



Google Ad Manager outage affects international news platforms

Google Ad Manager, an ad management platform that many international websites and businesses depend on to monetise and display ads, faced a three-hour long outage last week. International news platforms

such as New York Times, Wall Street Journal, Washington Post and Los Angeles Times were severely affected by this outage, with one source citing that these businesses lost about thousands of dollars an hour in an important

holiday revenue period.

In a followup to the outage, Google publicly announced an apology in a tweet, stating that the matter had been resolved and regular services has been restored for everyone.

EDITOR'S NOTE

Out of sight but not out of mind

Working from home has become the norm since the pandemic days. Even though physical workplaces have been going full throttle this year, there are many local employees opting for work from home positions. This week's Cover Story talks about some basic yet essential apps to have with you to make work from home a breeze.

As for other pages, we talk about what to do during one's HSC vacation in Next Step, the new electric car Lucid Air in Shift and how to make a personalised avatar for Meta platforms in Tech Tips. Plenty to go around for everyone.

Stay safe everyone. See you next week.

Shams Rashid Tonmoy
Sub-editor & Feature Writer



Google Chrome adds new '@' shortcut feature

Google Chrome has launched a new feature that integrates the 'tabs', 'bookmarks' and 'history' options into one compressed shortcut: the '@' key. At any time during your browsing session, go to the current address bar, clear it, and type '@' (shift + number 2 key on your keyboard). Google Chrome will bring up the aforementioned three options: tabs, bookmarks and history.

From there, click on the search option that pops up, which will allow you to manually look for specific links in your tabs, bookmarks and history sections. You can also do this much faster by directly typing '@tabs', '@bookmarks' and '@history'.

For example, if you are looking for a currently opened tab of your Facebook profile, go to the address bar and type '@tabs', and then type in 'Facebook', which will give you a list of your currently opened tabs concerning Facebook, including matching suggestions.

New EU ruling to prohibit Meta from running personal data-based ads: reports

Meta will be unable to run advertisements based on users' personal data, states a confidential new EU filing, as per a recent report by Reuters. According to the report, Meta will likely be forced to pay large fines for using personal data-based advertising on its social media platforms. The European Data Protection Supervisor (EDPS) has recently expressed concerns regarding Meta's use of personal information for targeted advertising, states another report by AFP.

Meta's European headquarters has been given a month to impose the new ruling which will reportedly prohibit Meta from using personal data for ads without explicit permission from the users. A Meta spokesperson stated that the final decision regarding the EU ruling has not been made yet.



Microsoft helped digitally upskill over 171,000 Bangladeshi users

Microsoft recently announced that it has engaged 14 million learners in Asia through LinkedIn, Microsoft Learn and non-profit skilling efforts, including over 171,000 learners from Bangladesh.

Microsoft and LinkedIn also announced that they will be providing free access to 350 courses and six new Career Essentials Certificates for six of the most in-demand jobs in the digital economy to help 10 million people learn digital skills, as a part of its Skills for Jobs program.

Microsoft will also be offering 50,000 LinkedIn Learning scholarships. Once a



learning pathway is completed, learners will receive a LinkedIn badge to denote their certificate and indicate fluency in the skillset to employers. All courses are available on LinkedIn at opportunity.linkedin.com.

Uber fined \$14 million for misleading on fares and cancellation fees

Ride-sharing platform Uber has been fined US \$14 million recently for threatening cancellation fees it never charged and overstating fare estimates on some rides in Australia, according to Reuters.

An Australian court fined the ride-sharing platform as it broke consumer law in the country by misleading customers with warnings that they would be penalised for cancelling rides from 2017 to 2021 and by using an inaccurate software algorithm to predict fares for a taxi service it offered until August 2020, the Federal Court ruled.

Uber said in a post on its website that it apologised to Australians "for the mistakes we made, and we have since proactively made changes to our platform based on the concerns raised with us".



TOGGLE

Editor and Publisher
Mahfuz Anam

Editor (Toggle)
Shahriar Rahman

Team
Zarif Faiaz
Shams Rashid Tonmoy
Tanzid Samad Choudhury

Graphics
DS Creative Graphics

Production
Shamim Chowdhury

Published by the Editor from Transcraft Ltd, 229, Tejgaon Industrial Area, Dhaka on behalf of Mediaworld Ltd., 52 Motijheel C.A., Dhaka-1000.