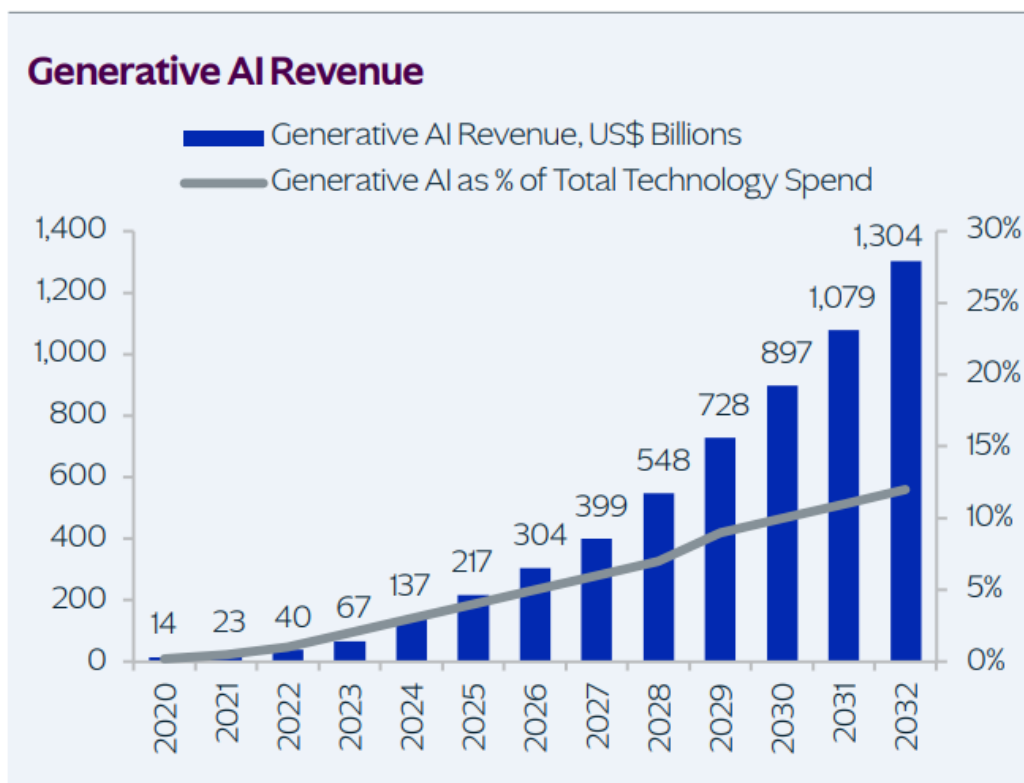


The Continued rise of Generative AI

Artificial intelligence (AI) has the potential to be the biggest disruptor in world markets since the days of the World Wide Web. Generative AI refers to a class of artificial intelligence systems and models that are designed to generate new data or content that is similar to, but not directly copied from, existing data. These systems are capable of creating content like text, images, audio and even video that appears to be generated by a human or follows a specific style or pattern. The technology has been endorsed by the world's leading companies, such as Apple, Google, and Meta. NVIDIA has become one of the most valuable companies in the world on the back of the AI explosion, and ChatGPT has become the quickest application in history to reach 100mn users, doing so in only a few short months. The chart below illustrates the potential revenue that Generative AI may generate over the coming 10 years. Revenues from AI are expected to hit \$67bn this year, however, by 2032 that figure is expected to hit \$1.3tn. Along with this, investment in AI by companies as a total percentage of their technology spend is expected to increase dramatically in the coming years, and by 2023 generative AI spend could reach nearly 12% of total technology spending. It is clear, therefore, that AI is here to stay and will remain with us for a long time to come.



Data as at June 2, 2023. Source: Bloomberg, International Data Corporation.

To coincide with this chart, it is important to note which countries are leading the AI race currently and have done so for some time. The United States has invested \$249bn in the AI industry, with 4,643 AI startups founded between 2013 and 2023. The US has invested 1.5 times more in AI than China and the European Union combined. At the moment, the US is leading the AI race.



WHICH COUNTRIES ARE WINNING THE AI RACE?

From helping artists express their creativity to automating the power requirements of a metropolis, artificial intelligence (AI) has the potential to reshape nearly every aspect of modern life.

Consequently, many nations are racing toward AI, but who is leading the way?

EACH FLOOR = 50 STARTUPS

NUMBER OF STARTUPS

TOP 10: NUMBER OF AI STARTUPS BY COUNTRY, 2013-2022 (SUM)

Methodology Only surveyed startups with at least \$1.5M in private investment were counted.

1 U.S.

4,643
\$249B
PRIVATE INVESTMENT, 2013-22 (SUM)

Total Investment value based on secondary dataset.

Since 2013, the U.S. has invested **1.9 times** more in AI companies than China and the EU combined.
Source: NetBase Quid, 2022, Apr 2023

1,337
\$95B

2 China

630
\$18B

3 UK

402
\$11B

4 Israel

341
\$9B

5 Canada

165
\$5B

10 Singapore

245
\$7B

9 Germany

294
\$4B

8 Japan

296
\$8B

7 India

338
\$7B

6 France

Investment is simply the catalyst for this digital evolution.

How people use AI platforms to better themselves and their work is the important next step.

Disclaimer: Figures as of 2022 and rounded to the nearest billion.
Source: NetBase Quid via AI Index 2023 Annual Report, Apr 2023