# Meta launches Meta AI app to challenge OpenAI in generative AI market



Meta has officially entered the competitive landscape of generative artificial intelligence (AI), launching its new consumer-focused AI application, Meta AI, on April 29. This app is powered by Meta's open-source model, Llama 4. The launch marks Meta's assertion of its capabilities in a field dominated by established players like OpenAI.

The Meta AI app is designed to engage users familiar with Meta’s social media platforms, including WhatsApp, Instagram, Facebook, and Messenger. Users can interact with the app using voice commands, enhancing its functionality and accessibility across all Meta platforms, including innovative features embedded in Ray-Ban Meta glasses.

Meta positions this application as a personal assistant that enables users to explore the web, receive tailored recommendations, delve into topics of interest, and maintain connections with friends and family. Paul Baier, CEO of GAI Insights, commented on the strategic advantage of Meta's extensive user base, stating, "Having access to that many users and data and personalising it is breathtaking." He emphasised that while the Meta AI app is consumer-oriented, it represents a significant phase in the evolution of generative AI competition, posing challenges for OpenAI as it seeks to retain its leadership in the market.

Baier further elucidated that OpenAI may need to pursue alternative strategies to compete effectively, particularly by leveraging opportunities in both consumer and business markets to develop a more user-centred chatbot experience.

As Meta grows its influence in the generative AI sector, analysts are speculating about the potential implications for OpenAI’s dominant position. David Nicholson, an analyst with Futurum Group, highlighted the precarious state of OpenAI’s relationship with its long-time partner, Microsoft. While Microsoft continues to invest in and support OpenAI, Nicholson noted that the tech giant appears to be treating OpenAI as a competitor, having recently begun investing in other AI ventures. Earlier this year, Microsoft unveiled its MAI model, designed to compete directly with OpenAI's GPT series.

Nicholson observed that, despite its backing from significant investors like Softbank, OpenAI's market share in the consumer space remains limited compared to the likes of Google, Meta, and Apple. "They have all of the pieces already, they have access to data, they have a user base that does stuff with them every day," he pointed out, underscoring the competitive challenges OpenAI now faces.

As the dynamics of the AI industry continue to evolve, Meta's entry into the generative AI market signals a new chapter, with potential repercussions for established players and the overall competitive landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

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