X Previews Labels That Tell Users Why Its AI System Flagged Their Posts

X’s new safety chief previewed AI moderation labels that explain themselves, pitching wary advertisers on transparency. https://www.adweek.com/media/x-previews-labels-that-tell-users-why-its-ai-system-flagged-their-posts/

Discord To Put Public Chats On Pages Search Engines Can Show via @sejournal, @MattGSouthern

Discord’s most public servers will each have a web page that may carry AI summaries and some messages search engines can show.

The post Discord To Put Public Chats On Pages Search Engines Can Show appeared first on Search Engine Journal.

https://www.searchenginejournal.com/discord-public-server-chats-search-engines/595224/

Reddit is moving to “a logged-in-only experience,” CEO says

In the future, you won’t be able to use Reddit without logging in.

Reddit CEO Steve Huffman confirmed the impending change in a letter (PDF) to shareholders today about Q3 performance. He said that Reddit is shifting “to a logged-in-only experience,” adding:

> *Moving to primarily logged-in will ensure our users have the best Reddit experience possible, and can find the content and communities most relevant to them. It is better for our business because we will have more signals for ads targeting, and being logged-in leads to higher engagement generally. It also allows us to protect access to Reddit’s extremely valuable corpus of data, and helps us better adapt to emerging regulations around the world.*

Huffman also said that the login requirement will help Reddit better retain new users.

Read full article

Comments

https://arstechnica.com/gadgets/2026/10/reddit-will-require-you-to-log-in-eventually-ceo-confirms/

Meta drops the word “train” from its commercial TOS after AI backlash

Hoping to quell criticism, Meta has dropped the word “train” from its “streamlined” commercial terms of service that kick in on October 30.

Last week, Meta faced backlash after legal experts warned that the tech giant’s sweeping new commercial terms of service seemed to give Meta permission to endlessly scrape websites linked on business pages. Talking to Nieman Lab, experts suggested that Meta could possibly use the policy to avoid millions in licensing fees from news organizations by requiring all business users to share a wealth of AI training data simply for running a business page.

A Meta spokesperson confirmed that Meta did not alert users to the changed language following backlash. This potentially only adds to confusion ahead of the policy rollout. In response to backlash, Meta’s spokesperson provided a statement to Ars, acknowledging Nieman Lab’s initial report but not its follow-up report reiterating experts’ concerns:

Read full article

Comments

https://arstechnica.com/tech-policy/2026/10/meta-drops-the-word-train-from-its-commercial-tos-after-ai-backlash/

Judge weighs if Trump can charge $100K for early access to Truth Social posts

Likely in the next few weeks, a federal judge will decide if Donald Trump can become the first president to personally profit from selling early access to government information in his social media posts.

At a hearing Wednesday, Department of Justice civil attorney Brantley Mayers argued that there was no conflict whatsoever with Trump charging up to $100,000 monthly for instant API access to Truth Social posts that often break news from his administration.

Trump is the largest stakeholder and majority owner of Trump Media & Technology Group, the parent company that owns Truth Social, and the value of the API access comes largely from Trump's role as president.

News groups suing have argued that Trump's exorbitant API fees violate the First Amendment and the Presidential Records Act by creating tiers of access to government information in social media posts that Trump doesn't technically own. Additionally, Trump's exorbitant API fees undermine the Fifth Amendment. That prohibits the government from "charging unreasonable sums that cannot be justified to offset the cost of the government benefit, and granting preferential access to crucial government information for arbitrary and irrational reasons," news groups argued.

However, Mayers likened Trump's Truth Social posts—which have announced military strikes, ceasefires, tariffs, immigration

policies, and major changes in his administration—to Franklin D. Roosevelt's evening radio addresses known as "fireside chats," Courthouse News reported. His personal feed acts as an unvarnished public service, not a greedy profit grab, the DOJ argued.

