

# Error or rehearsal?

**Bloomberg**

**Business**

## Statement on Publishing Error

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We prepare headlines for many scenarios and the headline "Russia Invades Ukraine" was inadvertently published around 4 p.m. ET today on our website. We deeply regret the error. The headline has been removed and we are investigating the cause.

**A lot of repercussions have been caused by an apparent mistake made by Bloomberg News, which for more than 30 minutes kept on its digital front page, apparently by mistake, a headline announcing that Russia started a military invasion against Ukraine.**

A lot of repercussions have been caused by an apparent mistake made by Bloomberg News, which for more than 30 minutes kept on its digital front page, apparently by mistake, a headline announcing that Russia started a military invasion against Ukraine.

The case occurred on Friday and during the weekend some specialists have been analyzing it, because it is a serious matter at a time when there is a lot of tension between the United States and its European allies with Moscow, which they are trying to portray as the "bad guy" in this story.

The explanations given by the company concerned confirm that there is a worldwide campaign about the imminence of a Russian attack, despite the fact that the government of that country has denied, time and again, that such an option is being considered.

Bloomberg said that "we prepare headlines for many scenarios" and that the one in question was published "inadvertently".

We are talking about a conglomerate that has more than 2,400 journalists in 150 bureaus covering almost the entire world and boasts 325,000 subscribers, among them great magnates of finance and industry, who make decisions of global impact.

The corporation was founded in 1981 by Michael Bloomberg, who was mayor of New York between 2002 and 2013, and specializes in providing analysis, reports, news and other services in real time for major international banking, stock exchanges and similar companies.

It is somewhat incomprehensible that a conglomerate of that size, whose product depends to a large extent on the trust it arouses in its consumers, would allow itself to make such a mistake on an issue that could mean the beginning of a new world war.

Even more incredible is that they keep the headline for more than 30 minutes without anyone noticing it, even though it is the most explosive news of the day.

That is why I am inclined to another hypothesis, which, beyond a mistake, was a well-considered test to measure, among other things, the global impact of the story and the reactions, especially in the sensitive financial sector where the sneeze of a tycoon can bring down the price of shares.

Note the detail that Bloomberg's alleged gaffe occurred on the same day that Vladimir Putin arrived in China, where he attended the inauguration of the Winter Olympic Games and met with his counterpart Xi Jinping, with the purpose of strengthening relations and mutual cooperation.

Too many coincidences for it all to be coincidence.

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