

The Future of Search & the *AI Powered* Human

Derek Hartman
AI Business Strategist – Google

8

years at Google

I'm a dad of

2 girls

I ~~have~~ had

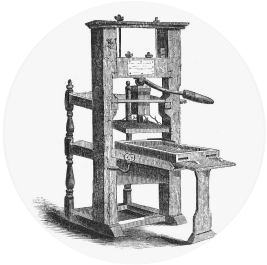
1

very sick plant...





AI is the most profound technology invented by humans



Printing Press

1440



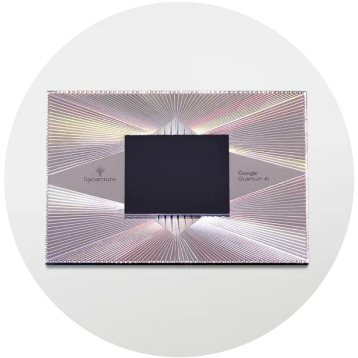
Electricity

1752



Automobile

1886



AI

2023

“AI is 10X the industrial revolution happening at 10X the speed. **making it 100X the change**”



Demis Hassabis
CEO Google DeepMind

What was your AI moment?

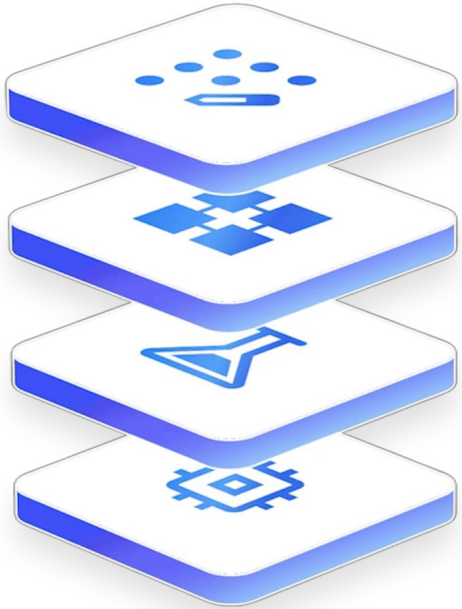


Cutting-edge with **Google DeepMind's** rigorously tested AI breakthroughs

Google YouTube

Research to reality is possible because of our full-stack approach to AI

We don't just buy the chips or borrow the models—we build the entire engine



Products and Platforms

Models, Led by Gemini

World-Class Research

AI Infrastructure

Recent work from Google DeepMind

- Gemini 3
- Veo 3.1
- Nano Banana Pro
- Gemini Robotics 1.5
- Genie 3


Gemini 3
Bring any idea to life












Veo 3.1

Ingredients to video

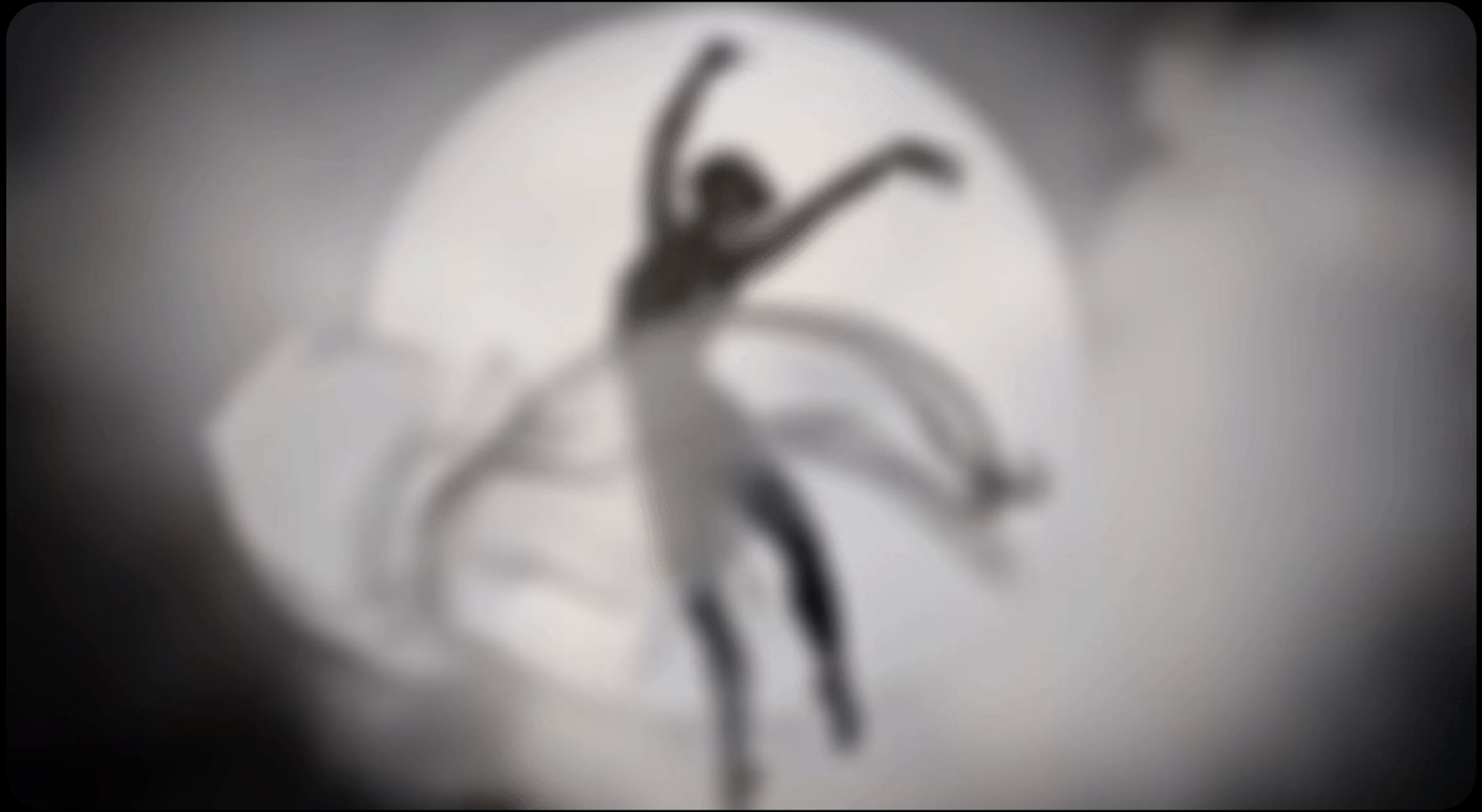














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“While significant progress has been made, we are still in the early stages of AI and the full potential of this technology is yet to be realized.”

Sundar Pichai
CEO, Google and Alphabet

1001

real-word gen AI use cases from the world's leading organizations

- Customer agents
- Employee agents
- Creative agents
- Data agents
- Code agents
- Security agents



Google

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Search remains our greatest moonshot

