

# Trends PRO #0057 — AI-Generated Content

*"But magic is neither good nor evil. It is a tool, like a knife."*

## Why It Matters

AI-generated content is being used for **good and evil**.

To create conflict, incite violence and deceive.

To entertain, design and increase productivity.

AI is amoral. It **amplifies intent**.



## Problem

Humans are predictably irrational. We are built to **replicate**. Not to **reason**.



## Solution


**AI-generated content** takes us from the era of limited to **infinite leverage**.

Making **connections** that we miss, **learning** faster and **improving** over time.




## Players


# Images

- [DALL·E](#) • Create images from text
- [Designs.ai](#) • Create logos
- [This Person Does Not Exist](#) • Generate faces
- ( *Pro* ↓)
- [DataGrid](#) • Generate models
- [CLIP](#) • Classify images

# Voice


- [Overdub](#) • Clone voices
- [Replika](#) • An AI companion
- [Replica](#) • AI voice actors
- ( *Pro* ↓)
- [Voicemaker](#) • Natural-sounding AI voices
- [LOVO](#) • Text-to-speech with 150+ voice skins
- [Modulate](#) • Adopt voices, get insights and stop "disruptive" speech
- [Speech Studio](#) • Text-to-speech tools from Microsoft
- [CereProc](#) • Realistic text-to-speech

# Video

- [Rosebud AI](#) • Create virtual characters
- [Alethea](#) • AI-generated avatars
- [Synthesia](#) • Create videos without actors
- [Reface](#) • Create face swap videos
- ( *Pro* ↓)
- [Deep Nostalgia](#) • Animate family photos
- [Flow-Edge](#) • Remove unwanted objects from videos

- [D-ID](#) • Replace faces with anonymized versions
- [Runway AI](#) • AI-assisted video editing

## Text

- [GPT-3](#) • An advanced language model
- [IdeasAI](#) • AI-generated startup ideas
- [Shortly](#) • Complete your thoughts
- [Frase.io](#) • Create content briefs and answer questions
- ( *Pro* ↓)
- [Thoughts](#) • Write tweets based on words
- [AI Writer](#) • Create articles based on prompts
- [ContentBot](#) • Create blog topics, copy and brand names
- [Pencil](#) • Create copy for Facebook ads
- [Contentyze](#) • Get drafts from topics
- [Grammarly](#) • Correct your writing

## ( *Pro*) Music





- [Amper Music](#) • Tweak attributes to create music
- [Musenet](#) • Create 4-minute musical compositions

## ( *Pro*) Art

- [Artbreeder](#) • Make art by merging images
- [Awesome Machine Learning Art](#) • A collection of 50+ AI art resources
- [ML x Art](#) • Creative machine learning experiments
- [Deep Dream Generator](#) • Merge images to make art







# Predictions






- **Production costs** will drop. Watch David Beckham ["speak" nine languages](#).
- Actors and artists will perform **posthumously**. New songs and films can be made with training data. "Immortality" boosts the value of estates as [alternative assets](#).
- Tools like [Synthesia](#) will lead to more [million-dollar, one-person businesses](#). The need to master (or understand) underlying technologies is reduced. Leading to **smaller firms**.
- **Pirated personalities** will be used to [endorse](#) products, narrate books and more.
- ( **Pro**) AI-generated content will be used to **manipulate markets**. Alethea's [light-hearted deep fake](#) of Binance's CZ can be spun to move [crypto markets](#).
- ( **Pro**) Artistic talent will be **commoditized**. Actors will compete against [synthetic identities](#), immortal acts and pirated personalities. Faces can be swapped. Voices synthesized.
- ( **Pro**) Fan fiction will become **fan film** as production costs drop. [Ctrl Shift Face](#) gets millions of views on modified movies.
- ( **Pro**) **AI-generated code** will continue to gain traction. GPT-3 [can write Python code](#).



