News Searches

The Bloomberg Terminal gets news from tens of thousands of sources: our own content on wires such as BN and BFW, rivals such as Dow Jones and the New York Times via direct feeds and others via scrapes from news and social media websites. The terminal categorizes all of this content, tagging it to millions of securities and thousands of subject or topic codes.

These tags enable users to filter all of our content and get alerts based on criteria including topic codes, key words, people's BIO codes, company tickers and sources.

N and Natural Language Search

Search for news by typing **N** (or **NSE** or **NEWS ON)** in the command line followed by search terms written in **natural language** to filter for your preferred

- source
- time period
- keywords
- people and company names
- topics or subjects
- region
- language
- and then you hit <GO>.

Note the terms in the amber box just below the red toolbar, showing the search criteria and suggested alternatives. More on this below.

Examples of Natural Language Searches

- **N JOSEPH BIDEN IN NYT LAST WEEK <GO>** will display stories mentioning the U.S. president in the New York Times from the previous week
  - Type **BN**, **BFW**, **BI**, etc. instead of **NYT** to filter for stories from those wires, or **BLOOMBERG** or **BBG** to search for stories from all Bloomberg wires.
- **NEWS ON OIL LAST WEEK/THIS WEEK/LAST MONTH/LAST YEAR**/etc. **<GO>** or **N OIL FROM LAST WEEK <GO>**
- **N MYANMAR SINCE OCT 1** and **N BORIS JOHNSON BETWEEN FEB. 15 AND FEB. 28 <GO>**
- **N XI JINPING IN CHINESE <GO>** displays Chinese-language content tagged to China's president
- **N MOST READ AND SAMSUNG <GO>** displays stories coded to the **Most Read News** topic and Samsung Electronics Co.
- **N APPLE AND SAMSUNG BUT NOT IPHONE <GO>** displays stories coded to both Apple Inc. and Samsung but **not** the iPhone topic code
- **N APPLE OR SAMSUNG BUT NOT IPHONE <GO>** displays stories coded to **either** Apple or Samsung but **not** the iPhone topic code
- **N UBER ON BTV <GO>** displays Bloomberg TV interviews and packages about the rideshare company

- **N IBM EARNINGS LAST YEAR <GO>** displays stories about IBM earnings from the previous calendar year
- **TOP NEWS ON SAMSUNG <GO>** displays Top-Ranked stories on Samsung
- **TWEETS ON UBER <GO>** displays Twitter content referring to Uber
- **TWEETS BY JOSEPH BIDEN <GO>** displays President Trump's tweets

Refining Searches

The Terminal favors **ticker**, **people**, **source** and **topic or subject codes** over the specific keywords you type. So, the system will first use the words you type as clues to direct you to prebuilt filters (algorithms) that code stories to securities, indexes, people and topics or subjects (or to a specific news source) -- unless you choose a **keyword search** in the dropdown.

N APPLE <GO> displays news coded to **Apple Inc.** If you want stories about the fruit **not the company** then choose keyword search in the dropdown.

N CHINA <GO> displays news coded to the topic of China (or NI CHINA, more on that below). Choose the **keyword** options in the dropdown to expand your search to all news containing the keyword **China**, even in the last paragraph. There's an important difference. Let's say you know the story you're looking for has a passing reference to "China" in the last paragraph. The content-indexing algorithm isn't likely to code it to the topic China because the reference is too low. So, filtering by the topic code won't find it, but searching for the keyword will. Due to the sheer abundance of stories including the word China, you'll have to narrow the search further using other keywords.

In the command line, type **quotation marks** around keywords to run searches for those words, instead of waiting for the autocomplete dropdown. Examples:

- '**N "APPLE" <GO>**' delivers a keyword search for all stories including the word **apple** anywhere in the story, not news tagged to the company Apple Inc.
- '**N "CHINA" <GO>**' delivers stories including the word **China**, not the topic code China.
- 'N **"IPHONE" <GO>'** delivers stories including the **word** iPhone rather than stories coded to the **topic** iPhone (a rare topic code for a product).

