

# 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.

Read more on this story [here](#).

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