OpenAI Aggressively Expands Ads Pilot to More Countries

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ChatGPT maker OpenAI said May 7 it will expand its ads pilot to the U.K., Japan, South Korea, Brazil, and Mexico markets in the coming weeks.

The pilot was previously only available in the U.S., Canada, Australia, and New Zealand.

“We’re excited to begin expanding the ChatGPT ads pilot into additional regions following strong interest from businesses looking to reach users in a more conversational, intent-driven environment,” said David Dugan, the longtime Meta ads exec who now heads up OpenAI’s global ads solutions, in a statement.

As part of the pilot, ChatGPT users may see ads in categories like shopping, retail, or travel.

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