

Canada

RBC Poll/Spending on Back-to-School

34% of parents set a budget to manage back-to-school expenses this year, and almost two-thirds expect to spend approximately the same amount as last year. While many parents face various challenges while doing back-to-school shopping, nearly one in five (19%) said they have no challenges and “love everything to do with back-to-school shopping.”

Canadian Travelers

With the value of the loonie staying above par against the US dollar, more Canadians are travelling to the US for shopping deals. In the second quarter of 2011, same-day car trips by Canadians to the U.S. reached 7.2 million trips, up 4.1% from the previous quarter and the largest number of trips recorded since the second quarter of 1998.

At the same time, overnight plane travel to the U.S. rose 5.5% to 1.9 million trips, the highest level since record keeping began in 1972.

Finance

World’s Most Valuable Companies

The chart delineates the world’s most valued companies, according to Capital IQ, as reported by USA Today:



Source: scrapetv.com

Company	Market Cap (billions)
ExxonMobil	\$348.3
Apple	\$346.7
Microsoft	\$214.3
IBM	\$203.8
Chevron	\$187.1
Google	\$185.2
Walmart	\$176.4
AT&T	\$171.0
Johnson & Johnson	\$170.5
General Electric	\$169.2
Procter & Gamble	\$168.1

Corporate

Boeing/787 Dreamliner

Aviation giant Boeing will deliver the world's first 787 Dreamliner to Japan's All Nippon Airways on September 25, more than three years later than first planned. The highly anticipated aircraft is made of lighter materials that help to increase fuel efficiency, while it features larger windows and more humid cabin air than other conventional jets, allowing passengers to arrive at their destination more refreshed.



Source: travelhouseuk.co.uk



Source: ethiopiaforums.com

Publishing

Amazon/Kindle Cloud Reader

Amazon has launched its Kindle Cloud Reader, a web app that lets people browse their Kindle books on the iPad and other devices, and make Amazon purchases from within the app.

Glamour Magazine/Mobile Barcodes

Readers with iPhones can download Glamour's Friends & Fans app from Apple's app store, then scan an ad using an Apple device to participate. How it works: the mobile technology provided by SpyderLynk shares the ad with the reader's friends on Facebook and offers discounts on merchandise to be used the next time they visit a store or shop online.

Beverages

Foster's/SABMiller

Foster's, Australia's leading brewer, is recommending to its shareholders that they reject SABMiller's hostile takeover offer of \$10.3 billion.

Top global merger and acquisitions in the beverage sector, according to Dealogic, as reported by The Wall Street Journal:

Date	Target	Acquirer	Billions
6/08	Anheuser-Busch	InBev	\$50.5
6/00	Seagram	Vivendi	\$24.2
5/97	Guinness	Grant Met	\$16.2
4/05	Allied Domecq	Pernod Ricard	\$14.3
6/11	Foster's Group	SABMiller	\$10.1
3/08	V&S Vin & Spirit	Pernod Ricard	\$8.3
3/04	Interbrew	AmBev	\$7.3

Litigation

Apple/"big 5" publishers

In the U.S., a class action suit is filed against Apple and five of the "big 6" publishers (Hachette, Simon & Schuster, Macmillan, HarperCollins and Penguin) claiming that they illegally fixed e-book prices (through the agency model, in which book publishers set their own e-book prices) in order to "boost profits and force e-book rival Amazon to abandon its pro-consumer discount pricing."

Apple/Samsung

Apple has scored a major victory in its patent war against Samsung, winning a preliminary injunction in a German court that will block sales of the Samsung Galaxy Tab across most of Europe – excluding Netherlands.



Source: geek.com

Mobile

Bell Media Study on Mobile Advertising in Canada

80% of respondents believe mobile can influence them to research a product or service further, and 71% stated that it can change their perception of a brand and its offerings.

Google/Motorola

Google has acquired Motorola's Mobility Holdings, which will allow the company to get into the manufacturing of cell phones and tablets. The deal is pegged at \$12.5 billion, which requires regulatory approval, would also give a Google a valuable war chest of 17,000+ patents that would help it defend its Android software from a barrage of patent lawsuits. Breakup fees: if either side terminates the merger agreement than the penalty would cost Google \$2.5 billion and Motorola would owe \$375 million if it accepted a higher takeover offer.

