



STIFEL *Bits*

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The Appetizer

“We expected some bumpiness as we roll out so many things at once. But it was a little more bumpy than we hoped for!”

– OpenAI’s CEO Sam Altman after the launch of **GPT-5**, which drew widespread criticism.

Now, on to the numbers. Drum roll, please ...

- **Over 5,900:** The number of “tariff” mentions during S&P 500 company earnings calls so far in 2025, up from only 336 mentions in all of 2024.
- **12:** The number of songs that will be in Taylor Swift’s newest album, “**The Life of a Showgirl**,” her 12th studio album.
- **2.7%:** The July consumer price index (**CPI**) annual inflation rate.
- **2.86%:** The annual increase in the Bloomberg U.S. Bacon, Egg, and Cheese Sandwich with Coffee Price Index in July.
- **\$3,928,120:** The prize for the winning team at the 52nd Annual **White Marlin Open**, the world’s largest and richest bill fishing tournament, which was held in Ocean City, Maryland.
- **\$2 million to \$3 million:** The expected auction price for **Eddie Van Halen’s 1982 Kramer electric guitar**.

Dig In

“Streaming Wars, Part Three”

For years, Netflix liked to joke that its biggest competition wasn’t Disney or HBO, it was sleep ... or maybe your social life. But now, even Netflix admits the **real rival is YouTube**.

The two now **dominate the TV screen**, accounting for a combined 20% of all U.S. viewing time: 12.5% for YouTube and 7.5% for Netflix, while Disney’s bundle (Disney+, Hulu, ESPN+) sits at 5%. The game has shifted from just adding subscribers to keeping eyeballs glued to your platform.

Netflix’s strategy? Keep delivering buzzy shows and using new tools like artificial intelligence (AI) video generation. They recently used AI to speed up special effects in their sci-fi series, *The Eternaut*, turning what normally takes months of work into just weeks. There is a reason our **Stifel interns** correctly crowned Netflix the winner three years in a row.

YouTube, meanwhile, thrives on everything from cat videos to music playlists to podcasts, and with its data-driven recommendations, it’s getting harder to look away once you start scrolling.

Of course, the rest of the pack – Apple TV+, Max, Disney+, Hulu, and Paramount+ are still playing to their strengths, whether that’s prestige dramas, superhero sagas, or comfort-watch sitcoms. Paramount is already talking about a *Top Gun 3*! Careful with those stunts, Tom.

Bottom line: The streaming wars are still on, but now the battle isn’t just for subscribers, it’s for your loyalty.

Weekly Specials

Super-agers, folks over 80 with the memory of 50-year-olds, don't have a secret diet or magic workout. They just hang out with people, go to baseball games, sing in groups, or make art with the neighborhood kids. Maybe all that connection keeps the brain buzzing. Their brain volumes look more like those of 50- or 60-year-olds. Guess it's time I stop doom-scrolling TikTok and talk to actual humans.

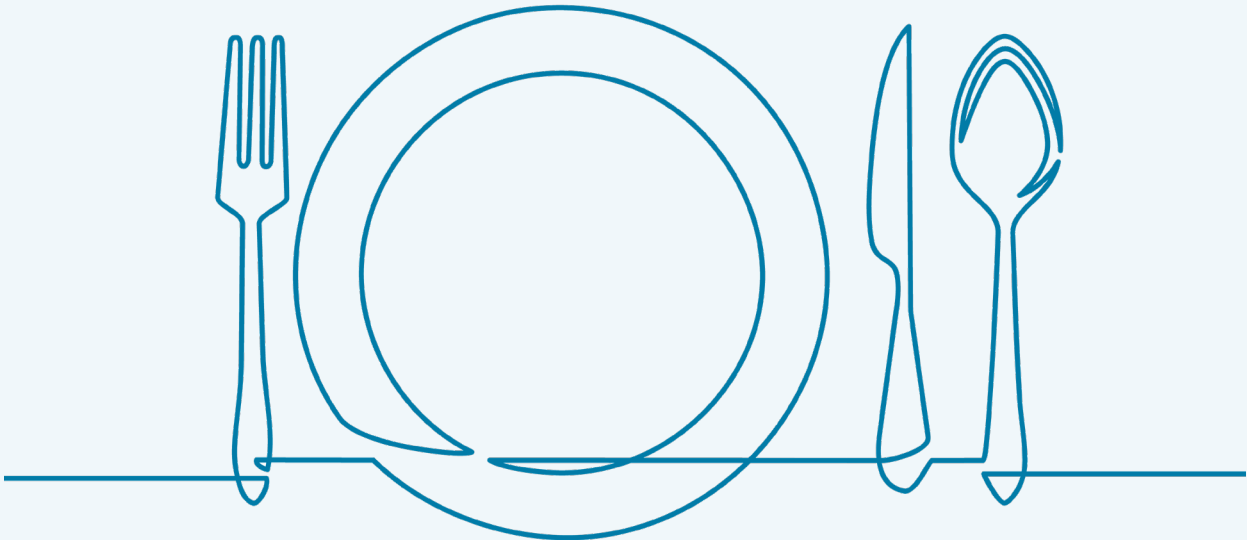
"Robots can replace humans for many things," and at the **World Robot Expo** in China, they proved it, from boxing in the ring to silently standing around looking creepy. The future's here ... and unlike us, they don't need sleep, just a good charge (which they can auto-manage) and an occasional firmware update.

"Hook 'em Horns!" Texas starts the college football season ranked No. 1 for the first time ever, narrowly beating out Penn State. Led by quarterback Arch Manning, the Longhorns face defending champs Ohio State right away. It's going to be a tight race, but Texans believe they're ready to prove they belong at the top.

Quantum computing is gearing up to become commercial real estate's next big boom. Once mostly academic, it's now advancing fast, with giants like Microsoft and IBM investing heavily. By 2030, quantum computing could spark a \$50 billion investment surge, needing specialized real estate near research hubs like Chicago and Boston.

Corporate Lunch

- **Paramount** throws a \$7.7 billion **haymaker**, clinching UFC rights in a seven-year bout, its first power move after getting tagged in by **Skydance**.
- **Bed Bath & Beyond** makes its **comeback** with a splash in Nashville, the first of many stops on its tour to reclaim the linen aisle throne.
- **Ford** plugs \$2 billion into its Louisville plant, revving up production of **budget-friendly** EVs ... because saving the planet shouldn't break the bank.
- **Gildan** slips into something comfortable, buying Hanesbrands for \$2.2 billion in a **tight-fitting merger** of T-shirt titans.
- **AOL** finally hangs up on dial-up after 30+ years, ending a service so ancient, most people today think it's just a sound effect from a **retro** meme.
- First was a proposal to merge with **TikTok** ... now a **\$34.5 billion** offer for Google's Chrome browser. **Perplexity** is really swinging for the fences.
- **Neurosymbolic AI**, a brainy blend of neural networks and symbolic reasoning that may push AI to new limits, is gaining traction at **Amazon**, from its AI shopping assistant, Rufus, to its new Vulcan warehouse robots.
- **Eli Lilly** rolls out its Mounjaro injector pen in India for roughly \$160, entering the ring with **Novo Nordisk's** Wegovy in a **heavyweight bout** for the waistline.



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