

Bloomberg on WhatsApp

The Society of Publishers in Asia 2019 Awards for Editorial Excellence
Entry: Excellence in Journalistic Innovation

Bloomberg



How does the service work?

- Subscribers sign up to receive messages from Bloomberg via WhatsApp.
- They receive a daily update on the biggest or most interesting story, and can also sign up for extra messages on markets, the Middle East and major events.
- Users don't just get the headlines. We provide context, explanation and extra analysis from reporters to help people understand the news and why it matters.
- Our WhatsApp bot allows users to search for Bloomberg headlines on any topic at any time.
- We chat directly with subscribers, re-requesting feedback and answering queries as we seek to build a closer relationship with our audience around the world.
- View the sign up page [here](#).

Examples: Daily update

Imagine a successful business that serves a steady stream of food and makes a tidy profit... but not a single person has ever shown up to eat. 🍔

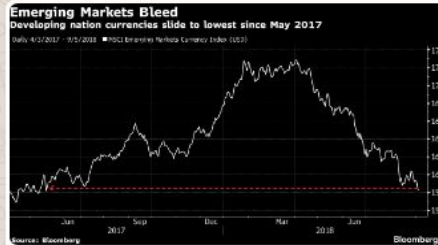
Welcome to Uber's empire of secret restaurants.

The company identifies areas where there's demand for dishes but a lack of outlets.

Then it persuades chefs and restaurateurs to offer menus that are only available via its app, and drivers deliver them straight to customers.

Here's more about how it works:
<https://www.wbca.st/zvZR2w>

6:30 PM



How much worse can the slump in emerging markets get? There's no relief in sight.

Each day brings more dramatic drops across the globe. Every stock market declined in Asia on Wednesday, with Indonesia the hardest hit: Shares tumbled the most in three years. And the South African rand weakened to its lowest level in more than two years. <https://www.wbca.st/4wbB47w>

That's sparked talk of a contagion, which might be premature, writes Robert Burgess for Bloomberg Opinion.

"In a true crisis, demand for dollar funding among financial institutions would skyrocket if they thought that one — or more — of their own was in trouble," he says. And that hasn't happened.
<https://www.wbca.st/t5I1iZw>

While there's no singular cause, here's a look at what's actually behind each decline.
<https://www.wbca.st/2ppTQfw>

18:09

Donald Trump, who spent the past two years wielding the powers of the presidency unbound by party or political convention, is now constrained.

That's one main takeaway from the U.S. midterm elections. Here's what else you need to know:

🔵 Democrats took control of the House of Representatives for the first time in 10 years, opening the way for probes into Trump's presidency and business.
<https://www.wbca.st/D14iZ4w>

🔴 Republicans kept control of the Senate, ensuring the president can appoint more conservatives to courts and agencies in the second half of his term.
<https://www.wbca.st/GH6j4sw>



🏛️ For once, markets got it right: Investors are right where they were before the vote. But how long can that last? <https://www.wbca.st/IGjb0bw>

➡️ Now, all eyes turn to 2020.
<https://www.wbca.st/j1WOyNw>

19:45

Examples: Reporter's notebook

Hello! Sharon Chen here, Bloomberg's Beijing bureau chief reporting from the New Economy Forum in Singapore.

One important takeaway: Trade isn't all about  and . FedEx's CEO reminded us that while China is a huge and important market, it doesn't account for that much of the company's revenue.

Other notable moments:

- When asked to choose between Alibaba and Amazon, former Goldman Sachs exec Gary Cohn picked Alibaba. (Amazon has outperformed Alibaba significantly this year.)

- Malaysia's leader in waiting, Anwar Ibrahim, said it would be "inexcusable" if Goldman Sachs were complicit in the 1MDB scandal.

<https://www.wbca.st/ZzME0jw>

 We'll be back with more from the forum on Wednesday, when former Fed Chair Janet Yellen, IMF managing director Christine Lagarde, and others will speak. <https://www.wbca.st/n8xck4w>

To change your settings on these messages, just type in **NEF**.

16:16

If you've invested in any cryptocurrencies, you're probably feeling pain.

Over 80% of the more than 1,500 digital coins tracked in a survey have dropped in the past week. And not by small amounts either – the average drop is 19%: www.wbca.st/ZuIavFw

Despite the tumble, initial coin offerings are still raising money at a record pace. That's partly due to the murky, thriving world of "bounty campaigns," in which social media influencers get paid big money to promote some of these ICOs.

Crypto celebrity John McAfee, one such promoter for hire, says he charges \$105,000 per tweet. 💰

Our reporter Justina Lee says: "'Bounty campaigns' are yet another example of how easily perceptions generated on social media can be manipulated. Of course, a 'bounty hunter' could be a sincere supporter of a coin, but they could also be motivated purely by the promise of free tokens – you just don't know."

"Bounty campaigns help to manufacture hype in a space where most ventures, by definition, are likely to fail."

Read her full story here: www.wbca.st/jc5WiXw

17:10

Example: Story bot

Hi there! 🙌 A lot of you have told us you want to get more news on here, and now you can. Just search for any word or phrase with a hashtag — like #markets or #india or #brexit — and you'll receive some of the latest Bloomberg headlines.

Pro tip: If you search for the same term within 5 minutes, you'll get three different stories.

20:34

#china

15:26 ✓

Here's the latest:

China's Bankers Face Smaller Bonuses, Fewer Job Opportunities

<https://www.wbca.st/KtK5Z7w>

Europe Has a China Problem, Too

<https://www.wbca.st/Oue0Okw>

Putin Takes Hard Line on Japan Island Dispute Before Abe's Visit

<https://www.wbca.st/9aAywWw>

15:27

Examples: Breaking news

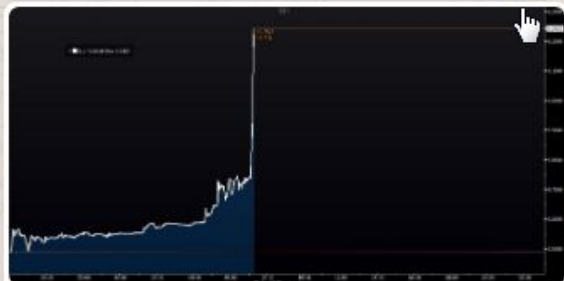
Breaking: Elon Musk just revealed the identity of the person who will become the first private passenger to fly around the moon. 🚀

Japanese billionaire Yusaku Maezawa will fly on SpaceX's BFR rocket in 2023, Musk announced.

"This is my life long dream," Maezawa said, adding that his moon voyage can "contribute to world peace."

Read more: <https://www.wbca.st/qd77Sqw>

09:59



Breaking: The Turkish lira plunged as much as 13.5% to a record low against the dollar as relations worsen with the U.S.

Other emerging market currencies also fell, and U.S. and European equity futures dropped alongside Asian shares.

Read more: <https://www.wbca.st/v6mMNKw>

14:30

What subscribers are saying

- "It's unlike most of the social media networks which control what we see in our newsfeed."
- "It has really helped me keep abreast of happenings around the world."
- "This is really an innovative way of getting news. Love it."
- *On our New Economy Forum pop-up group:* "Great dispatches and discussions in my view. I enjoyed reading through them. It was like I was a delegate. Thank you."