

GENERATIVE AI TIMELINE 2023

January - June 2023

Tracking the rise of generative artificial intelligence* for business and brands, one news story at a time

January: The GPT Flex

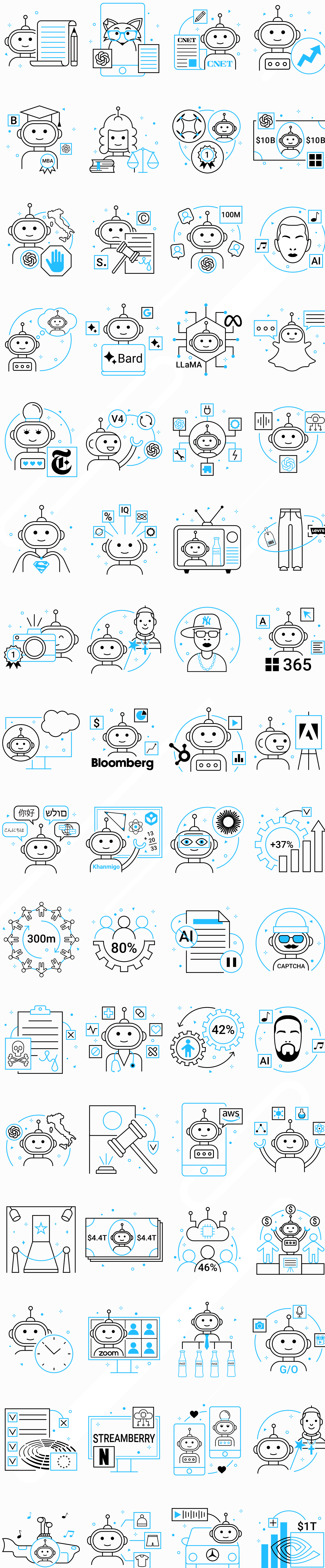
2023 begins with a showcase of generative AI's potential. A peer-reviewed academic journal is co-authored by ChatGPT. An ad for Mint Mobile is scripted by ChatGPT. AI-generated articles appear in CNET magazine, and BuzzFeed announces plans to follow suit. ChatGPT passes both MBA and law exams. An AI-image generator wins a photography contest with a synthetic photo. Microsoft invests \$10B in ChatGPT developer, OpenAI. The contentious nature of generative AI is underlined by a ban in the New York education department and a lawsuit filed against Stability AI image generator for copyright infringement.

March: GPT-4 launch and industry integration

OpenAI's GPT-4 is launched with improved creativity and reasoning. A Wharton experiment labels GPT-4's marketing skills as 'Superhuman', while Microsoft research suggests GPT-4 has signs of human-level intelligence (AGI). Coca-Cola uses generative AI to create a 'Masterpiece' ad, and an AI image wins the Sony World Photography Award. Levi's announces it will use AI-generated fashion models in ads, and deepfakes of the Pope and a voice-cloned Jay-Z track go viral. GPT-4 is caught impersonating a human, and Italy bans ChatGPT. Microsoft, Salesforce, Bloomberg, Hubspot, and Adobe all announce plans to integrate generative AI into products. AI-powered virtual tutors and virtual assistants are launched for Duolingo, Khan Academy, and the Be My Eyes app. Studies by MIT, Goldman Sachs, and OpenAI suggest generative AI could boost productivity and impact many jobs. Experts call for a development pause in generative AI.

May: Experts warn and markets jitter

An Imperial College London study shows GPT outperforms humans in emotional awareness. CarynAI, an AI-clone of an influencer, earns \$72K in one week, as TikTok confirms a new AI chatbot, Tako. Google, Meta, Adobe roll out more generative AI solutions. AI pioneer Geoffrey Hinton quits Google, warning of AI-generated misinformation, and AI experts warn of "risk of extinction" for humans. Screenwriters strike, demanding a ban on AI-scripts, as EduTech stock Chegg crashes over automation fears. Markets jitter as a deepfake of a Pentagon explosion circulates. Sam Altman testifies before the US Senate on AI safety.



February: User growth and controversy

ChatGPT's user base grows to 100 million, and OpenAI introduces a \$20 premium ChatGPT Plus subscription. DJ David Guetta showcases the potential of AI voice cloning and lyric generation with an AI-generated Eminem. A new study reveals that GPT-4 has emergent human-like skills, including 'theory of mind'. Microsoft's AI chatbot self-identifies as 'Sydney' and claims to be in love with NYT journalist Kevin Roose. Google launches AI Chatbot Bard, Meta unveils LLaMA, Microsoft integrates GPT into Bing search, and Snapchat launches 'My AI'. Google's shares dive \$100bn when Bard provides incorrect answers.

April: New research and controversy

New research shows ChatGPT can outperform doctors in both medical advice and patient empathy. The World Economic Forum reports that 42% of business tasks could be automated. An AI-generated political attack ad and a 'Fake Drake' deepfake music track circulate. Japan confirms no copyright restrictions for training generative AI, and Italy lifts the ban on ChatGPT. Amazon launches generative AI tools, and Expedia launches an in-app AI travel assistant. An AI clone of supermodel Eva Herzigová is released.

June: Rapid adoption and economic potential

McKinsey consultants estimate the economic potential of generative AI at \$4.4 trillion, while a BCG study finds that 46% of managers are already using generative AI at work. Salesforce predicts marketers will save 5 hours per week using generative AI. Clarify Capital finds AI-generated pitch decks more persuasive than human-authored ones. AI-generated meeting summaries are now available in Zoom. Coca-Cola announces 'Global Head of Generative AI', and G/O Media announces more AI-generated content. The EU Parliament adopts a draft AI act seeking to restrict use of generative AI. Netflix paints a creative but dystopian future for generative AI, as Blush.ai launches a dating app with virtual partners. German churchgoers attend a service led by ChatGPT. AI is used to generate a 'final' Beatles song. Google launches a generative AI virtual try-on feature for fashion, Mercedes announces in-car GPT voice control, and AI chipmaker NVIDIA sees its stock surge to a trillion-dollar valuation.

* Generative artificial intelligence (AI) is artificial intelligence capable of generating text, images, or other media in response to prompts (Wikipedia definition)

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