

Google CEO reveals Google Translate's money-making potential

Google CEO Sundar Pichai recently revealed during Google's second-quarter earnings conference call that Google Translate has the potential to create massive revenue via ads.

The CEO revealed this by explaining that there is a high amount of people likely using the translation app when they are travelling and that local hotels, restaurants, and other traveller-oriented attractions could take advantage of this by advertising to potential customers.

However, Pichai did not mention any plans for monetising Google Translate during the call.

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