New ChatGPT Code Points to Early Ad Framework Inside OpenAI

OpenAI may be building the architecture for ads within its Android mobile app, according to code reviewed by ADWEEK.

The Nov. 27 beta build of the ChatGPT Android app, version 1.2025.329, shows several newly added code strings that reference ads features, including “search ad,” “search ads carousel,” and .”bazaar content.” None of these strings appeared in previous versions of the ChatGPT Android app, according to an ADWEEK review.

The change was first spotted on Nov. 29 by Tibor Blaho, lead engineer at AIPRM, which develops tools to be used with ChatGPT but is not affiliated with OpenAI. Blaho told ADWEEK that he discovered the new code strings when inspecting ChatGPT’s newest global Android beta.

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