

# OpenAI launches Atlas browser to compete with Google Chrome



MATT O'BRIEN and MICHAEL LIEDTKE

Tue, October 21, 2025 at 6:03 PM GMT+1 • 5 min read



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[OpenAI](#) introduced its own web browser, Atlas, on Tuesday, putting the ChatGPT maker in direct competition with Google as more internet users rely on [artificial intelligence](#) to answer their questions.

Making its popular AI chatbot a gateway to online searches could allow OpenAI, the world's most valuable startup, to pull in more internet traffic and the revenue made from digital advertising. It could also further cut off the lifeblood of online publishers if ChatGPT so effectively feeds people summarized information that they stop exploring the internet and clicking on traditional web links.

OpenAI has said ChatGPT already has more than 800 million users but many of them get it for free. The San Francisco-based company also sells paid subscriptions but is losing more money than it makes and has been looking for ways to turn a profit.

OpenAI said Atlas launches Tuesday on [Apple](#) laptops and will later come to Microsoft's Windows, Apple's iOS phone operating system and Google's Android phone system.

OpenAI CEO Sam Altman called it a "rare, once-a-decade opportunity to rethink what a browser can be about and how to use one."

But analyst Paddy Harrington of market research group Forrester said it will be a big challenge "competing with a giant who has ridiculous market share."

OpenAI's browser is coming out just a few months after one of its executives testified that the company would be interested in buying Google's industry-leading Chrome browser if a federal judge had required it to be sold to prevent the abuses that resulted in Google's ubiquitous search engine being [declared an illegal monopoly](#).

But U.S. District Judge Amit Mehta last month [issued a decision](#) that rejected the Chrome sale sought by the U.S. Justice Department in the monopoly case, partly because he believed advances in the AI industry already are reshaping the competitive landscape.

OpenAI's browser will face a daunting challenge against Chrome, which has amassed about 3 billion worldwide users and has been adding some AI features [from Google's Gemini technology](#).

Chrome's immense success could provide a blueprint for OpenAI as it enters the browser market. When Google released Chrome in 2008, Microsoft's Internet Explorer was so dominant that few observers believed a new browser could mount a formidable threat.

But Chrome quickly won over legions of admirers by loading webpages more quickly than

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# Alphabet Slides as Rumors Swirl of OpenAI Launching New Web Browser

Faizan Farooque

Wed, October 22, 2025 at 9:10 AM GMT+1 • 1 min read



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## Alphabet

This article first appeared on [GuruFocus](#).

Alphabet Inc. ([GOOG](#), [Financials](#)) shares [dropped after speculation spread online](#) that OpenAI might be preparing to launch its own web browser powered by artificial intelligence a move that could challenge Google's long-running dominance with Chrome.

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By midday, Alphabet's stock was down nearly 3%, with trading activity picking up sharply after OpenAI posted a short teaser video on X. The company said it would livestream an announcement at 1 p.m. ET, sparking a wave of rumors about what it might reveal.

With more than 3.4 billion users around the world, Google Chrome is one of Alphabet's most important products. It is the main method people get to its search engine and is also a key part of its ad business. A competing browser from OpenAI, which is supported by Microsoft (MSFT), could change how people search, browse, and interact with information online, which could weaken that basis.

There isn't much information right now. Some investors predict that OpenAI might make a browser that has ChatGPT built right into the interface. This would make the web experience more conversational and AI-driven. Some others think the announcement could be an improvement to its current AI helper instead of a full-fledged browser.

Either way, the buzz was enough to make markets react. The drop in Alphabet's shares shows how closely investors are watching the growing rivalry between Google and OpenAI two companies at the center of the race to define the future of search and productivity tools.

All eyes are now on OpenAI's livestream this afternoon to see whether the company really plans to take on Chrome, or if the market just got ahead of itself.

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AP

## AP Top Financial News at 6:34 p.m. EDT

Associated Press Finance

Tue, October 21, 2025 at 5:00 AM GMT+1



OpenAI launches Atlas browser to compete with Google Chrome

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Privacy

## Privacy concerns over new Open AI web browser



ABC News Videos

Wed, October 22, 2025 at 10:14 PM GMT+1

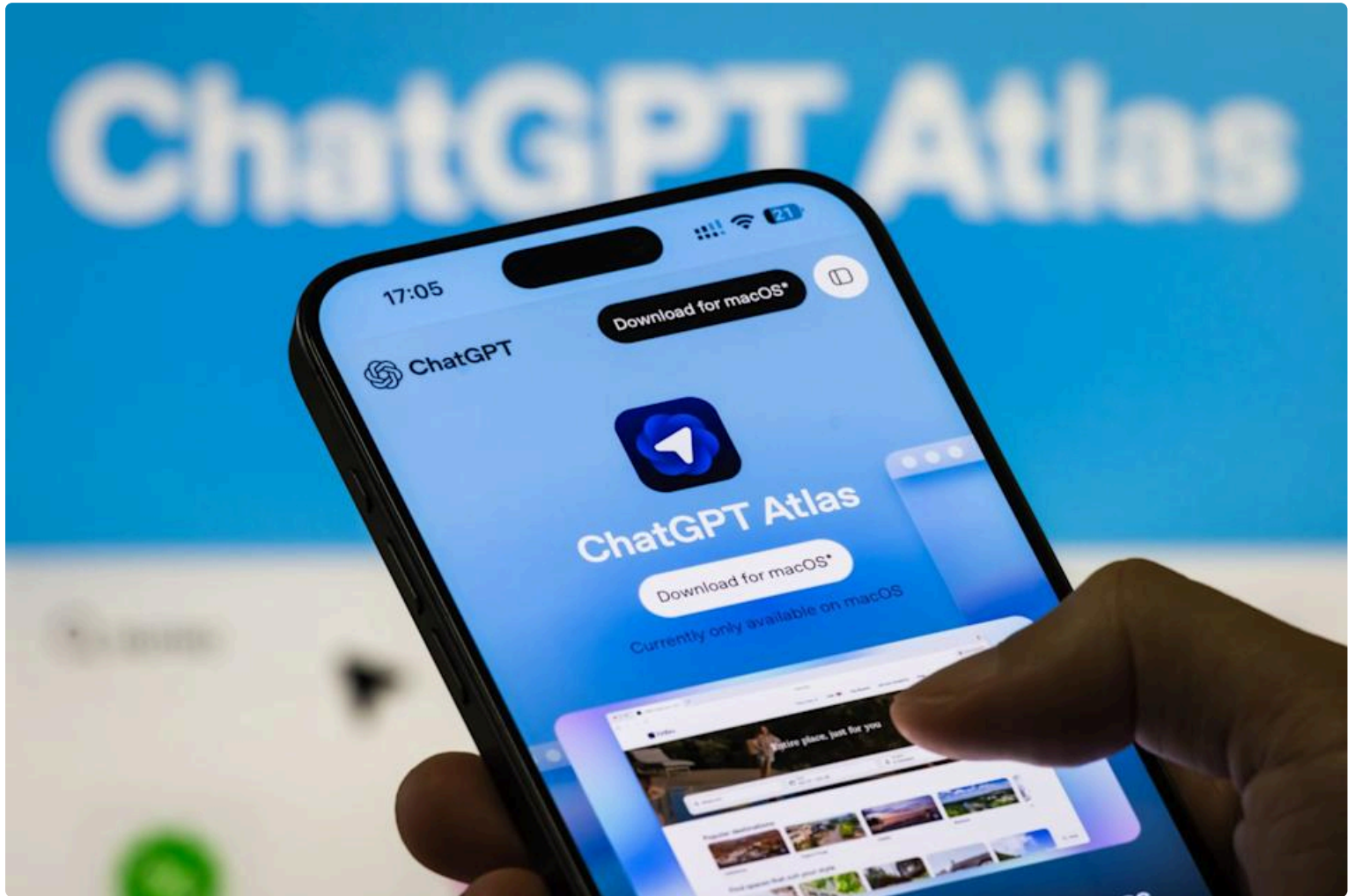


ABC News' Linsey Davis spoke with the Electronic Frontier Foundation's Victoria Noble about what users should be on the lookout for if they choose to use an AI browser.



