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# Tech Decoded

5 December, 2025



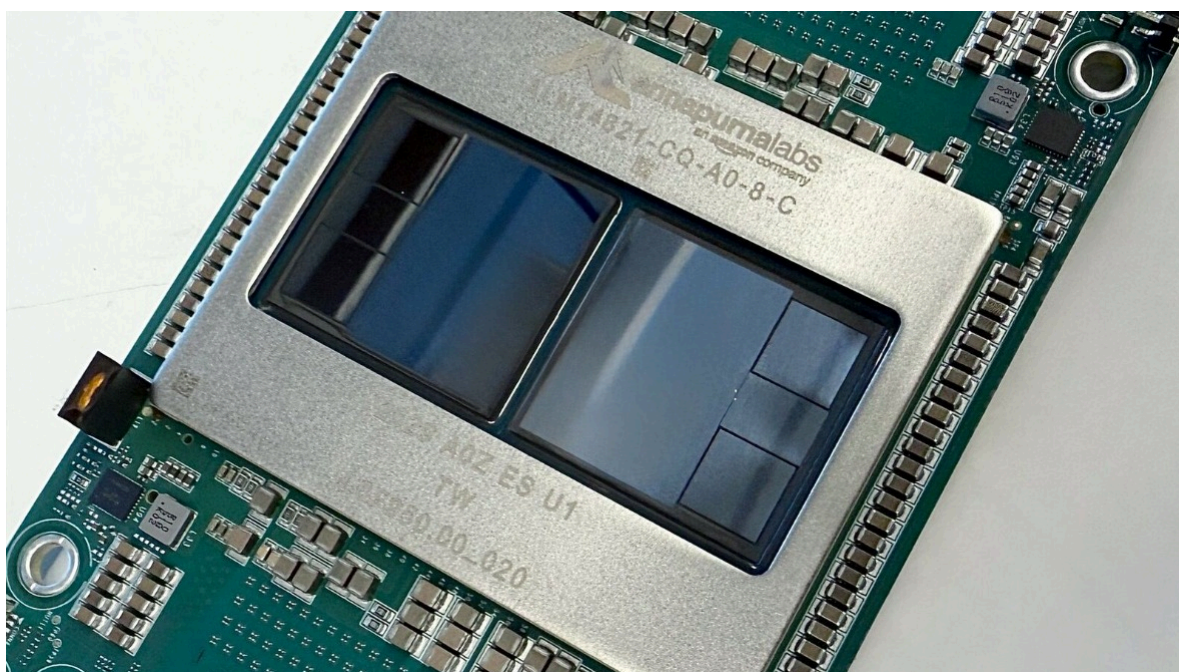
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Hello. Nvidia is far and away the number one supplier of advanced AI chips. But could its dominance be under threat? Google and Amazon have both started selling their own, custom-built processors and some experts think it's only a matter of time before they gain ground. Below, I explore what that could mean for Nvidia. We also look at X's latest fine in Europe, and the battery tech helping build faster Formula E racing cars.

## THE DOWNLOAD

### The firms chipping away at Nvidia's lead



Amazon's new Trainium3 chip promises to be 40% more energy efficient than previous generations. Credit: Amazon

Nvidia has established itself as the undisputed leader in advanced AI chip-making, helping it become the world's most valuable company and briefly **reach a \$5tn market valuation**.

But a report that Meta was considering using Google's customised AI chips - known as TPUs - to power its data centres caused shares in Nvidia to fall sharply last week.

It was followed by news that Amazon would start selling its Trainium3 processors to AI firms, posing yet more competition to the market leader.

Nvidia still supplies a massive 90% of the semiconductors used in AI data centres, according to some estimates. But there are several reasons why its rivals might think it's worthwhile competing.

Demand has surged for AI chips in recent years, and businesses have been looking to diversify away from Nvidia amid delays for its most in-demand processors, particularly the Blackwell series.

Google and Amazon have rented out their own chips to clients for some time, so selling them seems like a natural progression. And while they might not be as advanced overall as Nvidia's graphics processing units (GPUs), they are custom-built for specific purposes and designed to be cheaper and more energy-efficient.

Nvidia responded robustly to the Google-Meta report, saying on X that it was "a generation ahead" of its rivals and the only chip platform to run "every AI model".

But that may not be the point. Some experts say the chip market needs more competition and is bound to get it. "Nvidia alone cannot serve all AI demand now or in the future," said Alvin Nguyen, a senior analyst at Forrester.

Moreover, if Amazon and Google shave off even a sliver of Nvidia's market share, it would be worth billions of dollars in additional revenue - and could eventually squeeze Nvidia's enviable profit margins.

