# Microsoft phases out Bing Search APIs for smaller developers amid AI pivot



Microsoft's decision to phase out its Bing Search APIs, a tool once crucial for many search engine startups and developers, marks a significant shift in the landscape of online search. The transition, set to commence on August 11, revealed a disconnect between Microsoft and several developers reliant on these APIs. Communication regarding the change arrived via an email from the company and a public announcement, directing affected customers toward a new offering: "Grounding with Bing Search" as part of Azure AI Agents. This service allows chatbots, including popular ones like ChatGPT, to enhance AI-generated responses with real-time data. However, many developers have expressed scepticism regarding whether this AI-focused alternative can adequately fill the void left by the original APIs.

Donny Turnbaugh, a spokesperson for Microsoft, indicated that the discontinuation is part of the company's strategic pivot towards solutions that align better with market demand for AI capabilities. He mentioned that a support plan is in place for those affected, although details were scarce. This change is seen by some industry experts, like Brian Brown from the privacy-centred search engine Brave, as part of a broader trend where Microsoft is tightening its grip amidst intensified competition in the search engine space.

Interestingly, the ramifications of this move are not expected to affect all users equally. Larger clients of the Bing APIs, such as DuckDuckGo, will maintain access post-August 11, contrasting sharply with smaller developers who are deemed less profitable and will face an earlier termination of service. This selective service termination might prompt significant clients to reconsider their reliance on Microsoft, possibly accelerating the development of in-house alternatives, particularly as the search industry grapples with an uncertain future.

In parallel, Microsoft is also shifting the Bing Search APIs from Azure Cognitive Services to Azure Marketplace, with a deadline for this transition set for October 31. This migration will render existing instances under the Cognitive Services unsupported, forcing users to adapt quickly to the Marketplace environment. This change adds another layer of complexity as companies scramble to adjust their strategies in light of these evolving offerings.

Moreover, Microsoft is not only cutting its visibility in third-party services, but it is also consolidating its focus on enhancing productivity tools. As part of these efforts, the company announced the retirement of "Microsoft Search in Bing" for organisations, effective March 31, 2025. This change aims to streamline search experiences and shift users towards Microsoft’s M365 applications and SharePoint Online, which perhaps indicates a long-term strategy to integrate search solutions more closely with Microsoft’s suite of productivity tools.

This recent series of changes comes at a time when the search engine market is witnessing a resurgence of competition, largely driven by innovations in AI technologies such as those seen with ChatGPT. While these updates herald a new chapter, they also underscore an industry in flux, where Microsoft’s attempts to position itself favorably against its rivals, particularly Google, could ultimately bolster public interest in alternative search engines. Despite this momentum, Google remains relatively unscathed thus far, holding steady in terms of market share.

As the search landscape continues to evolve, the implications of Microsoft’s decisions will likely resonate for some time, shaping the future dynamics not only for its services but also for its competitors in the search engine space.

### Reference Map

* Paragraph 1: (1), (2)
* Paragraph 2: (1), (2)
* Paragraph 3: (1), (2)
* Paragraph 4: (3)
* Paragraph 5: (4)
* Paragraph 6: (2), (7)