5 min

## Cybersecurity experts warn OpenAI's ChatGPT Atlas is vulnerable to attacks that could turn it against a user—revealing sensitive data, downloading malware, or worse



OpenAI's new AI browser sparks fears of data leaks and malicious attacks. · Fortune · Cheng Xin—Getty Images

Beatrice Nolan

Thu, October 23, 2025 at 11:16 AM GMT+1 • 7 min read



Cybersecurity experts are warning that [OpenAI's new browser, ChatGPT Atlas](#), could be vulnerable to malicious attacks that could turn AI assistants against users, potentially stealing sensitive data or even draining their bank accounts.

The AI company launched Atlas on Tuesday, with the goal of introducing an AI browser that can eventually help users execute tasks across the internet as well as search for answers. Someone planning a trip, for example, could also use Atlas to search for ideas, plan an itinerary, and then ask it to book flights and accommodations directly.

ChatGPT Atlas has several new features, such as “browser memories,” which allow ChatGPT to remember key details from a user’s web browsing to improve chat responses and offer smarter suggestions, and an experimental “agent mode,” where ChatGPT can take over browsing and interacting with webpages for a user.

The browser is part of a wider push by the company to expand ChatGPT from an app into a broader computing platform. It also puts OpenAI more directly in competition with [Google](#) and [Microsoft](#), as well as newer players such as Perplexity, which has launched an AI-powered browser of its own, called Comet. (Google has also integrated its Gemini AI model into its Chrome browser.)

However, cybersecurity experts warn that all current AI browsers pose new security risks, particularly when it comes to what is called “prompt injection”—a type of attack where malicious instructions are given to an AI system to make it behave in unintended ways, such as revealing sensitive information or performing harmful actions.

“There will always be some residual risks around prompt injections because that’s just the nature of systems that interpret natural language and execute actions,” George Chalhouh, assistant professor at UCL Interaction Centre, told *Fortune*. “In the security world, it’s a bit of a cat-and-mouse game, so we can expect to see other vulnerabilities emerge.”

The core issue is that AI browsers can fail to distinguish between the instructions, or prompt, written by a trusted user from the text written on untrusted webpages. This means that a hacker could set up a webpage containing instructions that any model visiting the site should, for example, open up the user’s email in a fresh tab and export all the user’s messages to the attacker. In some cases, attackers might hide these instructions—by using white text on a white background, for instance, or using machine code somewhere on the site—that are hard for a human user to spot, but which the AI browser will nonetheless read.

“The main risk is that it collapses the boundary between the data and the instructions: it could turn an AI agent in a browser from a helpful tool to a potential attack vector against the user,” Chalhouh added. “So it can go and extract all of your emails and steal your personal data from work, or it can log into your Facebook account and steal your messages, or extract all of your passwords, so you’ve given the agent unfiltered access to all of your accounts.”

In a [post on X](#), Dane Stuckey, OpenAI’s Chief Information Security Officer, said the company was “very thoughtfully researching and mitigating” the risks around prompt injections.

“Our long-term goal is that you should be able to trust ChatGPT agent to use your browser, the same way you’d trust your most competent, trustworthy, and security-aware colleague or friend,” he wrote. “For this launch, we’ve performed extensive red-teaming, implemented novel model training techniques to reward the model for ignoring malicious instructions, implemented overlapping guardrails and safety measures, and added new systems to detect

and block such attacks. However, prompt injection remains a frontier, unsolved security problem, and our adversaries will spend significant time and resources to find ways to make ChatGPT agent fall for these attacks.”

Stuckey said the company had implemented several measures to mitigate risks and protect users, including building rapid response systems to detect and block attack campaigns quickly, and continuing to invest in research, security, and safety to strengthen model robustness and infrastructure defenses. The company also has features such as “logged out mode” which lets ChatGPT act without account credentials, and “Watch Mode” to help keep users aware and in control when the agent operates on sensitive sites.

When reached for comment, OpenAI referred Fortune to Stuckey’s comments.

## **AI browsers create a new attack surface**

Several social media users have shared early examples of successfully using these types of prompt injection attacks against ChatGPT Atlas. [One user demonstrated](#) how Atlas could be exploited via clipboard injection. By embedding hidden “copy to clipboard” actions in buttons on a webpage, the user showed that when the AI agent navigates the site, it could unknowingly overwrite the user’s clipboard with malicious links. Later, if the user pastes normally, they could be redirected to phishing sites and have sensitive login information stolen, including MFA codes.

Additionally, just hours after ChatGPT Atlas launched, [Brave, an open-source browser](#) company, posted a blog detailing several attacks AI browsers are particularly vulnerable to, including indirect prompt injections. The company [previously exposed a](#) vulnerability in Perplexity’s Comet browser that allowed attackers to embed hidden commands in webpages, which the AI could execute when asked to summarize the page and potentially expose sensitive data such as user emails.

In Comet, Brave also found that attackers can hide commands in images that are executed when a user takes a screenshot, while in Fellou—another agentic AI browser—simply navigating to a malicious webpage can trigger the AI to follow harmful instructions.

“These are significantly more dangerous than traditional browser vulnerabilities,” Chalhoub said. “With an AI system, it’s actively reading content and making decisions for you. So the attack surface is much larger and really invisible. Whereas in the past, with a normal browser, you needed to take a number of actions to be attacked or infected.”

“The security and privacy risks involved here still feel insurmountably high to me,” U.K.-based programmer [Simon Willison said of ChatGPT Atlas in his blog](#). “I’d like to see a deep explanation of the steps Atlas takes to avoid prompt injection attacks. Right now, it looks like

the main defense is expecting the user to carefully watch what agent mode is doing at all times!”

## Users may underestimate data-sharing risks

There are also questions around privacy and data retention. Notably, ChatGPT Atlas asks users to opt in to share their password keychains, something that could be exploited by malicious attacks aimed at the browser’s agent.

“The challenge is that if you want the AI assistant to be useful, you need to give it access to your data and your privileges, and if attackers can trick the AI assistant, it is as if you were tricked,” Srinu Devadas, MIT Professor and CSAIL Principal Investigator, said.

Devadas said that the main privacy concern with AI browsers is the potential leakage of sensitive user data, such as personal or financial information, when private content is shared with AI servers. He also warned that AI browsers might provide incorrect information due to model hallucinations and that task automation could be exploited for malicious purposes, like harmful scripting.

“The integration layer between browsing and AI is a new attack surface,” he said.

Chalhoub added that it could be easy for less technically literate users to download these browsers and assume privacy is built into the product.

“Most users who download these browsers don’t understand what they’re sharing when they use these agents, and it’s really easy to import all of your passwords and browsing history from Chrome, and I don’t think users realize it, so they’re not really opting in knowingly,” he said.

This story was originally featured on [Fortune.com](#)

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**guru**feels

## Alphabet (GOOGL) Shares Slide After OpenAI Drops Teaser For New AI Browser

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Nauman khan

Wed, October 22, 2025 at 1:51 PM GMT+1 • 1 min read



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In this article:



# Alphabet

This article first appeared on [GuruFocus](#).

