Shutterstock wants to be 'at the forefront of' AI art

Article

The news: **Shutterstock** announced a strategic partnership with **OpenAI**, creator of the **DALL-E 2** text-to-image AI platform.

- It will involve Shutterstock exclusively integrating DALLE-E 2 into its content platform, making it available to its stock image customers globally in the coming months, per TechCrunch.

- **It also has an "ethical" plan to compensate artists for their AI content contributions.**

How we got here: Shutterstock initially planned to embrace AI art but then changed its stance removing the images alongside **Getty Images**' AI-generated images ban.

Now that Shutterstock has returned to its original plan, it hopes to build on its pre-existing partnership with OpenAI, allowing licensed images to be used in training the DALL-E system.

Foreseeable problems: Questions will swirl about who owns the rights to the content and how to fairly dole out compensation for it.

Shutterstock is taking a risky path while Getty avoids the AI content space. But Shutterstock could be entering a minefield of sticky legal problems.

Current vs. Expected Adoption of AI Within Select Job Functions at Their Company According to Executives Worldwide, June 2022

% of respondents

	Not using	Piloting use cases	Limited adoption	Widescale adoption	AI is critical
Current adoption					
IT	2%	9%	22%	47%	20%
Supply chain/manufacturing	6%	16%	32%	34%	11%
Product development	6%	17%	42%	23%	11%
HR	4%	19%	42%	23%	10%
Finance	6%	14%	25%	46%	8%
Marketing & advertising	4%	34%	37%	20%	5%
Sales	4%	26%	46%	20%	3%
Expected adoption in 2025					
IT	2%	9%	17%	22%	49%
Finance	3%	10%	22%	21%	43%
Supply chain/manufacturing	4%	8%	18%	30%	38%
HR	3%	11%	19%	39%	27%
Sales	2%	12%	26%	37%	24%
Product development	2%	13%	18%	46%	21%
Marketing & advertising	3%	12%	21%	44%	20%

Note: n=600 in senior technology roles; responses of "not applicable/not sure" not shown; numbers may not add up to 100% due to rounding
Source: MIT Technology Review Insights, "CIO Vision 2025: Bridging the Gap Between BI and AI" sponsored by Databricks, Sep 20, 2022

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