Google's AI-powered search experience expands globally to 120+ countries and territories

Description

Google's AI-powered search experience is rolling out worldwide, after initial launches in select markets, including the U.S., India and Japan. Starting today, the AI-based conversational experience known as SGE, or Search Generative Experience, will be available in mor than 120 new countries and territories, globally. It will also support four new languages: Spanish, Portuguese, Korean and Indonesian.
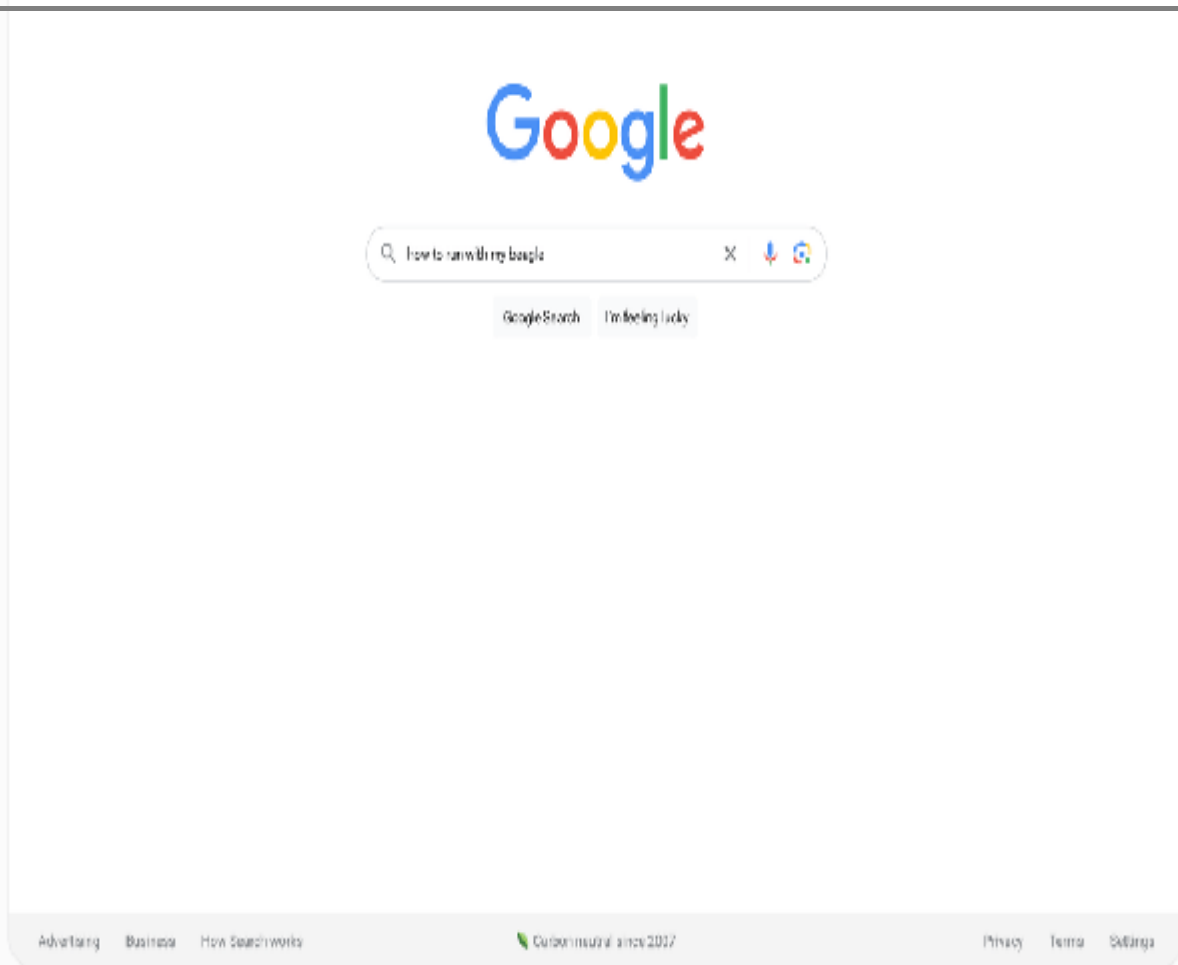
These join other supported languages, including English, Hindi and Japanese. In addition, SGE will see other minor improvements, starting in the U.S., in terms of asking follow-up questions and using features like translations and definitions.

Launched earlier this year, SGE is Google's answer to Bing Chat, the OpenAI-powered AI chatbot experience available through Bing search and Microsoft's Edge browser. Similar to Bing Chat, SGE lets web users interact with an AI using natural language. Users can ask questions and receive responses that aren't just a list of links, as Google has historically offered, but are fully formed answers delivered in complete sentences, with references cited.

