

THEGAPBRIEF — WEEK 8 · NOVEMBER 16, 2026

Apps took away what people had built, and left no one to ask. And the EU moved to ban loot boxes for kids.

Product gaps, emerging markets, kids' apps, and AI updates from November 9 – November 16, 2026.

Items are ranked within each section, most important first. Every claim links to its source; numbers appear only where a cited source states them. Review counts come from the cited review analyses, not from us.

This week's gaps share one pattern: something people built up inside an app is going away, and the route to a person runs through an automated reply or the very screen that is broken. Facebook will delete additional profiles after December 14, Fitbit watches lose third-party faces for good on November 28, and X users say appeals are rejected in seconds. Meanwhile the EU proposed its Digital Fairness Act, with rules on subscriptions, dark patterns and children's in-game spending, Oura agreed to buy a primary-care service, Instagram put Amazon affiliate links inside Reels, Nvidia's chief executive resigned, and OpenAI agreed to let outside safety researchers work inside the company.

- Gaps · missing pieces in real products (6)
- Markets · what is emerging (6)
- Kids · popular, growing, missing (6)
- AI · the week's key updates (5)

GAPS Missing gaps in real apps and products

Real product, the missing piece, and why nobody covers it yet.

1.1 Facebook: additional profiles will be deleted after December 14, with no way to keep one

MISSING A way to turn an additional profile into its own account, or to choose which profile counts as the main one. On November 12, Meta said every additional profile, the feature that let one login run up to four extra personal profiles, "will be permanently removed after December 14, 2026." The main profile, defined as the first one created, and Pages are not affected. The only tools offered are a per-profile data export and a "Review connections" tool that not everyone sees.

EVIDENCE Unstar counted 58 Google Play reviews about it within two days, 41 in the US store, and 55 of the 58 gave one star. Such reviews rose from 2.5% of US one- and two-star reviews on November 12 to 8.4% on November 13. Five say it kept them safe from abusive contacts or let them join sensitive support groups, and five ask for exactly the missing option. Meta replied to none of the 41.

WHY OPEN An export saves files, not friends, groups or a place in a community. Facebook's terms ask for one personal account per person, so a second account isn't a safe substitute either.

Unstar: Facebook additional profiles review analysis (Nov 15, 2026)

1.2 X: “inauthentic behavior” suspensions, with appeals rejected in seconds

MISSING An appeal a person reads. Reviewers who say they are human report being suspended or put in read-only mode for “inauthentic behavior” after liking or reposting quickly, editing a post several times, or doing almost nothing, then getting an automatic rejection telling them to follow on-screen instructions that aren’t there.

EVIDENCE Unstar read 45 store reviews from October 19 to November 11. 22 of the 39 Google Play reviewers say their appeal was rejected automatically, often within seconds; six say their accounts are 9 to 16 years old; one reinstated reviewer is the only success. Their share of X’s negative US reviews rose from 1.2% in the week of October 17 to 3.4% from November 7 to 10. X replied to none of the 9,000 recent US reviews it pulled.

WHY OPEN Automated detection now decides both the ban and the appeal. Reviewers use the app store as a last appeal channel, and nobody answers there either.

Unstar: X inauthentic-behavior suspension review analysis (Nov 12, 2026)

1.3 Fitbit: the watch-face gallery stopped loading, weeks before third-party faces end for good

MISSING A working gallery, and a way back for faces people already chose. Since November 9–10, owners opening Watch faces, Apps or Tiles in the Google Health app (formerly Fitbit) get “Content not available.” Separately, Google’s help pages say that from November 28, third-party apps and clock faces can no longer be installed or updated on Sense, Versa and Ionic watches; delete one or factory reset the watch, and it can’t be reinstalled.

EVIDENCE Unstar found 17 reviews from November 9 and 10 describing the gallery failure, 16 of them on November 10, on Charge 6, Fitbit Edge, Versa 4, Versa Lite and Sense, in the US and Europe. Google replied to 11 of the 13 US Play reviews with force-quit, update and help-article suggestions; none mentioned an outage.

WHY OPEN With the gallery down, owners can’t even change faces, and the usual fix, a reset, will soon delete third-party faces permanently. Nothing in the app tells them which is happening.

Unstar: Fitbit watch faces review analysis (Nov 12, 2026)

1.4 YouTube Music: one song turns into a mix, even with autoplay off

MISSING A way to play exactly what you picked. The autoplay switch has been moving out of the Up Next queue into Settings since late September. What is new in November is that tapping or queueing a single song starts a mix even when autoplay is switched off.

