

Canada

Markets Turmoil/Consumer Confidence

More analysts are predicting an increasing likelihood of a new round of 'global financial crises since 2008.' Markets around the world have witnessed major setbacks in recent weeks. As of Sept 26th. TSX has declined 8.3% so far in the month of September, and price of gold has dropped 10.9% during the same period. The value of our loonie is down 4.8% against the USD since the end of August. Conference Board of Canada reported a drop of 6.6 points in consumer confidence in August, making it the fourth consecutive month of decline.

Corporate

DDS/MediaBank Merger

Donavan Data System, a company that has been serving the advertising industry for over 40 years, has announced the plan to merge with MediaBank to form a new business under the name of MediaOcean, subject to U.S. government approval. MediaOcean's clients collectively run \$150 billion in media spend through its systems worldwide.

Publishing

E-books

The Association of American Publishers reported that 2010 net sales revenue for e-books and non-physical formats was \$878 million. The chart below is a comparison of e-book vs. print book of a hypothetical hardcover, as reported by The Wall Street Journal:

Category	E-Book	Hard Cover
Retail price	\$12.99	\$26.00
To retailer	\$3.90	\$13.00
Royalty to Author	\$2.27	\$3.90
DRM, production, warehousing, distribution	\$0.90	\$3.25
Per Unit to publisher	\$5.92	\$5.85



Image source: exislepublishing.com.au

Global

WHO/Urban Air Quality Study

In a study of outdoor air contamination levels across 91 countries worldwide, a World Health Organization (WHO) study ranks Canada among the best in the world. Eight of the top ten least polluted cities are Canadian, and ranks third overall as a country.



Image source: mimifroufrou.com

Ranking – Least Polluted Countries
1. Estonia
2. Mauritius
3. Canada
4. Australia
5. New Zealand
6. Ireland
7. Luxembourg
8. Bhutan
9. Monaco
10. United States

Source: World Health Organization, Sept 2011

Copyright Protection

The European Union has extended copyright protection for recorded music to 70 years from 50 years. In the U.S. sound recordings are protected for 95 years from the date of release since the law was revised in 1989.

Labor Force

The chart delineates total labor force participation rate in 2011 by region according to The Economist:

Region	%
Developed Economies/European Union	60.2%
Latin America & Caribbean	65.9%
Central/South Eastern Europe/Commonwealth of Independent States	59.6%
South Asia	61.7%
North Africa	51.8%
Sub-Saharan Africa	71.0%
Middle East	50.7%
East Asia	72.6%
South-East Asia & Pacific	69.3%
World Total	65.1%

Litigation

Groupon

Daily deals service Groupon is leaning towards shelving its long expected IPO. In response Groupon's own employees have filed a class action suit against the company alleging that Groupon violated federal and state labour law and demands three years of back wages and punitive damages for hundreds of employees.

Sports

Digital Revenue/2010

The chart below delineates digital revenue of the top sports leagues in 2010, as reported by eMarketer:

League	Revenue (millions)
National Football League	\$500
Major League Baseball	\$450
National Basketball Association	\$225
National Hockey League	\$120

Major League Baseballs/Most Walks

The major baseball leaguers with the most walks in the major league career were, according to Baseball-Reference.com, as reported by USA Today:

Major Leaguer	Walks
Barry Bonds	2,558
Rickey Henderson	2,190
Babe Ruth	2,062
Ted Williams	2,021
Joe Morgan	1,865

Online

Facebook/Smart lists

Facebook has launched a new feature called "smart lists", which will make it easier to share photos, posts and links with smaller groups. How it works: Facebook will automatically group your friends based upon whether they live near you, went to your school or work with you. Also, you can read posts or share updates with specific groups instead of dozens at a time.

Online

I-Postmortem

I-Postmortem has launched two subscription based online services: I-Tomb, a virtual cemetery that lets people create pictures, videos and other multimedia memorials for friends and loved ones who have passed on for a cost of US\$120 annually, and I-Memorial, a site where living people can build their own virtual memorial, leave posthumous messages for family members and organize their affairs for after they depart for an annual cost of US \$50.



Image source: searchenginewatch.com

Turntable.fm

Rumors are circulating that Turntable.fm, a social media site that lets people share songs with friends and other web users, is in conversation with the four major record labels about a licensing deal. The company, which requires users to log in using their Facebook accounts, has approximately 600,000 users.

Twitter/Ads

Twitter has reversed its policy banning brands from inserting ads into the timelines of persons who were not already following that particular party. Translation: marketers on the site will have greater reach and the ability to target Twitter users whose interests are in line with those already following a brand.

Yahoo/Microsoft/AOL

Rumors are circulating that Yahoo, Microsoft and AOL are banding together to sell ads on each other's sites in an effort to battle the growing dominance of Google.

Facebook/Netflix

Facebook and video rental/streaming service Netflix have formed an alliance that would allow Canadian users to connect their Facebook and Netflix accounts to see what their friends are watching and quickly order up a movie or TV show for streaming via Facebook.



