LIMITED SUPPLY, BIG DEMAND BOLSTER PRICES

For Chuck Schmidt, traveling 1,579 miles and flying across five states to buy a 2017 Chevrolet Silverado 1500 was a no-brainer.

“I saw the truck on the internet Thursday morning and called the dealership. It was exactly what I was looking for and I bought it Friday afternoon,” Schmidt told CNBC two days after he paid $22,000 for the three-year-old Silverado at Adams Toyota in Lee’s Summit, Mo.

Schmidt, coming all the way from Spokane, Wash., to buy a truck didn’t surprise Scott Adams, who owns the Toyota dealership outside of Kansas City.

“At least two or three times a month we have customers that come from a long way away,” he said. “We sold a truck about two months ago to North Carolina. We sold a truck into Laredo, Texas, and we’re selling this one into Washington. Customers seem to be able to find things on the web more than they used to, and they’ll come a long way to get what they want.”

Welcome to the hottest market in the auto business right now. There is so much demand for used vehicles, especially full-size pickup trucks, some buyers are traveling hundreds of miles to get what they want, regardless of the price.

Two factors tied to the coronavirus pandemic are driving the trend. First, when the virus surged across North America in March and April, automakers shut down plants from Canada to Mexico, severely restricting the supply of new models, including full-size pickups.

Then, as America emerged from the initial surge of the pandemic, many people who did not own a vehicle in the past decided it was time to buy a car, truck or SUV so they could drive themselves and not have to rely on mass transportation or ride-sharing. The result: a run on certain types of used vehicles, like full-size pickups.

Tom Kontos, chief economist for KAR Global Analytics Research, who has tracked wholesale used vehicle prices for more than 20 years, calls this the hottest market he’s ever seen.

““In the space of two months, prices went from double-digit declines to double-digit gains, and have stayed high since June,” he said. In August, KAR Global reported the average price for a full-size pickup hit a record high of $21,557. That’s up $5,166, or 31.5%, since February.

Schmidt said he spent six weeks looking for a red Chevy Silverado 1500 with all-wheel drive, relatively low mileage and the features he would need for work. Schmidt, a farm equipment supplier in Eastern Washington, said his truck often doubles as his office, so he wanted it to have certain features.

ADVERTISER NEWS

CVS plans to hire 15,000 new employees, including 10,000 licensed pharmacy technicians, to help the retailer handle an expected rise in flu and COVID-19 cases this fall and winter. Licensed pharmacy techs are allowed to administer COVID-19 tests and medications... Kohl’s will expand its shoe department online and in 200 stores in the spring with the launch of men’s and women’s styles from Cole Haan, the retailer said. The collection will include dress shoes, sneakers and casual styles... U.S. retail sales growth topped 5% year over year in both August and September, and October sales are likely to be buoyed by the early start to the holiday season, National Retail Federation President and CEO Matthew Shay said in a CNBC interview. Consumers are expected to spend on others more than themselves this year, he said, and funds that in normal years would go toward travel and services are likely to be spent on products... Ashley Furniture is expanding its ready-to-assemble line this market with a few hundred new SKUs, roughly two-thirds in youth and master bedroom, dining room and home office and entertainment. The remainder of the new RTA items is in upholstery, outdoor furniture, accent cabinets, accent benches and chairs, plus occasional tables. The expanded line is front and center at this week’s High Point Market (High Point, N.C.) at the Ashley showroom in the International Home Furnishings Center... Target says it will spend more than $70 million on another round of employee bonuses during the coronavirus pandemic, as the holiday shopping season picks up. The retailer will pay $200 to its more than 350,000 employees who work at stores, distribution centers and contact centers, according to a post on its corporate website. It will pay the bonuses by early November...CVS plans to hire 15,000 new employees, including 10,000 licensed pharmacy technicians, to help the retailer handle an expected rise in flu and COVID-19 cases this fall and winter. Licensed pharmacy techs are allowed to administer COVID-19 tests and medications... Kohl’s will expand its shoe department online and in 200 stores in the spring with the launch of men’s and women’s styles from Cole Haan, the retailer said. The collection will include dress shoes, sneakers and casual styles... U.S. retail sales growth topped 5% year over year in both August and September, and October sales are likely to be buoyed by the early start to the holiday season, National Retail Federation President and CEO Matthew Shay said in a CNBC interview. Consumers are expected to spend on others more than themselves this year, he said, and funds that in normal years would go toward travel and services are likely to be spent on products... Ashley Furniture is expanding its ready-to-assemble line this market with a few hundred new SKUs, roughly two-thirds in youth and master bedroom, dining room and home office and entertainment. The remainder of the new RTA items is in upholstery, outdoor furniture, accent cabinets, accent benches and chairs, plus occasional tables. The expanded line is front and center at this week’s High Point Market (High Point, N.C.) at the Ashley showroom in the International Home Furnishings Center... Target says it will spend more than $70 million on another round of employee bonuses during the coronavirus pandemic, as the holiday shopping season picks up. The retailer will pay $200 to its more than 350,000 employees who work at stores, distribution centers and contact centers, according to a post on its corporate website. It will pay the bonuses by early November... Amazon’s plans for Kansas include two new 1-million-square-foot fulfillment centers. The centers are anticipated to open in 2021, in Kansas City and Park City. The facilities will together create over 1,000 new, full-time jobs. In addition to the centers, Amazon also plans to open a new delivery station in Wichita this year.

