Elon Musk threatens to sue Microsoft

Elon Musk has threatened to sue Microsoft for allegedly using Twitter data without permission.

The billionaire's warning, via a tweet, came after the tech giant revealed it would drop his social media site from its corporate advertising platform.

Microsoft's service uses AI to help ad buyers manage their social media accounts in one place.

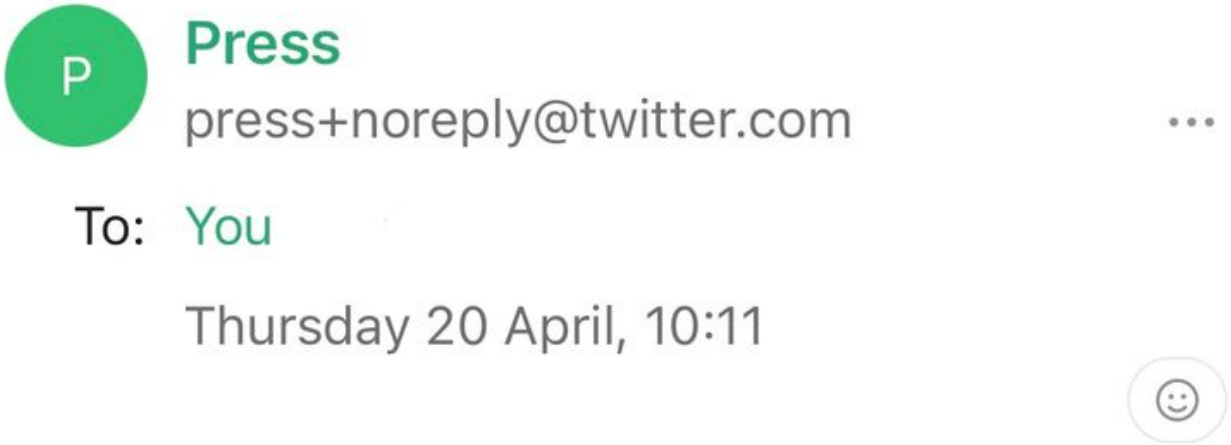
Musk said the firm had trained it "illegally using **Twitter** data", adding: "Lawsuit time."

Twitter
Due to your consent preferences, you're not able to view this.
Open Privacy Options
Microsoft has indicated that its service will still support **Meta**'s **Facebook** and **Instagram**.

The company declined to comment when contacted by Sky News.

Twitter no longer has a press office, instead responding to journalists' enquiries with a poop emoji.

Read more:
Have Musk's actions cost Twitter users?



💩

Image:
How Twitter's non-existent press office now replies to emails
What is this spat about?

Advertisement
Microsoft's move comes after **Twitter** started charging companies for the data it collects from its users, which is essential for targeted advertising.

For a minimum of $100 a month, Musk's platform says it helps businesses "understand, track, and benchmark the conversations and perceptions surrounding your brand".

The service is known as an API (or application programming interface), and Twitter previously provided free access.

But just as Musk has sought to boost Twitter's finances by monetising users with a monthly subscription, which grants members with a **blue verified checkmark**, so too has he looked to bring in more cash from companies.

Be the first to get Breaking News

Install the Sky News app for free







Mike Rhodes, CEO and founder of marketing agency ConsultMyApp, said: “Twitter has a vast amount of data, and it appears Musk is trying to leverage this, in part at least, to improve his advertising offerings.

“The social platform’s advertising revenue has fallen off a cliff since he took over.”

Musk made several dire assessments of Twitter’s finances shortly after **his $44bn (£38bn) takeover last October**, claiming the company **may face bankruptcy**.

He later said **the company’s finances had stabilised**, helped by thousands of lay-offs.

Spreaker
Due to your consent preferences, you’re not able to view this.
Open Privacy Options
Click to subscribe to the Sky News Daily wherever you get your podcasts

Musk’s threat comes after he announced plans for his own chatbot to rival the Microsoft-backed **ChatGPT**, which he claimed has been **trained “to be politically correct”**.

The **SpaceX** and **Tesla** owner was a co-founder of ChatGPT creator OpenAI, but left in 2019 and its biggest financial supporter is now Microsoft.

The Windows and Xbox maker has invested billions into the company, and rolled its GPT model into products like its Bing search engine and Office apps.