



Inform, Analyze, Empower

The **Makana 360 Daily Monitor Report** aims to provide timely and insightful updates on the most significant global news and top events, offering a concise overview of key developments that impact businesses, politics, and society. By curating and analyzing major trends, the report enhances awareness, facilitates informed decision-making, and supports strategic planning for our audience.



Trump announces new auto tariffs in a major trade war escalation

U.S. President Donald Trump announced a 25% tariff on imported cars and parts, effective April 2. He claims the move will boost U.S. manufacturing, but analysts warn of higher prices, production disruptions, and strained trade relations. Mexico, Canada, Japan, and the EU are among the biggest suppliers affected. Automakers, including Tesla and General Motors, saw stock declines. Some leaders, like Japan's prime minister and Canada's PM, criticized the decision. While Trump argues tariffs will bring jobs back, experts predict car prices could rise by \$4,000–\$10,000. Some firms, like Hyundai, are already increasing U.S. investments in response.



Boston Celtics sold for a record-breaking \$6 billion

The Boston Celtics have been sold for a record \$6.1 billion, marking the largest sale of a North American sports franchise. An investor group led by billionaire William Chisholm, along with Rob Hale and Bruce Beal Jr., is acquiring the team. Wyc Grousbeck, whose family purchased the team for \$360 million in 2002, will remain governor until 2027-28. The sale underscores the soaring value of NBA franchises and the growing appeal of sports investments. This deal surpasses the \$6.05 billion sale of the Washington Commanders and the \$4 billion purchase of the Phoenix Suns.



23andMe is looking to sell customers' genetic data

Consumer advocates are urging 23andMe users to delete their accounts amid the company's Chapter 11 bankruptcy filing. The genetic testing firm, with 15 million users, may soon be sold, raising concerns over data privacy. While 23andMe claims it won't change data protections during the sale, a new owner could alter policies. Officials warn that health and life insurance companies might seek access to genetic data. Though federal laws offer some protections, gaps remain. Experts emphasize that privacy policies can change, and users should take action to safeguard their sensitive information before the company is sold.



Top Global Events

Event

Mentions
& Engagement

Most Reached Media
Coverage

Marvel:
Avengers Doomsday
Announcement

7M

Marvel Announcement Video Reveals
Avengers: Doomsday Cast, Channing
Tatum's Gambit and Other X-Men
Confirmed

Miami Open (Tennis)

700K

Raducanu into Miami last 16 after
Keys beaten

Kolkata Knight Riders
VS Rajasthan Royals

700K

RR vs KKR Cricket Score, IPL 2025
Highlights: De Kock's masterclass
powers KKR to dominant victory over
RR

Understanding daily mentions and engagement provides a real-time pulse on public sentiment, helping to shape narratives, anticipate trends, and make informed decisions in an ever-evolving digital landscape.

Makana 360 is a leading political studies, and social media listening company dedicated to providing in-depth analysis and strategic insights. Through advanced monitoring and data-driven research, we help organizations navigate complex political and social landscapes.