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“The ultimate search engine would understand exactly what you meant and give you back exactly what you want.”

Larry Page
Co-founder, Google and Alphabet

Google Search is evolving, driven by our understanding of **human curiosity**

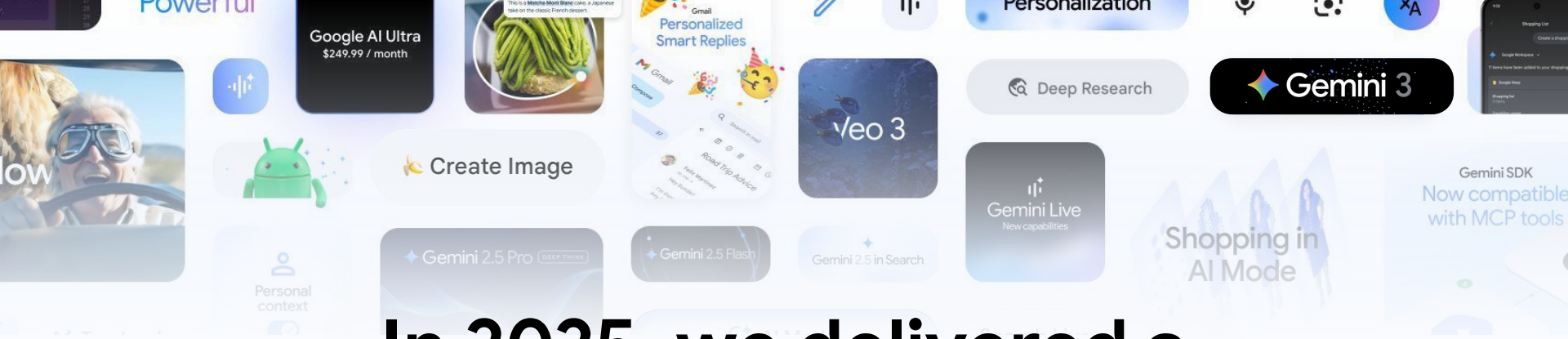


We see over **5 trillion searches** on Google annually

Gen Z are heavy users of Google Search; signed in users aged 18-24 issue **more queries each day** than other age groups

SOURCE: 1. Google Internal Data, Jan 2025, 2. Google Internal Data, October 2024

Google



In 2025, we delivered a decade's worth of innovation in one year...and people are loving it

Marc Benioff @Benioff

Holy shit. I've used ChatGPT every day for 3 years. Just spent 2 hours on Gemini 3. I'm not going back. The leap is insane — reasoning, speed, images, video... everything is sharper and faster. It feels like the world just changed, again. ❤️ 🤖

THE WALL STREET JOURNAL.

Is AI Killing Google Search? It Might Be Doing the Opposite

The Keyword

YouTube dominates the streaming market, surpassing Netflix

The Verge

AI Mode is obviously the future of Google Search

BUSINESS INSIDER

2025 is the year creators broke through to become Hollywood's new power players

TechCrunch

Gemini tops the App Store thanks to new AI image model, Nano Banana

The Washington Post @washingtonpost

Turns out the AI "Google killer" is ... Google.

Los Angeles Times

YouTube turns 20 years old. How it changed TV as we know it

Google

And in 2026, we're not slowing down

Reuters

Apple, Google strike Gemini deal for revamped Siri in major win for Alphabet

THE WALL STREET JOURNAL.