***The download:*** Nvidia has made a fortune by dominating the market for advanced AI chips, but increased competition could narrow its lead.

## TOP STORIES



## Meta shifts Metaverse investments to AI glasses

Meta has poured billions of dollars into its virtual reality platform, but now wants to redirect spending towards wearables.

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## We'd sell books written by AI, says leading retailer

The head of Waterstones, the UK's biggest book chain, says titles would need to be clearly labelled and customers would have to want them.

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## India scraps demand for cyber app on all phones

Smartphone makers had been ordered to preload a state-run cyber safety app on all new devices, but it sparked a public furore.

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## Elon Musk's X fined €120m over 'deceptive' blue ticks

The European Commission says weaknesses in the firm's verification process exposes users to scams.

[Here's why >](#)



## 'First of its kind' scanner to study blast trauma

A mobile scanning system is being developed to measure the effect of blast exposure in soldiers.

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**SOMETHING DIFFERENT**



# The tech behind faster Formula E cars



Formula E cars have become faster each year as their technology improves. Credit: Formula E

Formula E has rapidly progressed since it was launched in 2014, adding new teams and building ever-faster cars. The vehicles currently in use are almost as fast as Formula One cars, which are the fastest racing cars in the world. But to reach those speeds, their designers have come up with an arsenal of tricks to squeeze every last volt out of their batteries. [Learn how they did it](#) - and how it might affect EVs on our roads.

## PODCAST PICK



### The secret ways AI is used to write hit songs

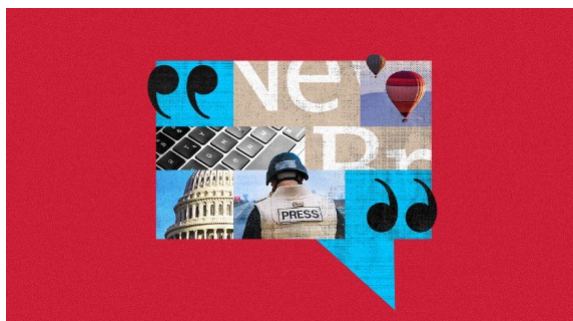
As AI-generated music tops US charts, producer Manon Dave explains how he uses AI in the songwriting process.

[Listen here](#)

## And finally...

Luxury fashion house Valentino is renowned for its creative designs. But an AI-generated advert for one of its handbags has been met with fierce criticism by some fans, who called it "sloppy" and "cheap". The clip, which appears on Instagram, shows a "surreal" collage of models spliced between Valentino

logos and its DeVain handbag. At one point models seemingly emerge from an ornate gold version of the bag. **Check it out for yourself.**



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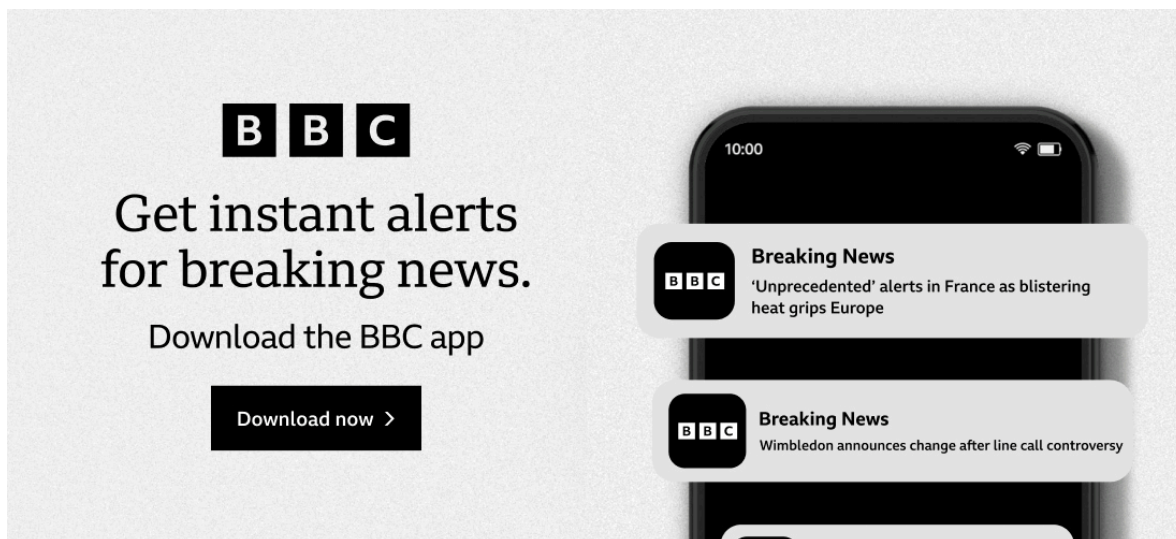
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