

Thanks to built-in AI, Bing is now the number one PC web search engine in China

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Bing's rapid success partly reflects the dynamic nature of the search engine market, and highlights the fierce competition of services in innovation and providing an enhanced search experience. high for users, whose main focus is on integrated advanced AI models.

Microsoft has continuously enhanced Bing's capabilities by integrating the latest artificial intelligence technologies. The company Redmond confirmed that their search engine now works on top of GPT-4, the latest version of the OpenAI language modeling system that has just been released with a series of powerful improvements.

In addition, Bing's achievement in the Chinese market is probably also due to its extensive integration in various Microsoft products and services. As Microsoft's fourth featured product line, Bing has established close relationships with Windows, Office, and Xbox. This integration has allowed Microsoft's search engine to gain a significant presence and reach a broad user base in China, contributing to a rapid increase in overall market share.

Baidu's market share has now dropped to 27.01%. Behind Bing and Baidu are Sogou with 16.36% market share, Yandex with 7.45% market share, Haosou with 6.25% market share and Google with 5.2% market share.



According to engineer Mustafa Suleyman, co-founder of DeepMind, a subsidiary of Google focusing on artificial intelligence, there will be a significant change in the internet landscape in the near future. Suleyman predicts that conventional search methods will no longer be relevant in the next ten years, they will soon be replaced by more convenient and intelligent AI-based search experiences, and especially capable of interact directly with the user.

As search engines get smarter, it will become increasingly important to optimize content for these advanced algorithms and take advantage of interactive and conversational search elements to ensure visibility. better display and interact with the target audience.

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