It's clear, though, that Trump could potentially make $1.2 million per subscriber annually by selling government information that is not Trump's property. Before Mayers could proceed, US District Judge Paul Oetken "cut him off," Courthouse News reported.

"Well, President Roosevelt didn't charge money for his fireside chats, did he?" Oetken asked.

Responding, Mayers suggested that although Roosevelt didn't charge for his broadcasts, there were similar "barriers to entry" keeping every American from tuning in. Just as some news groups today can't afford to pay $60,000 to $100,000 for Truth's API, some Americans in the '30s and '40s couldn't afford radios, he argued.

https://arstechnica.com/tech-policy/2026/10/judge-weighs-if-trump-can-charge-100k-for-early-access-to-truth-social-posts/

ADWEEK Launches Inaugural Creator Economy Power List

ADWEEK has launched and is now accepting entries for the 2026 Creator Economy Power List, honoring the executives building the business behind the creator boom.

While the creators themselves normally get the spotlight, this honor is reserved for the dealmakers, platform builders, brand leaders, and technologists turning the creator business into a durable economy.

Who’s Eligible

Entrants must work at a company operating in the creator economy. Individual creators, influencers, and on-camera talent are not eligible unless they are entering for a business role, such as founder or executive of a company. Creators are encouraged to enter ADWEEK Brand Genius Creators.

Eligible companies include:

- **Creative & Influencer Agencies:** Shops that plan, cast, and run creator-led campaigns for brands
- **Brand-side Marketers:** In-house leaders who have made creators a core part of their marketing mix
- **Social Media Platforms:** The companies building the programs, products, and payouts that creators depend on
- **Content Creation & Management Tools:** Software that helps creators and brands make, edit, schedule, and manage content
- **Talent Management Firms:** Managers and agencies representing creators and building their businesses
- **Creator Monetization Platforms:** Companies helping creators earn through subscriptions, commerce, tipping, licensing, and more
- **Creator Adtech:** Measurement, marketplace, data and analytics, and media-buying technology that makes creator content work as a paid channel

Entrants may nominate themselves or a colleague.

What We’re Looking For

ADWEEK judges will favor entries that show hard results from the past 12 months, not just vision. Entries with verifiable metrics, named campaigns, and clear timelines will stand out.

- **Business impact:** Revenue growth, funding, new clients, or market share, with numbers wherever possible
- **Innovation:** A new product, model, or partnership that changed how brands and creators work together
- **Creator Outcomes:** Measurable gains for the creators the entrant's business serves, from earnings to reach
- **Industry Influence**: Leadership that moved the wider market, including standards, deals, or programs others followed

Key Dates & Fees

Early Bird Deadline (until November 6) – $175

Final Deadline (until December 7) – $275

The final deadline to submit is **Monday, December 7, 2026 at 11:59pm PST**.

For any questions, please reach out to awards@adweek.com.

Recommended videos
https://www.adweek.com/social-marketing/adweek-launches-inaugural-creator-economy-power-list/

Reddit is putting more limits on Old.Reddit.com

Soon, Reddit won't let people use Old.Reddit.com unless they have used the site while logged in within the previous six months.

In July, Reddit started requiring that users be logged in to access Old Reddit. This new requirement is an effort to reduce

Reddit’s biggest source of scraping and automated traffic, the company says.

Today, the social media platform announced additional upcoming restrictions on Old Reddit. A Reddit post from an employee, known as “judy-funnie” on the platform, says that “in the next few months, we’ll further limit access for logged-in users to only those who have used Old Reddit in the last six months (which covers the vast majority of all Old Reddit users).”

Read full article

Comments

https://arstechnica.com/gadgets/2026/09/reddit-will-block-old-reddit-com-from-people-who-havent-used-it-in-6-months/

TikTok’s Partnership With All Things Go Shows What Discovery Looks Like IRL

The indie music festival teamed up with TikTok LIVE. https://www.adweek.com/brand-marketing/tiktok-partnership-all-things-go-discovery/

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