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Business Link
Media Group

Volume 44 Issue 08
September 2023



SEPTEMBER: ONLINE NEWS ACT, STARTUPS, LEADERSHIP AND MORE!

P 04 10th Hamilton 40 Under 40 Winners Announcement

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P 21 Silicon Dragons Xchange Syndicate: The Future of Startup Investment

PUBLISHER'S NOTE



Dear readers,

As we move into the final quarter of 2023, it's time to reflect on the past year and look towards the future. In this month's publication, we have a range of articles that showcase the resilience and adaptability of businesses in the face of unprecedented challenges.

One of our featured articles focuses on how Business Link Media Group has thrived after COVID-19. The pandemic forced many businesses to pivot and adapt to new ways of working, and Business Link Media Group is no exception. Learn more about how they navigated the challenges of the past year and emerged stronger than ever.

We also have an article discussing the recent Canada Bill 18, which has significant implications for businesses across the country. Our expert contributors break down what this bill means for you and your business and provide practical advice on how to comply with the new regulations.

Finally, we are thrilled to announce the recipients of this year's Hamilton 10th 40u40 awards. These awards celebrate the achievements of young professionals who are making a significant impact in their industries. Join us to celebrate their achievements on Oct 26.

As always, we hope that this month's publication provides valuable insights and information that will help you navigate the ever-changing business landscape. Thank you for your continued support.

Yours in Business
Marilyn Tian, M.B.A
President & Co-Publisher
Business Link Media Group



**BUSINESS LINK
MEDIA GROUP**

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Hamilton 10th 40 Under Forty Business Achievement Awards



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Nicole Banach

Anchor Rehabilitation
Support Services

Tiffany Beveridge

Caledonia Studio of Dance

Ashley Borzellino

City of Brantford

Lisa Crapsi

The City of Burlington

Bianca D'Ovidio

Bee Fab Lash and Med Spa

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Canadian Tire Petroleum

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Michael Fortino

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Fracassi & Co. Real Estate Group

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Keller Williams Complete &
Be the Change Canada

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Tuscany Studio

Vince Genuardi

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Meg Harper Hair

Alyson Harper

Sedgwick

Liam Kooyman

Bucket Brigade
Exterior Cleaning

Abdellah Majd

Revel realty Inc.

Victoria Mancinelli

LIUNA

Ryan McHugh

City of Hamilton
(Tourism Hamilton)

Adriano Mercanti

Mercanti Capital

Lenny Montour

Wolf Energy

David Morosin

Morosin Renovations Inc

Natasha Mousseau

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Pioneer Family Pools
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Heather Williams

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Congratulations to all the winners



ADAPTING AND INNOVATING: HOW BUSINESS LINK MEDIA GROUP THRIVED POST-COVID

Since its establishment in 2003, Business Link Media Group has consistently led the publishing industry, metamorphosing from a B2B direct mail newspaper publisher to a dynamic and cutting-edge marketing solutions provider. Throughout its journey, the group has persistently evolved, adapting to the shifting digital landscape and incorporating state-of-the-art technologies. From traditional newspapers to contemporary magazines, digital publications, and now an AI-powered content discovery portal, Business Link Media Group's narrative is defined by adaptability, innovation, and a determined dedication to facilitating business success in today's fiercely competitive market.



The Evolution of Business Link Media Group

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FORWARD TO:

General Manager ☐

Sales Manager ☐

Marketing Dept. ☐

Purchasing Dept. ☐

Please read and pass on.

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Leh Lease Limited
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Attitude is contagious. Make it positive.
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An annoying method of avoidance.
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NIAGARA BUSINESS LINK

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NIAGARA BUSINESS LINK

ISSUE 1 FEB. 2003

BUSINESS LINK

NIAGARA'S PREMIERE BUSINESS TO BUSINESS PUBLICATION

The Seven-Step Marketing Plan
This is the first of a two-part series on developing a marketing plan for your company. Part two will be published in the next issue of "The Business Link".

Small businesses with a marketing plan can expect to experience 24-30% improvement in sales over those without one. Planning seems to be downfall of most small businesses. While most entrepreneurs are "go-getters", they lack planning. Planning does not seem to be an activity that spurs growth or sales quickly, therefore it is often overlooked. Thus, when it comes to marketing, this entrepreneur either does the right activities wrong or the wrong activities right.

