

ChatGPT ^{狂热}mania may be cooling, but a serious new industry is taking shape

Three forces will shape the business of generative AI



THE FIRST wave of excitement about generative artificial intelligence (AI) was like nothing else the world had seen. Within two months of its launch in November 2022, ChatGPT had racked up 100m users. Internet searches for “artificial intelligence” ^{激增、猛增}surged; more than \$40bn in ^{风险项目}venture capital flowed into AI firms in the first half of this year alone.

The craze for consumer experimentation has since cooled a little: ChatGPT use has fallen and fewer people are Googling “AI”. Son Masayoshi, a Japanese investor ^{臭名昭著的}notorious for diving into already ^{气泡的}frothy markets, is thought to be interested in investing in OpenAI, ChatGPT’s creator. But a second, more serious

frothy markets : 泡沫市场：指某些投资领域出现的短暂的、不合理的繁荣，通常由于投机性投资和过度乐观的市场情绪所引起

例：A frothy property market was one of the reasons for the Reserve Bank of Australia raising interest rates six times between October and May. (充满泡沫的房地产市场是澳大利亚储备银行在去年十月到今年五月六次提高利率的原因之一)

diving into : 深入探究：指深入研究或探究某个主题或问题

例：She is diving into the world of artificial intelligence. 她正在深入探究人工智能领域。

notorious : 声名狼藉的，臭名昭著的

例：His short temper had become notorious. (他的急性子已臭名远扬)

phase is beginning. An entirely new industry centred on supercharged AI models is taking shape. Three forces will determine what it eventually looks like—and whether OpenAI stays dominant, or other players prevail.

生成式人工智能 (AI) 的带来的第一波热潮是前所未有的。ChatGPT 于 2022 年 11 月推出后的两个月内就吸引了 1 亿用户。人工智能”的互联网搜索量激增；仅今年上半年就有超过 400 亿美元的风险投资流入 AI 公司。

此后，关于消费者实验的热潮稍微有所冷却：ChatGPT 的使用量有所下降，搜索“AI”的人数也减少了。日因涉足已经存在泡沫的市场而臭名昭著的日本投资者孙正义，被认为有兴趣投资 ChatGPT 的创造者 OpenAI。但是，第二个更为严重的阶段开始了。一个以增强 AI 模型为中心的全新产业逐渐形成。三股力量将决定其最终的形态——以及 OpenAI 是否保持主导地位，或者其他参与者占上风。

The first factor is computing power, the cost of which is forcing modelbuilders to become more efficient. Faced with the eye-watering costs of training and running more powerful models, for instance, OpenAI is not yet training its next big model, GPT-5, but GPT-4.5 instead, a more efficient version of its current leading product. That could give deep-pocketed rivals such as Google a chance to catch up. Gemini, the tech giant's soon-to-be released cutting-edge model, is thought to be more powerful than OpenAI's current version.

High computing costs have also encouraged the proliferation of

center on : 以...为中心

例：His stories usually **center on** young love.(他的小说通常以幼稚的爱情为中心)

taking shape: 形成、成型

例：The project is slowly **taking shape** and becoming more defined.(这个项目正在慢慢形成，并变得更加明确)

eye-watering: 惨不忍睹的(字面意思是眼泪汪汪的)

deep pockets : 财力雄厚

例：The company's **deep pockets** allowed them to invest in new technology.(公司的丰富财务资源使它们能够投资于新技术)

cutting-edge : 领先的

例：Hundreds of journals churn out learned articles on **cutting-edge** research.(成百上千的杂志刊登前沿研究学术论文)

"proliferation"和"surge"都可以表示数量的迅速增加，proliferation更强调持续的扩散或繁殖，而surge则更侧重于短暂但剧烈的增加

Proliferation : (扩散、繁殖)强调事物的广泛分布或扩张。它通常用于描述生物体的繁殖、病毒或细胞的快速扩散，也可用于描述思想、观念或技术的传播。
例：The internet has led to the **proliferation** of information and knowledge. (互联网导致了信息和知识的广泛传播。)

Surge : (激增、涌现)强调事物的突然、迅速的增加。它可以表示人群、情绪或事件的突然激增。

例：The stock market experienced a **surge** in trading activity. (股票市场交易活动出现了激增。)

/prəˌlɪfə'reɪʃn /激增、剧增

much smaller models, which are trained on specific data to do specific things. Replit, a startup, has trained a model on computer code to help developers write programs, for instance. Open-source models are also making it easier for people and companies to ^{投入}plunge into the world of generative AI. According to a count maintained by Hugging Face, an AI firm, roughly 1,500 versions of such ^{有调整的}**fine-tuned** models exist.

第一个因素是计算能力，其成本花费迫使模型构建者变得更加高效。例如，面对训练和运行更加强大的模型所需要的让人难以承受的成本，OpenAI 尚未训练其下一个模型-CPT 5,而是训练一个基于当前领先产品更加高效的模型 - GPT-4.5.这可能给财力雄厚的竞争对手比如 Google 迎头赶上的机会。Gemini 是这家科技巨头即将发布的尖端模型，被认为比 Open AI 当前版本刚加强大

高额的计算成本另一方面促进了小型模型的激增，这些模型利用特定的数据进行训练来完成特定的事情。例如，一家初创公司 Replit, 已经利用计算机代码训练出了一个模型来帮助开发者编写代码。开源模型也让人们和公司投入到人工智能的世界变得更加简单。根据人工智能公司 Hugging Face 的统计，此类微调模型的版本大约有 1,500 个版本。

