

## Macro Roundup Article

**Headline:** [Is Google's 20-Year Dominance of Search in Peril?](#)

**Article Link:** <https://www.economist.com/business/2023/02/08/is-googles-20-year-search-dominance-about-to-end>

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**Tweet:** Since 2011 Google has generated \$300B in cash, but their dominant position in search under threat as Microsoft announced plans to supplement Bing search results with an AI-generated side box summarizing pertinent information. @TheEconomist

**Summary:** The revenue of Google's parent company, now called Alphabet, has grown at an average annual rate of over 20% since 2011. In that period, it has generated more than \$300bn in cash after operating expenses. On February 7th Microsoft, which recently announced an investment of \$10bn in OpenAI, showed off how it plans to go after those profits. Results from the software giant's search engine, Bing, will now be accompanied by an ai-generated side box summarizing pertinent information. Alphabet this week unveiled its own chatbot, Bard, and has reportedly invested \$300m in Anthropic, a generative-ai startup. On February 8th, while presenting some non-chatty ai search features, it confirmed that Bard will be integrated into search within weeks. Investors were unimpressed; Alphabet's share price tumbled by 8% after the announcement. Google's share of revenue from search advertising in America will fall to 54% this year, down from 67% in 2016, according to eMarketer, a research firm.

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