# Google Considers Putting AI-Powered Search Results Behind Paywall



Google is reportedly considering placing some of its search results behind a paywall, specifically those powered by generative artificial intelligence (AI). According to the Financial Times, this would mark the first time Google has required a subscription for any of its core services. Traditional search functions will remain free, maintaining ad-based revenue while offering an enhanced, AI-generated search option to subscribers.

In addition to its search engine updates, Google is testing new AI features in the UK. The company plans to use generative AI to directly respond to search inquiries, a service previously trialed in the US. This AI-powered approach aims to simplify search results and provide comprehensive answers without navigating away from the search page.

Google's potential shift towards a subscription model for advanced AI search features underscores the company's broader commitment to integrating AI technology into its platforms, including Gmail and Google Docs through its Gemini assistant and related tools. The move follows a broader trend of tech companies exploring subscription-based models to cover the high costs associated with running advanced AI systems.