Planning need not be an overwhelming experience. Simply sit down with a piece of paper and a pen and begin. Here's how:

1. The Market & The Competition
Understand your market and your competition. Don't make the mistake of trying to sell something to people (cont. on page 4)

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Pivotal Moments: Embracing Digital and Beyond

A pivotal moment transpired in 2020 when Business Link Media Group diversified its offerings to encompass not only traditional print publications but also digital magazines and multimedia marketing solutions. This strategic expansion signified the group's metamorphosis into a versatile marketing solutions provider, proficient in addressing the diverse requirements of businesses in the digital era. In 2020, Business Link Media Group welcomed a new epoch of marketing. Identifying the mounting importance of digital media and its inherent potential, the group incorporated digital marketing, video production, event marketing, and even blockchain-based solutions into its repertoire. This groundbreaking move enabled businesses to engage with their target audi-



NFTs and Blockchain: Staying Ahead of Trends

Business Link Media Group made an impressive move in 2022 by minting their publication as an NFT on the blockchain. This innovative step not only secured the uniqueness of their digital assets but also demonstrated their commitment to staying ahead of emerging trends and technologies. By embracing NFT technology, Business Link Media Group has solidified its position as a trailblazer in the marketing evolution. Additionally, their monthly meetup workshop on Web 3, DAO, Crypto, NFT, and Metaverse have been a huge success since December 2021, attracting over 1000 blockchain enthusiasts from around the world. It's exciting to see how companies like Business Link Media Group are adapting to new technologies and trends to remain at the forefront of their industry.

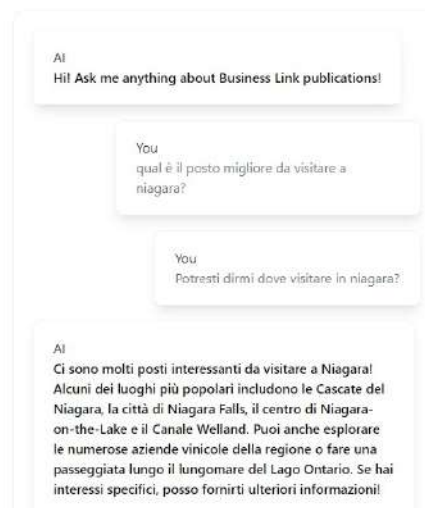
AI-Powered Chat Portal: Smartchat

Moreover, Business Link Media Group's pursuit of innovation did not halt at digital expansion. The group's dedication to staying ahead of the curve culminated in the creation of Smartchat, an AI-powered content discovery portal. Comparable to platforms like ChatGPT, this tool allows users to conduct conversational searches for curated content excerpts from articles. This trailblazing platform holds the potential to revolutionize the way individuals seek reliable information online.

The AI-Powered Content Discovery Portal created by Business Link Media Group is more than just a search tool - it's a game-changer. It allows individuals to easily find reliable information and provides businesses with a platform to showcase their products and services to a larger audience. The service is available in multiple languages, ensuring that users can receive the information they need in their preferred language. The AI technology behind the service ensures that users receive accurate and trustworthy information, which in turn boosts the credibility of businesses as a source of information.

Business Link Chat Portal Demo

This is a simple demo to showcase the conversational generative AI capabilities that Business Link offers. You can build and deploy a similar chat portal for your business!



Screenshots on Demo AI Chat (Click to see full video)

Business Link Media Group's progression from its inception as a direct mail newspaper publisher to its present status as an innovative marketing solutions provider bears witness to its adaptability and commitment to excellence. By embracing digital media and AI-powered solutions, the group has revolutionized the way businesses and individuals interact with information. As the group continues to break barriers and shape the future of marketing, it remains steadfast in empowering businesses and enhancing the digital experience for all.



In an era marked by uncertainty and rapid change, Business Link Media Group's ability to pivot and thrive post-COVID serves as an inspiring example of how adaptability and innovation can not only weather storms but also chart a course for continued success in the ever-evolving landscape of business and technology.



C-18: See the Consequences

Understanding the Opposition to Canada's Latest Media Law

By Ryan Li



The Canadian federal government has been in the news lately due to the passing of Bill C-18, which has sparked a wave of social media companies refusing to provide news access for users in Canada. This has resulted in dramatic consequences for Canadians, news outlets, and the government.

Bill C-18 was passed in June to achieve what the government calls “fair compensation” for news outlets. The bill requires social media firms to compensate media outlets if they want to continue hosting Canadian news content on their platforms. However, it has come under heavy scrutiny from opposition parliamentarians and media academics alike.