**Oct 22** - Alphabet ([NASDAQ:GOOGL](#)) shares fell nearly [2.5%](#) on Tuesday after online chatter and a short social post from OpenAI hinted the company would unveil an AI-powered web browser, according to a social-media [post](#).

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Class A and B shares dipped about 4% around 11:00 a.m. ET before paring losses, as investors reacted to the prospect of a new browser that could challenge Google Chrome's dominance.

OpenAI posted a brief [video](#) on X saying it would livestream a presentation at 10:00 a.m. PT (1:00 p.m. ET). The teaser drew attention because a successful AI browser could alter search and browsing dynamics that have long favoured Google.

Trading activity was steady but below recent averages: roughly 21.52 million GOOGL shares and 12.76 million GOOG shares changed hands by 12:10 p.m. ET, trailing their three-month volume norms.

Chrome remains the world's most used browser, with an estimated 3.45 billion users as of late 2024 and early 2025, giving Google a sizeable lead if any new entrant seeks scale.

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GOOGL

## Two days after OpenAI's Atlas, Microsoft launches a nearly identical AI browser

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**Russell Brandom**

Thu, October 23, 2025 at 7:03 PM GMT+1 • 2 min read



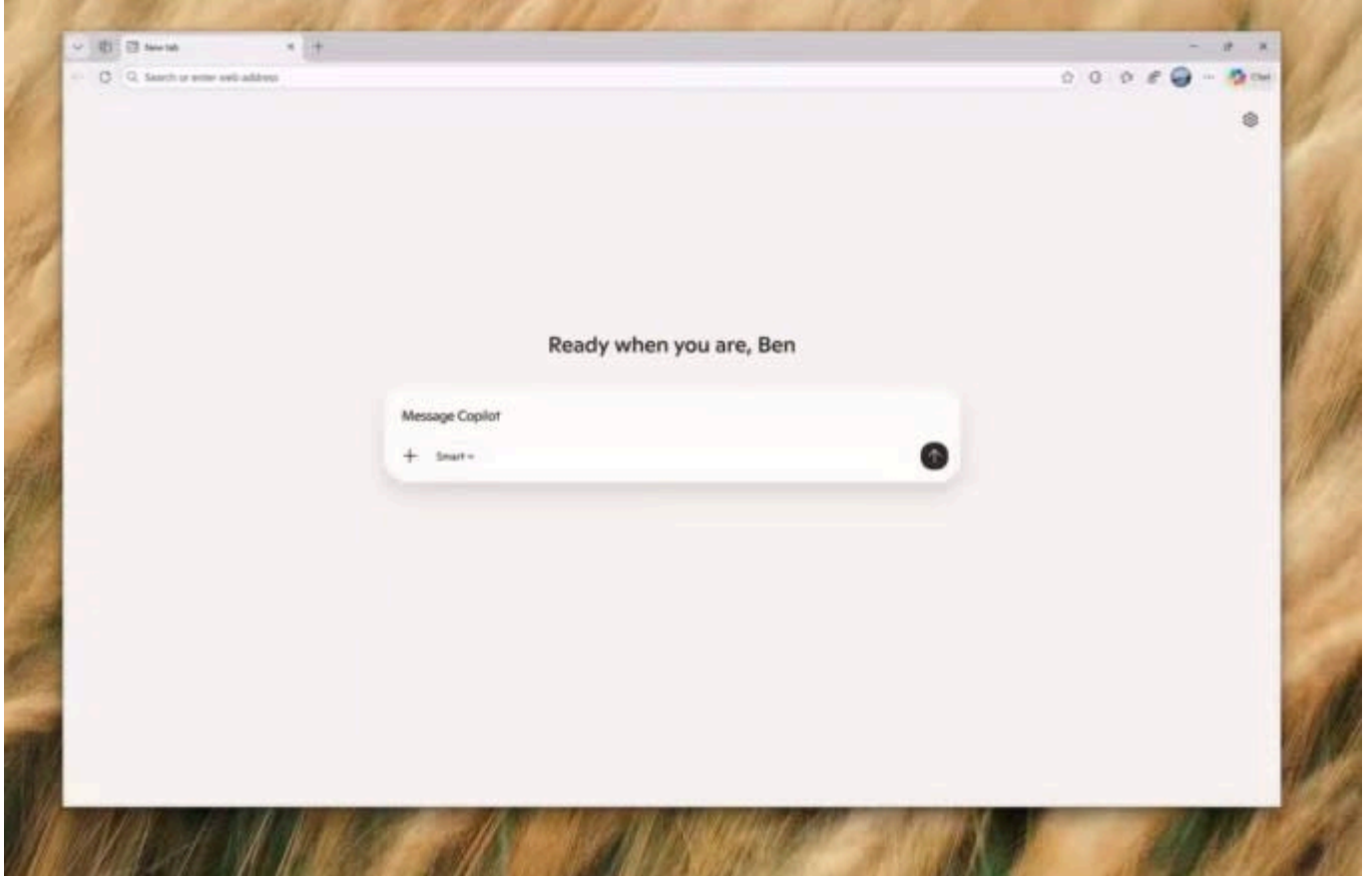


Mustafa Suleyman, chief executive officer of Microsoft AI, speaks during an event commemorating the 50th anniversary of the company at Microsoft headquarters in Redmond, Washington, US, on Friday, April 4, 2025. Microsoft Corp., determined to hold its ground in artificial intelligence, will soon let consumers tailor the Copilot digital assistant to their own needs. Photographer: David Ryder/Bloomberg via Getty Images | Image Credits:David Ryder/Bloomberg / Getty Images

