

20 biggest tech stories of 2024

Article

Advertising met difficulties, expansions

Google, Meta breach privacy rules with YouTube ads: The companies reportedly worked together to attract younger users, ignoring their own policies and risking future regulatory action. [Read article](#)

Advertisers accuse Meta's AI of wasting their entire ad budgets: The Advantage+ Shopping Campaign isn't living up to promises and points to a dubious future for AI agents. [Read article](#)

Spotify's new marketing offer for advertisers: Spotify is expanding its ad revenue streams with new agency and genAI ads, but a shift into video advertising might miss its target audience. [Read article](#)

EU publishers vs. Google: Media giants from 17 European countries sue Google for €2.1 billion, claiming ad market manipulation and revenue loss. Intensifying litigation could topple Google's long-standing practices. [Read article](#)

Meta, Google rake in ad dollars from Temu's spending spree: Wall Street loves to see tech giants grow their ad revenue, but not all funding streams are sustainable. [Read article](#)

Big Tech cut jobs, hired AI leaders

Google shifts to AI ad sales and automation: The latest reorganization cuts hundreds of jobs in advertising sales and shifts resources. Google's move emphasizes efficiency and AI reliance. [Read article](#)

Meta is hiring as Big Tech rivals keep cutting: It needs talent to lead the AI race even though hiring might annoy investors. It could also be a winning strategy. [Read article](#)

AI search engines came after Google

Meta's AI search engine plan targets in-app search demand: The tool could shift users away from Google and Bing, embedding AI search across Meta's ecosystem and unlocking fresh ad revenue streams. [Read article](#)

OpenAI challenges Google's search dominance with SearchGPT: The prototype AI search engine could reshape search dynamics by offering a more conversational and customizable user experience. [Read article](#)

GenAI hallucinated ... a lot

Chatbots from Google and Microsoft spin tall tales about the Super Bowl: Gemini and Copilot gave users wildly inaccurate information about the high-profile event. It's an industry pitfall. [Read article](#)

Gemini's misfire exposes AI risks for Google: A shocking response forces the tech giant to address safety flaws amid rising genAI adoption. [Read article](#)

ChatGPT goes off the rails: The generative AI service starts spewing nonsense, underscoring the fragility of adopting technology that's still a work in progress. [Read article](#)

New TV players emerged

YouTube TV surges to 8 million subscribers: Google's diversification strategy is paying off as it keeps a finger on the pulse of consumers' digital entertainment preferences. [Read article](#)

Walmart eyes Vizio acquisition for \$2 billion: The purchase could redefine smart TV advertising and give the big box giant an edge in revenue from shoppable ads and streaming fees. [Read article](#)

Gen Z led social media trends

TikTok's growing influence: TikTok is becoming a key news source for Gen Z, with more young people using it for news than traditional media. [Read article](#)

Noplace tops App Store charts: The social app is drawing in Gen Zers with its aesthetic, user-friendly design, but its ability to compete with established apps depends on debugging and user retention. [Read article](#)

AI took over at work and at home

Enterprises cool on Microsoft's Copilot as costs outstrip returns: Dissatisfied with high prices and lackluster AI features, companies are looking to alternatives like Google's NotebookLM for better value. [Read article](#)

Consumers and marketers embrace genAI: Study finds 52% of Americans using genAI expect personalized services in shopping and travel. Marketers see potential in transforming customer experiences. [Read article](#)

Gaming and apps welcomed their AI overlords

Gaming industry faces restructuring: Post-pandemic slowdowns and layoffs have developers contemplating unionization. Meanwhile, AI use in game creation gains ground, creating uncertainty in the sector. [Read article](#)

Global opportunities in mobile apps: By 2030, global spending on mobile apps may reach \$2 trillion. Non-gaming apps are outpacing gaming apps by revenues as AI and regulations reshape the market. [Read article](#)

Honorable mentions:

- [Google's future in question: DOJ considers divestment after monopoly ruling](#)
- [Users flock to Threads and Bluesky as X faces latest exodus](#)
- [High costs and low trust are hindering EV adoption](#)