are Bloomberg Professional service users.<sup>2</sup>
- > They travel where Bloomberg travels - 60% of passengers are flying inbound from overseas, many from key financial centres where Bloomberg has a strong client base (e.g. Frankfurt, Geneva and Zurich).
- > The average income of an LCY business passenger is the highest among Greater London airports at £105k (the average household income of a Bloomberg Markets magazine reader is \$452,000).

**> THEY TRAVEL  
WHERE  
BLOOMBERG  
TRAVELS –  
ZURICH, GENEVA,  
AMSTERDAM,  
PARIS AND  
FRANKFURT.**

<sup>1</sup> LCY Quarterly Passenger Research, September 2013

<sup>2</sup> LCY Online Passenger Survey, Q1 2014

# IN OUR WORDS

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“LCY has ambitious growth plans – to reach an already-permitted 120,000 flight movements a year (up from 70,000 today) and to double passenger numbers to 6 million per annum by 2023. 61% of our passengers are travelling on business – to and from the business, financial and political centres of Canary Wharf, The City and Westminster – and they will value the information and facilities being made available to them in the Hub extremely highly. Our agreement with Bloomberg will set us apart from the other airports in and around London, cementing our position as the business traveller’s airport of choice – but we cannot stand still and will need to work together with Bloomberg on a constant basis to continue to meet the customer’s changing needs.”

**Declan Collier**, Chief Executive Officer, London City Airport (LCY)

“LCY’s customers are business travellers who value the things Bloomberg does best: providing accurate, relevant and timely information that helps them make better business decisions. The Bloomberg Hub at LCY is a great example of this; it is our biggest brand initiative worldwide and reinforces our continued investment in London as a leading global financial centre.”

**Dan Doctoroff**, Chief Executive Officer and President, Bloomberg L.P.

“The arrival of the Bloomberg Hub in the LCY departure lounge furnishes our passengers with a new level of service – that of up-to-the-minute data and information – which reflects the moves we’re making towards managing the passenger journey through the use of technology. The agreement we have with Bloomberg reflects a burgeoning strategy of working with high-profile, global brands to deliver relevant content and added value to passengers as part of the airport experience.”

**Matthew Hall**, Chief Commercial Officer for London City Airport (LCY)

“The Bloomberg Hub is an innovative and exciting customer experience that embodies the Bloomberg brand – a distinctive, dynamic network of information, technology and ideas. It delivers timely, valuable news and data to London City Airport’s business travellers, many of whom are our clients and prospects.”

**Maureen McGuire**, Chief Marketing Officer, Bloomberg L.P.

**Bloomberg**  
**HUB**

**LCY**

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