# Microsoft Edge becomes integral to generative AI experience with over 10 billion chats



In a recent announcement from Microsoft, the company revealed that its Edge browser has become a pivotal component of the generative AI experience worldwide, facilitating over 10 billion AI-driven chats in the year 2024. Roger Capriotti, General Manager for Product Management and Growth at Microsoft Edge, Search and Mobile, detailed these developments in a blog post released by Tech Radar, underscoring Edge's extensive utilisation of AI capabilities throughout the last twelve months.

edge’s features are not limited to chat interactions; it has also made significant strides in enhancing user accessibility. Notably, the auto-translate function has been employed to translate an impressive 38 trillion characters in 2024 alone. Additionally, integrated shopping features are reported to have saved users an average of $400 annually. The Edge platform also facilitated the consumption of 800 million articles and stories on MSN, and enabled the sharing of 46 million messages and files through the Drop service, indicating a robust engagement with various content forms.

Capriotti also highlighted performance enhancements attributed to the browser, stating that the implementation of sleeping tabs resulted in saving seven trillion megabytes of PC memory. The focus on security is particularly noteworthy, as the Edge browser employed robust features that thwarted more than 1.4 billion phishing, malware, and scam attacks. Furthermore, it successfully defended against an astonishing 1.8 trillion tracking attempts on its mobile application, showcasing Microsoft's commitment to user safety in an increasingly digital world.

Despite these advancements, Edge still faces significant challenges in the global browser market. According to data from Statcounter as of December 2024, Google Chrome dominates with approximately 67% of desktop browser sessions. Edge, meanwhile, holds a mere 13% share, ranking as a distant second. When considering all platforms, including smartphones and tablets, Edge's market presence dwindles further to about 5%, taking third place behind Apple’s Safari, which commands a 17% share.

The report also notes Bing's engagement, with the search engine boasting over 140 million daily active users. However, it too struggles to keep pace with competitors, languishing at just 4% of the market share, in stark contrast to Google’s commanding presence of approximately 90%.

Looking to the future, Microsoft has indicated a strategic focus on integrating artificial intelligence within its Edge browser as a means to enhance its functionality and user appeal. By leveraging AI technologies, the company aims to improve adoption rates and position Edge as a more competitive player in the browser landscape. The ongoing evolution of Edge continues to be closely monitored as users navigate the changing dynamics of web browsing and AI innovation.

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

## Bibliography

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3. <https://www.techradar.com/pro/microsoft-claims-edge-had-a-great-year-with-soaring-user-numbers> - Details the auto-translate function translating 38 trillion characters and the integrated shopping features saving users $400 annually.
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