Image source: hd.engadget.com

Online

Google+

Google has opened its invitation only social network Google+ to the public.

Moat

New York-based startup Moat is offering a new measure of digital ad effectiveness based on mouse positioning as a sign of reader attention, instead of click-throughs. How it works: Moat measures when a user holds their mouse over an ad or moves their cursor over it as a proxy for where a user's eyes are looking.

Mog/Rdio

Online music subscription services Mog and Rdio are expanding their business models to include freemium models. Mog's FreePlay will limit free plays by track count, but users are incentivized to earn more track plays by engaging in social interaction. Mog itself will extend the number of times a user can play Mog music for free before having to shell out for Mog All Access. Although Rdio announced that they were deploying a freemium model hours after Mog, details have not been provided.

Entertainment

Broadway's Longest Runs

Show	Open Season	Number of Performances
The Phantom of the Opera	1987-88	9,707
Cats	1982-83	7,485
Les Miserables	1986-87	6,680
A Chorus Line	1975-76	6,137
Chicago	1996-97	6,035
Oh Calcutta	1976-77	5,959
The Lion King	1997-98	5,621
Beauty and the Beast	1993-94	5,389
Rent	1995-96	5,123
Miss Saigon	1990-91	4,097
Mamma Mia	2001-02	3,984
42 nd Street	1980-81	3,486

Personalities

Entertainers/Highest Paid

According to Forbes magazine the highest paid man in entertainment (May 2010-May 2011) is Tyler Perry, the creator of the Madea movies:



Image source: bvonmovies.com

Rank	Entertainer	Millions
1	Tyler Perry	\$130
2	Jerry Bruckheimer	\$113
3	Steven Spielberg	\$107
4	Elton John	\$100
5	Simon Cowell	\$90
6	James Patterson	\$84
7	Dr. Phil McGraw	\$80
8	Leonardo DiCaprio	\$77
9	Howard Stern	\$76
10	Tiger Woods	\$75

R.E.M.

After nearly three decades in the business, Grammy Award winning group R.E.M. has called it quits.

Forbes Top 10 Female Power Tweeters

Rank	Tweeter	Handle	Followers	Following
1	Lady Gaga	@ladygaga	13,952,598	142,161
2	Ellen DeGeneres	@theellenshow	7,679,215	48,140
3	Oprah Winfrey	@oprah	7,526,440	33
4	Queen Rania	@queenrania	1,671,876	97
5	Ann Curry	@anncurry	1,127,650	742
6	Dilma Rousseff	@dilmabr	837,968	583
7	J.K. Rowling	@jk_rowling	758,332	0
8	Arianna Huffington	@ariannahuff	735,592	1,328
9	Sarah Palin	@sarahpalinusa	668,685	116
10	Cristina Fernandez	@cfkargentina	634,079	35

Airlines

Air Canada/Strike Averted

Air Canada and its 6,800 flight attendants have reached an 11th hour deal on a new collective agreement, avoiding a strike and the federal government's threat to use back-to-work legislation.

Movies

Avatar/Theme Park

Disney has announced an agreement with Avatar theatrical director James Cameron to develop a theme park ride based upon the movie at Disney's Animal Kingdom World in Orlando, FL.



Image source: coronacomingattractions.com

Technology

Netgear

Netgear, a company known for manufacturing home internet routers, has unveiled plans to introduce a set top box, the Netgear NeoTV Streaming Player to enable owners of older model TV sets to watch streaming video via the internet.

Mobile

IAB Canada/Advertising Revenue Expected to Rise Rapidly

For 2011, Canadian mobile advertising revenues are forecast to grow by 57%, to \$82 million, as stated in a newly released report by Ernst & Young and sponsored by IAB Canada. The annual report started tracking the mobile advertising revenues in 2006 with \$1.1 million, and that number has been rising rapidly, sitting at \$52.1 million at the end of 2010.

Google/Google Wallet

In the U.S., Google has made its Google Wallet application available on the Samsung Nexus S from Sprint Nextel. The tool, which will allow consumers to pay for purchases by tapping their mobile phones, launched with MasterCard but expects to add Visa, Discover and American Express in future versions.



Image source: forbes.com

comScore

Top Canadian Online Video Properties – August 2011

Media	Unique Viewers (000)	Videos Viewed (000)	Minutes per Viewer
Google Sites	17,637	3,084,642	637.9
Facebook.com	8,686	56,417	22.9
VEVO	8,020	129,371	69.7
BrightRoll Video Network	6,813	19,713	1.6
Viacom Digital	5,515	54,101	35.9
Microsoft Sites	5,377	79,647	35.7
SpotXchange Video Ad Network	4,840	43,712	5.6
Bell Media	3,904	111,071	113.8
ADAP.TV	3,450	38,366	6.5
Yahoo! Sites	3,420	36,736	37.1

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