# Article information:

Amazon is discontinuing Alexa’s celebrity voices, even if you paid for them - The Verge  
<https://www.theverge.com/2023/5/30/23742109/amazon-alexa-celebrity-voices-discontinued>

# Article summary:

1. Amazon is discontinuing its celebrity voices for Alexa, including Samuel L. Jackson, Shaquille O’Neal, and Melissa McCarthy.

2. The feature was fairly cheap but many users expected to have access for longer than this.

3. It's not clear why Amazon has decided to discontinue the feature, but it could be a sign of broader Alexa woes and cost-cutting measures.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Amazon is discontinuing Alexa’s celebrity voices, even if you paid for them" by The Verge reports on Amazon's decision to discontinue its celebrity voices feature for Alexa. The article highlights that the voices of Samuel L. Jackson, Shaquille O’Neal, and Melissa McCarthy are no longer available for purchase, and Amazon will also stop supporting them on Alexa devices.

The article provides some background information on the feature, including its low price point and the fact that many users expected to have access to it for longer than this. However, it does not provide any evidence or data to support these claims.

The article suggests that Amazon's decision to discontinue the feature could be a sign of broader issues with its Alexa sector. It cites a report from The Wall Street Journal that revealed Amazon CEO Andy Jassy heavily scrutinized the company’s Alexa sector due to operating losses exceeding $5 million in recent years. The article also notes layoffs affecting 18,000 employees earlier this year, with 2,000 of those cuts affecting workers in charge of Alexa and Echo products.

However, the article does not explore other potential reasons why Amazon may have decided to discontinue the celebrity voices feature. For example, it could be due to licensing costs or a shift in focus towards other features or technologies.

The article also mentions a recent report from Insider suggesting that Amazon has plans to rework Alexa amidst the rise of ChatGPT and may use its own large language model (LLM) to make Alexa “more proactive and conversational.” However, it does not provide any further details on this development or how it relates to the discontinuation of celebrity voices.

Overall, while the article provides some useful information on Amazon's decision to discontinue its celebrity voices feature for Alexa, it lacks depth and analysis. It presents one-sided reporting without exploring other potential reasons behind Amazon's decision or providing evidence for some of its claims. Additionally, the article does not explore potential counterarguments or risks associated with Amazon's decision.

# Topics for further research:

* Reasons for discontinuing celebrity voices feature on Alexa
* Licensing costs for celebrity voices on Alexa
* Shift in focus towards other features or technologies on Alexa
* Amazon's plans to rework Alexa amidst the rise of ChatGPT
* Risks associated with discontinuing celebrity voices feature on Alexa
* Impact of discontinuing celebrity voices on Alexa's user base

# Report location:

<https://www.fullpicture.app/item/c55fa29d98c849ec3c43ce1ae091625b>