

## [Transcript] AI Hustle: News on Open AI, ChatGPT, Midjourney, NVIDIA, Anthropic, Open Source LLMs / YouTube's Game-Changing AI Updates: Empowering Creators and Shorts

Welcome to the OpenAI podcast, the podcast that opens up the world of AI in a quick and concise manner.

Tune in daily to hear the latest news and breakthroughs in the rapidly evolving world of artificial intelligence.

If you've been following the podcast for a while, you'll know that over the last six months I've been working on a stealth AI startup.

Of the hundreds of projects I've covered, this is the one that I believe has the greatest potential.

So today I'm excited to announce AIBOX.

AIBOX is a no-code AI app building platform paired with the App Store for AI that lets you monetize your AI tools.

The platform lets you build apps by linking together AI models like chatGPT, mid-journey and 11Labs, eventually will integrate with software like Gmail, Trello and Salesforce so you can use AI to automate every function in your organization.

To get notified when we launch and be one of the first to build on the platform, you can join the wait list at AIBOX.AI, the link is in the show notes.

We are currently raising a seed round of funding.

If you're an investor that is focused on disruptive tech, I'd love to tell you more about the platform.

You can reach out to me at jaden at AIBOX.AI, I'll leave that email in the show notes.

YouTube has made some big waves in the content creation world today with the announcement of a bunch of different innovative AI-powered features to its video platform and I think most notably is probably some things that they're doing for YouTube Shorts which are becoming incredibly popular.

Of course, it's their TikTok or YouTube or Instagram Reels kind of competitor.

All these new features that people are talking about, one of the most popular ones is called Dream Screen.

This is for Shorts and it allows users to use an AI-generated video or image background simply by typing in a description.

You could say a panda drinking coffee and boom, it's going to come up with either an image or a video of a panda drinking coffee.

Now, this is actually really incredible technology.

If you think about it, a lot of companies have struggled to do this.

OpenAI has not even attempted doing AI video generation.

The big one right now is called Runway and that's a big platform that's doing these kind of these video, these AI video generations and they're fairly good.

Now, the thing I'll say about Runway is it's definitely not perfect.

It's not like as good as mid-journey is on images but I'm sure it will get there.

I actually am surprised that YouTube and Google decided that they're going to come out this cool technology and it was like integration for Shorts instead of like making a standalone platform for it because if they just did a video generating platform with AI, I think people would love that.

But maybe what I'm thinking is kind of if you've ever tried Runway, it's like the

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quality isn't perfect and it's, I don't know, it's just like not perfect.

It's kind of like Dolly 2 when it came out or the previous versions of like image generators.

They did what you told it but they just didn't look very realistic or very good.

Maybe it's going to be similar to that where the quality isn't quite there so they decided

to throw it on Shorts and maybe they kind of perfect it and fine tune on Shorts and

then they will maybe make their own platform for it.

I'm not sure.

In any case, YouTube CEO Neil Mahaz showed the whole audience that thing and they also did some other cool examples with like underwater castles and like dragons and moonrises and a bunch of different stuff.

So, in any case, green or dream screen, I'm sure it's a play on words for green screen

but anyways, dream screen is getting rolled out to the YouTube Shorts platform which right

now has over 70 billion daily views.

This is really impressive and of course it has a significant rise from around 50 billion views in January.

So, this thing is growing very, very quickly.

I think with these AI innovations in play, YouTube predicts that the numbers are going to grow in the future.

I'm not sure like 100% if that's going to work because I know even for myself, I have friends that have over a million followers on or subscribers on YouTube that grew exclusively from YouTube Shorts over the last year pretty much and there's no way that they're on YouTube actually creating the content right there.

They go film it somewhere else, do the whole thing, edit it somewhere else and then they upload it through YouTube, of course.

So, I don't know if this feature is actually going to increase those numbers that much but it'll be interesting to see.

Mohan said, quote, at YouTube we're striving to simplify the creation process for everyone.

We believe Generative AI is a vehicle that'll make this dream a reality.

So, yeah, I don't know.

They're expecting more content.

Does that mean more like low quality content is going to flood YouTube?

I don't really know.

Maybe it's high quality in the future.

I don't know.

But in any case, I don't think it will make that much of an impact on their actual views but maybe that's just me.