How Google Got Its Groove Back and Edged Ahead of OpenAI

CNBC

Google bolsters bet on AI-powered commerce with new platform for shopping agents

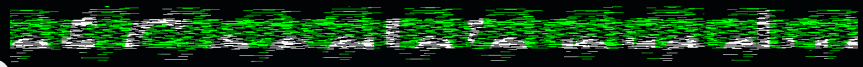
Search Engine Land

Personal Intelligence with Gemini connect your searches, email, photos and YouTube history

AP

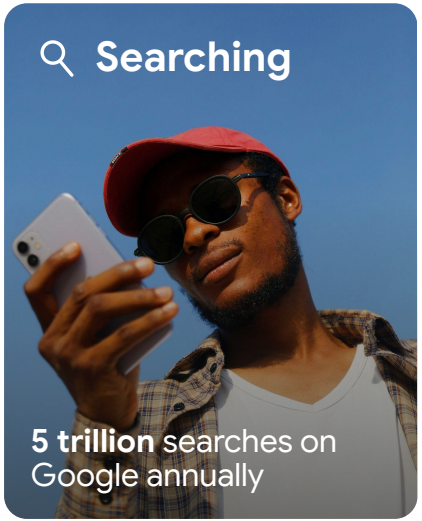
Google adds new AI features to Gmail, turning it into a personal assistant

Proprietary + Confidential

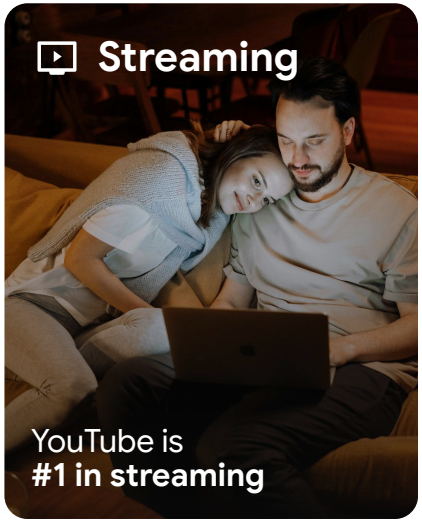
2B people use  daily

Google YouTube

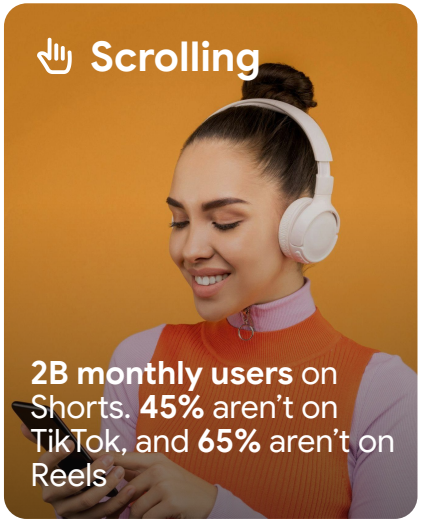
Only Google and YouTube get your brand in front of consumers as they are...



