

ASIPi – Antigua

Behind the Scenes: Generative AI

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What is Generative AI?

Generative AI is artificial
intelligence that can generate
new or novel content based on
its training data.

AI + Generative AI

Buzzy tech terms tend to lose meaning through popular use – let's level set with clear definitions.

Traditional AI

Artificial intelligence is the use of computers to perform tasks usually performed by humans. Traditional AI is trained on data to perform a specific task (like categorization, pattern recognition, etc.)

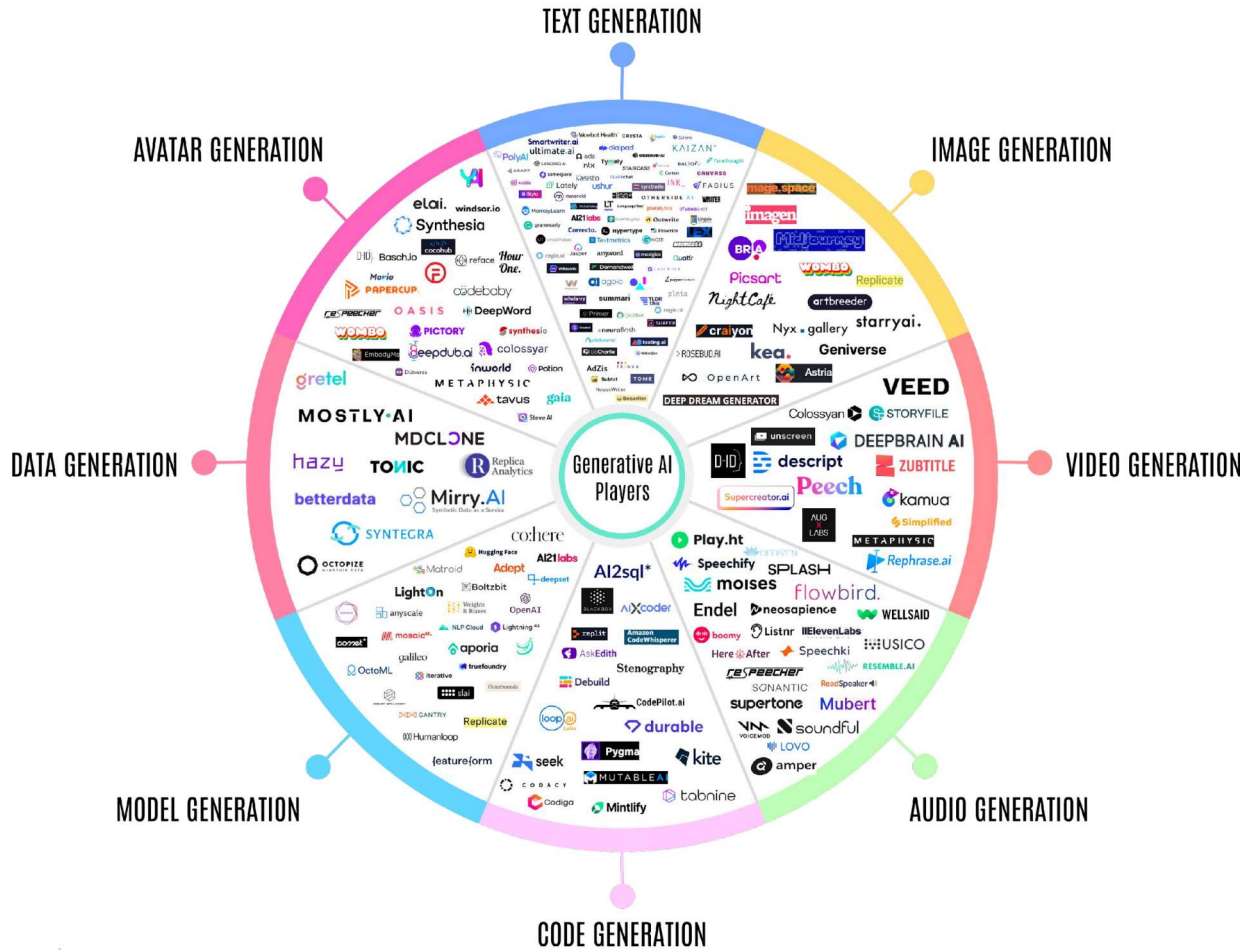





Generative AI



Focused on producing new content based on patterns identified through the ingestion of a large amount of existing, human-created content and data. The results can be refined, curated, fine-tuned or prompt engineered via further human interaction.



