

# Market Watch

<b>S&amp;P/TSX</b> 27,758.68 -2.59	<b>S&amp;P 500</b> 6,389.45 +49.45	<b>DOW</b> 44,175.61 +206.97	<b>NASDAQ</b> 21,450.02 +207.32	<b>DOLLAR</b> 72.72¢US +0.01¢	<b>OIL per barrel</b> US\$63.88 even	<b>GOLD</b> US\$???? ????
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## Netflix secures broadcast rights in Canada to 2027 and 2031 Women’s World Cups

**NEIL DAVIDSON**  
*The Canadian Press*

Netflix has secured the exclusive broadcasting rights in Canada for the FIFA Women's World Cup in 2027 and 2031, mirroring an earlier announced rights deal in the U.S.

World Cups have typically been shown on free-to-air public networks to reach the biggest audiences.

But Netflix has been flexing its sports muscle of late, adding live sports to its extensive menu of movies and TV shows.

The Women's World Cup marks the streaming service's first foray into live soccer. Netflix's U.S. rights deal was announced in December.

The streaming service has been expanding its live sports portfolio with Christmas Day NFL games as well as the Jake Paul-Mike Tyson, Katie Taylor-Amanda Serrano and upcoming Canelo Álvarez-Terence Crawford boxing cards. Netflix also streams the weekly WWE Raw wrestling show.

Netflix says the Taylor-Serrano card drew 74 million live viewers from around the world.

“We will embrace the opportunity to work with Netflix to continue to grow the popularity of the women's game in Canada — a nation with a rich FIFA Women's World Cup history,” FIFA chief business officer Romy Gai said in a statement.

The 2027 World Cup will be hosted in Brazil from June 24 to July 25, featuring 32 teams competing across eight cities.

The host country for the 2031 tournament, expanded to 48 from 32 teams, is expected to be revealed at the 76th FIFA Congress on April 30, 2026, in Vancouver.

“We are thrilled that Netflix will be FIFA's exclusive partner in Canada for the Women's World Cup in 2027 and 2031,” said Gabe Spitzer, Netflix's vice-president of sports. “With under two years to go until the first match in Brazil, we are hard at work on planning and aim to give fans unparalleled access to the most prestigious competition in women's football.”

The U.S. Soccer Federation has confirmed its interest in submitting a joint 2031 hosting bid with other CONCACAF member associations.

Canada Soccer has said it is “not contemplating this opportunity for the moment.”

FIFA calls the Women's World Cup the biggest women's sporting event in the world, saying the 2023 tournament, hosted by Australia and New Zealand, attracted close to two million fans to the stadiums and drew more than two billion views across television, streaming and social media platforms.

FIFA announced in early June that for the first time, it was selling the rights to the 2027 and '31 women's tournaments “on a stand-alone basis in Canada,” as opposed to bundled with other FIFA events. The deadline for bid submissions was July 10.



TCP FILE PHOTO

A man walks through a downtown Toronto office building with other buildings reflected in a window.

## Weak July jobs report highlights tough summer for youth but little tariff impact

**CRAIG LORD**  
*The Canadian Press*

Statistics Canada on Friday reported 41,000 job losses last month, while economists had expected a slight gain.

The unemployment rate was unchanged at 6.9 per cent in July as StatCan said the number of job seekers held steady month-to-month.

The economy lost 51,000 full-time positions in July, and the bulk of the losses were in the private sector. The information, culture and recreation sector led the drop in employment, followed by construction.

Doug Porter, chief economist at BMO, said in a note to clients that July's jobs report marked the weakest in three years, according to the bank's report card.

He noted that total hours worked fell 0.2 per cent in July, marking a poor start to the third quarter for Canada's economy.

“This is an unambiguously weak report ... although it comes hard on the heels of an unambiguously strong report,” Porter said.

July's drop in jobs partially offsets an unexpected gain of 83,000 positions in June.