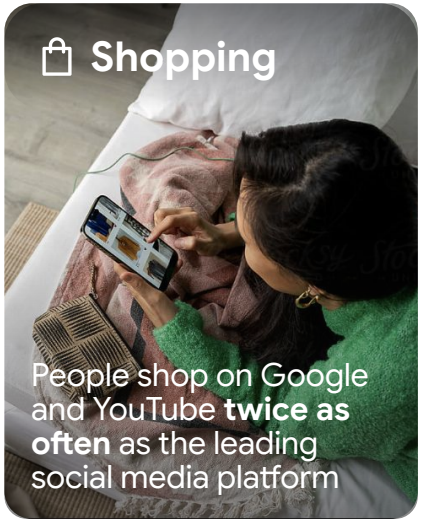
Google Internal Data, January 2025



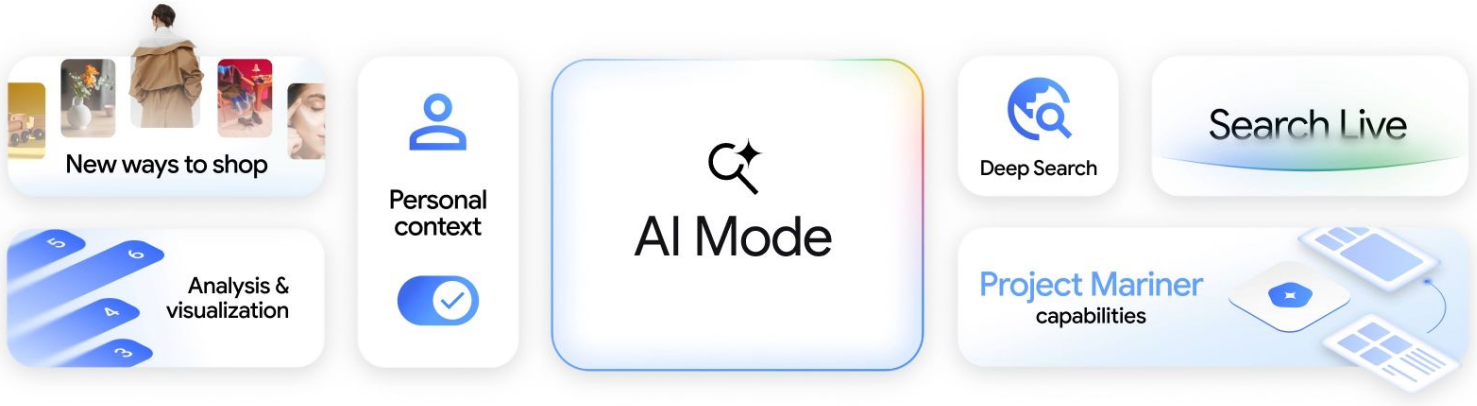
Nielsen Gauge Report, US, March 2025



YouTube Internal Data, Global, May 2023
GWI, All Internet Users Aged 18+, Feb 2025



Google/Measure Protocol, Consumer Journey Analysis, US, online consumers 18-50, logged-in, iOS and Android, n=7,676 online purchase journeys with more than one touchpoint. Jan 1 - Sept 30, 2024.



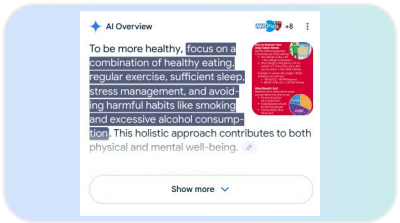
Google AI is giving Search **superpowers** and people are **loving** what they can do with it

SOURCE: Google I/O 2025

These superpowers Are Doing Three Things

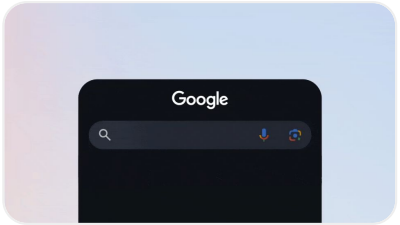
More Natural

Search with text, voice, image and video with Google Lens



More Relevant

Get answers to more complex & longer queries using AI Overview



More Assistive

Go deeper, ask follow ups and even accomplish future tasks using AI Mode

Experiences shown are currently available in the U.S.

Google YouTube

The rise of the super-empowered consumer

AI is accelerating the journey between discovery and decision, turning every moment of exploration into a direct path to purchase

AI Overviews and/or AI Mode users agree they're able to **make decisions faster (77%)** and **more confidently (75%)** because of them



Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=13,189 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use Google AI Overviews and/or AI Mode for shopping

Google YouTube

Google Search has evolved dramatically beyond its origins



Lens is now at more than **25 billion queries** a month

Younger users who have tried **Circle to Search** use it to start more than **10%** of their searches

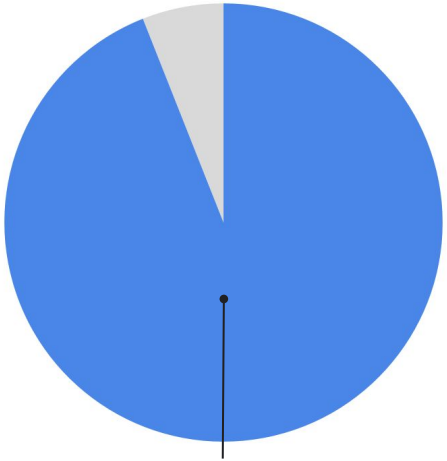
Nearly **1 in 6 AI Mode queries are non-text,** using voice and images

1. Google Internal Data, April 2025. 2. Google Internal Data, April 2025 3. Alphabet Earnings, Q4 2025


Ask anything
Google I/O

Google YouTube

AI is growing the search pie...and people are using Google Search more than ever



94% of frequent LLM users are also **frequent users of Google Search**

Google Search is **the go-to for purchase decisions:**

Shoppers are **2.3x more likely** to say they use Google Search for purchase decisions than ChatGPT

40% of consumers (including Gen Z) who use Google AI Mode to help with shopping and purchases say they're now using ChatGPT **less**

1. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=30,924 online consumers who use LLMs weekly. LLMs include Gemini, ChatGPT, Claude, Copilot, Perplexity, Deepseek, and Mistral 2. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=37,261 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories) and use search engines and/or AI platforms 3. Google commissioned Ipsos Global Consumer Journeys, Dec 2025, Online survey, Global average of select countries (AR, AU, BR, CA, CL, CO, DE, ES, FR, ID, IN, IT, JP, KR, MX, NL, PE, PH, PO, SG, SW, TW, TH, US, UK) not weighted to reflect population size, Adults 18+, n=9,347 online shoppers who made a consumer good purchase requiring consideration in the past week (range of categories), use ChatGPT, and use Google AI Mode for shopping