Generative AI in Expansive Categories



 Azure
 Microsoft +  OpenAI

 Google Cloud
 Google + ANTHROPIC

 aws
 amazon + ANTHROPIC stability.ai



Text Generation

Gemini

ChatGPT 

ANTHROPIC



 Perplexity



Image Generation

 Midjourney

 runway

stability.ai

 DALL-E

Adobe
Firefly



Audio Generation

Eleven Labs 

Meta

 RESEMBLE.AI

  MusicLM

udio  boomy



Video Generation

ComfyUI

 runway



PIKA LABS



 NVIDIA

 OpenAI

Sora

Meta

How are businesses using Gen AI right now?

Augmenting internal workflows for inspiration, optimization, personalization, and scale.



IDEATE + PLAN

Ideation + Insights

New products/campaigns, data insights, etc.

Pitching + Comms

Exec summaries, pitches, one-sheets, etc.

Outlines + Planning

Campaign needs, project planning, etc.



PRODUCE + SCALE

Create Content

Taglines, social copy, image assets, etc.

Edit Content

Update, adjust, alter, replace, etc.

Scale Content

Alt options, translation, localization, etc.



ENGAGE WITH CONSUMERS

Dynamic Interaction

Branded LLMs, personalized curation, etc.

Dynamic Marketing

Audience personalization, customization, etc.

Empowered UGC

User-generated content, products, etc.

How does
it "work"?

Generative AI uses different techniques – such as neural networks and deep learning algorithms – to recognize patterns, then create new results based on these patterns.

Gen AI: Basic Elements of Training



01. Feed the generative model a large dataset of examples, such as images, text, audio, and videos.

02. The model analyzes the patterns and relationships within the input data to understand the underlying "rules" of the content.

03. The model generates new data by sampling from a probability distribution or pattern it has learned.

04. The model continuously adjusts its parameters to maximize the probability of generating an "accurate" output.

Gen AI: Machine Learning Words to Know

The biggest difference? The type of data used.

SUPERVISED LEARNING

Trained using a large dataset with labeled inputs, to understand a baseline understanding of what a "correct" output looks like.

UNSUPERVISED LEARNING

Trained that does not utilize labeled data. AI tries to identify patterns and structures within the data on its own.

