

Openai introduced the new GPT-5 model and surprised the industry not only with its capabilities, but also with a low price. The CEO of Sam Altman called GPT-5 “the best model in the world.” Although it only a little superior to competitors from Anthropic, Google Deepmind and Xai in some tasks, the price has become the main advantage. And this is a problem, experts write.

The cost of using the GPT-5 through the API is \$ 1.25 per million input tokens and \$ 10 for a million weekends, which is comparable to the prices of Google Gemini 2.5 Pro. At the same time, Openai is much cheaper than Anthropic with their Claude Opus 4.1, where the price starts from \$ 15 for entrance and \$ 75 for the exit.

Developers who have already tested the GPT-5 note a profitable price ratio. Some even call the new Openai policy a “price killer”. This can provoke competitors to reduce prices.