

Americas Coverage Report

Oct 13 – Oct 19

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

eSemana (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: “Asómbtrate” initiative pays producers to capture carbon

[Revista Economía \(Peru\)](#); [Forbes \(Colombia\)](#) covered the Asómbtrate 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.



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Oct 06 – Oct 11

AI/Innovation

New healthcare data solutions in Microsoft Fabric

Digitado, Mobile Time, Cidade Dourados (**Brazil**); Excelsior Forbes, Geekzilla, Imagen Radio, UDGTV, (**Mexico**); BeHealth Technology (**Puerto Rico**); Blu Radio, Vanguardia, Minuto 30 (**Colombia**) covered Microsoft unveiling five artificial intelligence solutions for the healthcare sector during HLTH2023 Healthcare. One of the key highlights is the introduction of generative AI capabilities for Azure AI Health Bot, enabling the creation and deployment of virtual assistants and chatbots by healthcare institutions to enhance patient care.

Cloud / Azure

No news this week

Industry (FSI, Gov, Energy, Manufacturing)

No news this week

SMBs/DNCs/Developers

No news this week

Security

Security Girls Program

OverBR, Além do Click Tech (**Brazil**); La FM, RCN Radio, Alerta Tolima (**Colombia**) covered 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.

Digital Defense Report

Folha de S. Paulo, Istoé Dinheiro, Estado de Minas, Correio do Povo (**Brazil**); Journal de Montreal, TVA Nouvelles (**Canada**); Vida y Éxito, Revista Yume, Estrategia y Negocios (**Costa Rica**); Blu Radio, El Tiempo, Infobae, Technocio, Xataka, (**Colombia**); El Comercio (**Peru**) covered the release of the latest edition of the Microsoft Digital Defense report. The piece highlighted that both state and private malicious actors have "shifted their focus from large-scale destructive attacks to espionage campaigns over the past year."

The rise of human-operated ransomware

Canadian Security Magazine (**Canada**) published an Op-Ed signed by Kevin Magee, CSO at Microsoft Canada, on the rise of human-operated ransomware. The piece mentioned insights from the 2022 Microsoft Digital Defense Report that underscores the need for organizations to prioritize comprehensive protection, implement strong identity controls (such as multi-factor authentication), address security gaps and establish data protection strategies as essential measures to defend against these attacks.

Stepping up Canada's cyber fitness starts with protecting your accounts

Get Cyber Safe (**Canada**) published an article signed by John Hewie, National Security Officer at Microsoft Canada, informing Canadians how they can step up their cyber fitness and protect their important accounts by including multi-factor authentications, setting unique and strong passwords for all accounts and safeguarding privileged accounts as some simple steps Canadians can take to thwart the attacks of threat actors.

Trust (Sustainability, Skilling, Accessibility, NTP)

Microsoft Brazil GM gives the recipe for not making mistakes with the use of AI

IM Business by Info Money (**Brazil**) hosted an exclusive interview with Tânia Cosentino, General Manager at Microsoft Brazil, where she spoke about how companies should deal with technological innovation, especially artificial intelligence (AI), reinforcing that it is necessary to be agile, however leaders must be careful not to get carried away by fads or pressures. The interview was also published by Aracaju Agora, the Contabil, São Bento em Foco (**Brazil**).

Extra: "Assisted Reproduction becomes part of HR policies in companies"

Extra newspaper (**Brazil**) interviewed Diego Micheletti, Sales Director at Microsoft Brazil, to show how employees are using Microsoft's benefits focused on family and D&I. Diego was the first person in Brazil to use the fertilization benefit that was included in Microsoft health insurance plan last year.

Clima Adapt Platform

O Globo (**Brazil**) published an article about the so-called "climatechs", startups specialized in environmentally friendly technologies that are already operating in Brazil. The content featured a section which highlighted Microsoft's ClimaAdapt platform, which aims to support the identification of vulnerabilities related to extreme weather events in Brazil.

Modern Work

Nayana Amorim interview for Exame CEO

Exame CEO (**Brazil**) hosted an exclusive interview with Nayana Amorim, Modern Work GTM Manager at Microsoft Brazil, about company initiatives regarding employee skilling and productivity.

Consumer (Windows, Surface)

7 optional tools over Chat GPT

Correio Braziliense (**Brazil**) published a list of seven tools that people can use as alternatives to Chat GPT. The article highlights Microsoft's Bing Chat due to the possibility of delivering more complex results and helping with several tasks thanks to the GPT-4 model.

Forza Motorsport

Tecmundo/Voxel, The Enemy, Canaltech, Nexo, EPTV, Superinteressante (**Brazil**); Financial Post (**Canada**) published reviews of Forza Motorsport and rated it as an excellent game for all types of audiences and highlighted its graphics, the variety of cars and the remarkable AI.

Halo Infinite Season 5 launches later this month

MobileSyrup (**Canada**) published a preview of Halo Infinite's Season 5 launch.

Children's Day

Within the framework of Children's Day, [Saferzone](#), [Folha de Vitória](#) (**Brazil**) reported that during October, Xbox will present special features to celebrate the date.

Gold Shadow Special Edition

[Adrenaline](#) (**Brazil**) reported that Microsoft announced the launch of a new special color for the Xbox Series X|S controller. The new model will be known as the Gold Shadow Special Edition and features a metallic gold finish on its upper part, with a black gradient effect on its lower part.

Bonus Xbox Update for September

[IGN Brasil](#), [IstoÉ](#) reported that Xbox announced another September update for its consoles which includes the option to automatically have clips and screenshots uploaded to OneDrive.