The experience has been steadily updated with new features following its arrival, excluding AI-powered summaries of paywalled articles, definitions of terms you may not be familiar with in certain subjects (like STEM, economics, history and others), improvements to its coding-related answers, as well as the ability to generate images and write drafts, among other things. It also recently opened up to U.S. teens, ages 13-17.

Today, in addition to the global expansion, Google will begin testing a new way for users to ask follow-up questions directly on the search results page. Now, as you explore a topic, you'll be able to see your prior questions and search results, including Search ads in dedicated slots throughout the page, Google says. The company is positioning this as an easier way to dive deeper into a topic, but it's also about making sure its ads business stays relevant in the AI-powered search era.

Gmail   Images

Google

how to run with my beagle

Google Search   I'm feeling lucky

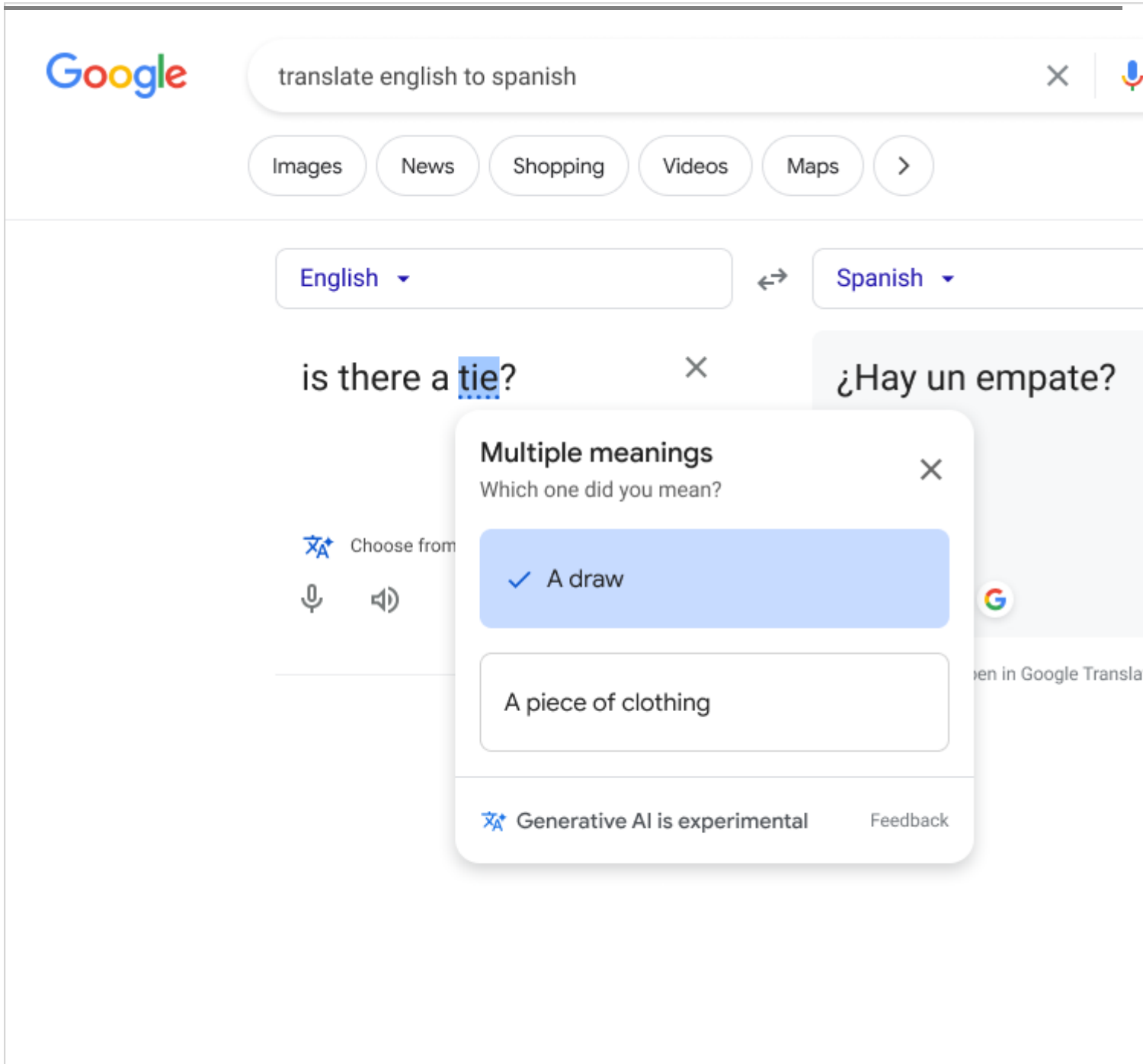Advertising   Business   How Search works   Carbon neutral since 2007   Privacy   Terms   Settings

Image Credits: Google

This update will arrive first in the U.S. in English in the weeks ahead.

