# Transcript: " *The evolution of search”*

*[Text appears that reads: “The evolution of search.”]*

Then, a question mark appears above a woman's head.

**Voiceover:** Before the Internet, when someone had a question, they couldn't simply turn to their mobile phone or computer for an answer.

A man shrugs. Then, a stack of books appears.

**Voiceover:** Instead, they had to search through physical books to find reliable information.

A clock appears below a woman asleep at a stack of books. A winding road leads to a house.

**Voiceover:** This task could take hours, depending on how close the local library was or whether the person had access to books at home.

A bookshelf is empty. Then, snapping fingers are shown.

**Voiceover:** Nowadays, we can access information within seconds. And that's all thanks to the evolution of search.

*[Text appears that reads: The seventies.]*

**Voiceover:** Let's go back to 1970s.

*[Text appears above photo of a young Bill Gates that reads: “A computer on every desk and in every home.”]*

**Voiceover:** Microsoft began with a vision to put a computer on every desk and in every home.

A person uses a home computer.

**Voiceover:** This was the start of personal computing, setting the stage for the future of search.

*[A text bubble appears that reads: “Search.”]*

A timeline from the 1970s to the 1990s appears. Logos for MSN appear from their respective eras.

**Voiceover:** Two decades later, the Microsoft Network MSN emerged, signalling a new digital era.

**Voiceover:** Then, in 1996, a significant breakthrough occurred with the launch of Windows NT 4.0, which introduced the Indexing Service.

A computer appears displaying the startup screen for Windows NT. A window appears reading Windows Features. Indexing service is highlighted.

A man uses a vintage desktop computer.

**Voiceover:** This innovation allows for indexing of web content and text searches through Internet Information Services, or IIS servers.

A computer displays the Windows logo and the letters “IIS.”

**Voiceover:** IIS servers are flexible, secure and manageable web servers for hosting a variety of web content.

Colorful lines emit from a laptop as a man types on it.

**Voiceover:** This marked a big step towards a more efficient search experience.

*[Text appears that reads: “Sequences of step-by-step instructions given to a computer that equip it to solve specific problems.”]*

MSN web search appears on a window.

**Voiceover:** In the early 2000s, MSN Search started using its own search algorithms, and by 2004 it began displaying its own search results.

*[A search for “What is a hippogriff” shows web results.*

A timeline appears from the 1970s to 2009.

**Voiceover:** The pace of progress quickened, and in 2009, Microsoft unveiled Bing, a search engine.

A Microsoft Bing home screen appears.

**Voiceover:** It was designed to empower users to not only find, but also comprehend information from the web. Searching on Bing is straightforward. You simply type a query, and Bing searches the web for matching results, presenting them in an instant.

The Bing search results appear for the word “giraffe.”

The Microsoft Edge home screen is displayed.

**Voiceover:** For example, open Microsoft Edge, navigate to bing.com and inquire, how's the weather in New York City today? Bing promptly retrieves the answer.

Web results for New York weather appear.

**Voiceover:** Today, Bing has some new features.

Search phrases like “How humid is it?” or “What’s the chance of rain?” are highlighted.

**Voiceover:** For example, at the end of a weather report, you might notice options to ask follow up questions like how humid is it or what's the chance of rain? By selecting one of these questions, you'll transition to the Microsoft Copilot experience, previously known as Bing Chat.

*[Microsoft Copilot text on screen reads: “You, what's the chance of rain? Copilot, the chance of rain in New York City today is 2 percent. It's mostly sunny with a high of 82 degrees Fahrenheit and a low of 70 degrees Fahrenheit. If you're planning any outdoor activities, it looks like a great day!”]*

The Bing search results are shown.

**Voiceover:** During this transition, you are witnessing the reinvention of search. Did you spot the new icon next to your query? That's the icon for Copilot.

The Copilot icon appears under the search bar.

*[Microsoft Copilot text on screen reads: “Hello, this is Copilot! I'm the new AI-powered chat mode of Microsoft that can help you quickly get information about, how's the weather in NYC today?”]*

**Voiceover:** A simple click on this icon will transport you to the Microsoft Copilot interface.

*[Copilot reads: “The current weather in New York City is sunny with a temperature of 84 degrees Fahrenheit. The high temperature for tomorrow is expected to be 85 degrees Fahrenheit and the low temperature will be around 71 degrees Fahrenheit. Keep in mind that there's an air quality alert in effect until 11PM today due to elevated pollution levels. If you're sensitive to pollutants, consider limiting outdoor activity. For more details, you can check the forecast here.”]*

**Voiceover:** Here, your queries are addressed in text format, often accompanied by links for additional exploration and reference.

A magnifying glass and a gear appear under the search bar.

**Voiceover:** Microsoft Copilot is more than a search engine, it's a reasoning engine.

The Bing search and Copilot chat are shown again.

**Voiceover:** It provides search results, comprehensive answers, and an innovative chat experience, all designed to deliver the answers you need more swiftly.

A man looks at a stack of books. Then, a woman looks at a laptop. Then, a man in a VR helmet holds a chair inside a cube.

**Voiceover:** From encyclopedias to a generative AI powered experience like Copilot, the journey of search is a testament to human innovation and our quest for knowledge.

Three question marks appear above a woman's head.

**Voiceover:** And if you're wondering how this differs from the past, consider the distinction between a search engine and a reasoning engine.

*[The phrase “search engine” appears above horizontal lines.*

*The phrase “reasoning engine” appears above different shapes.]*

**Voiceover:** The former finds information and the latter understands and interprets information, paving the way for a more intelligent and interactive future of search.

The sun sets over a highway.