# Opportunities

- Sell AI-assisted [services](#). Or copy [Nikolay Ironov](#). An **AI designer** that made \$1,000+ per logo.
- **Scale yourself**. Record your voice, face or writing style. Be everywhere.
  - Read text in your [voice](#).
  - Put yourself in [movies](#).
  - Let AI [write](#) in your style.
- Be a **fast follower** to a [fragmented market](#). [Writesonic](#), [Conversion.ai](#), [Snazzy AI](#), [Copysmith](#), [Copy.ai](#), [Headline](#) and more are commercializing GPT-3 for copywriting.
- Sell **algorithmic art**. [Beeple](#) sold a piece for \$69,346,250. [CryptoPunks](#) have sold for more than **\$180,000,000**. The latter is from [Larva Labs](#).
- ( **Pro**) Get **royalty-free**, AI-generated assets for your podcast, YouTube channel or e-commerce store. [Amper](#) makes music. [Alethea](#) makes models.
- ( **Pro**) Use a **synthetic identity** to protect your privacy. Tools like [This Person Does Not Exist](#) and [Reface](#) make pseudonymous YouTube channels possible.
- ( **Pro**) Make and manage a **virtual influencer**. Remove human headaches. Virtual influencers are omnipresent, don't get tired and can't fire you. [Lil Miquela](#) earns millions per year.
- ( **Pro**) Build a [micro-marketplace](#) for AI assets. Sell **AI-generated** voices, faces, GIFs, music and more. See [LOVO](#) for voiceovers.

# Key Lessons

- Media is being **democratized**. If [no-code](#) makes you a developer. AI-generated content makes you a producer.
- Code, [low-code](#) and [no-code](#) give you limited leverage. They require direction. AI-generated content gives you **unlimited leverage**.
- Humans are predictably irrational. For good reason. Evolution doesn't reward **rationality**. It rewards **replication**. Irrationality isn't surprising. It's expected.
- ( **Pro**) [Creative destruction](#) is net positive. It prevents **stagnation** and redirects effort.
- ( **Pro**) **Laws lag** behind technology. Legislation struggles to keep up with deep fakes. And the tax implications of [Wrapped Bitcoin](#).
- ( **Pro**) Deep fakes feed **confirmation bias**. We believe what we want to.
- ( **Pro**) We'll keep **moving the goalposts** of what qualifies as AI. Today's magic is tomorrow's table stakes. AI couldn't beat us in chess, Go or drive cars. Until it could.
- ( **Pro**) **Detection efforts** improve deep fakes. [Generative Adversarial Networks](#) (GANs) simulate arms races. Cat-and-mouse games improve AI.

## Haters

***"Photoshop"** has been around for years. So what?"*

Doctored images [fool us](#). Higher-fidelity fakes are more convincing.

*"People's likenesses will be **abused**."*

That's the path we're on. Create to combat it. *What's the [blue check](#) version of video? Will we ["NFTfy"](#) everything to prove authenticity?*

*"What about **biases in AI**?"*

Twitter took [Tay.ai](#) from chill to racist in one day. AI is a sponge for society's ills.

*"Deep fake **detection** algorithms will protect us."*

Deep fakes will improve with detection efforts. [GANs](#) model an arms race. [Sensity](#), a deep fake detection platform, is a test layer. Pass and it's ready to release.










## Related Reports

- [Personal Brands](#) • **Virtual influencers** are discussed here.
- [Million-Dollar, One-Person Businesses](#) • AI-generated content speeds up the division of labor and **leverage**.
- [NFTs](#) • CryptoPunks and CryptoKitties are **algorithmically-generated** empires.



## Links

1. [A Student Used GPT-3 to Write Fake Blog Posts](#) • An early story showing the power of GPT-3.
2. [A Russian AI 'Graphic Designer' Fooled the World... for a Year](#) • How an AI "designer" charged \$1,000+ for logos.
3. [We Recreated Joe Rogan's Voice Using Artificial Intelligence](#) • A look at what's possible with voice cloning. Popular personalities will be pirated.
4. ( **Pro**) [AI Artwork Sold for \\$400,000](#) • An AI-generated portrait of Edmond Belamy sold for \$432,500.
5. ( **Pro**) [Thriller, but an AI Continues the Song](#) • AI improvises on Michael Jackson's classic.
6. ( **Pro**) [Generative Adversarial Networks](#) • Cat-and-mouse games improve models.
7. ( **Pro**) [GPT-3 Demo](#) • GPT-3 is being used in gaming, recruiting and more.
8. ( **Pro**) [AI, Synthetic Media, and the Rise of Virtual Influencers](#) • A family preserves their patriarch's voice so that he can read unwritten books to his grandkids.
9. ( **Pro**) [CZ Crypto Deepfake](#) • A deep fake of CZ who heads a billion-dollar crypto exchange.
10. ( **Pro**) [Liar's Dividend](#) • Bad actors benefit from confusion.