SEARCHING

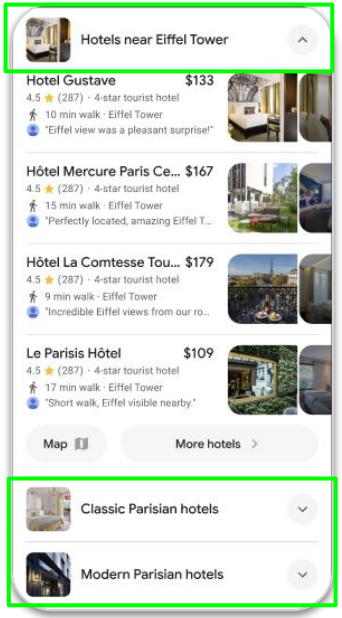
Search results powered by AI

Answers that are helpful and tailored to specific queries

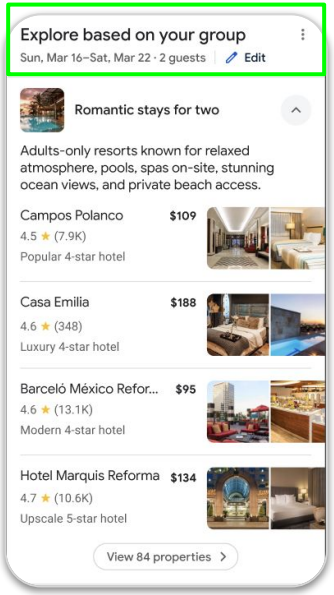
Reimagined experiences more tailored to the user

Leveraging the same feeds and ecosystem data

"Hotels near the Eiffel Tower"



"Romantic getaway for two"



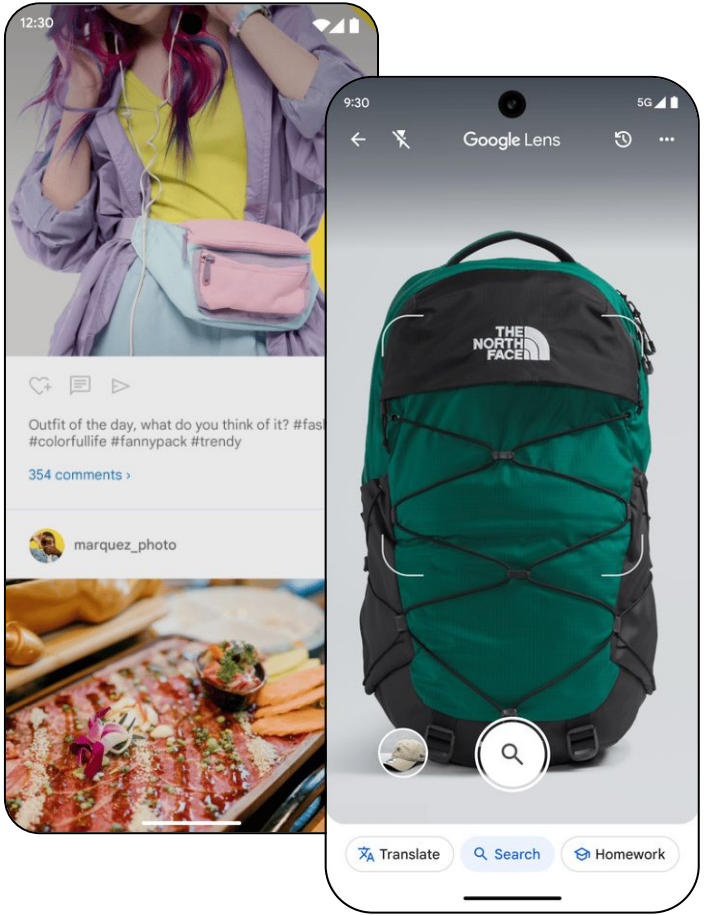
SEARCHING

Search what you see with Google Lens

Lens is now at more than **25 billion** queries a month

1 in 5 visual searches has a commercial intent

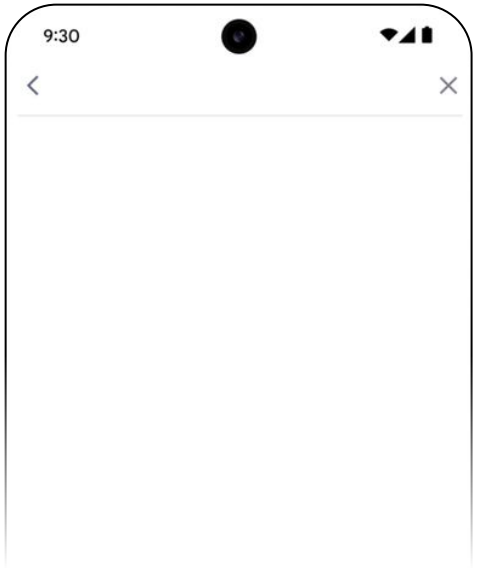
Younger users who have tried **Circle to Search** now use it to start more than 10% of their searches



SOURCE: 1. Google I/O 2025 2, 3. Google Internal Data, April 2025.

SEARCHING

AI Overviews is one of the most **successful launches in Search** in the past **decade**



AI Overviews reached over **2B monthly users** across more than 200 countries and territories and 40 languages

AI Overviews brings generative AI to **more people** than **any other product in the world**

With AI Overviews, people **search more** and they ask **new types of questions**

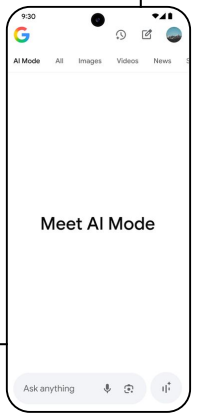
SOURCE: Google internal data, July 2025, Google I/O 2025

SEARCHING

AI Mode is a **total reimagining** of Search

People are using AI Mode to **learn, explore** or **dig deeper** by asking open-ended and follow-up questions

Early testers of AI Mode are asking much longer queries, **2-3 times** the length of traditional searches.