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

## Bibliography

1. <https://www.wired.com/story/bing-microsoft-api-support-ending/> - Please view link - unable to able to access data
2. <https://www.wired.com/story/bing-microsoft-api-support-ending/> - Microsoft announced plans to shut down its Bing Search APIs, which provided raw Bing search results to developers and startups. The shutdown, starting August 11, 2025, was communicated via email and a website post. Affected customers were directed to consider using 'Grounding with Bing Search as part of Azure AI Agents,' a service that allows chatbots like ChatGPT to augment AI-generated responses with real-time web data. Some developers view this AI-centric alternative as insufficient. Microsoft spokesperson Donny Turnbaugh stated that the company is decommissioning the Bing Search APIs to pivot towards supporting the new offering, which 'better meets market demand for having AI solutions.' He added that a 'support plan in place' is available for affected customers, though no further details were provided. Brian Brown, chief business officer of privacy-focused search engine Brave, which stopped using the Bing Search APIs in 2023 after developing its own technology, commented that Microsoft 'is sending a clear signal' to other search companies that it is tightening loose ends amid growing competition. The largest customers of the Bing APIs will retain their access after August 11, while smaller developers that were less profitable for Microsoft to support are being cut off sooner. However, companies that have inked private and long-term deals with Microsoft, such as DuckDuckGo, will maintain access to the APIs. Microsoft declined to comment on whether cost-cutting was a motivation for the shutdown and whether some customers would be exempted. The loss of the Bing APIs adds complexity to the already uncertain future of search engines, which have long been the most visible gateway to the web. The emergence of ChatGPT and other AI chatbots that can help users find information more efficiently has fueled fresh competition in the market for the first time in years. Antitrust investigations launched by US regulators are also starting to result in measures that could curb Google’s dominance of search and put more public attention on competitors. Despite the buzz, Google has barely lost any market share so far.
3. <https://azure.microsoft.com/en-in/updates/bing-search-apis-will-transition-from-azure-cognitive-services-to-azure-marketplace-on-31-october-2023/> - Microsoft announced that its Bing Search APIs will transition from Azure Cognitive Services to Azure Marketplace on October 31, 2023. Existing instances of Bing Search APIs under Azure Cognitive Services will no longer be supported after this date. Customers are advised to create new instances of Bing Search APIs under the Azure Marketplace. The affected APIs include Bing Auto Suggest, Bing Custom Search, Bing Entity Search, Bing Spell Check, and Bing Web Search. Microsoft recommends that customers start using the Azure Marketplace to create new instances of these APIs and provides guidance on how to do so.
4. <https://learn.microsoft.com/en-us/microsoftsearch/retirement-microsoft-search-bing> - Microsoft announced the retirement of Microsoft Search in Bing for organizations, effective March 31, 2025. This change is part of Microsoft's effort to streamline search experiences and focus on enhancing core productivity tools. After this date, Bing.com will no longer display work or school search results, and the dedicated 'Work' or 'School' tabs will be retired. Users are encouraged to transition to using Microsoft Search through M365.cloud.microsoft (formerly Office.com and Microsoft365.com) and SharePoint Online. The Edge for Business address bar and the Windows search box will continue to support work and school search with some adjustments. Microsoft recommends that organizations prepare for this change by informing users and transitioning to the new search experiences.
5. <https://www.theverge.com/2023/4/28/23702609/brave-bing-index-search-index-browser> - Brave, the company behind the privacy-focused web browser and search engine, announced that it will no longer use Microsoft's Bing search as a source for its web searches. Brave's blog post states that every web search result seen in Brave Search is now served by its own index, and all search API calls to Bing have been removed. This decision comes after Microsoft introduced significant price hikes for third parties using its search API. Brave claims that its search engine was only leveraging Bing for about 7 percent of query results and now relies entirely on its own index. Users who feel they aren't getting adequate results from Brave can still opt to mix in Google search results into their queries as a fallback. Brave's ambitions include building its new Summarizer AI search and developing its own Brave Search API.
6. <https://techcommunity.microsoft.com/blog/adsapiblog/deprecation-of-legacy-ad-insight-keyword-apis-and-features/3878600> - Microsoft announced the deprecation of legacy Ad Insight Keyword APIs and features, effective August 21, 2023. The deprecated service operations include GetKeywordCategories, GetKeywordDemographics, GetKeywordLocations, and GetKeywordIdeaCategories. These APIs were released with a discontinued Microsoft Advertising Intelligence (MAI) tool, have low usage, high maintenance costs, and are incompatible with the new REST API interface that Microsoft is migrating to. Microsoft recommends that customers transition to the new API interface and provides guidance on how to do so.
7. <https://www.computerworld.com/article/1618921/microsoft-more-than-triples-bing-search-api-prices-to-recoup-investments.html> - Microsoft announced a significant price increase for its Bing Search APIs, more than tripling the pricing across all markets, effective May 1, 2023. The new pricing model reflects the technology investments Bing continues to make to improve search, including newer experiences such as Bing Visual Search and Bing Entity Search. The price hikes apply to various Bing APIs, including Image Search, Video Search, News Search, Visual Search, Entity Search, Web Search, Autosuggest, and Spell Check. Some prices have increased from $1 per 1,000 transactions to $10 per 1,000 transactions, and others from $3 per 1,000 transactions to $15 per 1,000 transactions. The large language models' pricing has also increased from $28.00 per 1,000 transactions to $200.00 per 1,000 transactions. This move is part of Microsoft's effort to recoup investments into the search engine and to support the integration of AI technologies like OpenAI's ChatGPT into Bing.