MEMPHIS IS THE PLACE WITH THE MOST SPACE

Housing prices have risen sharply over the past decade. That's pretty well known. But prices vary considerably from place to place. To put the housing market in perspective, Zillow Research has looked at just how much a dollar gets you in each major U.S. metro market, and how this has changed over time.

For example, one dollar will buy you 1.07 square inches of the typical U.S. home, but ten years ago, one dollar bought you 1.23 square inches. Back in 1998, one dollar bought you 2.09 square inches. For reference, one square inch is about twice the size of a postage stamp, and a dollar bill itself is a little more than 13.25 square inches.

However, in the city of San Jose, California, where the typical home is worth almost 84 percent more than it was 20 years ago, one dollar will buy you just 0.20 square inches of a home. In 2008 it bought you 0.37 square inches, and back in 1998, one dollar bought you almost one full square inch.

Your dollar today will go the furthest in Memphis, Tennessee, buying more than 2.5 square inches of a home. Expect to get the smallest amount of space for your dollar in San Francisco, where one dollar will buy you just 0.14 square inches.

Fresno, California, falls almost exactly in the middle of Memphis and San Francisco for the space you can get for one dollar, where it will buy you 0.97 square inches of a home.

“A dollar today isn’t what it used to be, particularly when it comes to real estate in light of the rapid pace of home-value appreciation that the American economy has witnessed over the past half-decade,” said Zillow senior economist Aaron Terrazas. “A dollar gets you about 20 times more space in an affordable market like Memphis than in a pricey place like San Francisco. Figuring out exactly how much space a dollar does – or doesn’t – buy you can be sobering, but enlightening.”

The median home value in the U.S. is higher than ever before, at almost $220,000, and some markets are reporting double-digit annual home value growth. Home values across the country rose 8 percent over the past year, and Zillow is forecasting them to appreciate another 6.8 percent over the next 12 months.

Over the past year, home values in the cities of Baltimore, San Jose, Las Vegas and Dallas appreciated the most. But even with a 33.2 percent rise, Baltimore was still at an affordable median home value of $117,100. Contrast that to the median price of $1.11 million in San Jose after a 23.5 percent one-year rise. Las Vegas rose 15.4 percent to $262,200, and Dallas rose 13.8 percent to $194,100.

None of the metros tracked by Zillow posted a price decline year-over-year, but Portland, Oregon, was up only 0.9 percent to $424,700.

ADVERTISER NEWS

Campaign reports that DDB Worldwide is reuniting with one of the world’s most iconic coffee brands. The Colombian Coffee Growers Federation’s Juan Valdez has returned to the ad agency after a nearly 30-year absence as he strives to reach a new generation of caffeine lovers. Juan Valdez parted ways with DDB in the late 1990s. The CCGF sought help from a number of agencies before coming back to DDB following a pitch earlier this year... Digiday reports that CVS wants to cut time in the customer checkout process. It's building technology that allows customers to scan and pay for items themselves, in addition to letting people check out while they roam the aisles. The pharmacy retailer is working with Toshiba on the platform that makes it possible, TCx Elevate... Mattel is turning to Hollywood to solve its sales woes. The toy company has created a new division aimed at developing and producing movies based on its iconic brands. Mattel Films will be helmed by Oscar-nominated producer Robbie Brenner. “Generations of children around the world have grown up with deep emotional connections to Mattel's brands and characters,” Brenner said in a statement. “There are so many stories to be told and so many imaginations to be captured by these iconic brands.” Shares rose in aftermarket trading... Millennial and Gen Z shoppers in 2018 are flocking to the likes of Victoria's Secret, Sephora, Nike and Nordstrom to shop, according to the 2018 Love List Brand Affinity Index compiled by Goldman Sachs and Conde Nast. Luxury brands led by Gucci joined the list this year as millennials and Gen Z turn away from low-quality fast fashion... The Detroit Free Press says Ford Motor employees are warily awaiting details of CEO Jim Hackett's promised “fitness” plan and the serious possibility of significant job losses as the company faces pressure to improve its operations. Ford has warned of $11 billion in restructuring costs over three to five years, which could mean thousands of worker buyouts, analysts say... Meanwhile: Ford is recalling nearly 2 million pickup trucks to fix a seat belt defect that could trigger vehicle fires. The recall affects the crown jewel of Ford’s lineup: the F-150 pickup. The F-series lineup is the best-selling vehicle model in the U.S. The move came after the National Highway Traffic Safety Administration launched an investigation in early August after receiving reports of five fires due to the defect.
NETWORK NEWS
Stand Up to Cancer has added expanded its star-studded lineup for tonight’s broadcast at 8 PM (ET) on ABC, CBS, Fox and NBC. Jason Bateman, Kaley Cuoco, Jon Hamm, Sonequa Martin-Green, Keanu Reeves, Winona Ryder, Jimmy Smits, Sofia Vergara and Marion Wayans are among the latest additions. The telecast will feature three musical performances, one by 25-time GRAMMY winner and activist Stevie Wonder, along with others by six-time reigning CMA Country Vocal Group Little Big Town and 11-time GRAMMY nominee and cancer survivor Charlie Wilson. As in years past, the major networks, along with numerous cable channels, are donating one hour of simultaneous commercial-free prime time for the telecast... Deadline says Chicago PD alumna Sophia Bush is returning to television. In one of the biggest sales so far this pitch season, CBS has given a production commitment to Surveillance, a spy thriller drama. While the deal is for a production commitment, plans reportedly call for the filming of a pilot this fall.... Deadline reports that Charles Michael Davis (The Originals, Younger) is returning to ABC. Davis, whose first major role was an arc on the medical drama Grey’s Anatomy, is joining another ABC series, the legal drama For the People. He'll be a series regular for its upcoming second season. For the People is set in the Southern District of New York Federal Court, and follows the professional and personal lives of new lawyers.