Experiences shown are currently available in the U.S., India, and U.K.

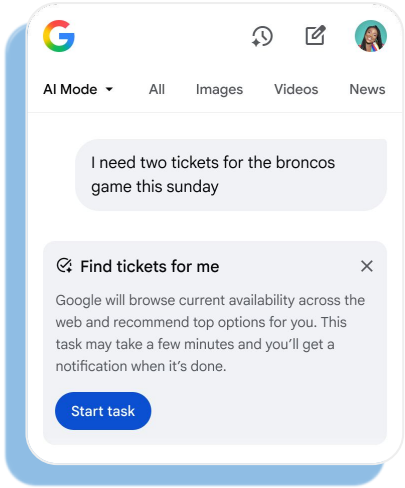
SOURCE: Google I/O 2025

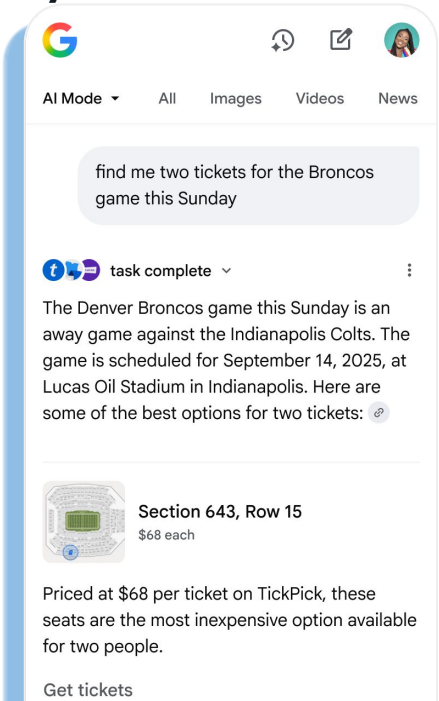
Let me show you what I’m talking about...

An Agentic Future

EVENT TICKETS

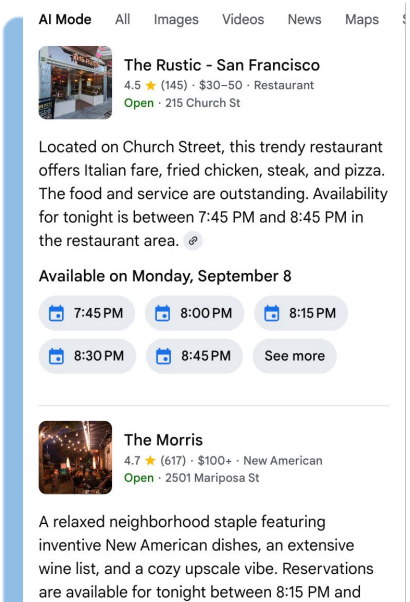
Find the cheapest or best value tickets for you