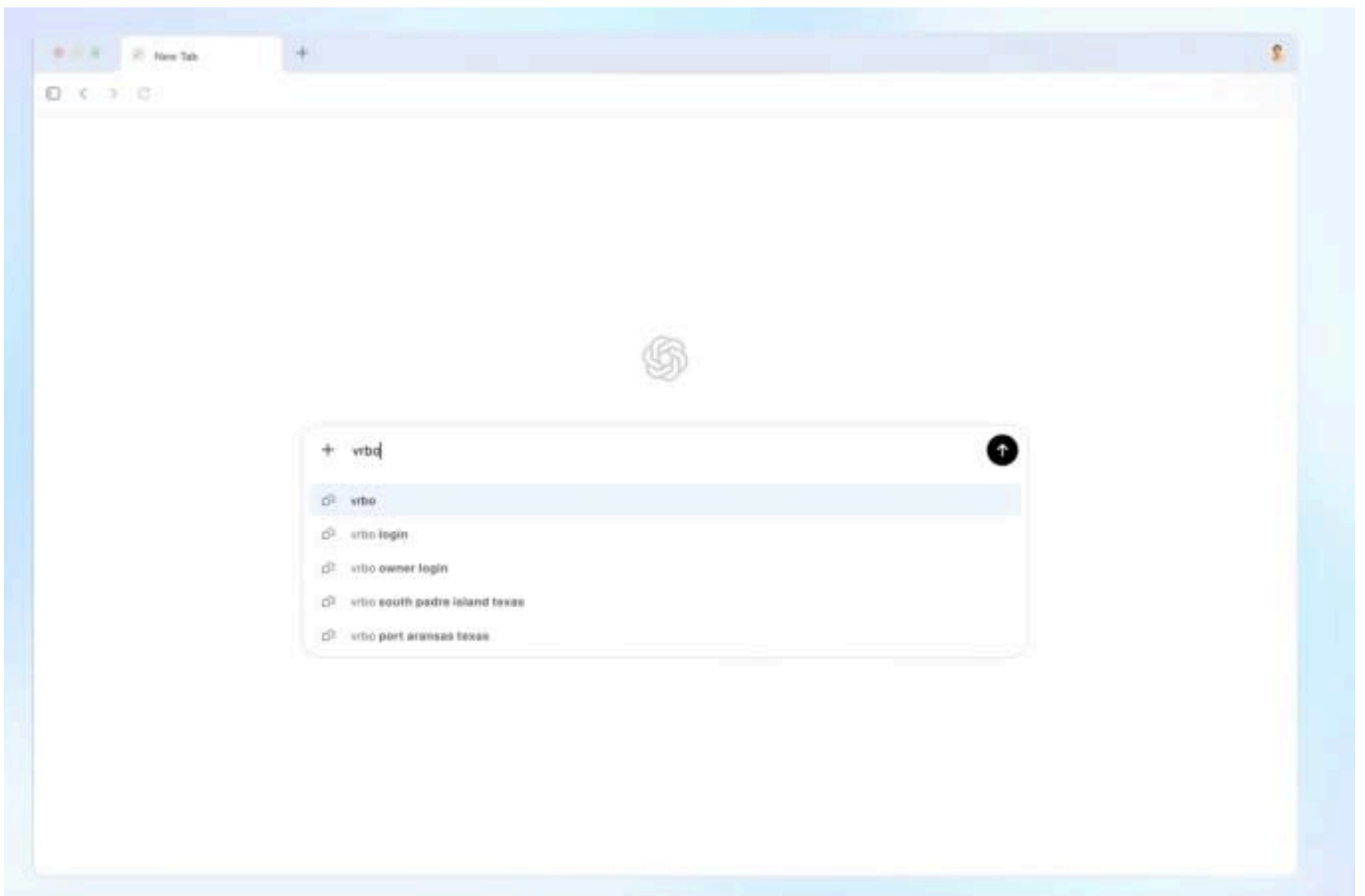
Microsoft released a new batch of features for its AI assistant Thursday, including [an ambitious project](#) that builds artificial intelligence directly into one of its most central products. More than a simple extension, the new [CoPilot Mode of Microsoft's Edge browser](#) is the company's take on the long-hyped AI browser category — an intelligent and flexible AI assistant that follows you as you browse the web.

Mustafa Suleyman, the CEO of Microsoft AI, even described the new product in those terms in the announcement. “Copilot Mode in Edge is evolving into an AI browser that is your dynamic, intelligent companion,” Suleyman wrote in the announcement post. “With your permission, Copilot can see and reason over your open tabs, summarize and compare information, and even take actions like booking a hotel or filling out forms.”

The announcement comes just two days after a similar launch from OpenAI, which showed off its new Atlas browser. Of course, Copilot's release has been scheduled for weeks, and new Copilot Mode has probably been in development for months. Neither company invented the idea of an AI-assisted web browser. But the visual similarity between the two products is hard to ignore.



A demo frame from Microsoft's Copilot for Edge announcement



A Demo frame from OpenAI's Atlas announcement

These are two very similar pictures. The Copilot for Edge background is a little darker, there's text instead of a logo, and the close/minimize buttons follow Windows conventions instead of MacOS conventions. Beyond that, Copilot puts its "ride-along" function in a new tab instead of a split-screen... but that's about it. It's pretty much the same product.

Part of the similarity is functional: people like clean browsers, and there are only so many ways to integrate a chatbot window into the “new tab” screen. For users, the main difference will come from the underlying models, so maybe a little facial similarity doesn’t make too big a difference.

Browsers mostly look the same anyway. But given the high stakes of the AI race and the tense state of play between the two companies, it seems significant that we got both of these browsers in the same week.

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by [Gabe Grunwald](#)

# As the browser wars heat up, here are the hottest alternatives to Chrome and Safari in 2025

Lauren Forristal

Tue, October 21, 2025 at 6:54 PM GMT+1 • 6 min read



In this article:

AAPL ☆

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Web search bar on laptop screen 3d render - illustration of website form for research of information on computer. Browser interface button with magnifying glass and place for text type. | Image Credits:RoJDesign / Getty Images

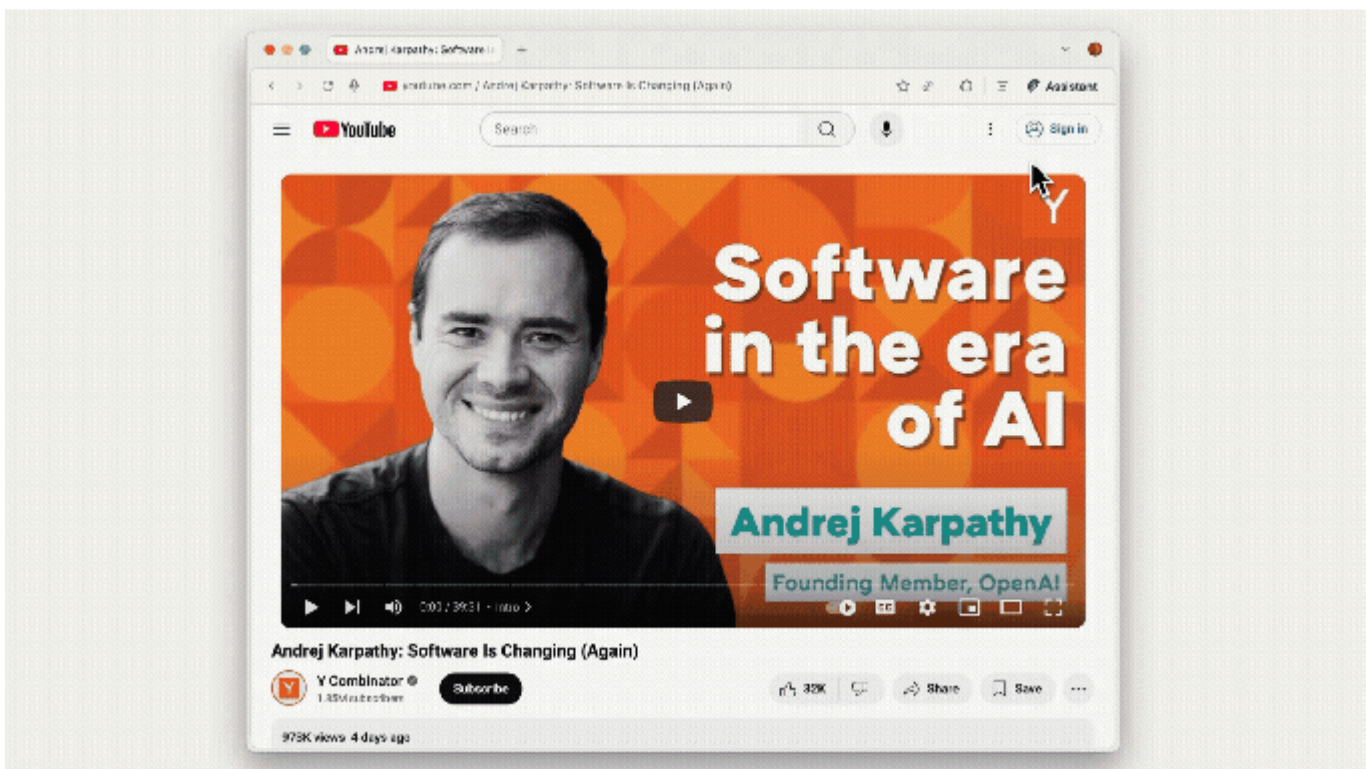


Google Chrome and Apple's Safari currently dominate the web browser market, with Chrome holding a significant share due to the tech giant's ongoing innovations, particularly in integrating generative AI into its search functionalities.

