

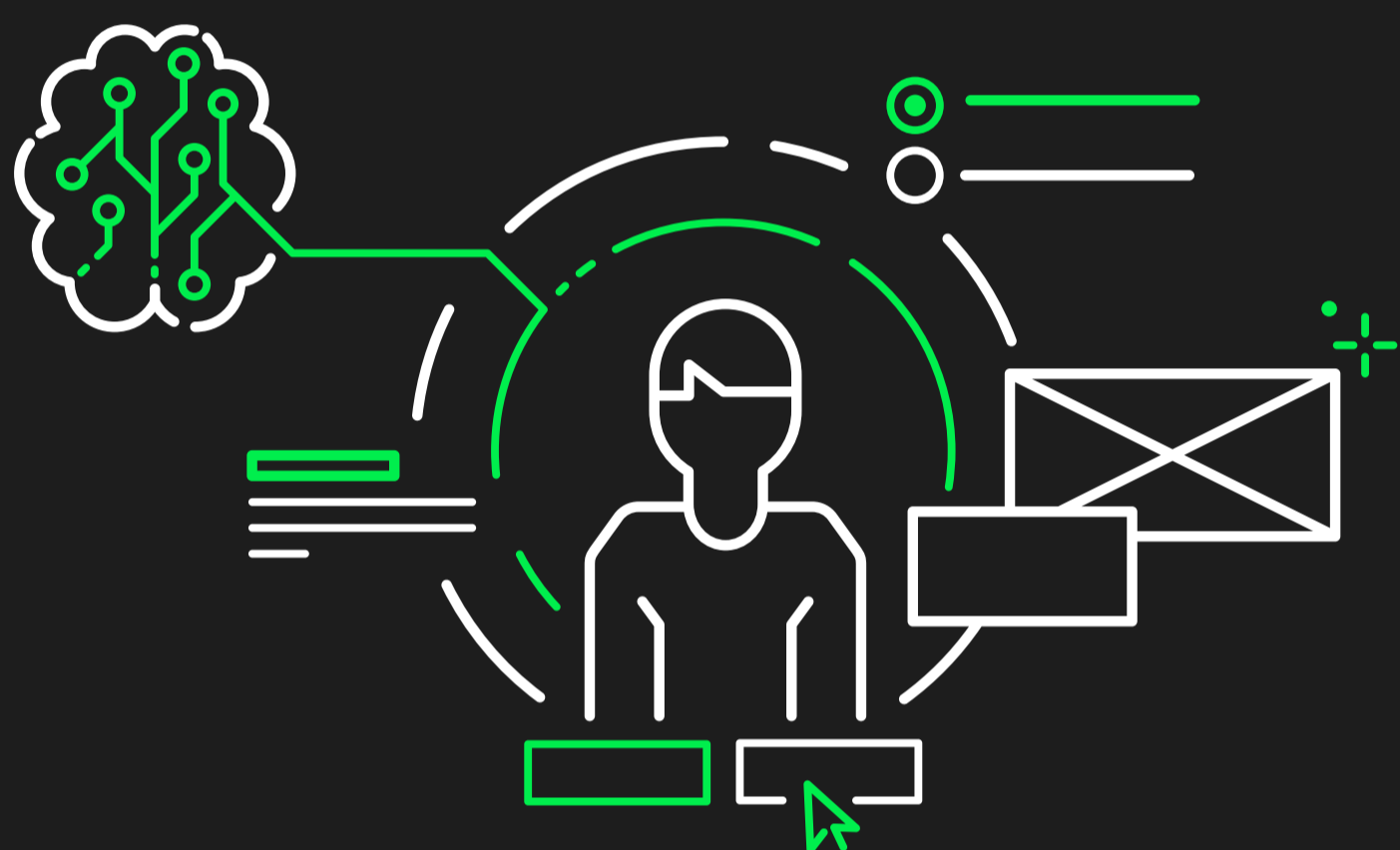
Generative AI timeline 2023

2023 heralds the dawn of a new era for Generative Artificial Intelligence, with machines generating creative content at scale. What implications does this new era of machine creativity have for businesses and brands? Explore SYZYGY Group's interactive timeline at generativeaitimeline.com for more insights, including a free set of downloadable generative AI icons.

January

The GPT Flex

2023 begins with a showcase of generative AI's potential. A peer-reviewed academic journal is coauthored 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 MBA and law exams. An AI-image generator wins a photography contest with a synthetic photo. Microsoft invests \$100M 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

The launch of GPT-4, with accompanying plugins and an API marks a milestone. A Wharton experiment labels GPT-4's marketing skills as 'Superhuman', while Microsoft research indicates signs of human-level intelligence (AGI) in GPT-4. Coca-Cola reveals an AI-created ad, and Levi's plans to use AI-generated virtual fashion models. An AI-generated synthetic image wins the Sony World Photography Award. Deepfakes of the Pope and a voice-cloned Jay-Z track go viral. Microsoft, Salesforce, Bloomberg, Hubspot, and Adobe plan to integrate generative AI. GPT-4 rolls out as a virtual tutor and assistant for Duolingo, the 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, GPT-4 is caught impersonating a human, and Italy bans ChatGPT.

May

Experts warn and markets jitter

AI pioneer Geoffrey Hinton quits Google, warning of AI-generated misinformation. An Imperial College London study shows GPT outperforms humans in emotional awareness. Screenwriters strike, demanding a ban on AI-generated scripts. Online education service Chegg's stock crashes over migration fears to ChatGPT, and markets jitter as a Pentagon explosion deepfake circulates. AI experts claim AI poses "risk of extinction" for humans. Sam Altman testifies before the US Senate on AI safety. Google, Meta, Adobe add more generative AI features. An AI-clone of an influencer earns \$72K in one week. Tik Tok confirms a new AI chatbot for its app, Tako.

February

User growth and controversy

ChatGPT's user base expands to 100 million and OpenAI introduces the 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 properties, including 'theory of mind'. 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, and Microsoft's AO chatbot self-identifies as 'Sydney' and claims to be in love with NYT journalist Kevin Roose.

April

New research and controversy

Research shows that ChatGPT can outperform doctors in medical advice and patient empathy. World Economic Forum warns that 42% of business tasks could be automated by AI. A political attack ad and a 'Fake Drake' deepfake music track emerge. Italy lifts its ChatGPT ban, Japan confirms no copyright restrictions for training generative AI, and Amazon integrates generative AI tools. Expedia launches an in-app ChatGPT travel planning service. A modelling agency commercialises an AI-generated clone of supermodel Eva Herzigová.



June

Rapid adoption and economic potential

McKinsey estimates the economic potential of generative AI at \$4.4 trillion, and a BCG study finds that 46% of managers use generative AI at work. Clarify Capital tests AI-generated pitch decks and finds them more persuasive than human-authored ones. Salesforce predicts marketers will save 5 hours per week using generative AI. AI-generated meeting summaries are now available in Zoom calls. Coca-Cola announces 'Global Head of Generative AI' and G/O media announces more AI-generated magazine articles. EU Parliament adopts draft AI act seeking to restrict generative AI use. Netflix paints creative but dystopian future for generative AI, just as virtual partners become available in dating app Blush.ai, and German churchgoers attend a service led by ChatGPT. AI is used to generate '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 stock surge to trillion-dollar valuation.