Average hourly wages meanwhile rose 3.3 per cent on an annual basis in July, up a tick from June.

Brendon Bernard, senior economist at jobs search site Indeed, said in an interview that the “malaise” he's seen in Canada's labour market in recent years stretched into the summer.

But while Canada's economy remains beset by U.S. President Donald Trump's trade war, Bernard said he didn't see clear signs of tariffs impacting the July job numbers.

StatCan said the layoff rate — the proportion of people employed in June but laid off in July — was virtually unchanged at 1.1 per cent from the same month a year ago despite the economic uncertainty.

The manufacturing industry and the transportation and warehousing sector — two areas Bernard said he'd expect to see tariff impacts — both posted job gains in July.

Regionally, job losses were also concentrated in Alberta and British Columbia, not Quebec or Ontario.

“That's not the markings of all this trade uncertainty dragging on the numbers,” Bernard said. “Instead, we see familiar trends that have cropped up over the past few years: weak youth job numbers, struggles of unemployed people finding new work.”

Youth aged 15 to 24 lost 34,000 positions last month while the employment rate for the age group fell to 53.6 per cent — the lowest level since November 1998, outside the COVID-19 pandemic.

Bernard said the youth summer jobs market starts in May and peaks in July, and the latest labour figures show the entire summer has been a slog for young workers.

But it's not just youth struggling to find work.

Of the 1.6 million people who were jobless in July, 23.8 per cent were in long-term unemployment, meaning they've been on the job hunt for 27 weeks or more. StatCan said that's the highest share of long-term unemployment since February 1998, again excluding the pandemic.

Bernard said Canada's job switching rate is also relatively low.

When Canadians are not switching jobs, he said that creates a “traffic jam” of mid- and entry-level positions — the kinds of openings that young workers or the recently unemployed would be after.

And with tepid hiring demand from employers, Bernard said those looking for work are now having to compete harder for a scarce number of positions.

“There's no catalyst right now for a real turnaround that would get conditions for job seekers back in the right direction,” he said.

TD Bank senior economist Leslie Preston said in a note that the employment figures are often volatile in the labour force survey, but the unemployment rate is the “key metric to watch.”

“The unemployment rate did hold steady, but given it was due to declining labour force participation, is not a very positive sign,” she said.

“We expect the stagnation in labour force growth to continue, which will keep the unemployment rate from rising too high, despite weak labour demand.”

The Bank of Canada will be gauging the strength of the labour market as it prepares for its next interest rate decision on Sept. 17.

The central bank left its policy rate unchanged at 2.75 per cent in its decision last week.

CIBC senior economist Andrew Grantham said in a note Friday that the “weaker than expected” employment figures support his call for a quarter-point cut at the Bank of Canada's September meeting.

RBC senior economist Claire Fan said in a note that the July jobs report lines up with the bank's expectation that “the bulk of tariff-related damage could already be done.”

Fan said she expects the jobless rate could peak soon around seven per cent, and that RBC is maintaining its call for no more rate cuts from the Bank of Canada.

The central bank will have a look at another set of jobs data for August, as well as a pair of inflation reports and a quarterly GDP update before its next interest rate decision.

## Average asking rents fall annually for 10th straight month

**SAMMY HUDES**  
*The Canadian Press*

The national average asking rent in July fell 3.6 per cent from a year earlier to \$2,121, marking the 10th straight month of year-over-year decreases and the largest drop of 2025 so far.

The latest monthly report from Rentals.ca and Urbanation said asking rents held roughly steady in July on a month-over-month basis, down \$4 from June.

The report said purpose-built apartment asking rents fell 1.7 per cent from a year ago to an average of \$2,095, while asking rents for condominium apartments decreased 5.7 per cent to \$2,202.

Rents for houses and townhomes declined 8.2 per cent to \$2,170.

“Canada's rental market is experiencing a prolonged softening phase, with price declines accelerating across most provinces and unit types,” said Rentals.ca manager of data services David Aizikov in a press release.