However, users seeking alternatives will find a variety of browsers aiming to challenge these industry giants.

To help navigate the competitive landscape of the browser wars, we've compiled an overview of some of the top alternative browsers available today. This includes browsers leveraging AI, open source browsers that promote customization and privacy, and “mindful browsers” — a new term that refers to browsers designed to enhance user well-being.

## AI-powered browsers

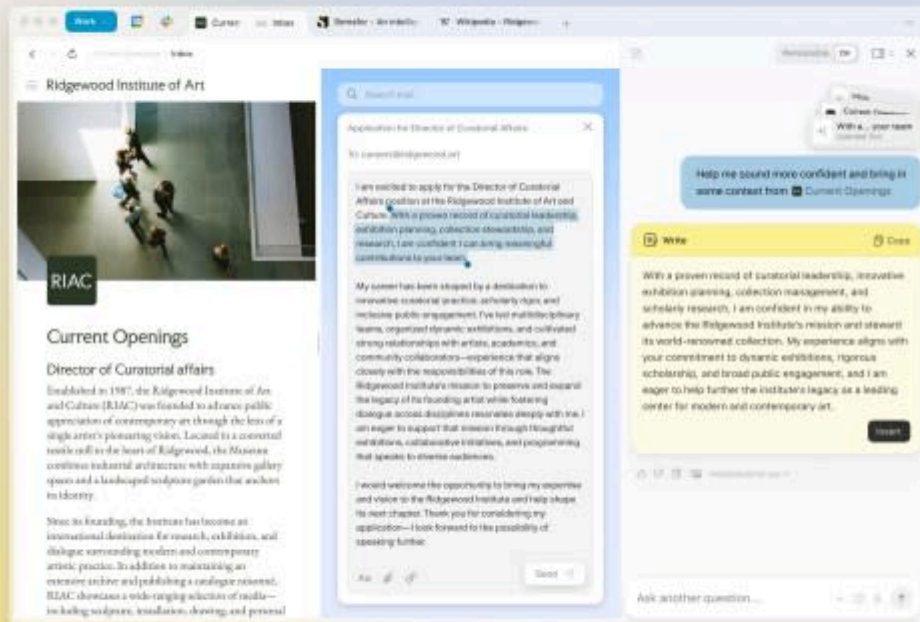


**Image Credits:**Perplexity

## Perplexity's Comet

Perplexity is the most recent startup in the space to [launch an AI-powered web browser](#). Called [Comet](#), the company's new product acts as a chatbot-based search engine, and can perform actions like summarizing emails, browsing web pages, and performing tasks such as sending calendar invites. It's currently only available to users with Perplexity's \$200/month Max plan, but there's also a waitlist where people can sign up.

## The Browser Company's Dia



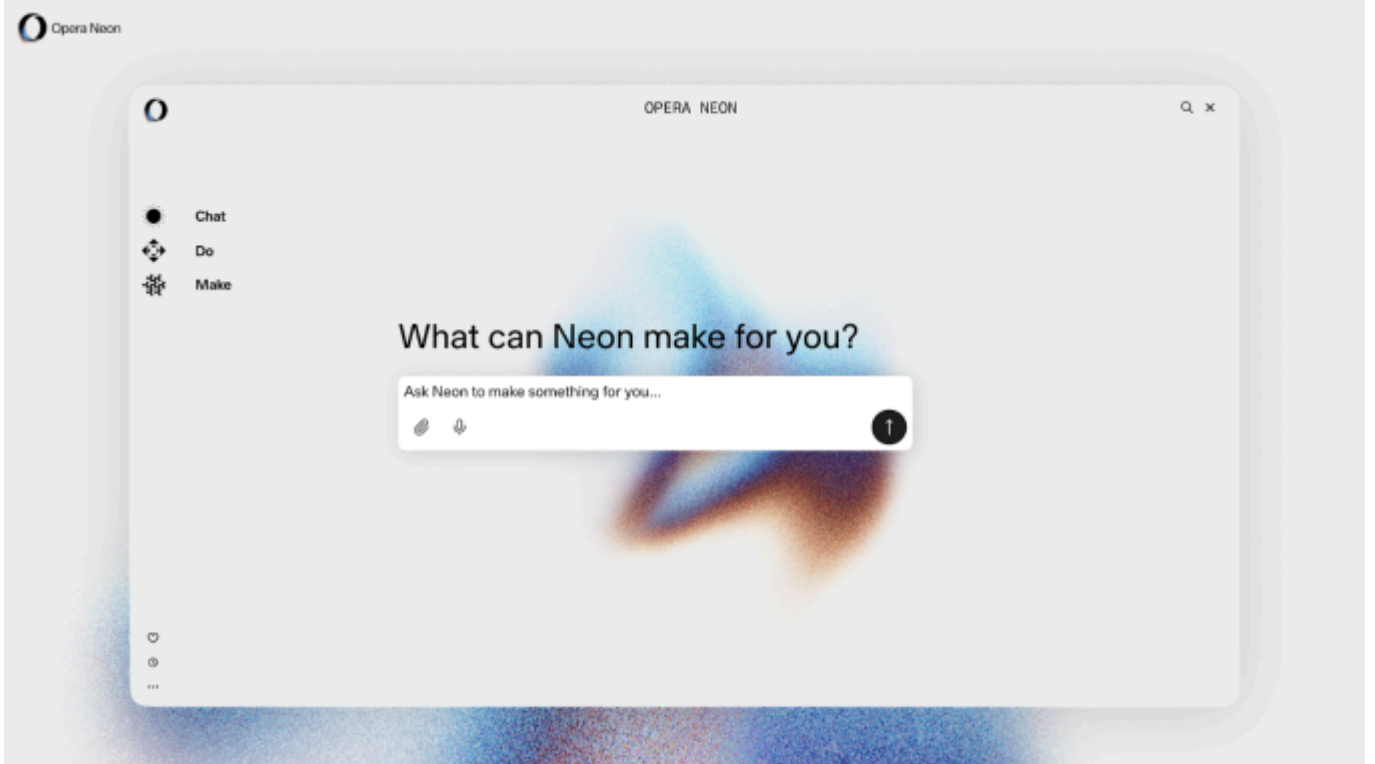
**Image Credits:**The Browser Company

The Browser Company, the startup behind the Arc browser, [recently introduced Dia](#), its AI-centric browser that looks similar to Google Chrome but with an AI chat tool.

Currently available as an [invite-only beta](#), Dia is designed to help users navigate the web more easily. It's able to look at every website that a user has visited and every website they're logged into, enabling it to help you find information and perform tasks. For instance, Dia can provide information about the page a user is currently browsing, answer questions about a product, and summarize uploaded files.

To get early access to Dia, users have to be an Arc member. Non-members can join the waitlist.

## Opera's Neon



**Image Credits:**Opera

Another [recent entry](#) into the AI agentic browser war is Opera's [Neon](#), which has contextual awareness and can do things like researching, shopping, and writing snippets of code. Notably, it can even perform tasks while the user is offline.

Neon has yet to become available, but people can join the waitlist. It will be a subscription product; however, Opera hasn't announced pricing yet.