According to Michael Geist, a professor of law and Canada Research Chair in Internet and E-Commerce Law at the University of Ottawa, “The foundation of C-18 prohibits the free flow of information through mandated payments for links. The mainly self-posted links on social media sites form such a core principle of unrestricted access to information online, and this bill puts this core principle at risk.”

Opponents of the bill are sounding the alarm bells over the economic harms of the new law. Meta viewed C-18 as unjust and subsequently blocked Canadian news coverage on their platforms to avoid paying link-related fees. Consequently, Canadians browsing platforms such as Instagram and Facebook can no longer view material from news outlets such as CBC; they must resort to other means to learn about daily happenings.

“The foundation of C-18 prohibits the free flow of information through mandated payments for links.”



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Geist adds that not all victims of this legislation are affected equally. “This policy disproportionately hurts smaller news outlets, some of whom rely on social media to attract as much as 30% of their readership. Without this crucial tool to increase viewership, many of these smaller, local, or minority-based media companies will face huge revenue losses and take a hit.”

The real question with this legislation is whether it will affect Google. If negotiations with Google break down, the company is likely to pull its news links from the web as well, meaning Canadians will lose another one of their primary news sources. As of now, this seems improbable, given Google’s massive importance as many Canadians’ search engine of choice.

In summary, Bill C-18 has caused a bitter dispute between social media companies and the Canadian government over fair compensation for news outlets. The full effects of this law are yet to be determined, and Canadians may have to resort to other means to stay informed about daily



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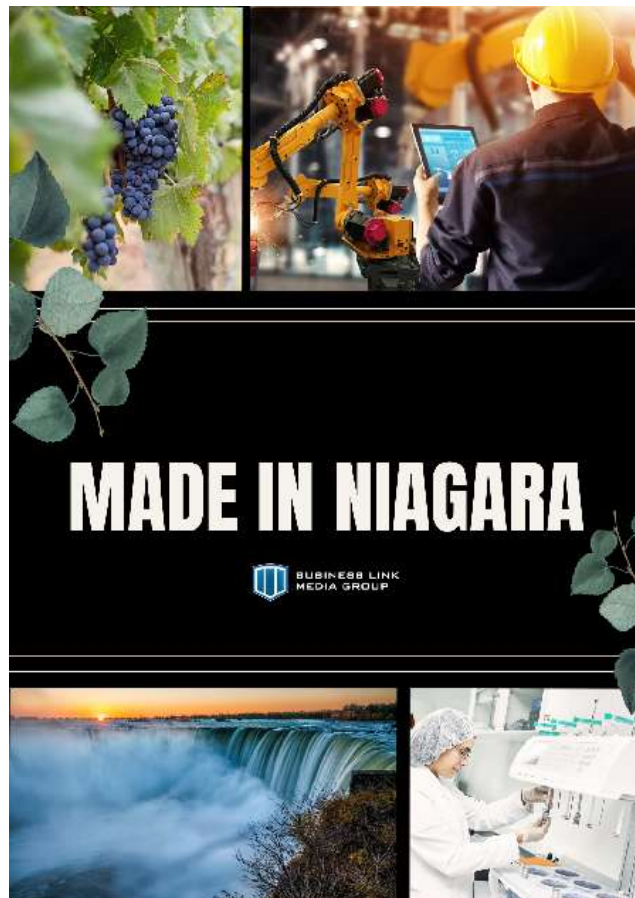
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Made in Niagara

"Made in Niagara" is a label that signifies a product was manufactured in the Niagara Region of Ontario, Canada. The region is renowned for its agriculture and food production, including fruits and vegetables, wine, craft beer, honey, and maple syrup. It is also home to numerous manufacturing industries such as aerospace and advanced manufacturing, automotive, and chemical.

In 2019, Business Link took the virtual **"Made in Niagara"** business delegation to attend the International Shanghai Import Expo, where delegations from 150 countries attended the exhibition. Now, in 2023, the Business Link Media Group is publishing a special glossy magazine for Canadian businesses that showcases the various industries and prestigious brands found in Niagara. This full-color publication will offer patrons an educational and informative look at everything from vineyards and manufacturing to healthy food, artistic design, artists, and ongoing festivals.



[Click here to learn more](#)

"Made In Niagara" will distribute this magazine throughout the Niagara region, Greater Toronto Area, and Buffalo for business visitors to use. Business Link will also take the "Made In Niagara" Magazine to various trade and tourism shows across in Canada and beyond.

We invite you to consider advertising your business in the "Made In Niagara" magazine. Whether it's tourists, conference attendees, or business professionals, this magazine will reach thousands of businesses and consumers and inform them of everything Niagara has to offer.