JOBLESS CLAIMS FALL TO NEAR 49-YEAR LOW
The number of Americans filing for unemployment benefits fell to near a 49-year low last week, pointing to sustained labor market strength that should continue to underpin economic growth.

Reuters says initial claims for state unemployment benefits dropped 10,000 to a seasonally adjusted 203,000 for the week ended September 1st, the lowest level since December 1969, the Labor Department said. Data for the prior week was unrevised.

Economists polled by Reuters had forecast claims rising to 214,000 in the latest week. The four-week moving average of initial claims, considered a better measure of labor market trends as it irons out week-to-week volatility, fell 2,750 last week to 209,500. That’s also the lowest level since December 1969.

THE FUTURE OF GROCERY ORDERING? AN APP
CNBC, citing an eMarketer forecast, reports that more than 20 percent of adults who use their smartphones to shop will use an app to order groceries by 2019.

Apps that deliver perishable food items, including meal kits, are rapidly increasing in popularity. The forecast predicts the number of U.S. adults who order groceries at least once a month with an app will increase by 49.6 percent to 18 million this year compared to last year.

Apps that let customers order online and then pick up their groceries in the store have helped build shoppers’ trust, according to eMarketer senior analyst Patricia Orsini.

AVAILS
Lockwood Broadcast Group seeks a General Manager for its soon-to-be-acquired Fox Affiliate, WPGX, in Panama City, Fla. The GM is responsible for the development and implementation of the strategic and operating plans for the station along with being responsible for the human, financial and physical assets of the station while maintaining company policies and federal and state regulations. We’re looking for a dynamic leader with a strong record of success in broadcasting. Please send resume to tiffany@lockwoodbroadcast.com. EOE/Drug Free. Background check required.

WRAL TV in Raleigh, N.C., seeks a SEO Specialist to focus on digital marketing efforts for small- to medium-sized business clients. Candidates should enjoy research-based projects, consistent production of content, and immersing themselves in the world of digital marketing and the inner workings of Google, Bing and Yahoo. 1-2 years of website management experience preferred. CLICK HERE to apply online.

WHBF-TV/KGKW-TV in Rock Island, Ill., seeks a Local Sales Manager. The ideal candidate must be able to work in a fast-paced environment, have strong leadership skills, high energy, creativity and the ability to hire, train and motivate the sales team. Previous multi-platform sales experience and working knowledge of Wide Orbit, Matrix and Strata are preferred. The LSM is responsible for leading the day-to-day operations of the sales department, including development of new business, digital business and achievement of revenue goals. Qualified candidates can APPLY ONLINE, EOE.

Telemundo39, Kansas City, is looking for an Account Executive who will be primarily responsible for delivering sales revenue for this new sign-on station. The Account Executive will have the ability to work locally with clients at all levels, from large cap, medium and small businesses. The AE will be expected to meet quarterly goals by identifying and prospecting new business at every level of entry. Must have a minimum of two years’ experience in TV, cable or radio. Bilingual a must! Send resume to jbermudez@telemundokansascity.com

See your ad here tomorrow! CLICK HERE for details.