Narrow your search by adding additional terms or sources in the amber box. Use natural language like "**IN HEADLINES**", **"IN BLOOMBERG"**, etc. Pay attention to **Did You Mean** suggestions at the top of the screen for alternatives that may be closer to what you need.

Use an asterisk as a wildcard to search for different forms of a word: **N HOUS* <GO>** displays all stories including the character sequence "hous" followed by anything, including "house", "houses", "housing".

Use **AND**, **OR**, **AND NOT/BUT NOT** to add or subtract criteria, for example, **N APPLE AND SAMSUNG BUT NOT IPHONE <GO>**. **N "EXXON" IN HEADLINES <GO>** displays stories with the word Exxon in the headline.

Type **IN NYT**, **IN WP**, **IN WSJ**, **IN STRAITS TIMES**, **IN LA REPUBBLICA**, etc. to specify your preferred **source** on the terminal.

Dates: type **YESTERDAY**, **LAST MONTH**, **LAST YEAR**, **ON MARCH 15**, **BETWEEN FEB. 1 AND FEB. 15**, **8/2/2016-9/15/2016** to specify those dates.

Specify languages by typing "**IN CHINESE**", "**IN JAPANESE**", "**IN KOREAN**", "**IN SPANISH**", "**IN GERMAN**", "**IN ITALIAN**", etc.

Charts: **N ZARA WITH CHARTS <GO>** displays stories about the Spanish clothing retailer coded to NI Chart.

Searches are NOT case-sensitive.

Twitter and Web Searches

TWEETS ON APPLE <GO> shows Tweets mentioning the U.S. technology giant. **TWEETS BY TIM COOK <GO>** show Tweets written by the Apple CEO. **NEWS FROM THE WEB ABOUT TESLA <GO>** or **NEWS FROM BLOG ABOUT BROOKLYN <GO>** work without the need for an **N** prefix.

Proximity

Filter for stories with specific words close together. **N TSMC N/5 APPLE <GO>** displays stories with the words TSMC and APPLE no more than 5 words apart. Instead of "N/" you can write "NEAR/". Specify any number of words, e.g. N/10 etc. **N PUTIN WITHIN 10 WORDS OF BIDEN <GO>** is a very quick way to filter for stories about these two world leaders.

Save Searches, Set Up Alerts

Say you're researching a feature story about Warren Buffett's love of baseball and you want to be alerted to new stories on that topic. Type **N WARREN BUFFETT AND "BASEBALL" <GO>** (Use the quotation marks to avoid searching for stories coded to Major League Baseball). Click **Actions** > **Save Search** > **Save**.

TIP: Give it a short, easy to type name as once it's saved, it becomes an NI code for you. So, **NI <SEARCH NAME> <GO>** will run the search. So, assuming we name the search Buffball, type **NI BUFFBALL <GO>** to run the search.

Set up an Alert. **Click Actions** > **Set Alert Delivery...** to receive an alert if a future story meets your saved criteria. Choose one or more of the following Alert Options:

- **Deliver to Alert Catcher**: Alerts get funneled to the Alert Catcher, **BLRT <GO>**, with others like price and eco alerts.
- **Show a Popup Window:** This option is more noticeable.
- **Play an Audio Alert:** Consider a range of audio alert types, or having the machine speak out the headline.
- **Send me a message:** Receive real-time or periodic messages with search results.
- **Phone Notifications:** Alerts show as notifications to your mobile phone screen even when you aren't in the Bloomberg App. Contact the news trainers for help setting up your phone.

To find a saved search, type **N <GO>** > click **Custom Searches** on the red toolbar at the top. Or type **NLRT <GO>**. Click the alert to edit the **search criteria** and/or **delivery options**. On the delivery options popup, click **Suspend Alert** if needed, and then **Activate Alert** once you are ready to start receiving them again. The search remains intact and alerts can be restarted easily by the same method.

