Americas Coverage Report

AI/Innovation

Valor Econômico: "AI, Governance, and the Future of Companies"
Valor Econômico (**Brazil**) published an Op-Ed signed by Rodrigo Kede, President of Microsoft Americas Enterprise, emphasizing the need for technology to be better understood and utilized by leaders.

DALL-E 3
Escola Educação (**Brazil**) published an article about the general availability of DALL-E 3 through Bing Chat in any browser. Additionally, André Fogaça from Olhar Digital (**Brazil**) made a post about DALL-E 3. He used the solution to turn his dog's picture into a dinosaur.

How can AI solve problems and generate opportunities for the health sector
Saúde Digital News. (**Brazil**); Blu Radio. Vanguardia. Minuto 30. (**Colombia**); Ahora Tabasco (**Mexico**); Salud Digital (**Colombia**) covered the partnership between Microsoft and Epic Systems to integrate generative AI technology into electronic health records (EHRs). Microsoft's Nuance Communications subsidiary also announced a fully automated clinical documentation application, combining conversational and environmental AI with GPT-4.

Microsoft returns with new AI Safety tool.
Technocio. Acis. (**Colombia**); CIO Perú (**Peru**) covered the announcement of the general availability of Azure AI Content Safety within the Azure AI platform, which uses advanced language and vision models to help detect hate, violence, sexual and self-harm content.

Cloud / Azure

Azure AI Content Safety
El Porvenir (**Mexico**) published an article focused Azure AI Content Safety. The piece explained the measures being implemented by Microsoft to promote the safe use of Artificial Intelligence.

Industry (FSI, Gov, Energy, Manufacturing)
No news this week

SMBs/DNCs/Developers
Small companies that do giant business. Ranking of the 1,000 most powerful SMEs in the country
Semana (**Colombia**) reported that according to a Microsoft study, 98% of Colombian SMBs believe that the digital transformation process has a positive impact on their business. It also reveals that cybersecurity (46%),

optimization of the use of data for business intelligence (43%) and the acquisition and training of talent in technological skills (41%) have been the most relevant issues in the digital transformation process.

What are the results of a Microsoft survey on SMB technology?
Semana (**Colombia**) published an exclusive interview with Andrés García, SMB Security Sales Director at Microsoft Latin America, talking about the trust panorama of SMBs in digital transformation, the results of Microsoft's Annual SMB Survey and the importance of adopting technology as a fundamental pillar for the growth of small businesses in the region.

Security
The end of passwords
Tech News (1 | 2) interviewed André Toledo, Security lead at Microsoft, to discuss practical cybersecurity tips, public safety and phishing protection. The executive highlighted data from Cyber Signals on Sporting events and venues, explained passwordless and the impact of cyber-attacks.

Digital Hygiene and AI, Fundamental for any Cybersecurity Strategy
eSemanal (**Mexico**) covered the participation of Gilberto Vicente, responsible for channels and alliances in Cybersecurity at Microsoft Mexico, during Alestra Nights, to talk about Cybersecurity and promote IT resilience and digital hygiene among companies.

A Roadmap to fortifying the digital future of small business in Canada
The Canadian Chamber of Commerce (**Canada**) published a blog signed by John Hewie, National Security Officer at Microsoft Canada, for Cyber Security Awareness Month. The article highlights how small businesses can develop a strong cybersecurity posture to safeguard critical data assets, cultivate customer trust and uphold compliance obligations.

Cyberattacks focus more on spying than destroying, says Microsoft
Blu Radio, El Tiempo, Infobae, Technocio, Xataka (**Colombia**); El Comercio (**Peru**) continued the coverage of the Microsoft Digital Defense Report (MDDR), which highlighted that cyber activities of states and private actors working for them "have neglected destructive attacks [aimed at directly damaging the target] for the past year in favor of espionage campaigns," which are much more difficult to detect.

Free courses for women with Microsoft: sign up.
La FM, RCN Radio. Alerta Tolima (**Colombia**) continued covering the announcement of the opening of registrations for the Security Girls program, which is a partnership between Microsoft, Techie Women and WoMakersCode. This program aims to provide mentorship for women in the field of cybersecurity fundamentals and preparation for the SC-900 certification.

How small businesses can stay safe against cyber-attacks.
Canadian Business (**Canada**) published an interview with John Hewie, NSO at Microsoft Canada, sharing necessary steps that small businesses should take to strengthen their cyber hygiene and safeguard against evolving threat actors.

Trust (Sustainability, Skilling, Accessibility, NTP)
14,000 students from 350 Buenos Aires schools participated in an initiative to "reinvent" urban spaces using Minecraft
Urbana Play Radio, La Nación (**Argentina**) published an article about "Schools Reinventing Cities with Minecraft Education". The article mentioned that the videogame has been used by the Ministry of Education of CABA to benefit over 14,000 students in Buenos Aires.

Coffee producers, climate heroes: "Asómbrate" initiative pays producers to capture carbon

Revista Economía (**Peru**); Forbes (**Colombia**) covered the Asómbrate initiative which has allowed almost a thousand small Peruvian coffee farmers to become the main protagonists in the fight against climate change. Through ACORN, an initiative from Rabobank and with a satellite technology model from Microsoft, farmers will be rewarded for their vital role in capturing carbon emissions on their farmland.

Modern Work

A transformative shift: how AI is changing the way we work
Canadian Business (**Canada**) published an article featuring Jason Brommet, Head of Modern Work & Surface at Microsoft for the Americas region, emphasizing the importance of AI tools like Microsoft 365 Copilot, which learns to work with users by integrating into their flow of work to alleviate digital debt.

Microsoft Teams Premium Features Launched
iPhone in Canada (**Canada**) covered the new Microsoft Teams Premium features for richer communications and collaboration with relevant tech media.

Consumer (Windows, Surface)

Xbox + ABK
TechTudo, Folha de S.Paulo, Canaltech, Tecmundo/Voxel (**Brazil**); BNN Bloomberg, CTV News, CGMagazine, Game Rant, MobileSyrup, The Globe and Mail (**Canada**) reported that Microsoft officially completed the acquisition of Activision Blizzard after a worldwide bureaucratic process that took almost two years.

Minecraft Live
TechTudo (**Brazil**); iPhone in Canada, Game Rant, COGConnected (**Canada**) covered the Minecraft Live event, which saw the announcement that the game surpassed the mark of 300 million copies sold.

Xbox rolls out new accessibility features across consoles and the web
MobileSyrup, iPhone in Canada, Three Dads and a Console (**Canada**) reported on Xbox introducing new accessibility features, including a dedicated 'Accessibility in Games' section, improved controller pairing options, a playbook for Accessible Gaming Events and more.