THIS AND THAT
The Wall Street Journal says CBS and National Amusements are in talks to settle litigation ahead of a trial scheduled in less than a month. Through the settlement, CBS reportedly would issue shares as a dividend to National Amusements, while National Amusements would stop pushing for a Viacom-CBS merger for an undisclosed amount of time... Burt Reynolds, whose good looks and charm made him one of Hollywood’s most popular actors, has died at the age of 82. Reynolds starred in films such as Deliverance, The Longest Yard and Smokey and the Bandit in the 1970s and ‘80s.
CORD-CUTTING SPURS OTA ANTENNA MARKET

TVTechnology reports about 8.1 million Americans will buy TV antennas this year, citing a mid-year analysis by the Consumer Technology Association.

The analysis reflects the growing audience for over-the-air broadcast signals as more homes cut, or at least trim, their cable subscriptions. This year’s estimates will mark a peak in antenna sales, which have been hovering just under the 8 million level for several years. They’re expected to decline only slightly in the near future, according to CTA’s latest analysis.

One wild card in future antenna sales is the impact of the new ATSC 3.0 standard, which will debut over the next several years. “When 3.0 rolls out, consumers will become aware of additional services, and that will give a boost to antenna sales,” said Brian Markwalter, senior vice president, research and standards for CTA. “Viewers won’t need any special antennas to receive 3.0, but reception may be affected by the repack” of channels.

Markwalter and others who follow the antenna business contend that the steady sales of home antennas reflects the increased rate of cord-cutting by cable subscribers.

CTA’s research shows “one in five consumers say they watch OTA through an antenna,” said Ben Arnold, senior director of innovation and trends at CTA. “The reasons all revolve around supplementing their programming.” Cord-cutters or trimmers “want live TV plus OTT,” Arnold adds.

TRADE DEFICIT CLIMBED AGAIN IN JULY

The U.S. trade deficit increased to a five-month high in July as exports of soybeans and civilian aircraft declined and imports hit a record high. That results suggest that trade could be a drag on economic growth in the third quarter.

The Commerce Department said the trade gap jumped 9.5 percent to $50.1 billion, widening for a second straight month. The increase was the biggest monthly widening since 2015. June was revised to show the trade deficit rising to $45.7 billion, instead of the previously reported $46.3 billion. The goods trade deficit with China surged 10 percent to a record $36.8 billion.

Economists polled by Reuters had forecast the overall trade deficit swelling to $50.3 billion in July.

AMAZON RENAMES ITS AD SERVICES

AdAge says Amazon is trying to simplify its advertising business with a rebrand, meant to clear up the confusing jumble of acronyms and disparate ad products that are hard for even the most sophisticated buyers to untangle.

Earlier this week it debuted Amazon Advertising, which encompasses all the parts of an ad business that previously operated in isolation: Amazon Media Group, Amazon Marketing Services and Amazon Ad Platform.

“This is another step towards our goal of providing advertising solutions that are simple and intuitive for the hundreds of thousands of advertisers who use our products,” Paul Kotas, senior vice president of Amazon Advertising, told AdAge.

ADP: U.S. GAINED 163,000 JOBS IN AUGUST

U.S. businesses added 163,000 jobs last month, a private survey found, a decent gain that suggests employers are confident enough to keep hiring.

Payroll processor ADP said the gains were the fewest since October. But last month’s pace of hiring is still enough to lower the unemployment rate over time.

Solid economic growth is underpinning an optimistic outlook among businesses. Growth reached 4.2 percent at an annual rate in the April-June quarter, the fastest pace in four years, spurred by tax cuts and robust consumer spending.

The job gains ADP reported for August were much lower than the 217,000 it said were added in July. Hiring by small businesses — defined as those with fewer than 50 employees — remained sluggish last month.

ADP compiles hiring data from millions of companies that are clients of its payroll services. Its figures frequently diverge from the government’s data but tend to approximate them over time.

The U.S. Labor Department releases its official August jobs data today. Economists have forecast employers added 189,000 jobs last month, FactSet says.

SOFTWARE STILL A GROWTH BUSINESS

U.S. software industry revenues are forecast to see 5.6 percent annual advances through 2022, according to a forecast by Freedonia Focus Reports.

The firm’s analysts say the growth will reflect an array of factors: rising business activity; disposable personal income levels; global production of computers and smart devices; and an intensifying regulatory environment.

“The rapid and ongoing shift to e-commerce and cloud-and mobile-based computing will remain the most influential trends, boosting demand for products capable of improving connectivity, reducing complexity, and leveraging large datasets,” Freedonia analysts say.

Revenues for general business productivity and home use applications software are projected to rise 6.8 percent annually to 2022, the fastest pace of any discrete segment. Continuity, mobile, micro-transactions and free gateway offerings will remain significant trends.

WEDNESDAY NIELSEN RATINGS - LIVE + SAME DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
<th>Adults 18-49 Share/Share</th>
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