

Google and Microsoft play for king of the AI search castle

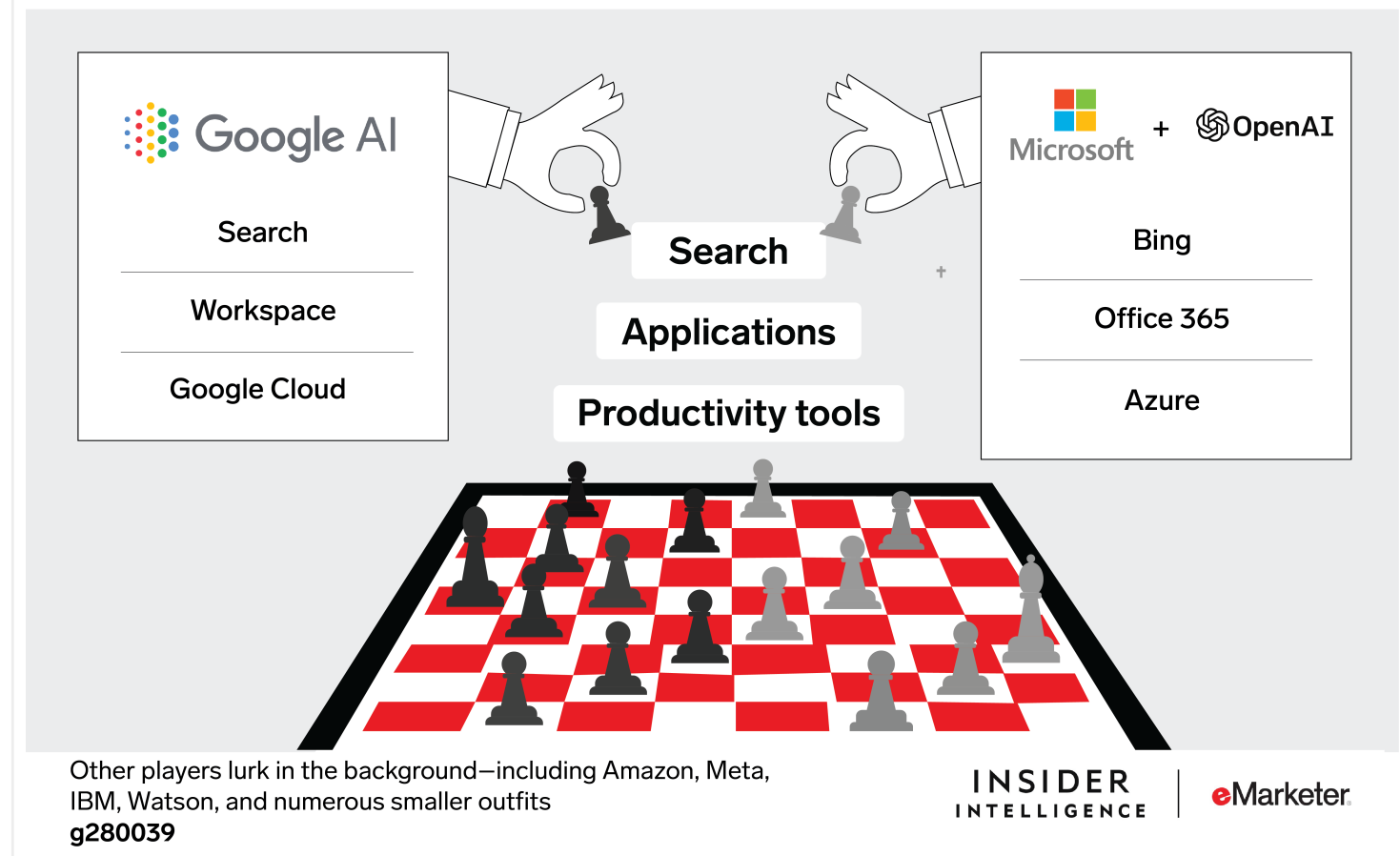
Article

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Last week, [Google and Microsoft](#) each unveiled new AI-powered search tools, each of which made factual errors during demos. Both companies have hit stumbling blocks in the race for

AI dominance they weren't fully prepared to run. That said, Microsoft has created more buzz by integrating OpenAI's popular ChatGPT into its Bing platform.

How Generative AI Changes the Game Between Google and Microsoft



Beyond the chart: Google will account for a hefty 53.9% of US search ad revenues in 2023, though the company's share has been shrinking each year since hitting 57.2% in 2021, according to our forecast.

Microsoft is far behind, capturing 5.2% of US search ad spending this year, a share that is also decreasing, per our estimates.

It's difficult to see Microsoft's path to search ad dominance, but with generative AI set to transform the way people search, it's not impossible.

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- [Google shares lose \\$100 billion after company's AI chatbot makes an error during demo](#)
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