Advanced Editor

Click **Actions** > **Use Advanced Editor** to refine your searches, see a more granular view of the criteria, and gauge how many results your search will produce. Quickly remove clutter and find the most relevant stories: A search that's too broad may swamp you with results and make it harder to spot critical news stories.

Let's say you're doing research for an article and want to see the biggest relevant stories about central bank policy in Asia. We start by typing "**N ASIA CENTRAL BANKS <GO>**" and we get a flood of results. Click **Actions** > **Use Advanced Editor** to refine this search. The Terminal filtered stories coded to topic **CEN | Central Banks** and region **Asia & Pacific Rim**. Note the preview of recent results at the bottom, and above it, the stories per hour -- probably too many.

Let's narrow the filter to surface big stories. Click **Topics** and in the **None of these** box, consider reducing noise by typing codes or keywords to exclude topics such as these (they're good topics but not for the present purpose):

- HEADS | Headlines
- TABLE | Tables, Tabular Material
- GLOBEWRP | Global Market Wraps
- CMP | Computer Generated Stories
- DAYBOOK | Daybooks
- BBNAUTO | Automated News Story
- NIM | new Issuance Tables
- WRP | Market, Industry Wraps
- USSBN | U.S. Stocks Wrap
- AV | Audio Visual
- EXCLDERIVE | Exclude Derived Codes
- HLT | Trading Halts, Imbalances
- RED | Corporate Bond Redemptions
- CMP | Computer Generated
- DAYPOD | Bloomberg Daybreak Podcasts
- DAYBOOK | Daybooks

Click **Close** > **Save** > name your search > click **Run** to see the result.

Identify more stories that you want to exclude > open the story > type "**2 <GO>**" > look for a topic code to isolate that type of story and add it to the **None of these** box referenced above. Example: To exclude bond auction stories > open an auction results story, type 2 <GO> > note the AUC code for bond auctions > add that to **None of these** in topics.

The cleanest way to exclude some items is by source. Example: To exclude items from the **MNS | Market News International** wire > click **Sources** > type "MNS" or "Market News International" in the **None of these** box.

Note how the story frequency has dropped. Continue this process until you have a clean search for the substantive stories you need.

TOP Stories by Topic

Type "**TOP**" plus a keyword such as "**TECHNOLOGY**", "**OIL**" or "**JAPAN**" to see the biggest stories on a topic, industry, market or region. Type in the yellow box to filter further by keyword, time, or news source. TOP pages for industries such as **TOP NRG <GO>** are ranked based on criteria including the news judgment of the editors who curate the highest-ranked stories, breadth of readership, relevance and time.

MYN <GO> My News Page

See the **MYN <GO>** section in the **Getting Started** chapter.

TOP Stories by Company

Type "**TOP**" plus a company name, for example, **TOP GOOGLE <GO>** and use the yellow box to filter further.

TOP Stories by Person

Type "**TOP**" plus a person's name, for example, TOP JAMIE DIMON <GO> and use the yellow box to filter further.

Bookmark Stories

Open a story and click the little **bookmark icon** top-right or **Actions > Bookmark**. Type **BKMK <GO>** to see your bookmarked stories. You can add tags to bookmarks to help filter them.

Recently Read Stories

Type **RECE <GO>** to see (as many as 200) stories recently opened by you.

Most-Read Stories

Type READ <GO> for the most-read stories. Click the dropdown to adjust the time period.

Most-Read News on a Company or Topic

Type the **MCN** tail to view the most-read news on a company. Example: **IBM <EQUITY> MCN <GO>**. Type "**MNI**" followed by a topic code to view the most-read news on a topic. Example: **MNI OIL <GO>**.