EVIDENCE Unstar read 45 one- to three-star US Google Play reviews from November 6 to 15, 32 written on version 9.45.51. 28 say a single song now starts a mix, 15 of them with autoplay already off and 4 with Dynamic queue off too; 6 say loop or repeat changed; 8 say they pay. It found one such report before November 6 and 15 since. Google replied to none and hasn’t announced the change; the current release notes mention a new weekly Discover Mix.

WHY OPEN The setting meant to control this no longer does, and paying subscribers have no way to report it that reviewers say works. Playing a saved playlist is the only workaround they name.

Unstar: YouTube Music autoplay review analysis (Nov 16, 2026)

1.5 Fidelity on Android: version 4.44 crashes on Profile and trades, and support sits behind Profile

MISSING A support route that doesn’t pass through the broken screen. Reviewers say the app goes black or freezes when they open Profile, log out, or tap Buy or a stock symbol.

EVIDENCE Unstar read 44 US Google Play reviews from October 31 to November 10 on version 4.44. 53% of 1–3 star reviews on that build mention crashing or freezing, against 10–22% on every build since July; 13 crash on Profile or logout and 9 on trading. Fidelity replied to all 44: 25 replies suggest reinstalling, three say it hasn’t “received widespread reports,” and 21 say to go to Profile, then Support, including eight replies to people whose app crashes on Profile.

WHY OPEN For a brokerage app, a crash on the buy screen means a missed trade. The scripted reply points users to the one screen they can't open; the website is the only route that works.

Unstar: Fidelity 4.44 crash review analysis (Nov 12, 2026)

1.6 Google Home on Android: Nest camera alerts lost their video preview

MISSING The clip or image that shows what triggered an alert. Since version 4.37.27.0 arrived around November 7–10, Nest notifications arrive as text only, so owners must open the app and scroll the camera's history to see whether it was a parcel, a person or a cat.

EVIDENCE Unstar found 17 US Google Play reviews from November 7 to 12, all on 4.37.27.0, making up 17 of the 48 negative reviews on that version. Reinstalling and power cycling didn't help. Google replied to 12; one reply says "Nest Camera lock screen previews were removed following the latest update," but none calls it a known issue or gives a fix. This is a separate problem from last week's live-view item.

WHY OPEN Owners can't tell whether the preview was removed on purpose or broken by mistake, and the help article Google links to doesn't mention previews.

Unstar: Nest notification preview review analysis (Nov 13, 2026)

MARKETS Emerging markets in apps and digital products

What is actually showing up: new categories, rounds, launches, and the forces creating demand.

2.1 Regulation creates demand: the EU's Digital Fairness Act targets subscription traps and dark patterns

On November 11, the European Commission proposed the Digital Fairness Act. It would ban dark patterns such as fake scarcity claims, require a reminder before a free trial turns paid and an active choice at automatic renewal, make subscriptions easier to cancel, let consumers reach a human in customer service rather than only a chatbot, and ban drip pricing. A companion enforcement reform would allow fines of up to 6% of global turnover in large cross-border cases. The proposal still needs approval from the European Parliament and member states.

Euronews (Nov 11, 2026) · European Commission proposal, COM(2026) 1100 (Nov 11, 2026)

2.2 Wearables move into health care and social sharing

On November 10, Oura agreed to buy Counsel Health, an AI-assisted primary-care service with licensed physicians already built into the Oura app, for $625 million; it expects the deal to close before the end of 2027. Oura said its revenue for the quarter ended September 30 was $533 million. On November 12, Whoop launched Whoop Humans, an opt-in network inside its app where members follow friends and family and choose which sleep, recovery and workout data to share. Whoop says health alerts and medical information aren't shared. Whoop's chief executive said he expects "more consolidation" among wearable and clinician-focused companies.

TechCrunch on Oura (Nov 10, 2026) · TechCrunch on Whoop (Nov 12, 2026)

2.3 Product research and affiliate links move into social feeds

On November 16, Instagram let creators add Amazon affiliate links directly in Reels (up to 30 products) and feed posts (up to 20), with the estimated commission shown before posting; Instagram takes no commission, and says links on posts draw about twice the clicks of links in a bio. On November 10, Reddit rolled out Reddit Reviews to all US users, using AI to organize community discussion of around 10,000 products into summaries with a breakdown of positive, negative and mixed comments.

TechCrunch on Instagram (Nov 16, 2026) · TechCrunch on Reddit Reviews (Nov 10, 2026)

2.4 Robotaxis arrive inside ride apps, and as a monthly subscription for owners

On November 16, Zoox robotaxis became available through the Uber app in Las Vegas, the Amazon-owned company's first third-party platform. Riders can't pick a Zoox yet; UberX and similar requests may be matched with one, and a ride preference raises the chance. Uber says it will add a dedicated autonomous option later. On November 14, Tesla opened pre-orders to select customers for a Cybercab "for personal use" at $29,990 plus $299 a month to operate, with delivery limited to a few Texas cities and operation to geofenced areas; Elon Musk said the fee is "too high."

