

OpenAI enables ChatGPT to chat directly with apps

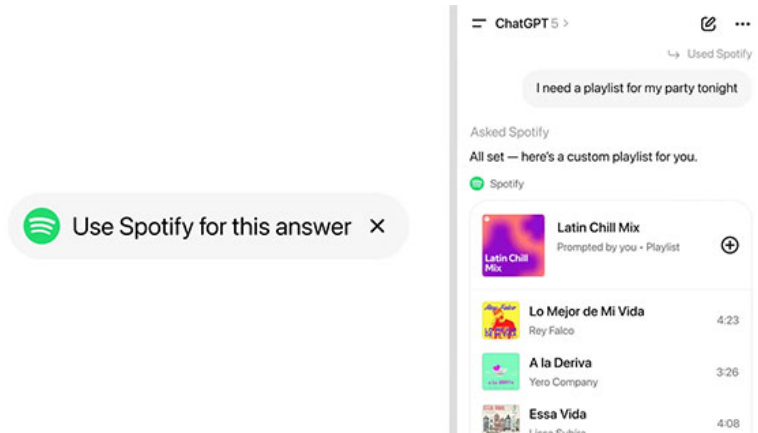
OpenAI launches a new feature that allows ChatGPT to integrate and interact directly with applications such as Spotify, Canva, Expedia, helping users operate faster.

ChatGPT remains OpenAI's most popular product, even years after its launch and amid fierce competition. At DevDay 2025, the company further expanded the platform's commercial potential by introducing direct application integration within ChatGPT, along with a software development kit (SDK) for developers looking to build interactive natural language applications.

With the new feature, users can chat and interact directly with apps right within the ChatGPT interface, instead of having to access each individual platform. OpenAI has initially partnered with a number of partners including Booking.com, Canva, Coursera, Expedia, Figma, Spotify, and Zillow, and the list is expected to expand in the coming months. The new feature is currently available to all Free, Pro, Plus, or Go users, as long as they are not in the EU region and the partner app has English language support in that country.

In the near future, OpenAI will allow any developer to submit their applications to ChatGPT, as long as they pass the review process. These applications will be built through the Apps SDK (preview) - a tool based on the Model Context Protocol (MCP) standard, allowing users to fully exploit the capabilities of the application, while developers have the opportunity to access the more than 800 million ChatGPT users worldwide. OpenAI also said that it will soon announce more information about monetization policies for developers.

Users can activate the app by calling the app name directly in the conversation, or ChatGPT can automatically suggest the appropriate app based on the context. When interacting with an app for the first time, users need to allow data sharing, as the app will use the conversation context to provide more accurate results and services.



According to OpenAI, bringing applications directly into ChatGPT will open a new era of natural language interaction experiences, helping users achieve their goals faster and more efficiently than ever before.

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