



# 2018 SASB Disclosure

SASB's mission is to establish and maintain disclosure standards on sustainability matters that facilitate communication by companies to investors of decision-useful information. We support SASB (the Sustainability Accounting Standards Board) because its work contributes directly to generating comparable and consistent data, which is deeply aligned with our mission to provide transparency to financial markets.

The nature of our business directs us to consult three industries: Internet & Media Services, Media & Entertainment and Professional & Commercial Services. We provide a distinct table for each of the three industry standards, each containing those topics we have identified as material and against which we are able to report as a private company. Quantitative data is followed by narrative information that contextualizes the data table and is also responsive to any qualitative metrics.

## Internet & Media Services

### Activity Metric

Activity Metric	Measurement	2018	2017	2016	SASB Code
Registrant-defined measure of customer activity"	Bloomberg Terminals	330,480	325,003	325,217	TC-IM-000.A
	Unique average monthly web traffic	56,712,942	77,800,000	55,741,807	
	Data Processing capacity, percentage outsourced	Bloomberg is a private company and does not disclose this information.			TC-IM-000.B
	Amount of data storage, percentage outsourced	Bloomberg is a private company and does not disclose this information.			TC-IM-000.C

### Accounting Metrics

Topic	Measurement	2018	2017	2016	SASB Code
Environmental Footprint of Hardware Infrastructure	Total energy consumed in kWh	303,455,836	308,018,003	305,425,647	TC-IM-130a.1
	Percentage grid energy	83%	89%	97%	
	Percentage renewable energy	17%	11%	3%	
	Total water withdrawn (gallons)	125,820,000	121,891,980	121,600,980	TC-IM-130a.2
	Total water consumed (gallons)	Bloomberg does not store water so consumption is the same as withdrawal.			
	Percentage in regions with high or extremely high baseline water stress	0%	0%	0%	
	<b>Discussion of the integration of environmental considerations into strategic planning for data center needs</b>				TC-IM-130a.3
	<p>Bloomberg operates multiple data centers to provide the data and analytics our customers rely on to make decisions. In 2018, data centers accounted for 47% of total electricity consumed, or 142.6 million kWh. Data center efficiency is a priority for Bloomberg and has been a focus of our sustainability efforts. We aggressively pursue creative solutions and employ best practices to save energy at our data centers, such as actively monitoring and measuring energy consumption, implementing control schemes to reduce energy, air containment strategies, free cooling and replacement of old inefficient hardware with newer, more efficient models.</p> <p>At all of our data centers, efficient design is a core principle. Our NY data center was awarded LEED Gold New Construction Data Centers certification (the second data center to receive that certification), and is 24% more efficient than the data center it replaced. Our collective data center PUE has decreased 18% since 2010, an improvement that resulted in savings of 33 million kWh in 2018.</p> <p>In addition to energy efficiency, our NY data center includes a rainwater capture system-used in our HVAC system to cool our building-to save water. During a year with typical rainfall this saves ~5 million gallons.</p> <p>For more information on our efforts to reduce energy consumption, improve the efficiency of our data centers, and our water reduction efforts, reference <a href="http://www.bloomberg.com/impact/operations/">www.bloomberg.com/impact/operations/</a>.</p>				

Topic	Measurement	2018	2017	2016	SASB Code
Data Privacy, Advertising Standards & Freedom of Expression	Percentage of users whose information is used for secondary purposes	100%	100%	100%	TC-IM-220a.2
		Bloomberg has modified this metric to report the percentage of users rather than an actual number, as we did not track the actual unique users for full-year 2018.			
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	\$0	\$0	\$0	TC-IM-220a.3
	Number of law enforcement requests for user information	~20	~20	~20	TC-IM-220a.4
	Number of users whose information was requested	We do not track this information.			
	Percentage resulting in disclosure	~80%			
	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	While we do not maintain a survey of such impacts on our outward facing web services (either our websites or content delivered via other websites), services delivered via our or other delivery mechanisms are occasionally subject to government monitoring, blocking, or censorship.			TC-IM-220a.5
Number of government requests to remove content, percentage compliance with requests	0 requests			TC-IM-220a.6	
	<b>Description of policies and practices relating to behavioral advertising and user privacy</b>				TC-IM-220a.1
	<p>The Privacy Policy for Bloomberg.com explains that we collect and process personal information that a user provides, which may include the user's name and address and that we may use this information to communicate with and provide our users with a requested service or product. The Privacy Policy provides the user with the ability to indicate the user's preferences with regard to receiving special offers and promotions from us. We provide choice around our use of demographic data for secondary purposes.</p> <p>The privacy policy for Bloomberg.com is posted at <a href="http://www.bloomberg.com/privacy">http://www.bloomberg.com/privacy</a>.</p>				