All these models are now scrambling for data—the second force shaping the generative-AI industry. The biggest, such as OpenAI’s and Google’s, are **gluttonous**: ^{/ˈɡlʌtənəs/ 贪吃的、暴食的} they are trained on more than 1trn words, the equivalent of over 250 English-language Wikipedias. As they grow bigger they will get hungrier. But the internet is close to being exhausted. Many

plunge into : 投入

例：The company is planning a deeper **plunge into** the commercial market.(这家公司正计划进一步投入商业市场)

fine-tune: 对进行微调

例：The scientists hope to **fine-tune** the test to make it more accurate. (科学家希望调整优化测试使得它更加精确。)

scramble for : 争夺

例：People are scrambling for tickets.
(大伙都在抢购球票)

gluttonous: 贪吃的, 暴食的; 饕餮的
例: He eats because he is **gluttonous** not hungry. (他不是因为饿了, 而是因为贪嘴才吃的)

the equivalent of: 相当于, 等同于

例：Mr. Li's pay is **the equivalent of** about \$80 a month. (李先生的报酬大约等于每月80美元)

model-makers are therefore signing deals with news and photography agencies. Others are racing to create “synthetic” training data using algorithms; still others are trying to work with new forms of data, such as video. The prize is a model that beats the rivals.

Generative AI's hunger for data and power makes a third ingredient more important still: money. Many model-makers are already turning away from ChatGPT-style bots for the general public, and looking instead to fee-paying businesses. OpenAI, which started life in 2015 as a non-profit venture, has been especially energetic in this regard. It has not just licensed its models to Microsoft, but is setting up bespoke tools for companies including Morgan Stanley and Salesforce. Abu Dhabi plans to establish a company to help commercialise applications of Falcon, its open-source AI model.

in this regard : 在这方面；在这一点上
例：The company has made significant progress in this regard. (在这方面，公司取得了重大进展)

bespoke : 定做的、定制的

例：A bespoke suit always fits (定做的总是合身的)

Morgan Stanley : 摩根士丹利，一家跨国投资银行和金融服务公司。它提供广泛的服务，包括投资银行、证券交易、财富管理和资产管理等。Morgan Stanley在全球范围内开展业务，为企业、政府、机构和个人提供服务。该公司成立于1935年，总部位于美国纽约市。Morgan Stanley是世界上最大的投资银行之一，以其在并购、资本市场和研究方面的专业知识而闻名

所有现在这些模型都在争抢数据-这就是第二股想要重新塑造生成式人工智能行业的力量。科技巨头，比如 Google 和 OpenAI,非常贪婪，他们基于超过了 1trn 个单词进行训练，这相当于超过 250 个的英语维基百科。随着他们变得越来越强大，他们也变得越来越饥饿。但是互联网已经发展已经到瓶颈期了。因此，许多模型制作者正在与新闻和摄影机构签署协议。其他人正在竞相使用算法创建“合成”训练数据；还有一些人正在尝试使用新形式的数据，例如视频。奖品是击败竞争对手的模型。

生成式人工智能对数据和潜力的渴望使得第三个要素要素变得更加重要：金钱。许多模型制作者已经不再为公众提供

ChatGPT 式的机器人，而是转向付费企业。OpenAI 于 2015 年作为一家非营利性企业成立，在这方面尤其充满活力。它不仅将其模型授权给微软，还为摩根士丹利和 Salesforce 等公司建立定制工具。阿布扎比计划成立一家公司，帮助其开源人工智能模型 Falcon 的应用商业化

Another approach is to appeal to software developers, in the hope of getting them addicted to your model and creating the network effects that are so prized in tech. OpenAI is offering tools to help developers build products using its models; Meta hopes that LLaMA, its open-source model, will help create a loyal community of programmers.

Who will emerge victorious? Firms like OpenAI, with its vast number of users, and Google, with its deep pockets, have a clear early advantage. But for as long as computing power and data remain constraints, the rewards for clever ways around them will be large. A model-builder with the most efficient approach, the most ingenious method to synthesise data or the most appealing pitch to customers could yet steal the lead. The hype may have cooled. But the drama is just beginning.

另一种方法是吸引软件开发人员，希望让他们沉迷于你的模型并创造技术非常珍贵的网络效应。OpenAI 正在提供工具来帮助开发人员使用其模型构建产品；Meta 希望其开源模型 LLaMA 能够帮助创建一个忠诚的程序员社区。谁将取得胜利？像 OpenAI 这样拥有大量用户的公司和谷歌这样财力雄厚的公司拥有明显的早期优势。但只要计算能力和数据仍然受到限制。通过巧妙方式来打破这个限制的成本很大。最高效的模型构建者、最巧妙的数据合成方法、或者最吸引客户的宣传方法都可能占领先机。虽然炒作已经冷却了，但是戏剧才刚刚开始。

appeal to : 吸引

例：The new advertising campaign is designed to **appeal to** a younger audience. (这个新的广告宣传活动旨在吸引年轻观众)

emerge victorious : 成功脱颖而出；成为最后的赢家

例：After a tough competition, our team **emerged victorious**. (经过激烈的比赛，我们的团队成功脱颖而出)

ingenious : 灵巧的，有独创性的；精巧的，巧妙的

例：Man is very **ingenious**. (人类非常聪明)

hype : 肆的宣传广告，炒作

例：We had to **hype** the film to attract the financiers. (我们不得不大肆炒作这部影片以吸引金融家们)