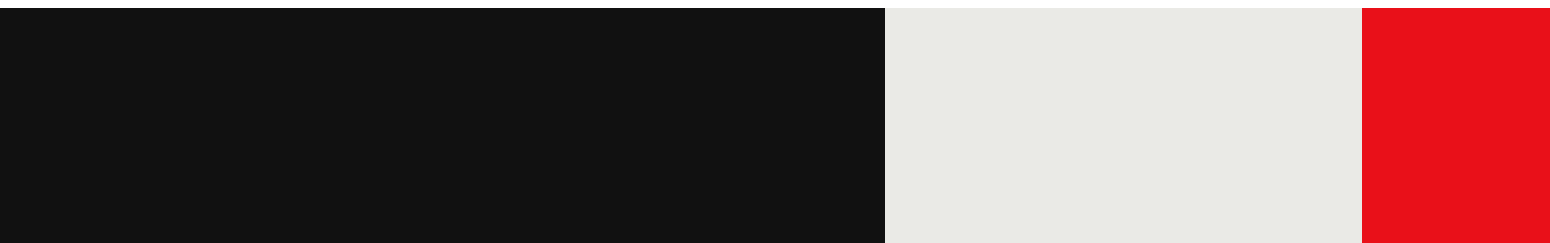



Around the world: ChatGPT and generative AI maturity, mapped

Article



In most regions around the world, high interest in generative AI is being matched by innovations related to the technology, deployment of the tool, and adoption by consumers. But the level of maturity across these three areas is not equal everywhere. Here's our breakdown of the technology's state of play in key regions as of March

- **Canada, Europe, and Latin America have advanced quickly.** Adoption of generative AI has taken off in these regions—and in the slipstream of the US, where most of the popular platforms originated. Interest in and use of the technology both remain on an upward swing.
- **As a result, successful generative AI startups have emerged in those regions.** This is particularly true in Europe, where startups such as Stability AI and Synthesia have attracted substantial investor funding, and numerous others have also come to market quickly. But in Canada and Latin America, too, the generative AI ecosystem is seeing healthy investment and innovation.
- **Infrastructure hasn't kept pace with the technology's needs.** ChatGPT is the fastest-growing platform in history, reaching 100 million monthly active users just two months after its November 2022 launch, according to Similarweb. But many companies lack the personnel and IT setups needed to make the most of the technology, per the International Data Corporation (IDC).
- **China's generative AI ecosystem currently lags but is set to explode.** The country may appear to be behind the curve when it comes to publicly available generative AI platforms, but major players have been readying themselves for rapid deployment. Baidu is the latest to throw its hat in the ring with its generative AI chatbot, Ernie.

Generative AI State of Play Around the World, Feb 2023

Canada

High interest in ChatGPT.
Between Nov 2022 and Jan 2023, Canada ranked fourth for traffic share sent to the OpenAI website.

Europe

A hotbed of startup activity.
There are currently more than 130 generative AI startups in Europe. The UK leads the way with 50.

Latin America

Interest outstrips infrastructure.
AI will be in place in 40% of the largest organizations this year, but 30% won't be able to make the most of the technology.

China

Censorship has stifled growth.
ChatGPT is not available in the country. When China residents used WeChat as an intermediary to gain access, the platform stepped in and shut down this channel.

Source: Similarweb, Feb 2023; Sifted, Jan 25, 2023; International Data Corporation (IDC) as cited by ZDNet, Jan 3, 2022
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