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<https://www.btcc.com/en-US/academy/financial-investment/microsoft-stock-msft-price-rises-despite-fears-of-ai-market-bubble>

Microsoft Stock (MSFT) Price Rises Despite Fears of AI Market Bubble

On Wednesday, when [Microsoft \(MSFT\)](#) introduced its Bing search engine and Edge web browser driven by artificial intelligence, the business received a flurry of price-target increases. But other experts are sounding the alarm about a possible [AI](#) stock bubble.



Following Tuesday's briefing on the company's AI efforts, at least five Wall Street brokerage firms increased their price estimates on [Microsoft](#) stock.

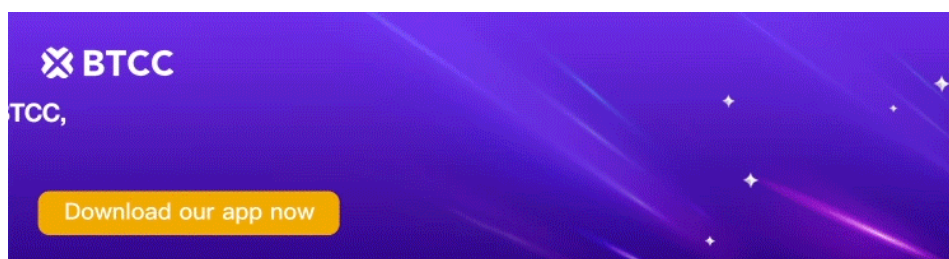
Microsoft has announced that the technology underlying the popular chatbot [ChatGPT](#) would be incorporated into Bing and Edge. Microsoft is headquartered in Redmond, Washington. Microsoft has just announced a multibillion-dollar investment in OpenAI, the maker of the [ChatGPT](#) text generator and the Dall-E picture generator.

Mizuho Securities analyst Gregg Moskowitz predicted in a letter to clients that Microsoft's AI enhancements to Bing might increase the company's market share in both search engine queries and search advertising.

Microsoft Stock Fluctuates

Moskowitz estimates that by 2022, the digital advertising sector will be worth \$570 billion (of which 40% will come from search), expand by the high single digits, and be extremely lucrative. Microsoft stated, "Every percentage point you earn in search share is worth an additional \$2 billion in potential revenue every year."

Moskowitz has maintained his buy recommendation on Microsoft stock and increased his price objective from \$280 to \$300. Microsoft shares fell 0.3% to \$266.73 at the market close today. It reached a session high of a 3.4% gain earlier today.



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The AI Stock Market Is Going Crazy From All the Excitement

Some market watchers are confident that AI will yield substantial returns in the not-too-distant future.

Call me dubious, but this frenzy over ChatGPT and 'generative AI' is propelling a lot of companies to ridiculous levels," Jordan Klein, managing director for tech, media, and telecom sector trading at Mizuho Securities, wrote in a note to investors on Wednesday.

What's more, "I lived through the dot-com boom and bust of the late 1990s. The amount of excitement about ChatGPT is nowhere near as high, but I can't help but feel uneasy because of the striking similarities between the two."

Businesses are eager to publicize their own AI initiatives at the moment, he said, riding the wave of enthusiasm for the field to its fullest potential. The revelation didn't sway Guggenheim analyst John DiFucci from his sell rating on Microsoft stock.

"Microsoft has been in the forefront of publicizing its AI goals, but will it reap the benefits more than its competitors? We don't think so, or there's a good chance that you're wrong if you do," DiFucci wrote to customers saying.

Google Market Share Gains for Bing Will Take Time

Brent Thill, an analyst at Jefferies, was optimistic about Microsoft stock in the wake of the company's announcement. He is still recommending a buy and has increased his price target from \$275 to \$310.

He did note, though, that it will take time for Microsoft's top and bottom lines to benefit from the

product upgrades.

In a letter to clients, Thill argued that “search enhancements will operate as a tailwind to ad income long term,” but that it would take time to woo people back to Bing and that the company would require a “crowbar” to lure advertisers away from Google. Nearly all of the world’s search traffic goes through Google, whereas only a small percentage uses Bing.