Topic	Measurement	2018	2017	2016	SASB Code
Data Security	Number of data breaches	Except as a matter of public record, Bloomberg does not disclose this information.			TC-IM-230a.1
	Percentage involving personally identifiable information				
	Number of users affected				
	<b>Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards</b>				TC-IM-230a.2
	<p>Data security is overseen by our Chief Information Security Officer who reports to our Chief Risk and Compliance Officer. We are committed to protecting sensitive information resources through an Information Security Management Program (ISMP). Underlying tenets of the ISMP include: centralized oversight and coordination; risk assessment and management; administrative, technical, and procedural requirements and safeguards; monitoring, testing and reporting; incident response and reporting; training and awareness – including clarity on user roles and responsibilities; and acceptable residual risk.</p>				

## 2018 SASB Disclosure

Topic	Measurement	2018	2017	2016	SASB Code	
Employee Recruitment, Inclusion & Performance	Percentage of employees that are foreign nationals				TC-IM-330a.1	
	US Only	17%	15.1%	12.4%		
	Global	19%	16.3%	15.7%		
Employee engagement as a percentage	HR Performance	100%	100%	100%	TC-IM-330a.2	
	1 Social Impact Group	92%	92%	90%		
	2 or more Social Impact Groups	50%	45%	49%		
	Description of methodology employed	Identified unique users who participated in a Bloomberg social impact group (e.g. Wellness, Philanthropy & Engagement, Diversity & Inclusion, and Sustainable Business & Finance program).				
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees					TC-IM-330a.3
	Women	31.8%	31.5%	31.7%		
Women in Mgmt	29.7%	28.4%	28.0%			
Black/African Americans (US Only)	3.8%	3.8%	3.8%			
Black/African Americans in Mgmt (US Only)	2.7%	2.4%	2.8%			
Hispanics/Latinos (US Only)	6.2%	6.0%	5.8%			
Hispanics/Latinos in Mgmt (US Only)	4.8%	5.2%	4.9%			
Asians (US Only)	32.8%	31.5%	29.5%			
Asians in Mgmt (US Only)	24.8%	23.9%	21.8%			
Technical Staff	Bloomberg does not track Technical Staff in this manner.					
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	\$0	\$0	\$0	TC-IM-520a.1	

## Media & Entertainment

### Activity Metric

Activity Metric	Measurement	2018	2017	2016	SASB Code
Total recipients of media and the number of households reached by broadcast TV, subscribers to cable networks, and circulation for magazines and newspapers	Subscribers to cable networks	422,900,000	437,000,000	437,000,000	SV-ME-000.A
	Markets Magazine Subscriptions	346,884	346,783	325,377	
	Markets Digital Subscriptions	48,696	52,970	51,502	
	Bloomberg Businessweek Magazine Subscriptions	596,571	650,012	892,100	
	Bloomberg Businessweek Digital Subscriptions	32,176	100,000	103,904	
Total number of media productions and publications produced	Radio	15 original programs	12 original programs	12 original programs	SV-ME-000.B
	TV	20 programs	15 programs	10-12 programs	
	Magazines	2	2	3	

### Accounting Metrics

Topic	Measurement	2018	2017	2016	SASB Code
Media Pluralism	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees				SV-ME-260a.1
	Women	31.8%	31.5%	31.7%	
	Women in Mgmt	29.7%	28.4%	28.0%	
	Black/African Americans (US Only)	3.8%	3.8%	3.8%	
	Black/African Americans in Mgmt (US Only)	2.7%	2.4%	2.8%	
	Hispanics/Latinos (US Only)	6.2%	6.0%	5.8%	
	Hispanics/Latinos in Mgmt (US Only)	4.8%	5.2%	4.9%	
	Asians (US Only)	32.8%	31.5%	29.5%	
	Asians in Mgmt (US Only)	24.8%	23.9%	21.8%	
Professionals and all other employees	Bloomberg does not differentiate between these employee groups.				
<b>Description of policies and procedures to ensuring pluralism in news media content</b>					SV-ME-260a.2
We write accurately and fairly, without bias or agenda of any kind, other than to provide news our readers need and want. We correct any errors promptly and completely. While we are often in the difficult position of covering our customers of Bloomberg LP and sometimes the company itself, we do not allow commercial considerations to shade our news judgment to protect our integrity and reputation.					
In 2017 we appointed a became senior executive editor for standards, diversity, talent & training. The move added Diversity to our existing Standards and Training team – formally making Diversity one of the ways Bloomberg Editorial & Research measures itself and holds itself to account.					
We have made it a priority to add more diverse talent and leadership to our staff, and more diverse voices to Bloomberg stories and in broadcast reports.					