Use tails to view the most-read news over different time periods. Examples:

- **MNI OIL 1W <GO>** shows the most-read oil news over the past week
- **VOD LN EQUITY MCN 1Y <GO>** shows the most-read Vodafone stories over the past year

The available tails are:

- **1H** (one hour)
- **1W** (one week)
- **1M** (one month)
- **1Y** (one year)

News Analytics

- **TREN <GO>**: See stories that are trending on news feeds or social media.
- **NT <GO>**: News Trends Graph. Charts the number of stories including specified keywords against an index or the price of a security and other options.

Finding News by Topic

Bloomberg uses content-indexing algorithms to code stories to topics including countries, industries, regions, markets and many other subjects. These are often referred to as **NI codes** after the function you run to load news about a topic, for example, **NI UK <GO>** for stories about the U.K. (the function starts with the letters "NI").

Type "**NI**" plus **keywords** to signify the topic you need and see the options for relevant NI Codes in the autocomplete dropdown.

Type **NI <GO>** to drill deeper into NI codes. Click a category then click the yellow **Search Topics** box to look for something specific, or drill down through subcategories for more granular options.

Example: **Topics** > **Business News** > **Industries** > **Technology** to find the code for **Artificial Intellingence (AI)**.

Use the same process from the broadest categories such as **Regions** and **Sources** to drill down to ever-more-granular categories such as **Government Content** for news releases from ministries, agencies, etc.

Command-Line Search Shortcuts

Combine two NI codes: **TNI UK AUT <GO>** displays news coded to both **NI UK <GO>** and **NI AUT <GO>**. Type **NH** followed by the name of the wire or contributor, for example, "Associated Press" or "Reserve Bank of Australia", and select the preferred option from the autocomplete dropdown.

If you know the wire code, type it directly after "NH". Examples:

- **NH BBG <GO>** for a blend of all Bloomberg wires, including NH BN, NH BI, NH BG, NH BFW, NH CBN, NH RBN etc.
- **NH APW <GO>** for the Associated Press.
- **NH NYT <GO>** for the New York Times.

- **NH BUS <GO>** for Business Wire, etc.

Combine topics and sources: NI & NH or CN & NH. Always put the source second.
Examples:

- To see Bloomberg News stories on the economy, type **NI ECO BN <GO>**.
- To see AFP stories about Afghanistan, type **NI AFGHAN AFP <GO>**.
- To see Microsoft Inc. stories by the New York Times, type **MSFT US EQUITY CN NYT <GO>**.

Limit an NI search with an end-date:

- **NI UK 12/31/14 <GO>**
- **7203 JP EQUITY CN 06/03/14 <GO>**
- For news about Australia and New Zealand by Bloomberg ending on a specific date: **NI ANZ BBG 12/17/14 <GO>**
- For news about Mexico on the BFW wires ending on a specific date: **NI MEXICO BFW 1/22/15 <GO>**

Adjust criteria such as the sources, date, or even time of day, from the results page.

News on People

Type **PEOP <GO>** then sort by position (CFO, CEO, analyst, economist, fund manager, lawyer, etc.), university education (enter the name of a university) or location.

Tip: **COUN US <GO>** provides a country profile including the names and positions of the top officials in the grey **Profile** tab on the right. Click their names for their biographies including news coded to their BIOs.

Change Your News Defaults

- Type **NZPD <GO>** to change the default Top category, color headlines based on keywords, modify language settings, pick your default news sources, etc.
- Type HELP NZPD <GO> for more information.

Launchpad News Feeds

Load a search into Launchpad and add multiple searches to the same window.
- From any search click **Actions** > **Open News in Launchpad**.
- To add more searches to the same window, click **Settings** > **Show Search Tabs** > click the little gear icon > **Add Tab** > **News on a topic, company, person, etc.** > type in the **Enter Search Terms** box to find the topic(s) you need.
- You can now jump back and forth between those searches by clicking on the tabs in the Launchpad window. Repeat if you want more.