Contact us by: marilyn@businesslinkmedia.com

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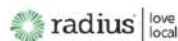
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Canadian Small Bloggers

Navigate the Impact of the Online News Act

Article by Elke Porter, Westcoast German News Blog



In an era marked by the proliferation of digital media and the democratization of information, Canada's Online News Act has emerged as a pivotal piece of legislation with far-reaching consequences. While the act is primarily aimed at regulating online news platforms, it has inadvertently cast a shadow over the vibrant community of Canadian small bloggers. In this article, we delve into how the Online News Act is affecting these grassroots content creators, exploring both the challenges they face and the potential opportunities that lie ahead.

Understanding the Online News Act

The Online News Act, passed in 2022, is a comprehensive legislative effort by the Canadian government to regulate digital media in response to concerns about misinformation, hate speech, and foreign interference. Its primary goals include enhancing the accountability of online news platforms, ensuring the accuracy of news

Impact on Small Bloggers

1. Registration and Compliance Costs:

One of the major hurdles facing small bloggers is the requirement to register with the Canadian Media Regulatory Authority (CMRA). Compliance comes with a financial burden, as bloggers need to cover registration fees and meet regulatory standards for content accuracy, ethics, and sourcing. For many, this represents a substantial barrier to entry.



2. Content Standards and Accountability:

The Online News Act places an added responsibility on bloggers to ensure that their content adheres to established journalistic standards. While this is crucial for maintaining information integrity, small bloggers, who often lack the resources and training of larger news organizations, find it challenging to navigate these standards without infringing on their creative freedom.



3. Algorithmic Impact:

Another concern among small bloggers is the potential algorithmic impact of the act. With the CMRA gaining oversight of algorithms used by online news platforms, bloggers worry about how this may affect the discoverability of their content. The fear is that their work may be overshadowed by content from more established media outlets.



4. Competition with Larger News Outlets:

The Online News Act places both small bloggers and major news outlets under the same regulatory umbrella. While this is aimed at creating a level playing field, it inadvertently pits independent content creators against media giants with deeper pockets and resources. Small bloggers fear that this might undermine their ability to compete effectively.

Potential Opportunities

1. Professionalization:

The act's emphasis on content standards can be viewed as an opportunity for small bloggers to professionalize their craft. Investing in journalistic training and ethics can enhance the credibility of their work, attracting a wider audience and potential collaborations.

2. Collaboration:

Collaboration with larger news organizations may become a viable avenue for small bloggers to thrive in the post-Online News Act landscape. By working together, they can leverage the resources and reach of established media outlets while maintaining their unique perspectives and voices.

3. Niche Appeal:

Small bloggers often excel in niche areas where mainstream media may not have deep coverage. The act's focus on content accuracy could position these bloggers as trusted sources within their respective niches, drawing dedicated audiences.

The Canadian Online News Act undoubtedly presents a complex landscape for small bloggers. While compliance and competition challenges are real, there are also opportunities for growth and professionalization. The act's goal of enhancing information integrity and accountability in the digital age is commendable, but policymakers must remain vigilant to ensure that the voices of small bloggers, vital to Canada's diverse media ecosystem, are not stifled in the process. As the online media landscape continues to evolve, it is imperative that regulatory measures strike a delicate balance between safeguarding the public interest and fostering the spirit of democratic discourse upheld by bloggers of all sizes.

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LEADERSHIP NIAGARA'S COMMITMENT TO DEVELOP COMMUNITY LEADERS IS STILL STRONG



LEADERSHIP NIAGARA
INSPIRING LEADERS. BUILDING COMMUNITY.

Leadership Niagara is currently accepting applications for its 2023-24 Community Leadership Development Program (CLDP). The program starts October 13, 2023. The program is returning after a year hiatus, and it is returning as a hybrid program (in-person and online). The enables participants to meet/network in person while taking advantage of technology by incorporating virtual elements into the program.