Another improvement is coming to SGE's translation feature. When you ask Search to translate a phrase where some words could have more than one possible meaning, you can tap on those words and pick the meaning that relates to what it is you want to say. This option may also appear when you need to specify the gender for a particular word.

This feature will initially come to U.S. users for English-to-Spanish translations in the weeks ahead, and more countries will be added in the future.

Another small tweak involves the newly added definitions feature that allows users to ask for definitions of unfamiliar words found in answers about select educational topics in their AI-powered overviews. Now, in addition to science, economics and history, you can ask for definitions in areas like coding and health information. When available, these words will be highlighted, so you can hover over them to preview the definition and related images.

This option will arrive over the next month in English in the U.S. with more countries to follow.

"We're at the beginning of a long arc of innovation, and we're excited by the progress so far," Hema Budaraju, Google's senior director of Product Management for Search, tells TechCrunch. "Now, even more people around the world can use generative AI in Search for everyday help and we look forward to expanding to even more countries in the future."

For reference, the full list of countries and territories that now have access to SGE includes the following:

1. American Samoa
2. Angola
3. Antigua and Barbuda
4. Bahamas
5. Bangladesh
6. Barbados
7. Belize
8. Benin
9. Bhutan
10. Bolivia
11. Botswana
12. Brazil
13. Brunei
14. Burkina Faso
15. Burundi
16. Cambodia
17. Cameroon
18. Cape Verde
19. Central African Republic
20. Chad
21. Chile
22. Colombia
23. Comoros
24. Congo [DRC]
25. Congo [Republic]
26. Cook Islands
27. Costa Rica
28. Côte d'Ivoire
29. Dominica
30. Dominican Republic
31. Ecuador
32. El Salvador
33. Equatorial Guinea
34. Eritrea
35. Eswatini
36. Ethiopia
37. Fiji

38. French Guiana
39. Gabon
40. Gambia
41. Ghana
42. Grenada
43. Guadeloupe
44. Guam
45. Guatemala
46. Guinea
47. Guinea-Bissau
48. Guyana
49. Haiti
50. Honduras
51. Indonesia
52. Jamaica
53. Kenya
54. Kiribati
55. Kyrgyzstan
56. Laos
57. Lesotho
58. Liberia
59. Madagascar
60. Malawi
61. Malaysia
62. Maldives
63. Mali
64. Marshall Islands
65. Mauritius
66. Mexico
67. Micronesia
68. Mongolia
69. Mozambique
70. Myanmar
71. Namibia
72. Nauru
73. Nepal
74. New Zealand
75. Nicaragua
76. Niger
77. Nigeria
78. Niue
79. Northern Mariana Islands
80. Pakistan
81. Palau
82. Panama
83. Papua New Guinea
84. Paraguay

85. Peru
86. Philippines
87. Puerto Rico
88. Rwanda
89. Saint Kitts and Nevis
90. Saint Lucia
91. Saint Vincent and the Grenadines
92. Samoa
93. São Tomé and Príncipe
94. Senegal
95. Seychelles
96. Sierra Leone
97. Singapore
98. Solomon Islands
99. Somalia
100. South Africa
101. South Korea
102. South Sudan
103. Sri Lanka
104. Suriname
105. Taiwan
106. Tajikistan
107. Tanzania
108. Thailand
109. Timor-Leste
110. Togo
111. Tokelau
112. Tonga
113. Trinidad and Tobago
114. Turkmenistan
115. Tuvalu
116. U.S. Virgin Islands
117. Uganda
118. United States Minor Outlying Islands
119. Uruguay
120. Uzbekistan
121. Vanuatu
122. Venezuela
123. Vietnam
124. Western Sahara
125. Zambia
126. Zimbabwe

Correction, 11/9/23, 10:14 am et: An earlier version of this story indicated Google's AI would summarize paywalled articles, it excludes those from the feature.

Google's AI search experience adds AI-powered summaries, definitions and coding improvements

Google's AI-powered search experience can now generate images, write drafts

Date
02/08/2025
Date Created
16/11/2023
Author
susantswain1