

Microsoft began to impose Copilot instead of other AI when searching in the Bing system

The Windows Latest portal said that Microsoft is actively promoting its Copilot II assistant through its own Bing search engine. On the Bing.com website, users see an advertising banner that offers Copilot instead of Gemini, Chatgpt or Claude in case of their search.

The banner says: "Ask questions easily, create images and perform tasks using Copilot, your reliable assistant." On this page there is a search line that leads to the site [copilot.microsoft.com](https://copilot.microsoft.com). And the link to Copilot is submitted as the only one.

Observers note that for those who do not understand technology, this may seem a convenient option, and they may not look for other AI helpers.

But advanced users or techies, however, will easily find links to ChatGPT or Gemini, located slightly lower, since the answers to requests for the search engine are certainly displayed.

These banners appear on [bing.com](https://bing.com) in any browser. Previously, one of them almost completely covered the screen. There is a "Microsoft" inscription above the banner, but it is barely noticeable.

Other companies, such as Openai or Google, of course, cannot promote their AI helpers in the Bing search engine.