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TV NETWORKS REDUCE LOSSES, DOWN 6% IN Q3
Although national TV advertising has recovered from the lows of its 30% declines in the second quarter of this year, the third quarter will still be down nearly 7%, according to one analyst.

National TV advertising will drop 6.6% to $7.1 billion, looking at the publicly trading media content companies, according to MoffettNathanson Research, whose findings were reported by MediaPost.

The second quarter, which fell in the midst of the COVID-19 pandemic, witnessed national TV sinking a massive 28%. For the third quarter, broadcast TV networks are expected to sink 15.8% to $2.4 billion; with cable TV networks slipping just 1%.

Among the broadcast TV networks, ABC was down 8% to $443 million, while NBCUniversal (including its TV stations) was off 8.5% to $1.1 billion, CBS lost 15% to $600 million, and Fox sank sharply by 42% to $282 million.

This comes amidst national TV viewer losses during the period — down 17% overall to a Nielsen-measured 11.8 million primetime 18-49 viewers, analyzing the average commercial minute ratings plus three days of time-shifted viewing. Broadcast networks are down 29% to 2.5 million viewers, while cable networks have lost 13% to 9.4 million.

Boosted by cord-cutting and the growth of premium video streaming, advertising-supported video-on-demand networks (AVOD) are estimated to climb 32% to $898 million in advertising revenues — largely attributable to Hulu, with growth of 15% to $592 million, and Roku, expected to rise 40% to $138 million in the period.

THE CW UNVEILS HOLIDAY PROGRAMMING PLANS
The CW has shared its holiday plans, which kicks off with the special Grandma Got Run Over By a Reindeer on Nov. 27. Based on the song, “this goofy and heartwarming adventure features young Jake Spankenheimer on the quest of a lifetime to track his missing Grandma down on Christmas Eve to prove that Santa Claus is indeed real,” said The CW.

The Hollywood Christmas Parade Greatest Moments is on Dec. 4. Greatest Holiday Commercials Countdown 2020 is on Dec. 9. Kevin Frazier hosts.

New special Silent Night — A Song For The World premieres Dec. 10. A musical film documentary about the Christmas song, it is narrated by Hugh Bonneville and features versions performed by Kelly Clarkson, Katharine McPhee, Randy Jackson, Gavin Rossdale, Josh Groban and The Vienna Boys Choir.

The Christmas Caroler Challenge premieres Dec. 11. Dean Cain and Laura McKenzie host the three-episode competition series.


Popstar’s Best of 2020 is on Dec. 29, hosted by Elizabeth Stanton, and Heroes on the Front Line is on Dec. 30. Cain hosts that one as well, about “on-the-ground heroes who dared to make a difference in the midst of the unprecedented and unforeseen worldwide pandemic.”

FOR DELIVERY COMPANIES, HOLIDAYS ARE HERE
One holiday item is already sold out: shipping capacity. The Wall Street Journal reports that both FedEx and United Parcel Service have told some of their largest shippers that most of their capacity is already spoken for, and that any extra trailers with holiday orders will have to wait to be picked up, according to shipping consultants and retailers.

The outlook has sent retailers on the hunt for alternatives with little luck. Smaller carriers in the U.S. like LaserShip and DHL eCommerce Solutions said they booked up their capacity for the holidays months earlier than usual and aren’t taking new customers until next year.

The final safety valve is the U.S. Postal Service, whose finances and network have been stretched during the coronavirus pandemic and could come under more pressure if shippers dump their overflow orders into the agency’s network.

The capacity shortfall could average as much as 7 million packages a day between Thanksgiving and Christmas, estimates ShipMatrix, a software provider that crunches parcel shipping data. Satish Jindel, the firm’s president, estimates that total shipping capacity for the industry will be 79.1 million parcels a day during that period, with 86.3 million packages looking for space. Last year, total capacity was 65.3 million packages with 67.9 million looking for space.

DONE DEALS
Warner Bros., part of AT&T, said that Channing Dungey has been named chairman, Warner Bros. Television Group. Dungey, who has been with Netflix and Disney, will succeed Peter Roth, who recently announced that he was stepping down from the studio. The move is the latest in a series of shakeups at AT&T’s TV businesses since it acquired Time Warner. The hiring was announced by Ann Sarnoff, who became chair and CEO of AT&T’s WarnerMedia Studios and Networks Group last year... Kantar, the global marketing and media research firm owned by Bain Capital and WPP, has named Alexis Nasard as CEO, filling the top leadership role that has been vacant since Eric Salama stepped down from the position in February. Nasard, who joins CEO of shoe marketer Bata, previously held top marketing roles at Heineken and Procter & Gamble.

