PASIV SCOOPS

THE WEEKLY MARKET DIGEST

The Bulls Are Back in Town

August 14, 2022 • Vol. 9

Disney+ surpasses Netflix on streaming subscribers

+3.25%

Index Recap
The index rose this week after data revealed that inflation rose less quickly than anticipated last month.

Our top 3 scoops this week

1. Inflation turns the corner as the economy cools down

After months of a steep climb, inflation's finally landing on flat ground. The consumer price index came in at 8.5% year-over-year, revealing that prices rises in July finally saw a pause. Much of the pullback in inflation is from falling oil prices. The national average for a gallon of gas dropped by $1 to $4, but it's still not nearly as low as it was a year ago. Yet, the headline CPI number signals a potential slowdown in the Fed's interest rate rises. The tech-heavy Nasdaq's responded to the news by quietly entering into a bull market, after trailing other main indexes for a large portion of the first half of the year. Despite slowing down, 8.5% inflation is still unhealthily high and Americans continue to feel its effects on their income.
Will the Fed soften its hawkish stance on raising rates?

2. A third of American teens say they are 'almost constantly' on social

Gen Z is no stranger to social media, and a survey by the Pew Research Center just confirmed their love for the internet. Around one third of teens in the U.S. are "almost constantly" using at least one social media site. Youtube took the lead with a whopping 95% of teens saying they use the video sharing platform. Tiktok came in second, amassing 67% of the respondents. Instagram and Snapchat ranked third (62%) and fourth (59%), respectively. But the social media site that started it all was left to fend for itself. Only 32% of teens reported using Facebook, a sharp decline since 2014-15. These findings are in line with documents leaked by whistleblower Frances Haugen, last year.
Are teens globally likely to follow cue on social media addiction?

3. Disney is the new streaming king

Disney is alive and Belle! The theme park operator reported earnings this week and they were nothing short of magical. Disney's shares popped 5% after it beat on both the top and bottom lines. Theme parks and unexpectedly rapid streaming growth drove a 26% increase in quarterly sales. In fact, Disney+ gained 14.4 million subscribers in the third quarter, surpassing its closest rival Netflix. The main challenge that the streamer must now overcome is its revenue per subscriber, which is still lagging. The company's content costs are on the rise, with about $1.1 billion in losses across its streaming services. As part of its aim to turn a profit on its streaming business by the end of 2024, Disney is raising the price of ESPN+ as well as Disney+ starting December.
Can Disney+ defy inflation odds with a subscription price hike and maintain its new pole position?

Pasiv can help you invest.

Learn the Basics

How this can impact your portfolio

If you want to go risk-on	This piece from Forbes shows some of the best growth ETFs of the month
If you want to make the most of the Gen Z influence	Here are some of the top social media stocks of 2022
If you're trying to understand how to get exposure to the streaming market	Turns out there is an ETF for that

Build a long-term portfolio in Pasiv.

This week's poll

Will you buy the stock market rally?

- No, it'll fizzle out soon
- I'll try to get out of small-caps
- I can't say for sure
- Yes, it's only up from here

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