

Generative AI made its public debut in 2022—it could be an internet earthquake in 2023

Article

The trend: In 2022, Big Tech unleashed the disruptive generative AI technology into the public domain.

DeviantArt saw a 1,000% increase in AI-generated images uploaded to its platform between August and November, per [Gizmodo](#).

- Building on the success of **OpenAI** text-to-image generator **DALL-E**, released in 2021, Big Tech companies have embraced generative AI as a potential money-maker.
- OpenAI's other big release—[ChatGPT](#)—is one of many powerful AI systems unveiled this year that are raising questions about the future of work, companies, and the ethics of commercial AI.
- [Microsoft began integrating generative AI technology](#) powered by **DALL-E 2** into its **Bing** search engine, **Edge** browser, and a new Microsoft **Designer** app for **Office**.
- **Google** [announced its text-to-video program](#), **Imagen Video**, which the company is pairing with its other text-to-video system **Phenaki** to create longer videos from longer written prompts.
- Google also [released an AI art tool for consumers](#) through its **Test Kitchen** app.
- Building off its earlier **Make-A-Scene** generator, **Meta's** AI division unveiled its **Make-A-Video** tool that can create short video clips from text prompts.
- **NVIDIA** also entered the generative AI arena with its [eDiff-I](#), which creates larger, high-resolution images with less processing power.

Much more than hype: Unlike the metaverse that failed to materialize this year, decades of AI research led to the debut of a technology that **doesn't merely analyze data—it creates content like images, videos, blog posts, code, podcasts, and music that didn't exist before.**

- Its potential to augment digital content creators' and advertisers' work led **Sequoia Capital** to predict that generative AI will “generate trillions of dollars of economic value.”
- Companies like **Shutterstock** are rushing to be at “the forefront of AI art” by [integrating DALL-E 2 into its content platform](#), planning to make it available to stock image customers globally.
- Such moves have raised concerns about the ethics of commercializing AI art that's based on models trained by human-made art.
- For this reason, when **DeviantArt** released its **DreamUp** AI art generator based on the **Stable Diffusion** AI model, it set it up to tag AI images and credit human authors involved in its production. Artists also have the option to bar the AI from using their work.

- Yet so far, giving human creators credit seems to be the exception, not the rule.
- In November, [a programmer filed a lawsuit against Microsoft, OpenAI and GitHub](#), alleging that the companies trained the generative AI system **Copilot** on licensed open-source code scraped from the internet with no credit given to the authors.

2023 predictions: Expect a tsunami of AI-generated content to flood the internet in 2023, as companies, including those within the [gaming industry](#), get bolder about deploying commercial AI art tools.

- Although the content may be helpful to those who want to quickly generate content without paying human designers, **it will also likely amount to a new source of spam, misinformation, and fraud that could overwhelm platforms like Google Search.**
- Meanwhile the outcome of the case involving Copilot, and possible others, could set a precedent for how AI content is regulated by copyright laws.
- In addition to possible legal consequences, expect social pushback against generative AI systems that create controversial or false content like Meta’s [Galactica AI](#).
- **Despite challenges, generative AI might soon become a financial lifeline for the tech industry as it [suffers through its recession](#).**

Expected Change in Their Company's AI Investment in the Next Fiscal Year According to Executives Worldwide, May 2022

% of respondents



Note: n=2,620

Source: Deloitte, "State of AI in the Enterprise, 5th Edition," Oct 18, 2022

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