What sets CLDP apart from other leadership courses is that it is designed to meet the leadership needs of a diverse group of high-potential professionals from all walks of life who share a passion for the Niagara Region. It is an opportunity to give back tangibly to their community, and offers the chance to be part of a network of strong community leaders. Each year, 35 to 40 applicants are selected into the program. The program begins with a one day opening retreat, followed by a series of workshops between October and June. In addition, participants are divided into work teams where they're responsible for the completion of a community non-for-profit project. Past projects include working

Successful graduates join a growing network that's dedicated to ensuring a stronger, healthier, more vibrant Niagara. Applications can be found online at www.leadershipniagara.ca

Leadership Niagara and its community partners are proud to provide bursaries, scholarships & grants to those seeking to attend our Community Leadership Development program. These opportunities give all of our participants the opportunity to grow their leadership skills and engage the Niagara community. More information can be found at this link: [Bursaries, Scholarships & Grants, Full or Partial - Leadership Niagara](#)

For additional information contact Terry Dow,
Executive Director, Leadership Niagara

905-641-2252 ext 4670
tdow@leadershipniagar.ca

the community associations such as Niagara Nutrition Partners, NOTL Rotary, Cause Chippawa Matters and Lions Den Radio. Applications for Community Projects are still open. Information is found on the website.

Since 2007 Leadership Niagara has been developing community leaders who have a desire to effect real community change. "The Community Leadership Development Program offers participants the opportunity to step into their potential by learning the skills to make a difference to where you are in the world right now. There is a new shift of responsibility where we need to think intentionally, creatively and think outside the box of what we have always done to meet the incredible need that stands before Niagara business leaders today. If your organization is leaning towards a culture shift and change, this program is definitely timed right for you." said Terry Dow, Executive Director, Leadership Niagara. Terry Dow has taken on the role of Executive Director in April 2023. A link to the media release can be found here: [Leadership Niagara hires new Executive Director - Leadership Niagara](#)

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At Silicon Dragons Xchange, we believe in the power of collective investment. By forming a group to invest together through a Special Purpose Vehicle (SPV), we offer advantages that are not available to individual investors. Members can write smaller cheques and invest more frequently in lower amounts, increasing their likelihood of striking an exit and improving their portfolio performance. We also offer the opportunity to write bigger cheques as a group, which allows access to highly competitive investment opportunities with high minimum investment requirements and the ability to negotiate for major investor rights.

Our focus is on investing in pioneering startups across the technology and e-commerce in Niagara and Hamilton spectrum. From nascent tech trailblazers to indus-

try mavericks revolutionizing the status quo, we seek out prospects poised for extraordinary growth. As a member, your entry point starts at \$5000, empowering you to engage in opportunities led by strategic VC funds and promising ventures with rigorous investment thresholds.

What sets Silicon Dragons Xchange Syndicate apart is our team of accomplished entrepreneurs and investors with diverse backgrounds in marketing, operations, and various industries including blockchain, AI, healthcare, real estate, and media. Our team's unique perspectives and extensive experience in the startup ecosystem have positioned our syndicate for unparalleled success in securing top-tier investment prospects.

Join Silicon Dragons Xchange Syndicate and become a Limited Partner (LP) in an exclusive network of investors who understand the benefits of collective investment. As an LP, you'll have access to a diverse range of investment opportunities that can help you achieve your financial goals. Our unique approach to investment allows for more frequent investments with lower thresholds, which can increase your chances of success. You'll also have the opportunity to leverage the collective expertise and resources of our members to make informed investment decisions.

Are you ready to unlock the power of investment? Contact us today to learn more about our services and how we can help you achieve your investment goals. Silicon Dragons Xchange Syndicate: The future of startup investment is here.

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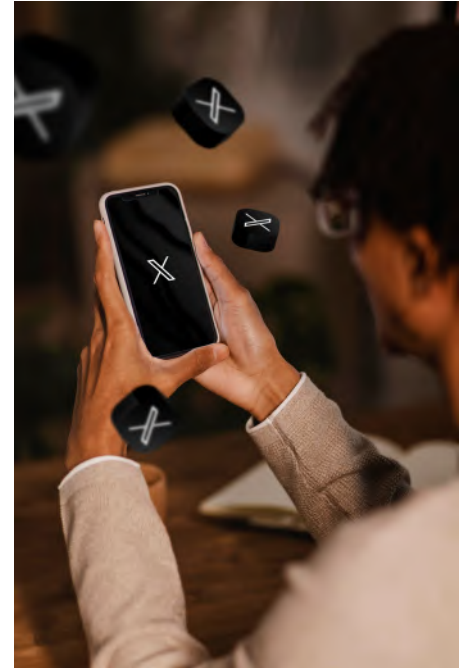
Elon Musk has stated that social media platform X (formerly Twitter) will soon offer video and audio calls. X's 450 million users will be able to call others without a phone number.

