

After 13 years of existence, Microsoft Bing hits 100 million daily users for the first time

After more than 13 years of existence and development, the Bing search engine developed by Microsoft has finally reached the milestone of 100 million daily active users, as of the end of Wednesday, March 8.

Notably, this achievement comes just under a month after the Redmond company officially introduced a brand new Bing Search experience powered by an advanced AI chatbot model that integrates directly with the Edge browser.

Bing was first born in June 2009, carrying many expectations of Microsoft. Sadly, since then, this search engine has always been behind the huge shadow of the giant Google, and received almost no public attention until recently, with the rapid popularity of its models. AI-based chatbot model, typically ChatGPT.

Microsoft itself has to admit that its search engine is still a small service, with a 'single digit' share of the market. However, the milestone of 100 million regular users is a remarkable number, and still better than before - when people didn't even pay attention to the name Bing.



In addition, the interaction from the millions of people who tried the Bing preview with the new integrated AI chatbot gave search engines a much-needed boost and innovation. Bing chat is powered by a new, more advanced version of the big language model from OpenAI, with the advantage of being able to provide detailed answers to long and complex user queries. The new wave for Bing is a testament to the correctness of Microsoft's approach to search

Overall with less than 3% market share (according to StatCounter), Bing has a long and thorny road to go before it even considers taking a big chunk of Google's market share, which currently accounts for more than 90%. While ChatGPT's rise has shaken the Google ecosystem somewhat, Microsoft itself is facing its own problems with AI chatbots.

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