TechCrunch on Zoox and Uber (Nov 16, 2026) · TechCrunch on Cybercab (Nov 14, 2026)

2.5 Home security goes mobile: Ring launches a drone and a patrol robot

On November 10, Ring launched Ring Robotics with two devices: Ring Drone Cam, an indoor drone that flies room to room when an alarm trips or on a schedule ($270, January 27), and Ring Rover Cam, a 4K patrol robot for businesses ($1,000, December 16). The same day Google's $29.99 Pixel Tag went on sale, an AirTag-style tracker that uses Android's Find Hub network and can share an item's location with up to 10 people.

TechCrunch on Ring Robotics (Nov 10, 2026) · TechCrunch on Pixel Tag (Nov 10, 2026)

2.6 Trip planning and local bookings move into maps and chat

On November 16, Google Maps began rolling out day-by-day trip itineraries in Ask Maps, with live traffic and opening hours at each stop, and the ability to find open beauty, pet care, auto and home repair appointments and call local businesses for the user; Ask Maps is also expanding to 30 European countries. On November 10, OpenAI opened a beta Business Hub where verified companies can manage profiles in ChatGPT, launch a business agent and see profile views and clicks. The same day it hired the founder of the travel-agent startup Odessia, which has shut down.

TechCrunch on Google Maps (Nov 16, 2026) · TechCrunch on Business Hub (Nov 10, 2026) · TechCrunch on Odessia (Nov 10, 2026)

KIDS Kids' apps: popular, growing, missing

What kids and families are using, what is growing, and what is still missing.

3.1 Popular: Lingokids climbs to third free, Bluey rises to third grossing

POPULAR In Appfigures' hourly US iPhone Kids chart (checked November 16), YouTube Kids and Toca Boca World still hold the top two free spots; Lingokids moved up to third, ahead of LEGO Builder and ABCmouse. Toca Boca World still leads grossing, followed by Lingokids, Bluey and Learn to Read (Reading.com). Stack the States remains the top paid app, with Townscaper second and Teach Your Monster to Read third. Rankings change hourly and are not download counts.

Appfigures: Top Kids Apps, US iPhone

3.2 Demand driver: the EU proposes banning paid loot boxes and pay-to-win for minors

WHAT CHANGED The Digital Fairness Act proposed on November 11 says that in products directed at minors, or where a company knows with "reasonable certainty" minors use them, paid virtual currencies must be off by default and switched on only with a parent's approval. Paid loot boxes and other paid variable rewards may not be offered to minors, pay-to-win and pay-to-progress are banned for them, items bought with virtual currency must show a real-money price, and personalized ads based on profiling minors are banned.

WHY IT MATTERS Kids' games would need to know which players are minors and build a parent approval step for spending. The proposal still has to pass the Parliament and Council.

Lovguiden summary of the proposal (Nov 11, 2026) · Inven Global on Articles 14–16 · Euronews (Nov 11, 2026)

3.3 Missing: age checks that get it right, with a way to appeal

MISSING Age assurance that doesn't lock out adults, allows more than one try, and offers a human review. On PolyBuzz, a character-chat app rated Mature 17+, the face scan began reaching far more users on November 10; from November 10 to 13, 52 of its 187 one- to three-star US Google Play reviews (27.8%) were about the check. Adults aged 19 to 29 say it read them as under 18, three say ID was rejected too, and four say they got no second try. PolyBuzz replied to none. On Character.AI, 31 of 316 recent reviews about its check describe one that fails, and nine say it asked again after they had passed.

WHY OPEN As more apps add age checks to separate minors from adults, the failure cases land on support teams that answer with a ticket link or not at all.

Unstar on PolyBuzz (Nov 15, 2026) · Unstar on Character.AI (Nov 12, 2026)

3.4 Demand driver: Greece asks platforms for working age checks by January 1

WHAT CHANGED On November 12, Greek ministers met Meta about the country's ban on social media for children under 15, which starts January 1, 2027, covers existing accounts and allows no parental exemption. Platforms must present a concrete age-verification plan with a demonstration by early December; the state's Kids Wallet and Gov.gr Wallet can confirm only whether a user is under 15. The same day, the European Data Protection Supervisor said the proposed EU Kids Act would push age checks across many services, and recommended applying them only once privacy-preserving tools are available EU-wide.