## OpenAI's Atlas



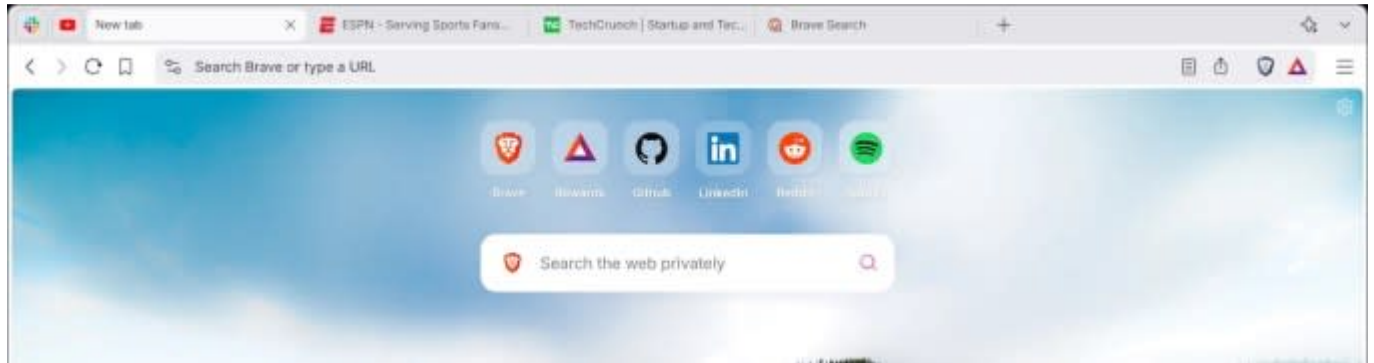
Bryce Durbin / TechCrunch

**Image Credits:**Bryce Durbin / TechCrunch

OpenAI recently launched its AI-powered web browser, called [Atlas](#). The browser allows users to ask ChatGPT about search results and browse websites within the chatbot instead of being directed to outside links. There's also an "agent mode" for users to ask ChatGPT to complete tasks on their behalf.

Atlas was first rumored to launch in [July](#); however, it only became available on macOS in October. It's expected to arrive on Windows, iOS, and Android devices soon.

## Privacy-focused browsers



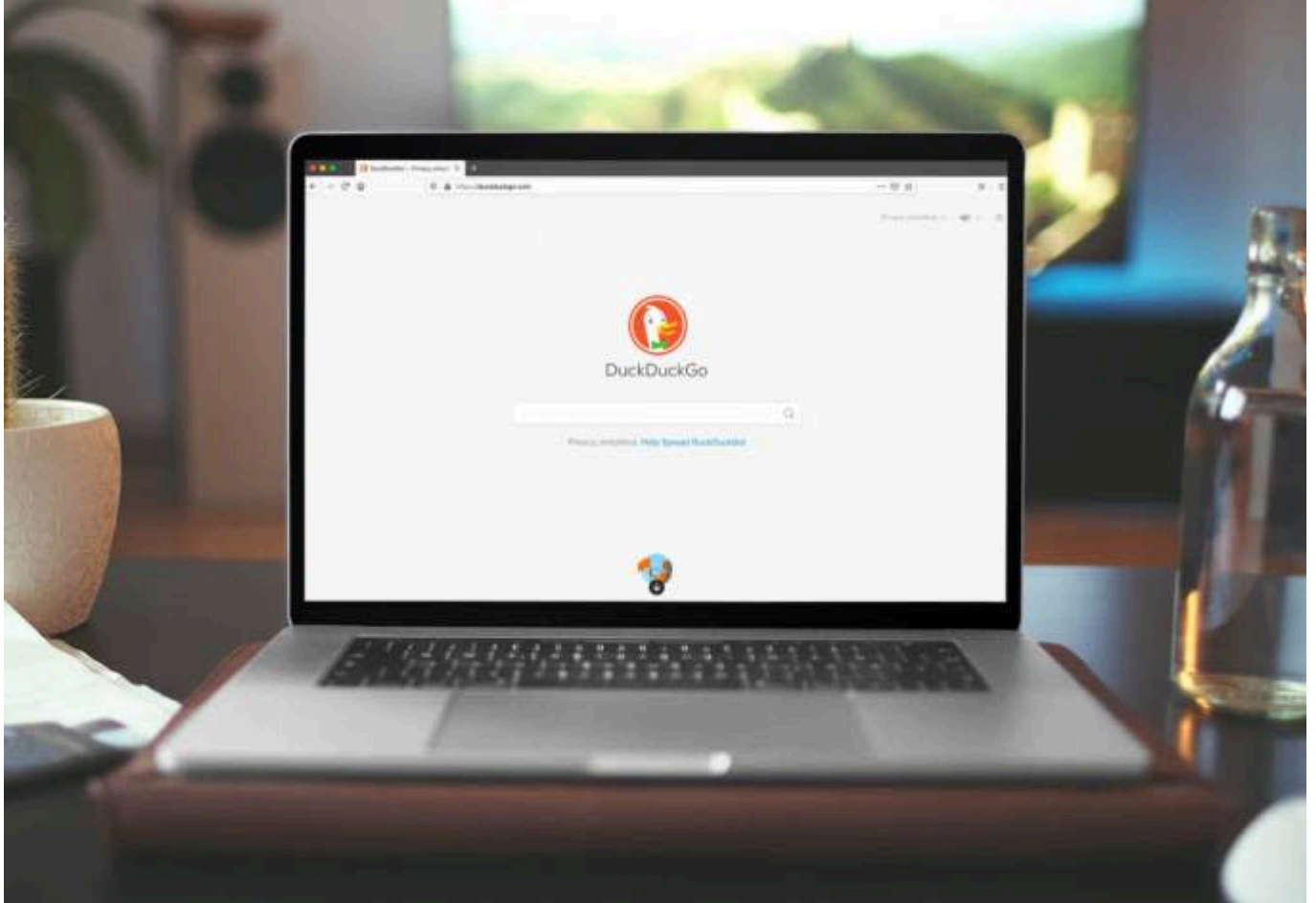
**Image Credits:**Brave

### Brave

[Brave](#) is among the more well-known [privacy-first browsers](#), popular for its built-in ad and tracker blocking capabilities. It also has a gamified approach to browsing, rewarding users with its own cryptocurrency called Basic Attention Token (BAT). When users choose to opt in to view ads, supporting their favorite websites, they get a share of the ad revenue. Additional features include a VPN service, [an AI assistant](#), and [a video calling feature](#).

### DuckDuckGo





**Image Credits:**DuckDuckGo

**DuckDuckGo** is another **browser** that many people are probably already familiar with, thanks to its search engine by the same name. Launched in 2008, the company recently made significant investments in its browser to stay competitive by **introducing generative AI features**, such as a chatbot. It also **enhanced its scam blocker** to detect a wider range of scams, including fake cryptocurrency exchanges, scareware tactics, and fraudulent e-commerce websites. In addition to blocking scams, DuckDuckGo prevents trackers and ads, and it doesn't track user data, resulting in fewer pop-ups for users.

