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1 **OpenAI Is Testing an A.I.-Powered Search Engine**

2 The prominent A.I. start-up said it planned to eventually fold the new technology into its popular
3 online chatbot, ChatGPT.

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5 OpenAI is testing an A.I.-powered search engine that can access information from across the
6 internet in real time.

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8 The prominent A.I. start-up revealed the new prototype, SearchGPT, in a blog post on Thursday.
9 The company said it was testing the technology with a small group of users as well as online
10 publishers that teamed up with OpenAI to help build the search engine.

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12 “Getting answers on the web can take a lot of effort, often requiring multiple attempts to get relevant
13 results,” the company said in its blog post. “We believe that by enhancing the conversational
14 capabilities of our models with real-time information from the web, finding what you’re looking for
15 can be faster and easier.”

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17 OpenAI did not immediately respond to a request for additional comment.

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19 Other companies, including tech giants like Google and Microsoft, as well as start-ups like the San
20 Francisco-based Perplexity, have built similar technologies. These services augment traditional
21 internet search engines with chatbot technology that generates text as a way of answering
22 questions and summarizing online information.

23
24 OpenAI plans to integrate its new search engine technology with its existing online chatbot,
25 ChatGPT, which launched the A.I. boom when it was released in November 2022. The company
26 said its new technology would respond to questions with up-to-date information from the web while
27 also providing links to relevant sources.

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29 For instance, if someone asks when the Paris Olympics begin and SearchGPT provides a date for
30 the opening ceremony, it might link to a news article.

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32 OpenAI said online publishers such as Reuters are working with the company on the product. “We
33 are committed to a thriving ecosystem of publishers and creators,” the company said, adding that
34 the technology would highlight “high-quality content in a conversational interface with multiple
35 opportunities for users to engage.”

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37 The company also said it was developing ways for publishers to manage how they appeared in
38 answers generated by the new search engine.

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40 The New York Times has sued OpenAI and its partner, Microsoft, claiming copyright infringement of
41 news content related to A.I. systems. The two companies have denied the suit’s claims.