THIS AND THAT
Department of Justice antitrust officials have told AT&T executives that a merger between its DirecTV and rival satellite TV provider Dish Network will likely need to wait until 5G wireless service is more widely available in rural regions of the U.S., according to New York Post sources. As when the prospect of a merger arose two years ago, the regulators remain concerned that a merger could lead to price increases in rural communities that lack access to high-speed internet... Airline stocks jumped yesterday after airport screenings over the weekend rose above 1 million for the first time since mid-March, a sign more travelers are getting comfortable flying again despite the coronavirus pandemic. The Transportation Security Administration screened 1.03 million people on Sunday, the most since March 16.
MARSHALL: LOCAL TV NEWS STILL NO. 1 CHOICE
Local TV news is maintaining its No. 1 position as the media most used for COVID-19 news and as the most trusted source for related information, according to Marshall Marketing.

The Pittsburgh-based firm conducted a nationwide survey in September and found that adults consistently named local TV news as the leader, with results nearly identical to its April national survey. “Local TV news continues to be the go-to source for information,” says Marshall Marketing Vice President Bruce Hahn. “There was an increase in ‘didn’t pay attention to news’ responses, likely due to COVID fatigue, especially among Gen Z adults. However, it didn’t impact local TV news, as it still ranks first among all age generations.”

In September among all adults, 60% go to local TV news for COVID news and 27% say local TV news is the most trusted source. Those responses are identical to the April survey.

Network news ranks second overall as a source at 42%, down from 46%, and cable TV news ranks third at 39%, down from 46%. Those two flip positions when it comes to trust: Cable ranks second as the most trusted source (21%, up from 16%), and network news is third at 17%, down from 18% in April.

In addition to being the No. 1 COVID news source, local TV news is being watched more than it was six months ago. Thirty-seven percent of all adults are watching more local TV news than six months ago, while only 14% report watching less. Roughly one-half (49%) report watching local TV news the same as six months ago.

All age generations report an overall increase in local TV news viewing, including Gen Z adults. Millennials and Gen X lead the way. Forty-four percent of both groups report watching more local TV news in the past six months.

“Local TV news impact can be found in all age generations,” says Hahn. “While 15% of Gen Z adults name social media as the most trusted source, 18% of that same group mention local TV news as the most trusted.”

STORE CLOSINGS SLOWED DOWN IN SEPT., OCT.
As COVID-19 cases scaled up during the month of May, 1,385 stores taking up 40 million square feet closed for good in the U.S. In July and August, another 3,500 stores occupy 36 million square feet of space shut down. But store closings declined greatly in September and October when a total of 860 stores left just 6 million square feet empty. That's the tally of CoreSight, a leading real estate industry research company that first reported seeing store closings accelerate four years ago.

Shutdowns by J.C. Penney, Macy's, Lord & Taylor and Pier 1 bulked up the square footage totals of store closings, along with experience-based tenants like gyms and movie theaters. 24 Hour Fitness is in a restructuring program and Regal Cinemas recently shut down all of its theaters for a second time when Hollywood studios began delaying major releases.

AMPERE: AGE KEY FOR PEACOCK, HBO MAX
NBCUniversal's Peacock subscription streaming video service topped 15 million app subs, while WarnerMedia's HBO Max surpassed 4.1 million in their respective first month of operation. New data from Ampere Analysis contends consumer response to the two platforms has been positive.

The London-based research firm, citing a survey of 4,000 online respondents in the U.S., found 8% of domestic Internet homes had Max subscriptions, while 7% were using Peacock. Age seems to be a factor among app subscribers. Max subscribers are 50% more likely to be in the 25- to 44-year-old age group, which is identical to the current HBO pay-TV sub. In addition, Max's $14.99 monthly price makes it the most expensive SVOD service on the market — thus attracting 69% of households with incomes of $51,000 or more.

Meanwhile, Peacock is appealing slightly older subs (35 to 44), with broadcast programming targeting older viewers, according to Ampere. The report contends 19% of Peacock's viewers are over 55, compared to 6% of Max viewers. And 54% of Peacock households have total incomes of $51,000 or more.

NPD: SEPT. VIDEO GAME REVENUE RISES 10%
Sales of videogames, hardware and accessories continued their months-long increase as industry revenue in September increased 10% to $4.3 billion from $3.9 billion in the previous-year period, according to new data from The NPD Group. Through nine months of the year, the videogame market has increased 21% to $33.69 billion from $27.84 billion last year. Videogame content spending increased 8% to $3.84 billion from $3.55 billion. Year-to-date revenue is up 20% to $29.78 billion from $24.98 billion. Accessories increased 30% to a record $191 million from $46.9 million last year. The segment was driven by sales of the Xbox Elite Series 2 Wireless Controller. Consumer spending on accessories is up 26% to a record $1.6 billion from $1.27 billion.

SUNDAY NIELSEN RATINGS - LIVE + SAME DAY

<table>
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<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
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<td>SNF Pregame</td>
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