## **Ladybird**

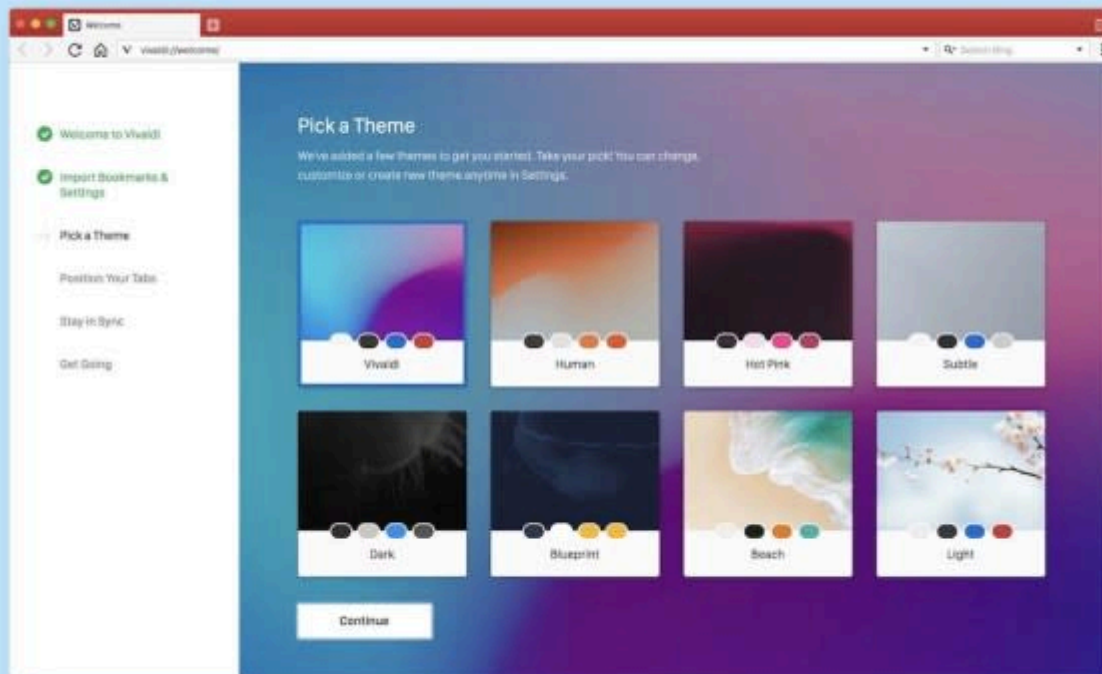


**Image Credits:**Ladybird

[Ladybird](#), led by GitHub co-founder and former CEO Chris Wanstrath, has an ambitious mission compared to other rivals: It aims to build an entirely new open source browser from scratch. This means it will not rely on code from existing browsers, a feat that has rarely been accomplished. Most alternative web browsers depend on the Chromium open source project maintained by Google, which is the most widely used base for many browsers.

Like other privacy-focused browsers, Ladybird will offer features to minimize data collection, such as a built-in ad blocker and the ability to block third-party cookies. The browser has yet to be launched, with an alpha version scheduled for release in 2026 for early adopters, available on Linux and macOS.

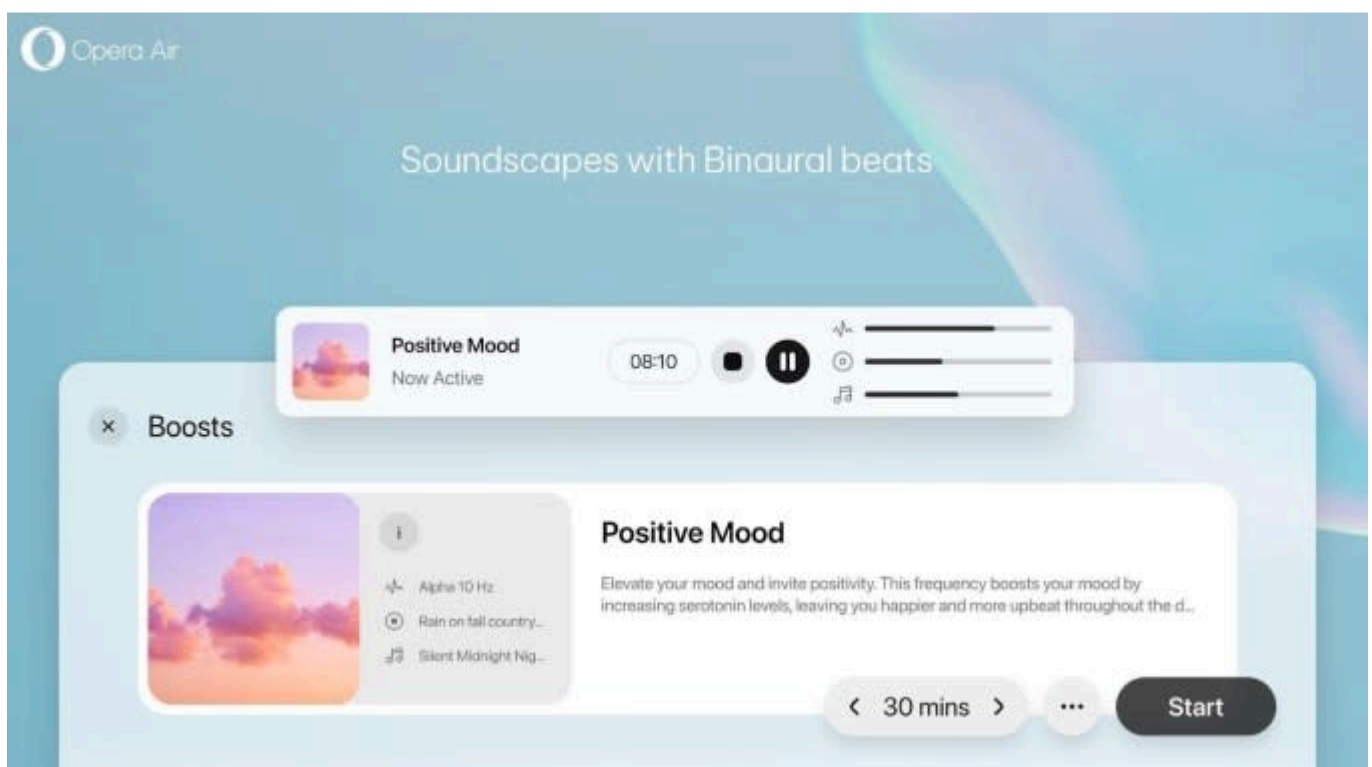
## **Vivaldi**



**Image Credits:**Vivaldi

**Vivaldi** is a Chromium-based [browser](#) created by one of the original developers of the Opera browser. Its biggest selling point is its customizable user interface, which allows users to change the appearance and enable or disable features. One unique feature is that the browser window changes color to match the website being viewed. Other key features include ad blocking, a password manager, no user data tracking, and productivity tools such as a calendar and notes.