More:

- According to Musk, the features will be available on iOS, Android, Mac, and PC.
- Musk, who acquired Twitter for \$44B in 2022, said X will serve as an "effective global address book."
- X also recently announced that it will collect biometric data from its users, which is likely to include a person's face, fingerprints, and eye scan.
- These features are another step toward making X "the everything app," a term used to describe Musk's idea of turning X into an app similar to WeChat, a super-app that offers everything users the ability to buy things online, chat, video call, go on social media, play video games, etc.

News Source: <https://inside.com/s/388890> at @Inside

Elon Musk says X will soon offer video and audio calls



Early Talks Between Saudi Arabia and Tesla

According to the WSJ, Saudi Arabia and Tesla are now having early conversations about developing an EV production facility in the country. These negotiations, which aim to diversify Saudi Arabia's economy by securing metals for the construction of electric vehicles, are still in the early stages and may run into obstacles given Elon Musk's tense relationship with the Saudis and their current affiliation with a Tesla rival, Lucid Group.

More:

- A cobalt and copper project in the Congo that may supply a Tesla factory in Saudi Arabia is one proposal that calls for providing funds for commodities trading giant Trafigura.
- Tesla hopes to sell 20 million vehicles annually by 2030, so a partnership with Saudi Arabia would be beneficial.
- The Saudi Public Investment Fund, which owns most of Lucid, is beginning small-scale vehicle reassembly at its Saudi facility to produce 150,000 cars annually.
- Tesla has ambitions to increase the size of its manufacturing footprint, and new factories may be announced soon.

News Source: <https://inside.com/campaigns/inside-business-40010/sections/tesla-saudi-arabia-discuss-ev-factory-392089> Tesla, Saudi Arabia discuss EV factory



Amazon's Pioneering Move

Amazon is making its first investment in direct air capture (DAC) technology, focusing on reducing atmospheric pollutants. To achieve net-zero carbon emissions by 2040, the business intends to purchase 250,000 metric tons of removal credits from the 1Point-Five DAC facility in Texas over the next 10 years.

More:

- Due to ongoing emissions from fossil fuels, many experts think DAC is necessary to achieve the climate targets outlined in the Paris Agreement.
- Tech behemoths like Amazon and Microsoft are investing more and more in DAC technology.
- With Scope 3 emissions included, Amazon's carbon footprint for 2022 was 71.27 million metric tons.
- The business intends to deploy a range of carbon offsets, including those from DAC and nature-based programs, to reach its net-zero goal.

News Source: <https://inside.com/campaigns/inside-business-39961/sections/amazon-invests-in-carbon-removal-391311> Amazon invests in carbon removal

Lululemon Soars Above Expectations

Lululemon increased its full-year sales outlook to \$9.51B to \$9.57B and anticipated full-year profits between \$12.02 and \$12.17 per share after reporting an 18% increase in Q2 sales and profits. With earnings per share of \$2.68 and revenue of \$2.21B in Q2 versus estimates of \$2.54 and \$2.17B, respectively, they outperformed expectations..

More:

- International sales, including a remarkable 61% growth in China, surged by 52%, while North American and same-store sales saw an 11% increase during the quarter.
- Lululemon's "Power of Three x2" strategy, which includes expansion plans emphasizing men's and direct-to-consumer income, intends to double revenues to \$12.5B by 2026.
- Sales in the men's category climbed by 15%, and the company added 10 additional locations in Q2, bringing its total worldwide to 672.
- Although sales to consumers directly rose by 15%, they made up 40% of total sales, down from 42% the year before.
- The gross margin of 58.8% met expectations.

News source: <https://inside.com/s/389621>

Google Takes Aim at Deepfakes in Political Ads with Transparency Policy

By forcing verified advertisers to prominently disclose any misleading depictions, such as inaccurate attributions and created scenes, Google intends to combat digitally edited election commercials. Mid-November will see the implementation of this policy change, just in time for a high-level tech executive gathering in Washington that includes Google CEO Sundar Pichai and discusses artificial intelligence (AI) and potential legislation.

More:

- An advertisement that uses AI to reproduce Donald Trump's speech has sparked concerns about the potential of AI to alter content in the 2024 U.S. elections.
- Convincing false movies and graphics have become simpler due to generative AI models like ChatGPT.
- Google-owned cybersecurity company Mandiant noted an upsurge in the use of AI in deceptive online advertising campaigns that are frequently connected to nations like China and Russia.
- This new regulation aligns with attempts to limit incorrect information in political advertisements on its platforms, which is a constant source of pressure on Google to battle misinformation.

Give It A Read: <https://inside.com/campaigns/inside-business-39897/sections/google-aims-deepfakes-in-political-ads-390295> Google aims @ deepfakes in political ads

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