And Google’s parent firm Alphabet (GOOGL) saw its stock price fall on Wednesday. A recent commercial for Google’s Bard artificial intelligence chatbot provided an inaccurate answer, which investors took as a sign to steer clear.

Alphabet stock dropped 7.7 percent, ending the day at 99.37.

Where to Trade MSFT Futures?

BTCC have also launched tokenized stock and commodity USDT-margined futures. Now you can trade gold, silver and stock on BTCC. These tokenized futures contracts are innovative products invented by BTCC, and users can trade stocks and commodities with USDT on our platform. Below are the details of the newly-added trading pairs.

Tokenized Futures - Contract specifications

Product	Trading hours (UTC+0)		Leverage	Tick Size	Min. Lot Size	Liquidation Level
	Summer time	Winter time				
GOLDUSDT (Gold)	<u>Trading hours</u> 23:00 on Sunday - 21:45 on Friday	<u>Trading hours</u> 22:00 on Sunday - 20:45 on Friday	150x	0.01	1	30%
SILVERUSDT (Silver)	<u>Daily break</u> Every day 22:00 - 23:00	<u>Daily break</u> Every day 21:00 - 22:00	150x	0.001	100	
AAPLUSDT (Apple)	<u>Trading hours</u> 14:30 - 21:00 Every day from Monday to Friday	<u>Trading hours</u> 13:30 - 20:00 Every day from Monday to Friday	50x	0.01	1	
TSLAUSDT (Tesla)			50x	0.01	1	
METAUSDT (Meta)			50x	0.01	1	
TSMUSDT (Taiwan Semiconductor Manufacturing Company Limited)			50x	0.01	1	
MSFTUSDT (Microsoft)			50x	0.01	1	

Why Trade MSFTUSDT Perpetual Futures on BTCC

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Traders may opt to trade on BTCC for a variety of reasons.

- **Security:** For instance, BTCC prioritizes the maintenance of a secure environment. Whether it concerns the assets of users or the security of the platform, BTCC is constantly updating its security measures to provide a safe and secure trading environment for its global user base.

There has not been a single security breach at BTCC in the past eleven years. Utilizing security practices that are at the forefront of the industry, the team diligently protects the assets of its users. The trust of its users is of the utmost importance to BTCC, and the firm does all possible to maintain the safety and security of user deposits on the BTCC platform.

In addition, within the context of legality and compliance, the BTCC pays a great deal of emphasis on the operation of its business in a range of countries and regions. Currently, the BTCC holds regulatory licenses in several countries, including the United States, Canada, and Europe.

- **BTCC's leading position in the market's liquidity**, which enables traders to enter and exit positions swiftly and seamlessly, is one of the most significant advantages it offers.

By utilizing the non-expiring demo trading account provided by the exchange, users are able to assess the platform's liquidity. The Order Book of the exchange provides vital information regarding the exchange's liquidity. Despite not offering the largest selection of cryptocurrencies on the market, BTCC is a popular choice among traders due to the high liquidity of all tradable cryptocurrencies.

Finally, new BTCC users are entitled for an exclusive bonus provided by BTCC. Users who join BTCC and make a deposit are eligible for bonuses with a maximum value of [3,500 USDT](#). After successfully registering with BTCC, users have 30 days to make the required deposits in order to be eligible for the corresponding bonus.

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1.Is BTCC safe?

Since its inception in 2011, BTCC has made it a priority to create a secure space for all of its visitors. Measures consist of things like a robust verification process, two-factor authentication, etc. It is considered one of the most secure markets to buy and sell cryptocurrencies and other digital assets.

2.Is it possible for me to invest in BTCC?

Users are encouraged to check if the exchange delivers to their area. Investors in BTCC must be able to deal in US dollars.

3.Can I Trade BTCC in the U.S?

Yes, US-based investors can begin trading on BTCC and access the thriving crypto asset secondary market to buy, sell, and trade cryptocurrencies.

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