

OpenAI's SearchGPT joins the battle for search engine supremacy

Article

The news: OpenAI announced it's testing **SearchGPT**, a prototype AI search engine designed to challenge Google's dominance.

- The prototype marks a significant escalation in the generative search segment, potentially reshaping search and posing an existential threat to **Google's** most profitable business.

- **SearchGPT offers conversational search with real-time web information** from relevant sources and integrates visual search and deep user customization.

What this means for OpenAI: The flurry of [generative AI \(genAI\) model announcements](#) and innovations from competing AI startups and Big Tech companies is quickly eroding OpenAI's leadership position.

- OpenAI needs to coalesce its technology and focus on a specific product segment. A pivot into generative search could help break Google's dominance while **transforming SearchGPT into a challenger to the legacy search business.**
- A pure play generative search solution powered by OpenAI offers users a more conversational search experience without the burden of algorithms, SEO, and advertising.
- **Publishers and businesses could benefit from SearchGPT partnerships**, ensuring wider adoption and customization as an alternative to **Google Search.**

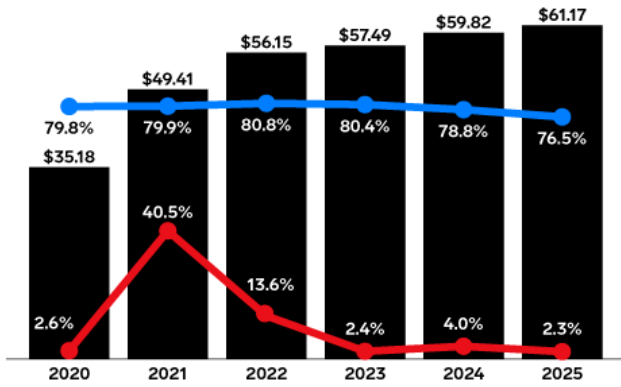
What this means for Google: Given that [Search is responsible for more than half of its Q2 earnings](#), Google is caught between going after the genAI market and defending its leadership position in search solutions.

- Google's monopoly on search faces a significant threat, pushing the company to innovate faster.
- **A successful SearchGPT could cut into Google's search advertising revenue and alter existing ad cost structures.**
- Google might need to reconsider [its relationships with publishers](#) and content creators as AI alters web traffic patterns.

Our take: Google Search owns 91% of the search market. It reported \$175 billion in revenues from Search and attached ad sales in 2023. With SearchGPT still in its prototype stage, **it will take years for OpenAI to chip away at Google's lead.**

Dive deeper: For a more comprehensive look at AI in search, read our [Generative Search Trends](#) report.

US Google Search Net Ad Revenues, 2020-2025
billions, % change, and % of total Google ad revenues



■ Google search net ad revenues ■ % of total Google ad revenues

■ % change

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; includes contextual text links, paid inclusion, paid listings (paid search), and SEO; includes YouTube advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: eMarketer, March 2023

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