



# In three years 90% of online content will be generated with the support of Artificial Intelligence

**Nina Shick, a global guru in Generative AI, has revealed at DES2023 that Apple is working on integrating AI into its business**

**The international summit has focused on the increased competitiveness offered by this technology, the revolution it brings to jobs, and the need for a global body to regulate it**

**Malaga, 14 June 2023.** – Today was the big day of [DES – Digital Enterprise Show](#) dedicated to Artificial Intelligence as a driver of transformation in today's industries. **Nina Shick**, one of the world's first and only experts in Generative Artificial Intelligence, has attended the seventh edition of DES, where she predicted that in three years 90% of online content will be generated with this technology. "*Right now we are at the last moment in the history of the Internet where most content does not have an AI layer in its creation,*" has said Schick.

All major tech companies have jumped into developing Generative AI platforms. Microsoft has recently invested \$10 billion in Open AI and the integration of ChatGPT into Bing; Google has created 'Code Red' as an alternative to ChatGPT and is deploying machine learning in all its products. In addition, the Silicon Valley multinational is developing Google DeepMind, dedicated to AI restructuring, and has also announced plans to allow businesses to use content creation technology to generate ads. Amazon has also jumped on the AI bandwagon with its partnership with Hugging Face, a GenAI accelerator. "*All that's missing is Apple,*" has said the guru in her speech at DES, although she assured that although they don't talk about it, they are also working on integrating AI into their business.

DES2023 is developing these three days contents that delve into different aspects and challenges of Artificial Intelligence as the technology that is currently revolutionising the world and business. The speed of adoption of this new tool is an element to consider, according to Shick, to understand the potential impact it can have. "*Netflix took three and a half years to reach one million users, Facebook 10 months, Instagram 75 days, ChatGPT only 5 days,*" she said.

## **Employment impact**

The scope of AI in the labour market was a topic covered extensively at DES2023. Nina Shick pointed out that "80% of the US workforce will be changed by the application of AI". **Shelly Palmer**, an expert in AI who also participated in DES2023, has assured in her speech that it will not be the robots who will take the jobs, but the people who learn to use technology better. "*If you get involved and become an AI ally, you will be 5% to 25% more productive than your co-workers,*" has said the guru.

**Jerome Glenn**, Executive Director of The Millennium Project, and independent consultant to the World Bank and the UN, also spoke of the enormous opportunities for businesses transformed by AI. "*Just as the Internet was and continues to be the foundation for millions of new businesses, Chat GPT, GPT-4 and other AI platforms will be the foundation for the millions of new application-creating companies,*" he said.



## **How to initiate the adoption of AI in the enterprise**

Shick has defended the usefulness of Generative AI for learning and efficiency "*something that is really important for businesses*" and encouraged attendees to adopt the technology. Now "*NASA research engineers are using AI*", she explained. In addition, the expert shared her point of view on the elevation of Generative AI to the highest level of management in companies with the aim of establishing initiatives that generate short-term gains, but with strategies for the future.

## **The human side of technology**

"*This is the most interesting story of our time, the decision we make in the next few months is going to change history*", Nina Shick has stated emphatically on this second day, making it clear that it is the people who develop digitalisation, a message that has been repeated many times these days in DES by world gurus such as Vala Afshar and Mike Hayes.

Palmer has emphasised the value of people's specialised knowledge and the challenge of how AI aligns with human values. "*How we train AI will be the key factor*," said the technology guru.

## **Creation of the global Artificial Intelligence General Agency**

DES2023 has also delved into the tasks we still have to face in the development of Artificial Intelligence. In this sense, Nina Shick has criticised the AI Memorandum and how Elon Musk, one of the signatories, after asking for a 6-month pause in the development of this technology, is developing his own ChatGPT. The expert stressed that there is currently a concern and a negative atmosphere about AI that "*was not seen with such determination during the emergence of the Internet*".

For his part, the Executive Director of The Millennium Project, has pointed out the enormous energy needs that the current development of Generative AI will require as a challenge that we must begin to take into account. In addition, he has assured that the discussion on this technology is currently at an academic level and it is urgent to transfer it to the political level. "*We need a country to offer a resolution at the UN General Assembly for the creation of an AGI (Artificial General Intelligence) agency and an AGI agreement from the European Commission*," has said Glenn.