“With the seasonal peak now behind us, we expect continued downward pressure on rents heading into the fall.”

But the report says average asking rents in Canada are still two per cent higher than they were two years ago and 11 per cent above levels from three years ago.

Nova Scotia saw the largest rent decline in July with asking rents falling five per cent year-over-year to an average of \$2,275, followed by B.C.'s 4.4 per cent decrease to \$2,475 and Ontario's three per cent drop to \$2,325.

Average asking rents in Alberta decreased 3.9 per cent year-over-year to \$1,738 while Manitoba rents dipped 0.9 per cent to an average of \$1,617.

Despite being Canada's most affordable province for rentals, Saskatchewan saw annual growth of four per cent to an average of \$1,384.

Apartment rents fell in four of Canada's six largest cities, with the other two recording growth of one per cent or lower on an annual basis.

Calgary saw the biggest decrease at 7.9 per cent to \$1,927, followed by a seven per cent annual decrease in Vancouver to \$2,830 and a 4.7 per cent decline in Toronto to \$2,587. Montreal apartment rents were down 2.3 per cent to \$1,966.

Meanwhile, rents in Ottawa grew one per cent into \$2,199 and ticked up 0.6 per cent in Edmonton to \$1,573.

# PUBLIC NOTICES



Medicine Hat

### 8AM - 4PM SPECIAL SERVICES

Electric Outages.....	403.529.8260
Gas Emergency .....	403.529.8191
Water & Sewer Emergency .....	403.502.8042
After Hours Special Services.....	403.526.2828

### DEVELOPMENT PERMITS APPROVED JULY 31 TO AUGUST 6, 2025

#### RESIDENTIAL

271 COLTER CRESCENT NW - Garage

29 SCOTT BAY SE – Garage

208 SIERRA ROAD SW - Single Detached House with Site Coverage Variance

840 BLACK BOULEVARD NW - Detached Garage

#### COMMERCIAL/INDUSTRIAL/INSTITUTIONAL

1111 KINGSWAY AVENUE SE - Change of Use (Health Care Office)

#### HOME BUSINESS

326 BELFAST STREET SE - Home Business Minor – Photography and Equipment

52 COULEE RIDGE DRIVE SW - Home Business Minor - Consultant (Cathodic Design)

80 NORTHLANDS POINT NE - Home Business Minor - Janitorial Service

547 D COBURG AVENUE SE - Home Business Minor - Home Inspection



**Scan code**  
to view development notices online (updated weekly)

A person claiming to be affected by a decision of the Development Authority may appeal to the Medicine Hat Subdivision and Development Appeal Board by completing and submitting to the City Clerk Department, the required Notice of Appeal form within twenty one (21) days of this publication. Forms available from: City Clerk Dept., 3rd Floor, City Hall or City website: [www.medicinehat.ca](http://www.medicinehat.ca).

**All Development Permits listed are subject to conditions. For more information, contact Planning and Development Services, 2nd Floor, City Hall. Ph. (403) 529-8374.**

### FIRE HYDRANT INSPECTION & WATER MAIN FLUSHING

Environmental Utilities Maintenance crews perform regular, routine maintenance to uphold the waterworks system infrastructure and water quality by annually inspecting fire hydrants and flushing water mains.

During these operations, there may be some discolouration in the water which is **not** harmful to consume and will dissipate when flushing is complete. Please note that discoloured water should not be used for laundry and that fluctuating water pressure may also be noticed.

Should discolouration persist beyond three hours, turn on a cold-water faucet or an outside sprinkler and let the water run for several minutes until the water runs clear.

For additional information or to confirm whether crews are working in your zone, refer to the Water Flushing information on the City's website at [www.medicinehat.ca/water](http://www.medicinehat.ca/water) or contact Environmental Utilities at 403-529-8176.

[www.medicinehat.ca](http://www.medicinehat.ca)