# Meta launches standalone AI app with subscription and ads to challenge OpenAI and Google



Meta Platforms, under the leadership of CEO Mark Zuckerberg, is charting ambitious territory with the launch of the standalone Meta AI app, signalling its serious commitment to the rapidly evolving artificial intelligence sector. This development was officially announced during Meta's first-quarter 2025 earnings call, where Zuckerberg outlined the company's strategy to introduce a paid subscription tier and incorporate advertising into the experience, positioning Meta to compete alongside established rivals such as OpenAI, Google, and Microsoft.

The transition of Meta AI from a basic messaging feature within platforms like Facebook, Instagram, WhatsApp, and Messenger to a dedicated app exemplifies a significant evolution. Users can now engage with the app through both text and voice commands, providing a more immersive experience. The app is powered by Meta’s latest Llama 4 language model, which enhances its capabilities to generate images, answer inquiries, and deliver personalized recommendations. A noteworthy feature is the full-duplex speech technology, enabling conversations that mimic human interaction more closely.

In a statement to the press, Meta reported that its AI assistant already caters to nearly a billion users globally, illustrating the extensive reach of the technology even before the app's official launch. The new platform includes a "Discover" feed, allowing users to explore prompts shared by others, fostering a sense of community engagement.

Zuckerberg's monetization strategy is twofold—introduction of a premium subscription for users seeking enhanced functionalities and integration of advertisements. The premium tier promises quicker response times and increased processing capabilities, similar to offerings from competitors such as ChatGPT Plus and Microsoft Copilot Pro. "There is a chance to provide a high-quality service for people who would like to activate more compute or more capability," stated Zuckerberg, addressing the demand from power users for enriched AI experiences.

While the app will feature product recommendations and advertisements, it remains unclear whether users of the premium service will experience reduced or no advertising at all. Zuckerberg emphasised that Meta's focus for the immediate future will be on increasing its user base and driving engagement with its AI offerings before fully rolling out the monetisation aspect.

Meta's undertaking in AI necessitates substantial financial investments. The company announced a $42 billion quarterly revenue, along with plans to significantly raise its AI investment budget from $65 billion to $72 billion in 2025. This additional funding will primarily support enhancements to its data centre infrastructure and hardware needed for complex AI development. This level of investment mirrors the aggressive spending by its competitors, with Google allocating $75 billion and Microsoft $80 billion for AI-related capital this year.

Zuckerberg highlighted that AI is pivotal to Meta’s future growth strategy, with anticipated advancements in advertising, business messaging, AI devices, and the enhancement of user experiences. The Meta AI app distinguishes itself through several unique features: users have the freedom to communicate verbally or via text, creative tools to generate images, and personalisation options linking to Meta's ecosystem for tailored interactions. Additionally, a desktop document editing function is in the testing phase, allowing users to create documents that contain text and images.

Although Meta's roadmap for monetising its AI assistant is still in early stages, the approach reflects tactics adopted by major competitors, balancing rapid user acquisition with future goals for premium services and ad revenue. With a billion users already using its AI and substantial infrastructure investments underway, Meta is solidifying its position as a key player in consumer AI applications. However, its measured strategy that prioritises scaling the user base before monetisation suggests a long-term vision as competition in the so-called “AI arms race” intensifies. The effectiveness of Meta's ambitious AI strategy will likely depend on converting its vast social media audience into engaged users, and eventually, paying customers.

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

## Bibliography

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2. <https://www.reuters.com/business/facebook-parent-meta-platforms-launches-standalone-ai-assistant-app-2025-04-29/> - This article details Meta's launch of a standalone AI assistant app, powered by its latest large language model, Llama 4. The app offers advanced reasoning, multilingual support, and personalized responses using data from users' Facebook and Instagram profiles, marking a significant evolution from Meta AI's previous integration within platforms like Facebook, Instagram, WhatsApp, and Messenger.
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