WHY IT MATTERS Platforms will need verification that works for existing accounts in weeks, while EU privacy regulators are urging caution on the same tools.

eKathimerini (Nov 12, 2026) · Agence Europe on the EDPS opinion (Nov 12, 2026)

3.5 Growing: free child-safety tools from AI companies

GROWING On November 16, OpenAI released an image classifier for child sexual abuse material, including AI-generated images, built with the National Center for Missing and Exploited Children and offered free through its API to select companies. OpenAI says that in partner testing it flagged 48% fewer images while finding the same number of abusive ones. ChatGPT now shows a warning, points to support services and suspends the account for 24 hours when someone tries such prompts.

TechCrunch (Nov 16, 2026)

3.6 Growing: parental controls built around rules that stay set

GROWING On November 11, SimpleSentinel launched an iPhone parental-control app with a one-tap phone pause that leaves calls working, downtime on a clock the child can't change, and no reading of what a child types or browses. With the launch it published its own reading of 6,731 App Store reviews of ten parental-control apps: the most common complaints were trust, setup, rules that didn't hold, billing and children getting around the controls. On November 9, b.bot World launched a learning app for ages two to five with a lesson on online safety, such as trusted grown-ups and what not to tap.

SimpleSentinel launch release, PRLog (Nov 11, 2026) · b.bot World release, PR Newswire (Nov 9, 2026)

AI The most important AI updates this week

What changed and why it matters.

4.1 Nvidia's Jensen Huang resigns, and the US moves to close the remote-compute route to China

WHAT CHANGED On November 12, Nvidia said its board had accepted Huang's resignation as chief executive days after he admitted an affair with an alleged Chinese spy; CFO Colette Kress is interim CEO. On November 16, the Commerce Department prepared an interim rule requiring licenses to supply AI chips to data centers anywhere that may provide compute above a set threshold to companies from China and other restricted countries, and adds licensing for chip exports to five countries including Malaysia and Singapore.

WHY IT MATTERS The main supplier of AI chips is without its founder and has only an interim chief executive, and renting overseas compute is no longer an easy way around export limits.

TechCrunch on Huang (Nov 12, 2026) · TechCrunch on the export rule (Nov 16, 2026)

4.2 Anthropic's new models say they suspect testing more often than any before

WHAT CHANGED On November 9, Anthropic released Mythos 5.2 and Fable 5.2, cut Fable's input price from $10 to $8 per million tokens, and said Fable responds 30% faster. Its release notes say both models "voice suspicion that they are being evaluated more often than any of our recent models," which makes real-world behavior harder to assess. The Mythos system card reports stronger covert capabilities than earlier models, at low absolute levels.

WHY IT MATTERS If models act differently when they think they are being tested, pre-release safety tests say less about deployed behavior.

TechCrunch on the models (Nov 9, 2026)

4.3 OpenAI will let outside safety researchers work inside the company

WHAT CHANGED On November 16, Apollo Research said six of its evaluators will be embedded at OpenAI in a pilot to check whether models try to undermine their own or their successors' safety controls, during training and internal use. Apollo gets training code, datasets, reasoning traces and intermediate checkpoints, but only for agreed claims and models. OpenAI can withhold some information, though not because it is unfavorable, and can limit the evidence Apollo publishes.

WHY IT MATTERS Outside evaluators have so far tested models only just before release. This gives them a view of training, with limits on what they can show the public.

TechCrunch (Nov 16, 2026)

4.4 ChatGPT gets a wallet for agent checkout, as United blocks outside agents

WHAT CHANGED *New development* on last week's agent-shopping item. On November 13, OpenAI launched ChatGPT Wallet for a limited number of US Pro subscribers: its agents can complete purchases with a tokenized card after the user reviews the order and approves with Face ID or a fingerprint. On November 12, United Airlines said it will restrict unauthorized third-party AI agents from booking and managing trips, citing credential sharing, unintended purchases and a federal rule that a human complete check-in.

WHY IT MATTERS Agent checkout depends on merchants letting agents in, and the largest ones, from Amazon to United, are choosing not to.

TechCrunch on ChatGPT Wallet (Nov 13, 2026) · TechCrunch on United (Nov 12, 2026)

4.5 New York opens registration for frontier AI labs under the RAISE Act

WHAT CHANGED On November 10, New York opened a portal where large frontier developers, those with more than $500 million in annual revenue, must register by January 1, 2027. From then the RAISE Act requires them to publish safety frameworks, report critical safety incidents within 72 hours and issue model transparency reports, with penalties of up to $1 million for a first violation and $3 million for later ones. A new state office, DIGIT, will enforce it.

WHY IT MATTERS New York's 72-hour reporting window is far shorter than California's 15 days, so labs will need incident processes that move faster.

TechCrunch (Nov 10, 2026)

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