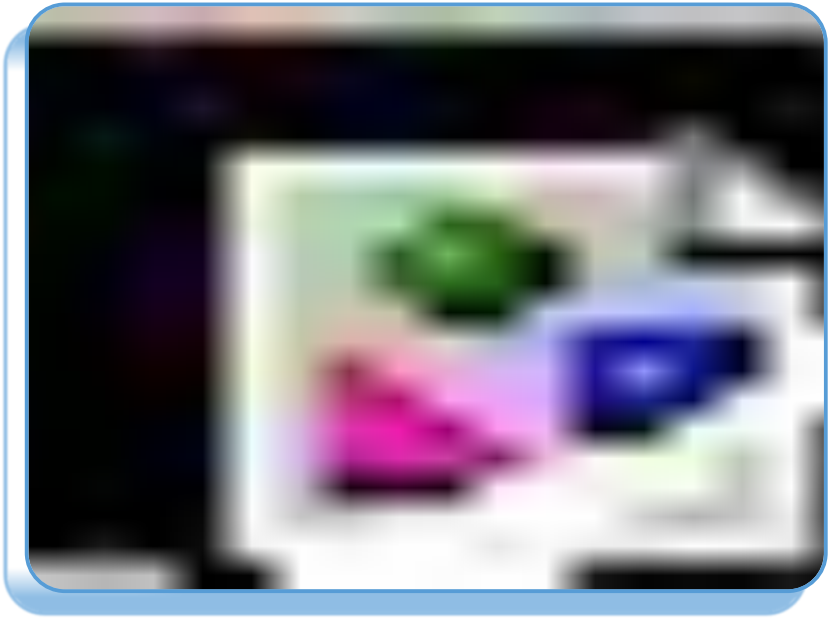
RESTAURANT RESERVATION

Discover restaurants with real-time availability, and easily book your table



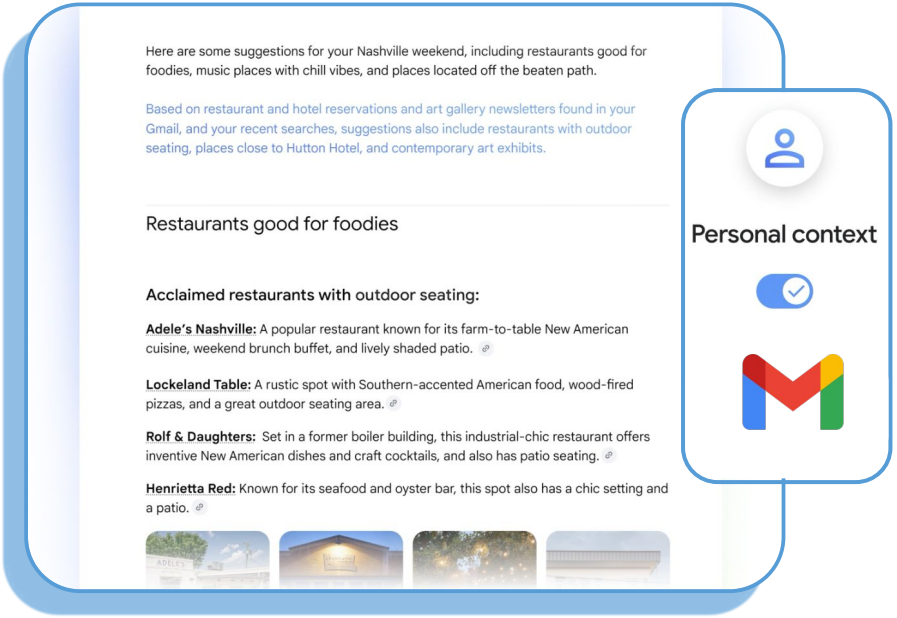
Deep Search

Create an expert-level fully-cited report in just minutes



Personal Context

Enhanced responses with personalized suggestions from **past searches** and Google apps like Gmail (optional)



Agentic Experiences Are Already Helping Users & Quickly Evolving to Meet Their Expectations

1 THE PRESENT

- **Complex Research**: Help users with questions that can't be immediately answered.
- **Effortless Information Gathering:** Help users fill out gaps in information by calling business and providing options.
- **Effortlessly Actions:** Help users save time & complete tasks.

Help users unlock new ways to find information and act, effortlessly

2 THE NEAR FUTURE

- **Deeply Personal Experiences:** recommendations based on individual history, preferences, and intent.
- **Proactive, Adaptive Assistance:** Anticipating needs and adapting to real-time changes.
- **End-to-End Task Completion:** moving beyond links to orchestrating and completing tasks seamlessly.

Help users streamline complex user journeys, end-to-end

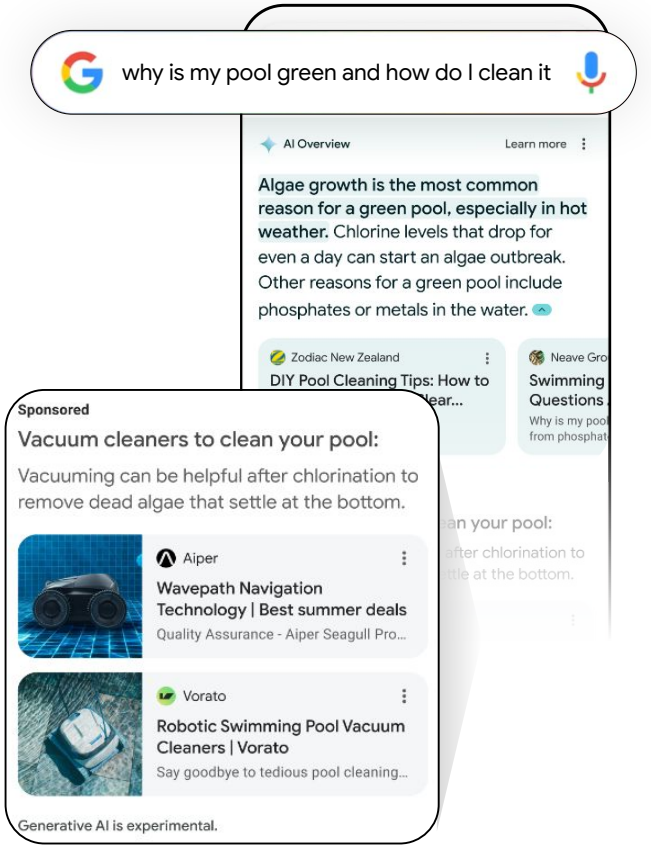
SEARCHING

A **new era** of Google Search means **new business opportunities**

Next-generation signals of intent

Anticipation of commercial needs

More opportunities to connect with new customers



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Focus on the user and all else will follow

Your biggest growth opportunity is an expanding Search universe

We see over **5 trillion searches** on Google annually

Young people are the heaviest users of Google Search and are driving the most pronounced query growth with AI Overviews