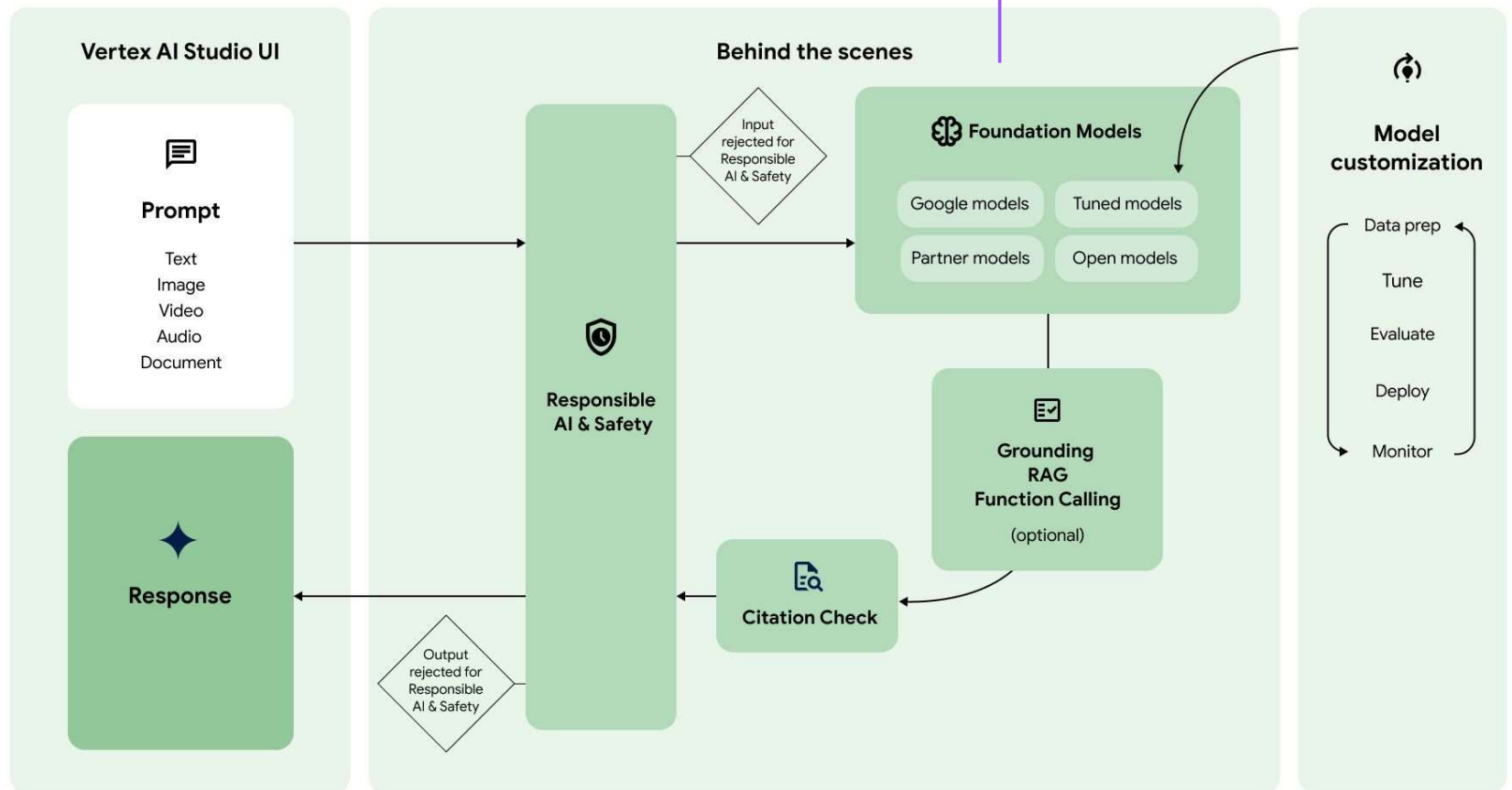
Generative AI is typically unsupervised or semi-supervised, not requiring pre-labeled data.



Google Cloud Vertex AI



Data and training of Generative AI to create outputs, are called foundation models.

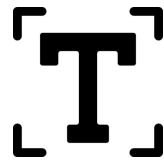


IP + Generative AI

The type of output you want to generate, implies the type of input data you need.

The Desired Output: TEXT

Large Language Models – in the limelight currently thanks to ChatGPT – use an autoregressive model to generate coherent, human-like responses to a text-prompt.



The Data: TEXT

They are trained on massive amounts of text data, such as articles, books, and websites, and are designed to generate new text similar in style and content to the real data.



What are the main questions regarding IP?

One of the primary legal challenges associated with Generative AI centers on its use of training data, which often consists of human-generated content protected by copyright.



PERMISSION TO USE IN TRAINING DATA

Is it legally permissible for AI developers to use copyrighted materials such as books, articles, music, and images as training data without explicit permission from the copyright holders?



COMPENSATION FOR ORIGINAL CREATORS

If their work is used to train AI, which then generates profit, what are the ethical and legal frameworks that ensure these creators are recognized and compensated?



OWNERSHIP OF THE OUTPUTS

If AI creates a piece of music or a text, who holds the copyright to that new creation? Is it the developer of the AI, the user who prompted the output, or the AI itself? What % of AI usage still = human ownership?



Thank you.

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