Maker/Operating System	Phones (000)	Share
Google/Android	46,775.9	43.4%
Nokia/Symbian	23,853.2	22.1%
Apple/iOS	19,628.8	18.2%
RIM	12,652.3	11.7%
Samsung/Bada	2,055.8	1.9%
Microsoft	1,723.8	1.6%
Others	1,050.6	1.0%
Source: Gartner, Aug 2011		

Tablet Wars

Hewlett-Packard has announced that it is reducing the price of its TouchPad tablet by 20%, little more than a month after it hit stores. The chart delineates sales of its major competitors since their inception, as reported by the Wall Street Journal:

Device	Release	Sales
iPad	4/3/10	28,700,000
Xoom (Motorola)	2/24/11	690,000
PlayBook (Blackberry)	4/19/11	500,000
TouchPad (HP)	7/1/11	N/A

Pharmaceuticals

Patent Expiring Popular Drugs

The chart below lists the popular drugs whose patents are close to expiring, according to Bloomberg Businessweek and company reports:

Expiration	Drug/Company	2010 Worldwide Sales
2011	Lipitor (Pfizer)	US \$10.7 billion
2011	Seroquel (AstraZeneca)	\$5.3 billion
2011	Zyprexa (Eli Lilly)	\$5.0 billion
2012	Diovan (Novartis)	\$6.1 billion
2012	Plavix (B-M, Squibb, Sanofi)	\$9.4 billion

Pfizer/Viagra

A federal judge upheld a U.S. patent for Pfizer's blockbuster anti-impotence drug Viagra, which generates sales of \$1 billion annually in the U.S., preserving Pfizer's market exclusivity on the pill into 2019. The active ingredient, sildenafil, treats erectile dysfunction or ED.

Research

Media Behaviour Institute

Researchers GfK MRI and Nielsen Media Research have purchased equity positions (25% each) in Media Behaviour Institute, whose TouchPoints program equips 2,000 U.S. consumers with smartphones. The phones contain a special app to record media use every half hour throughout the day, along with information such as who they're with, what they're doing, where they are and the moods/emotions they're experiencing while consuming media. Broadcast Research Council (BRC) will be hosting a seminar in September, to introduce the initiative to the industry in Canada.

2D Barcodes/Magazines

According to GfK MRI Starch Advertising Research in the U.S., 4% of magazine readers who noted ads with 2-D barcodes in the first half of this year actually took out their phones and snapped a picture at least once.

Personalities

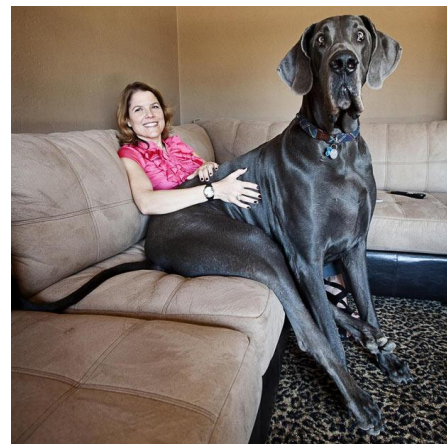
Katy Perry

Singer Katy Perry has become the first female recording artist to tie Michael Jackson's *Bad*, with five No. 1 singles on Billboard's Hot 100, which began 53 years ago.

Katy Perry	Michael Jackson
California Girls	Bad
Teenage Dream	The Way You Make Me Feel
Firework	I Just Can't Stop Loving You
E.T.	Man in the Mirror
Last Friday Night	Dirty Diana

George the Great Dane

The Guinness Book of World Records has officially tabbed George the great Dane – 43 inches from paw to shoulder and 252 pounds – as the largest dog ever.



Source: telegraph.co.uk

Technology



Source: see3dtv.info

Universal 3-D Glasses

Sony and Samsung have joined Panasonic and several other electronic firms in a project to standardize the technology used to connect 3-D glasses with the latest high definition televisions – as well as be backward compatible.

Gaming

Sony Playstation

Sony has announced plans to reduce the price of its PlayStation 3 video game console by up to 17%. As of June, the company has sold 52 million PS3s since its launch 5 years ago.

Online

Facebook/Social Games

Google+ is offering developers of social games 95% of revenue generated from users and keeping just 5%. A direct attack upon rival Facebook's distribution model in which it takes 30% revenue from in game transactions on games on its service, while developers keep 30%.

Sports

Atlanta Hawks

Los Angeles entrepreneur Alex Meruelo will become the first Hispanic to be the lead owner of an NBA team if the professional basketball league approves his purchase of the Atlanta Hawks.

Global

Debt/Most Indebted Developed Countries

Top 10 indebted developed countries

Country	Debt as % of GDP	Billions
Japan	234%	\$13,795
Greece	139%	\$434
Italy	120%	\$2,564
Iceland	108%	\$16
Belgium	103%	\$504
Ireland	102%	\$220
United States	99%	\$14,270
Singapore	95%	\$254
France	88%	\$2,365
Portugal	87%	\$202

Global

World's Largest Lakes

Rank	Lake	Location	Area ('000 sq km)
1	Caspian Sea	Central Asia	371
2	Superior	Canada/U.S.	82
3	Victoria	E Africa	69
4	Huron	Canada/U.S.	60
5	Michigan	U.S.	58
6	Tanganyika	E Africa	33
7	Baikal	Russia	31
8	Great Bear	Canada	31

Source: The Economist

Broadcast

SNL

NBC's late night show Saturday Night Live (on GlobalTV in Canada) will return for its 37th season on September 24. Alec Baldwin will host, making it his 16th appearance on the program – the most hosting done by any individual.



Source: dvd.ing.com

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