1. Google Internal Data, January 2025 2. Alphabet Earnings Q3 2025

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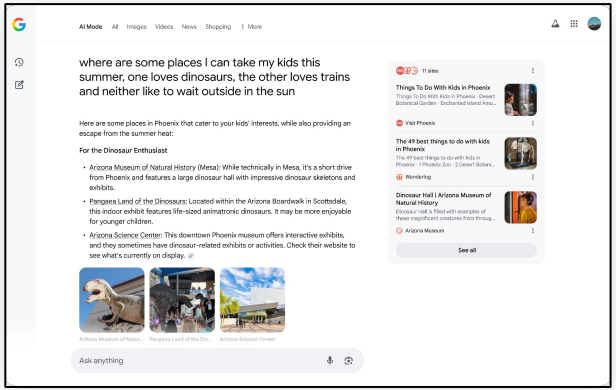
The Gemini advantage is your ROI advantage

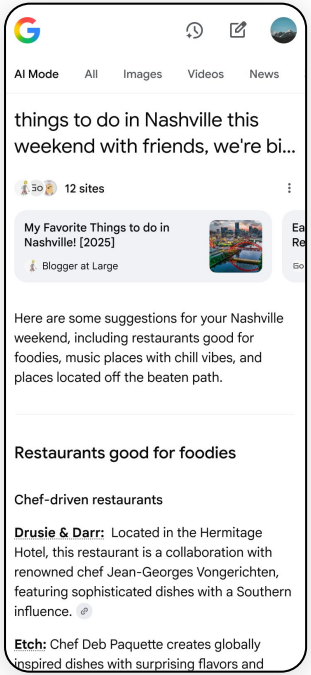
Gemini is the **most capable and general model, topping leaderboards** and helping us reimagine all our products. It's transforming the consumer experience and making ads even more **relevant and effective**

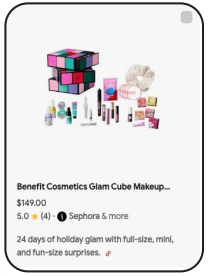
CAPTURE DEMAND

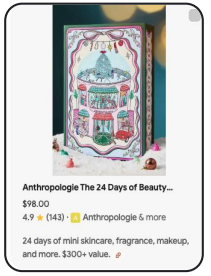
Even when demand is created elsewhere, capture it on Search

81% of social media users use Google Search to inform and evaluate discoveries they made on social media









And 67% of consumers who discover brand(s) on social media have been **influenced by Google Search to purchase a different brand**

Ask your team

1. What is your strategy for collecting first-party data, storing it securely, and making it available for marketing purposes?
2. How are you combining first-party data with AI to gather new insights?
3. How are you using your measurement insights to inform your next campaign?

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Ask your team

1. What's your process for testing AI-powered campaigns vs manual ones and scaling them once you have results?
2. What could we save from increased productivity if we can get AI-powered campaigns to outperform our manually managed campaigns?

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Ask your team

1. How are you using generative AI to spark ideas, ideate, and move faster?
2. How are you using AI to increase asset variety?
3. What productivity increases are you seeing and how can you redeploy the budget toward better creative or more media spend?

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Ask your team

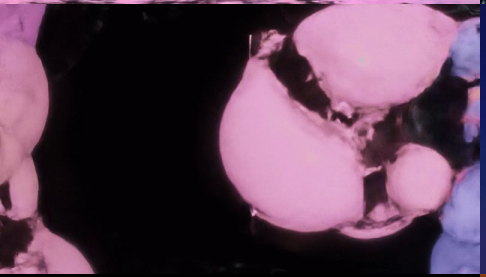
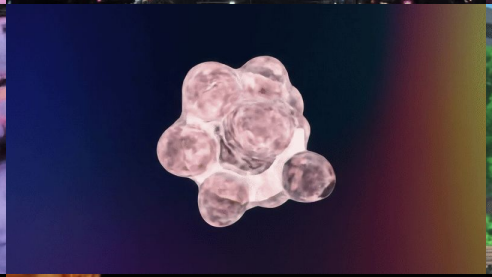
1. How are you demonstrating enthusiasm and commitment to exploring AI and how it aligns with the company's strategic goals?

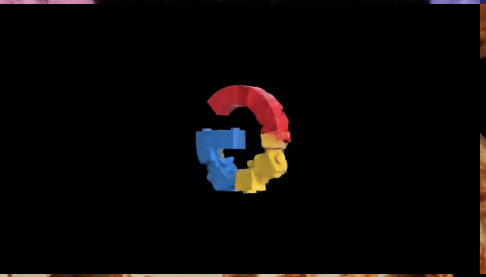
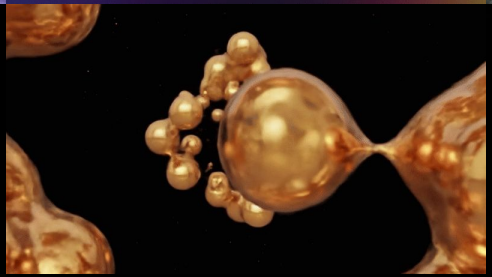
2. What steps have you taken to ensure your team members have access to the resources they need to learn and experiment?
(i.e. online courses, workshops, or bringing in subject matter experts)

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Thank You

Google