Video could be having its ChatGPT moment with Sora, OpenAI's new generative AI video tool

Article

The news: **OpenAI** has introduced **Sora**, a revolutionary **text-to-video AI model** that marks a significant advancement in the interface between artificial intelligence and real-world

applications.

- The technology is capable of **generating up to one-minute-long videos** from textual prompts, maintaining exceptional visual quality.

- Sora utilizes a diffusion model to evolve videos from static noise into coherent visual narratives, setting a new standard in AI technology.

Applications for marketers: Sora enables the creation of highly personalized video content, potentially boosting customer engagement and loyalty by tailoring messages to individual preferences.

- Marketers can swiftly create and modify video ads to cater to different demographics or trends, enhancing the responsiveness of marketing campaigns.

- Sora offers a solution for scaling content production without sacrificing quality, ensuring a consistent digital presence across platforms.

- The technology allows for the creation of interactive videos or immersive experiences, engaging users in unique ways and enhancing brand connection.

Yes, but: The ease of generating realistic video content **raises potential ethical issues**, necessitating careful navigation to uphold trust and credibility.

- The accessibility of high-quality video production may lead to a saturated market, challenging marketers to differentiate their content.

- The demand shifts toward AI model management and training, urging marketers to adapt by acquiring new skills or collaborating with AI experts.

- Personalized content creation must navigate privacy regulations carefully, ensuring compliance and respect for user data.

Mainstreaming genAI video: Currently, generative AI is predominantly used for writing and content creation rather than image and video generation, according to Econsultancy.

- A 2023 study found only 5% of B2B marketers were using genAI to produce videos, a stark contrast to the 51% who used it for brainstorming and the 45% for researching headlines.

- However, a Capgemini report from October suggests a shift in perspective, with CMOs and executives worldwide predicting image and video generation will rise to a mainstream
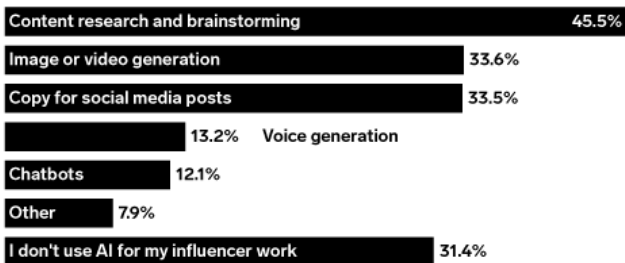
generative AI application in the next few years.

- Furthermore, 49% of CX leaders are <u>exploring video generation</u> with generative AI, showcasing a greater interest in this area over other technologies like audio, image, and text generation.

Our take: The launch of Sora is a crucial milestone in AI development, showcasing the potential for AI to interact more naturally with the physical world. This development extends beyond video creation; it represents a bridge connecting digital instructions with practical applications.

- Sora's versatility in animating still images or enhancing video frames demonstrates its utility as a tool for marketers and content creators, offering innovative solutions across various sectors, including entertainment.

- Sora presents a transformative tool for marketers, offering unprecedented opportunities for creating personalized, dynamic, and scalable video content. However, its introduction will likely prompt a reevaluation of ethical standards, competitive strategies, skill requirements, and privacy concerns. As marketers harness Sora's capabilities, navigating these challenges responsibly will be crucial to harness AI's full potential in the digital marketing landscape.

How Influencers and Agencies Worldwide Use Artificial Intelligence (AI) for Their Work, Sep 2023
% of respondents

Content research and brainstorming	45.5%
Image or video generation	33.6%
Copy for social media posts	33.5%
Voice generation	13.2%
Chatbots	12.1%
Other	7.9%
I don't use AI for my influencer work	31.4%

Note: ages 18+
Source: SocialPubli, "AI in Influencer Marketing 2023," Dec 5, 2023
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