## Niche browsers

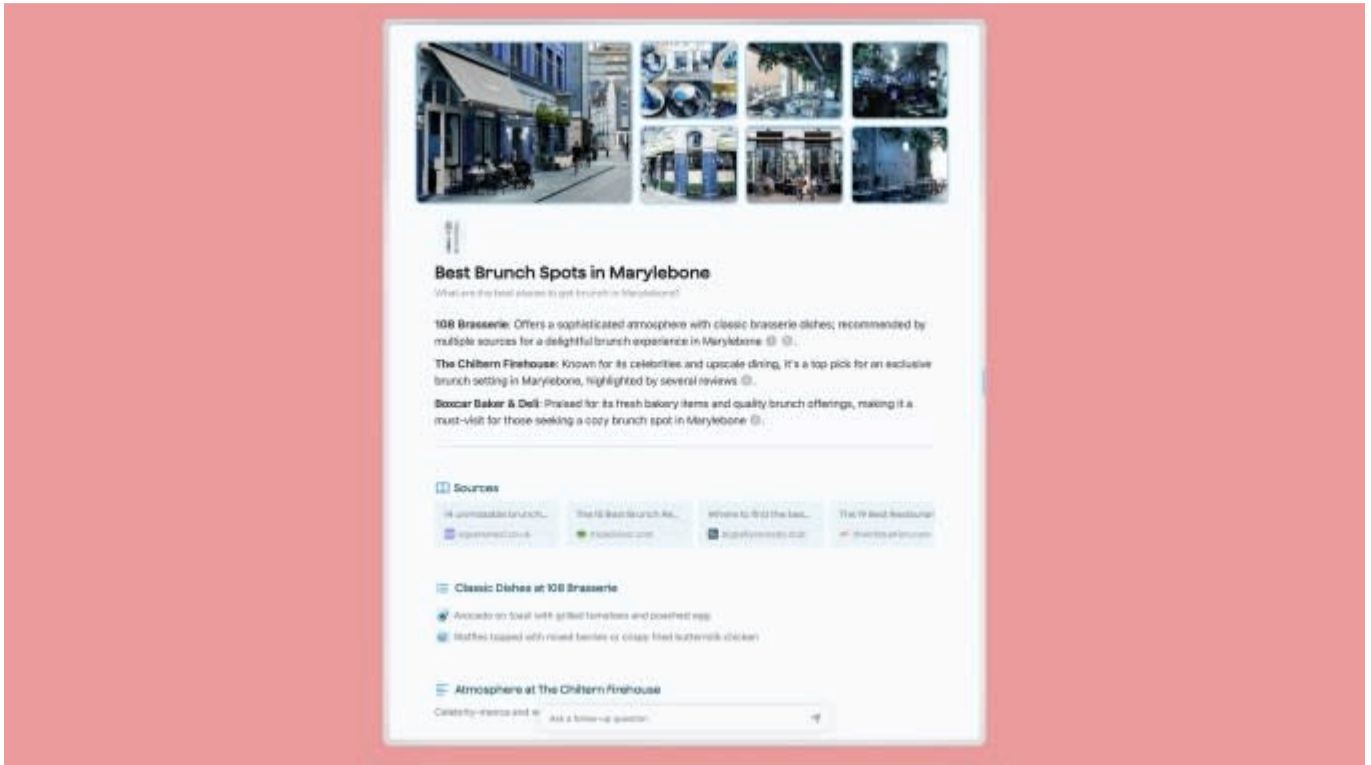


**Image Credits:**Opera

## Opera Air

Opera [launched](#) the Air browser in February, becoming one of the first mindfulness-themed browsers in the space. While [Opera Air](#) functions like a typical web browser, it includes unique features designed to support mental well-being. These features consist of break reminders and breathing exercises. Another feature, called “Boosts,” provides a selection of binaural beats to either help improve focus or relaxation.

## SigmaOS



**Image Credits:**SigmaOS

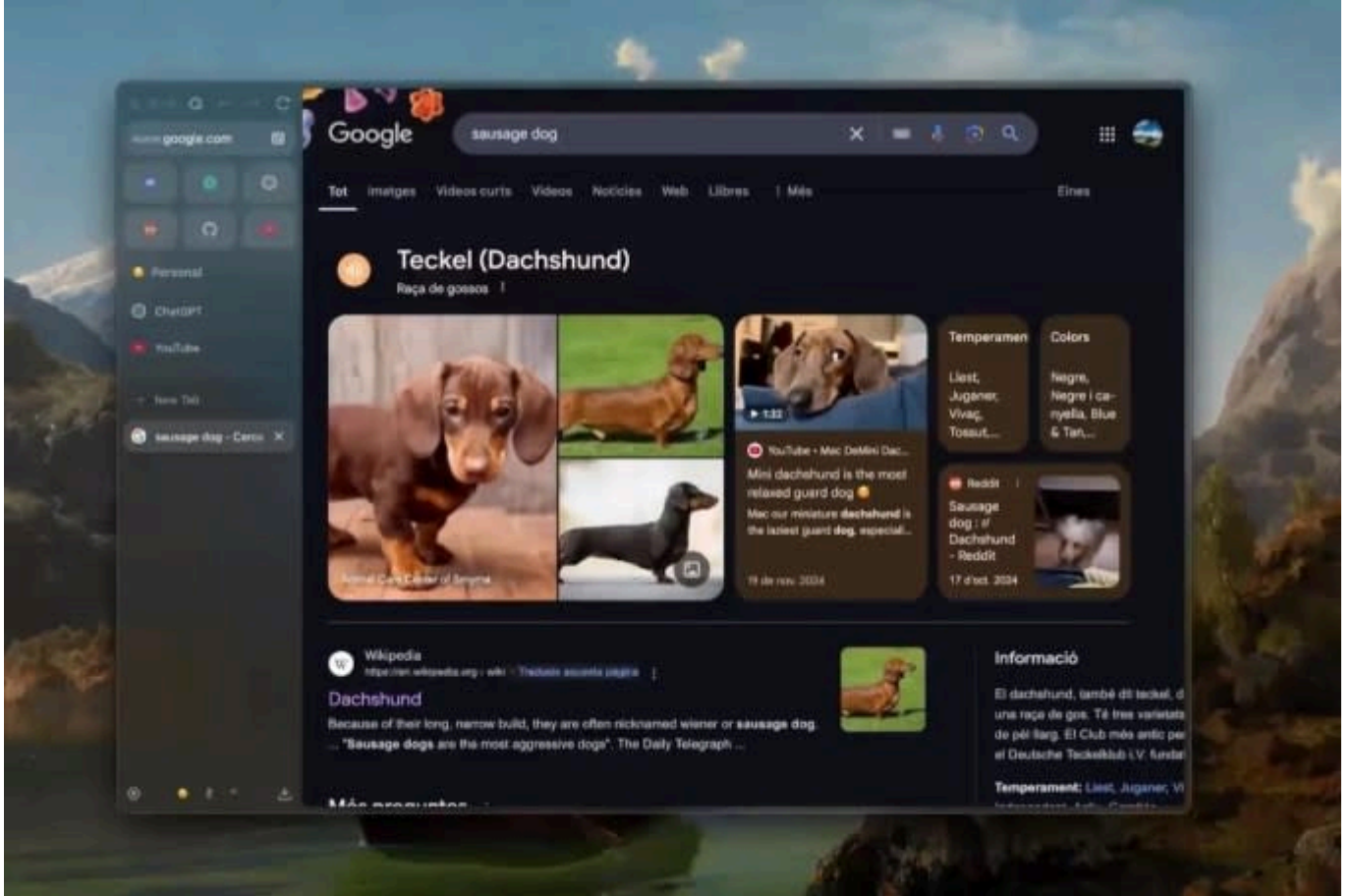
[SigmaOS](#) is a Mac-only browser featuring a workspace-style interface that emphasizes productivity. It displays tabs vertically, allowing users to treat them like a to-do list that can be marked as complete or snoozed for later. Users can create workspaces — essentially groups of tabs — to better organize different activities, such as separating work from entertainment.

This Y Combinator-backed browser has [been around](#) for a few years now and has most recently begun introducing more [AI features](#), including the ability to summarize various elements of a web page, such as ratings, reviews, and prices. It also has an [AI assistant](#) that can answer questions, translate text, and rewrite content.

SigmaOS is free to use, but users who want more than three workspaces can subscribe to a plan for \$8 per month, which provides unlimited workspaces.

## Zen Browser





**Image Credits:**Zen Browser

[Zen Browser](#) aims to create a “calmer internet” with its open source browser. Zen lets users organize tabs into Workspaces, and offers Split View to view two tabs side by side, among other productivity-focused features. Users can also enhance their browsing experience with community-made plug-ins and themes, such as a mod that makes the tab background transparent.

*This story has been updated after publication to include newly launched browsers.*

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