0:00 [APPLAUSE]

0:03 SPEAKER 1: You know,

I've been working

0:05 in Search for many

years, and what

0:07 inspires me so much

is how it continues

0:11 to be an unsolved problem.

0:14 And that's why I'm just so

excited by the potential

0:17 of bringing generative

Al into Search.

0:21 Let's give it a whirl.

0:23 So let's start with

a search for what's

0:26 better for a family

with kids under three

0:30 and a dog,Bryce

Canyon or Arches

0:34 Now, lthough this is the

question that you have

0:37 you probably wouldn't

ask it in this way today

0:42 You'd break it down

into smaller ones

0:45 sift through the information

and then piece things

0:48 together yourself

0:51 Now Search does the

heavy lifting for you.

0:56 What you see here looks

pretty different solet

0:58 me first give you a quick tour.

1:01 You'll notice the new

integrated search results page

1:05 so you can get even more

out of a single search.

1:09 There's an Al powered snapshot

that quickly gives you

1:13 the lay of the land on a topic.

1:16 So here you can see that while

both parks are kid friendly.

1:20 only Bryce Canyon has more

options for your furry friend.

1:25 Then, if you want

to dig deeper there

1:27 are links included

in the snapshot.

1:30 You can also click

to expand your view

1:34 and you'll see how the

information is corroborated

1:37 So you can check

out more details

1:39 and really explore the

richness of the topic.

1:44 This new experience builds on

Google's ranking and safety

1:48 systems that we've been

fine tuning for decades.

1:53 And Search will continue

to be your jumping

1:55 off point to what makes

the web so special,

1:59 its diverse range of content

from publishers to creators

2:04 businessesand even

people, like you and me.

2:08 So you can check

Out recommendations

2:10 from experts like the

National Park Service

2:14 and learn from authentic

firsthand experiences,

2:18 like the Mom Trotter blog.

2:21 Because even in a world where

Al can provide insights

2:25 we know that people

will always value

2:28 the input of other

people, and a thriving web

2:32 is essential to that.

2:36 These new generative Al--

2:39 thank you.

2:40 [APPLAUSE]

2:43

2:46 These new generative

Al capabilities

2:48 will make Search smarter

and searching simpler.

2:52 And as you've seen this is

really especially helpful

2:55 when you need to make

sense of something complex

2:57 with multiple angles to

Explore those times when even

3:02 your question has questions.

3:04 So, for example,

let's say you're

3:06 searching for a good bike for

a five mile commute with hills.

3:12 This can be a big purch as eso

you want to do your research.

3:16 In the Al-powered

snapshot, you'll

3:18 see important considerations

like motor and battery

3:22 for taking on those

hills and suspension

3:25 for a comfortable ride.

3:27 Right below that,

you'll see products

3:30 that fit the bill

each with images,

3:32 reviews,helpful descriptions

and current pricing.

3:37 This is built on

Google's shopping graph,

3:40 the world's most

comprehensive data

3:43 set of constantly changing

Products sellers brands,

3:48 review sand inventory out there

with over 35 billion listings

3:54 In fact here are1.8 billion

live updates to our shopping

3:59 graph every hour.

4:01 So you can shop with confidence

in this new experience

4:05 knowing that you'll get

Fresh relevant results.

4:09 And for commercial

Queries like this we also

4:12 know that ads can be especially

helpful to connect people

4:17 with useful information

and help businesses

4:20 get discovered online.

4:22 They're here clearly

labeled, and we're

4:25 exploring different ways to

integrate them as we roll out

4:28 new experiences in Search.

4:32 And now that you've

done some research

4:34 you might want to explore more.

4:36 So right under the

snapshot, you'll

4:38 see the option to ask

a follow-up question

4:42 or select a suggested next step.

4:45 Tapping any of these options

will bring you into our brand

4:49 new conversational mode

4:52 [APPLAUSE]

4:56

4:59 In this case maybe you want to

ask a follow up about e-bikes,

5:03 so you look for one in

your favorite color,red.

5:07 And without having to

go back to square one

5:10 Google Search understands

your full intent

5:13 and that you're

looking specifically

5:15 for e-bikes in red that would

be good for a five-mile commute

5:19 with hills.

