

Due to fear of undermining trust: they will not add advertising to ChatGPT yet

ChatGPT monetization is key. Many users are wondering: will advertisements appear in the service? Fortunately, the ChatGPT project manager at Openai Nick Twilley in an interview with The Verge said that advertising has not yet been considered.

According to him, she can undermine the trust of users and reduce the value of the product. The main rate of the company is on subscriptions.

Initially, paid tariffs were needed to cope with the load on the servers, but over time, the subscription became the “basis of a stable business model”. Terley noted that the attachment of users to the service is so great that even the possible removal of old models caused a negative response.

As for the future, Openai considers milder monetization methods, for example, a referral model. In this case, ChatGPT will be able to recommend goods or services, and the company will receive a small purchase commission.

At the same time, Terli emphasized: if an advertisement ever appears, it should not violate the main principle of ChatGPT-to give “honest and useful” answers without hidden interests.