2018 SASB Disclosure

Topic	Measurement	2018	2017	2016	SASB Code
Journalistic Integrity & Sponsorship Identification	Total amount of monetary losses as a result of legal proceedings associated with libel or slander	\$290,000	\$0	\$0	SV-ME-270a.1
	Revenue from embedded advertising	\$0			SV-ME-270a.2
	<b>Description of approach for ensuring journalistic integrity of news programming related to: (1) truthfulness, accuracy, objectivity, fairness, and accountability, (2) independence of content and/or transparency of potential bias, and (3) protection of privacy and limitation of harm</b>				SV-ME-270a.3
	<p>A foundational document called "The Bloomberg Way" spells out our guiding principles of transparency, accuracy and integrity. A new edition of Bloomberg Way was released in 2017. Everyone across the organization involved in newsgathering received our code of conduct in 2017. At the start of 2019, all such employees will again be required to sign an acknowledgment attesting that they have read the code. Editorial interns and new hires participate in a training session on "best practices for journalists" covering ethics, conflicts of interest and fairness issues. Our legal team requires libel, privacy and fairness training for all journalists. To learn more about our News efforts and for more information on "The Bloomberg Way," please reference the Appendix at <a href="http://www.bloomberg.com/impact/resources">www.bloomberg.com/impact/resources</a>.</p>				
Intellectual Property Protection & Media Piracy	<b>Description of approach to ensuring intellectual property (IP) protection</b>				SV-ME-520a.1
	<p>Bloomberg protects its intellectual property by filing trademark applications and registering domain names for its brands and businesses. It also files patent applications on its novel inventions. Bloomberg affixes copyright notices to its published works and insists upon appropriate confidentiality obligations in connection with the disclosure of any proprietary information or trade secrets. Bloomberg engages in a variety of methods to police unauthorized use of its intellectual property, including through a third-party domain name service provider and through trademark monitoring by a vendor.</p>				

Professional & Commercial Services

Activity Metric

Activity Metric	Measurement	2018	2017	2016	SASB Code
Number of Employees by	Full Time Employees	19,974	19,347	18,794	SV-PS-000.A
	Non-FT Employees	1,048	1,077	1,017	
	Employee hours worked, percentage billable	Bloomberg does not track employee hours.			SV-PS-000.B

Accounting Metrics

Topic	Measurement	2018	2017	2016	SASB Code
Data Security	Number of data breaches	Except as a matter of public record, Bloomberg does not disclose this information.			SV-PS-230a.3
	Percentage involving customers' confidential business information or personally identifiable information				
	Number of customers affected				
	<b>Description of approach to identifying and addressing data security risks</b>				SV-PS-230a.1
	<p>Data security is overseen by our Chief Information Security Officer who reports to our Chief Risk and Compliance Officer. We are committed to protecting sensitive information resources through an Information Security Management Program (ISMP). Underlying tenets of the ISMP include: centralized oversight and coordination; risk assessment and management; administrative, technical, and procedural requirements and safeguards; monitoring, testing and reporting; incident response and reporting; training and awareness – including clarity on user roles and responsibilities; and acceptable residual risk.</p>				
	<b>Description of policies and practices relating to collection, usage, and retention of customer information</b>				SV-PS-230a.2
	<p>Bloomberg respects the privacy rights of our users and is committed to protecting their information. Bloomberg allows access by employees on a least privilege basis, allowing access only to the information required for job function. The Privacy Notice for the Bloomberg Terminal® service explains that we collect and process personal information that a user provides through the Service, which may include the user's name and address and that we may use this information to communicate with and provide our users with a requested service or product. The Privacy Notice provides the user with the ability to indicate the user's preferences with regard to receiving special offers and promotions from us.</p>				
Workforce Diversity & Engagement	<b>Percentage of gender and racial/ethnic group representation for (1) executive management and (2) all other employees</b>				SV-PS-330a.1
	Women	31.8%	31.5%	31.7%	
	Women in Mgmt	29.7%	28.4%	28.0%	
	Black/African Americans (US Only)	3.8%	3.8%	3.8%	
	Black/African Americans in Mgmt (US Only)	2.7%	2.4%	2.8%	
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	Asians in Mgmt (US Only)	24.8%	23.9%	21.8%	
	Professionals and all other employees	Bloomberg does not differentiate between these employee groups.			
Employee engagement as a percentage	92%	90%		SV-PS-330a.3	
Professional Integrity	Total amount of monetary losses as a result of legal proceedings associated with professional integrity	\$0	\$0	\$0	SV-PS-510a.2
	<b>Description of approach to ensuring professional integrity</b>				SV-PS-510a.1
	<p>The Bloomberg General Standards of Conduct and Ethical Behavior sets out the standards we expect our employees to follow. It requires Bloomberg employees to conduct themselves and our business at the highest ethical standards, with integrity and within guidelines that prohibit actual or potential conflicts of interest or the perception of impropriety. The full text of the policy is provided on our intranet and as an appendix to this report. The Journalistic Code of Conduct and the "Bloomberg Way" set out the standards we expect our employees to follow. Together, they require Bloomberg employees to conduct themselves and our business at the highest ethical standards, with integrity and within guidelines that prohibit actual or potential conflicts of interest or the perception of impropriety. The Bloomberg Way, spells out our guiding principles of transparency, accuracy and integrity for the news organization. Everyone across the organization involved in news gathering also receives our code of conduct, which they are required to sign an acknowledgment attesting that they have read the code. We also conduct a training session on "best practices for journalists" covering ethics, conflicts of interest and fairness issues. Finally, our legal team also requires libel, privacy and fairness training for all journalists. Reference <a href="http://www.bloomberg.com/impact/resources">www.bloomberg.com/impact/resources</a>.</p>				