

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:

AI and search collide: AI was prominent this week with the news that **Microsoft's** Bing has gained share in the search market since integrating **OpenAI** 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 AI 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 affected its metaverse division.
- **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 ban on advertising to users under 13 that may keep marketers away.

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

- **Roku** is letting go of 200 more employees 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 stream video to mobile devices—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 Musk** again raised concerns about misinformation and fairness when he announced that only verified profiles will appear on the "For You" feed.

ByteDance's backup: TikTok's parent company is [investing in user acquisition](#) 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 [declined in 2022](#), 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 [schedule Page posts](#) up to three months in advance, improving time management while introducing features for engagement and community building.
- Insurance companies are [dramatically reducing](#) their TV ad spending due to economic challenges, increased claims, and market competition.