In any case, all of this AI isn't just limited to Shorts.

So, selected creators are soon going to get the first taste of Dream Screen with a broader release anticipated for early next year.

Further down the line, YouTube envisions us to evolving, allowing creators to type in edits or remix ideas, transmuting existing content into new videos.

So, very interesting.

They have a lot of plans for that.

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Music enthusiasts and creators are also in for a treat.

So, building on its kind of creator music feature, the next thing that they are talking about, the next AI feature that they're talking about is that YouTube is integrating additional AI capabilities.

So, starting next year, an AI music concierge is going to come up.

So by simply typing a video description, creators will be guided to the right track for their videos.

Originally, the creator music dashboard kind of facilitated song searches by collections, moods or genres.

This is something I've been using all the way back to when I was in college.

I would go there for all sorts of projects because it's just copyright free music that you could use for everything.

And you had, yeah, some like collections, moods, genres, like filters you could go through.

But in any case, the new AI features they're rolling out is really set to kind of enhance more tailored music selections and is essentially trying to help fit a creator's budget and project requirements, a bunch of other things they could put in there that they could use something like Bard, I'm assuming, to kind of chat with it and get the right music.

So multilingual creators and audiences also stand to gain from a new feature that they're rolling out, which is called Allowed, which is an AI-driven dubbing tool poised to be part of YouTube Studios.

So this new feature is going to produce AI-generated dubs in alternate languages at a mere click, which is really nice.

And this is essentially going to be allowing creators to review and incorporate them seamlessly into their own videos.

So currently, currently in its testing phase with select creators, a wider rollout is set for next year, which would be interesting.

And another announcement that they made at the event is that they unveiled an AI tool being tested in the YouTube studio, which is called AI Insights for Creators.

So essentially it's aimed at alleviating the brainstorming problem that creators have.

And the tool essentially proposes video topics grounded in data about trending audience preferences.

So their CEO specifically cited examples of Mana Gafori, who's a travel vlogger, and recognizing her audience looking for trip inspiration.

The AI generated a video exploring Portugal's rich history and pinpointing potential highlights.

So essentially it's just going to look at the videos you're making, look at the audience you have, and it's going to suggest video titles for you.

This is actually a great idea.

I think this is a great business idea.

This, okay, this I actually believe is going to contribute to more content being uploaded to YouTube, because if I'm a YouTuber and I got to like sit there and brainstorm and I have been a YouTuber in the past, so I have experience in this, sitting in a brainstorming like content and video ideas is kind of hard.

And also you don't know exactly which video is going to be a hit or not, but if YouTube

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is literally looking at your audience, what they're interested in and what your past videos are, they could probably give you some really good insights on exactly what videos to make that are going to do really well with your audience.

So I think that that's going to actually lead to more videos being uploaded, contrary to like their AI video generator for just shorts.

So this is what they specifically said, quote, the ordeal of conceptualizing a video often feels like a arduous game of hit or miss.

This tool merely offers a catalyst to a creator's thought process.

Now creators like Mahan can channel their energy into personalizing content to their distinctive flair.

So I think based on some preliminary testing, the reception has been really positive.

Over 70% of the surveyed creators said that AI insights helped their idea processes and an official launch in the YouTube studio is slated for next year.

So I think a lot of really cool things, one trend I'm seeing here is that a lot of companies right now, they're making big AI announcements, but they're saying this is going to roll out next year.

So they're just trying to kind of make sure they're capitalizing on the hype and when people are interested in it and then like it's not an announcement about something specifically now, although I guess people are currently beta testing this.

So very interesting features, it's going to be exciting and it looks like YouTube like Google is going all in on integrating AI into the platform.

If you are looking for an innovative and creative community of people using chat GPT, you need to join our chat GPT creators community.

I'll drop a link in the description to this podcast.

We'd love to see you there where we share tips and tricks of what is working in chat GPT.

It's a lot easier than a podcast as you can see screenshots, you can share and comment on things that are currently working.

So if this sounds interesting to you, check out the link in the comment.

We'd love to have you in the community.

Thanks for joining me on the open AI podcast.

It would mean the world to me if you would rate this podcast wherever you listen to your podcasts and I'll see you tomorrow.