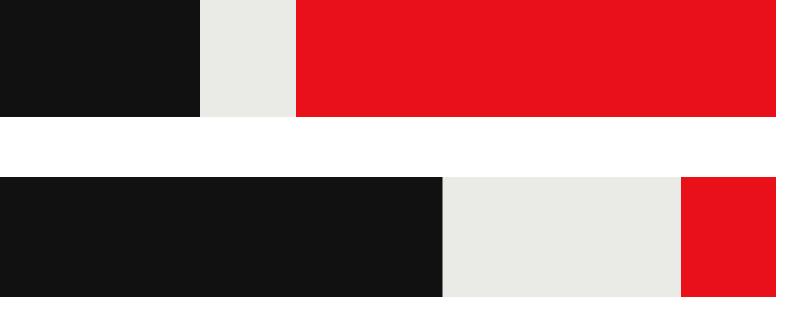


Week in Review: Microsoft, Google, Netflix, Twitter, and ByteDance make waves

Article



Here's everything the Marketing & Advertising Briefing covered the week of March 27, 2023:





Al and search collide: Al was prominent this week with the news that Microsoft's Bing has gained share in the search market since integrating OpenAl into its chatbot technology in February.

- Bing's inroads could weigh on **Google**, which announced new features including a "Perspectives" fact-checking tool in a bid to strengthen its reputation as the leading search brand. A disclosure that Bing is testing ads in chats—a significant step—surfaced concerns that the user search experience could be disrupted.
- We also learned this week that major brands like Coca-Cola and L'Oréal are experimenting with generative image Al for marketing, addressing legal concerns around copyrighted material by using their owned assets.

Metaverse fades: A couple of developments showed that the metaverse has a cloudy future, at least in the near term.

- The first of **Disney**'s planned 7,000 job cuts this week <u>affected its metaverse division</u>.
- Roblox, which has attracted a host of brand partners to its metaverse gaming platform, launched new policies in response to an FTC complaint that include a <u>ban on advertising to</u> <u>users under 13</u> that may keep marketers away.

Tuning in to CTV: At long last, **Netflix** is reportedly testing ways to <u>bring its mobile game</u> <u>catalog to TVs</u>, which would unify its game library under one hub since it launched gaming efforts in 2021.

- Roku is <u>letting go of 200 more employees</u> after laying off 200 last year due amid the weaker ad environment. Given its rising viewership, it could be an acquisition target.
- US households without TVs are growing, and the Advertising Research Foundation thinks this group—4% of households <u>stream video to mobile devices</u>—should be measured.

Twitter tweaks: If you're a Twitter user, you may be missing your check mark.

- Starting today, those legacy blue marks are disappearing as the battered platform looks for new revenue streams and offers them through Twitter Blue subscriptions.
- This week, CEO **Elon Mus**k again raised concerns about <u>misinformation and fairness</u> when he announced that only verified profiles will appear on the "For You" feed.



ByteDance's backup: TikTok's parent company is <u>investing in user acquisition</u> for its lifestyle and video app, Lemon8, which could serve as a backup plan if TikTok is banned in the US.

TikTok is set to be the fastest-growing social platform in the Asia-Pacific region this year, with
its user base expected to grow nearly double that of Instagram, particularly in Southeast Asia.

Everything else you missed this week:

- Minority representation in video ads <u>declined in 2022</u>, which could risk alienating diverse populations whose buying power is rising.
- Meta will allow European Facebook and Instagram users to opt out of personalized ads, but
 it's making it a difficult process..
- Substack is inviting its creators to become investors in the newsletter service, raising money via community investment platform **Wefunder** amid a challenging funding environment.
- LinkedIn now allows marketers to <u>schedule Page posts</u> up to three months in advance, improving time management while introducing features for engagement and community building.
- Insurance companies are <u>dramatically reducing</u> their TV ad spending due to economic challenges, increased claims, and market competition.