5:20 And even when you're in

this conversational mode

5:23 it's an integrated experience

so you can simply scroll

5:27 to see other search results.

5:29 Now, maybe this e-bike seems to

be a good fit for your commute.

5:34 With just a click,

you're able to see

5:36 a variety of retailers

that have it in stock

5:39 and some that offer free

delivery or returns.

5:43 You'll also see current

prices,including deals

5:47 and can seamlessly go

to a merchant site

5:50 check outand turn your

attention to whatreally

5:53 matters, getting ready to ride.

5:58 These new generative

Al capabilities

6:00 also unlock a whole new category

of experiences on Search.

6:05 It could help you create a

clever name for your cycling

6:09 club craft the perfect

social post to show off

6:13 your new wheels, or even test

your knowledge on bicycle hand

6:17 signals.

6:19 These are things you

may never have thought

6:22 to ask Search for before.

6:26 Shopping is just one example

of where this can be helpful.

6:29 Let's walkthrough another

one in a live demo.

6:31 What do you say?

6:32 [APPLAUSE]

6:33 Yeah.

6:33

6:37 So special shoutout to my

three-year-old daughter

6:41 who is obsessed with whales.

6:44 I wanted to teach

her about whale song

6:47 So let me go tothe

Google app and ask

6:51 why do whales like to sing?

6:55 So here I see a snapshot

that organizes the web results

6:59 and gets me to key

things I want to know.

7:02 So I can understand

quickly that, oh,

7:06 they sing for a lot

of different reasons,

7:08 like to communicate with other

Whales but also to find food.

7:12 And I can click See More

to expand here as well.

7:16 Now, if I was actually with

my daughter and not on stage

7:19 in front of thousands

of people l'd

7:21 be checking out some of

these web results right now.

7:23 They look pretty good.

7:26 Now, I'm thinking

she'd get a kick out

7:28 of seeing one up close

7:29 So let me ask can I see

Whales in California?

7:43 So the LLMs right now are

working behind the scenes

7:46 to generate my

snapshot, distilling

7:49 insights and perspectives

from across the web

7:53 It looks like in

Northern California,

7:56 I can see humpbacks

around this time of year

7:59 That's cool.

8:00 I'll have to plan to

take her on a trip soon.

8:04 And again I can see

some really great results

8:06 from across the web.

8:08 And if I want to

refer to the results

8:11 of my previous question,

can just scroll right up.

8:15 Now, she's got a

birthday coming up,

8:18 so l can follow up with plush

ones for kids under $40.

8:26

8:29 Again, the LLMs are organizing

this information for me

8:32 and this process will

get faster over time.

8:38 These seem like

some great options.

8:41 Ithink she'll really

like the second one.

8:43 She's into orcas as well.

8:46 Whew, live demos are always

a little nerve racking.

8:49 I'm really glad

that one went whale.

8:50 [APPLAUSE]

8:54

9:00 What you've seen today

is just a first look

9:04 at how we're experimenting

with generative Al in Search

9:08 And we're excited to keep

improving with your feedback

9:11 through our Search Labs program.

9:15 This new search generative

experience, also known as SGE

9:21 will be available in Labs, along

with some other experiments.

9:25 And they'll be rolling

out in the coming weeks

9:29 If you're in the US, you

can join the waitlist today

9:33 by tapping the Labs icon in the

latest version of the Google

9:37 app or Chrome desktop.

9:40 This new experience really

reflects the beginning

9:43 of a new chapter and you

can think of this evolution

9:48 as Search super charged.

9:52 Search has been at the core

of our timeless mission

9:56 for 25 years and as we

build for the future

10:01 we're so excited for you to turn

to Google for things you never

10:06 dreamed you could.

10:08 Here's an early look at what's

to come for Al in Search.

10:14 [MUSICPLAYING]

10:18

10:53 SPEAKER 2: Yes yes yes.

10:56 [MUSIC PLAYING]

11:00

11:23 SPEAKER 3: You've got this.

11:25 Let's go.

11:25

11:28 SPEAKER 4: Is a

hot dog sandwich?

11:30 And the answer is--

11:31 SPEAKER 5: Yes.

11:31 SPEAKER 4: No.