



State of Generative AI

Boardroom Programme

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TECH

Bill Gates Says AI Is the Most Revolutionary Technology in Decades

'Entire industries will reorient around it,' the Microsoft co-founder says

TV and film writers are fighting to save their jobs from AI. They won't be the last

Stability AI CEO says AI will prove more disruptive than the pandemic

IBM to Pause Hiring for Jobs That AI Could Do

- Roughly 7,800 IBM jobs could be replaced by AI, automation
- CEO Krishna says IBM to pause hiring for replaceable roles

Most Jobs Soon To Be 'Influenced' By Artificial Intelligence, Research Out Of OpenAI And University Of Pennsylvania Suggests

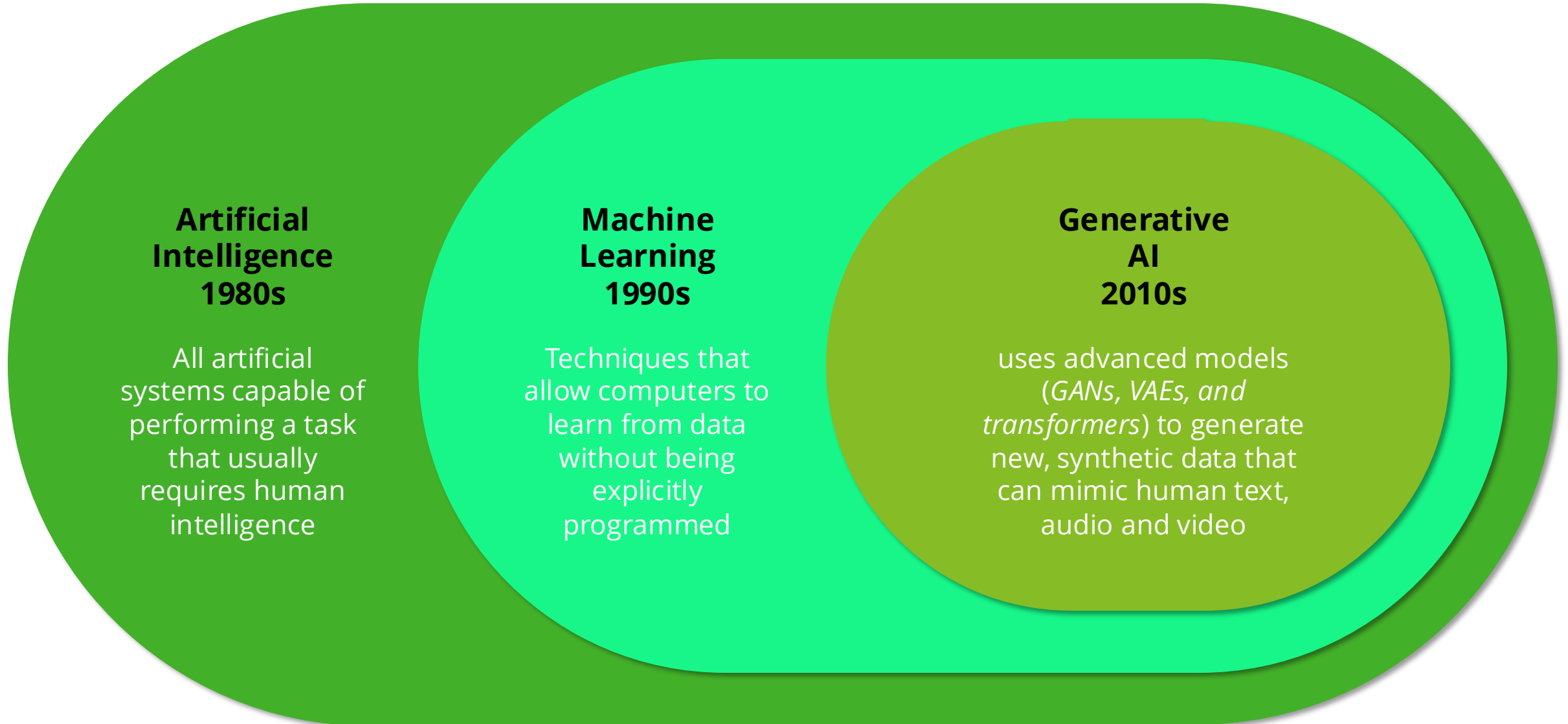
JPMorgan Software Does in Seconds What Took Lawyers 360,000 Hours

- New software does in seconds what took staff 360,000 hours
- Bank seeking to streamline systems, avoid redundancies

An A.I.-Generated Picture Won an Art Prize. Artists Aren't Happy.

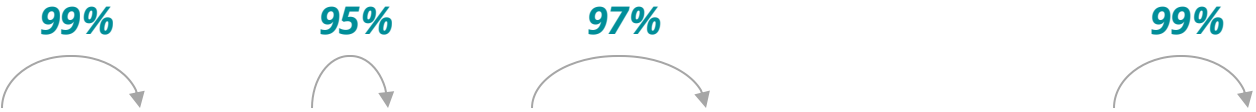
"I won, and I didn't break any rules," the artwork's creator says.

Generative AI in the context of AI: where does it fit in?



Generative AI is a probabilistic model and as such ‘hallucinates’ by design

**Example AI
Generated
output:**




“Generative AI is a type of artificial intelligence that is capable of **generating new, original content**. This can include text, images, music, or other types of media.”

Understanding Generative AI

EXAMPLE “MODALITIES”

Text

 Generative AI can significantly improve business efficiency by automating repetitive tasks, generating new ideas, and improving decision-making through data analysis. It can also increase revenue by creating personalized experiences for customers and identifying new market opportunities.

Prompt: Explain the business impact of Generative AI in 50 words

Image



Prompt: Convert this photo into a corporate style headshot

Audio



Generative AI-powered audio, trained on existing sound bytes

Code

```
#include <iostream>
using namespace std;

// Define robot class
class Robot {
public:
    // constructor
    Robot(string id, int x, int y) {
        robot_id = id;
        current_x = x;
        current_y = y;
    }
    // Move function
    void move(int x, int y) {
        current_x = x;
        current_y = y;
        cout << "Robot " << robot_id << " moved to (" << current_x
```

Prompt: In python, code a program that predicts the likelihood of customer conversion

Video



Simple Gen AI videos created to shock and amaze for social media engagement

Text



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5 // Define robot class
6 class Robot {
7 public:
8     // constructor
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12         current_y = y;
13     }
14     // Move function
15     void move(int x, int y) {
16         current_x = x;
17         current_y = y;
18         cout << "Robot " << robot_id << " moved to (" << current_x
19     }
20 private:
21     string robot_id;
22     int current_x;
23     int current_y;
24 };
25
26 // Main function
27 int main() {
28     // Create two robot objects
29     Robot robot1("R1", 0, 0);
30     Robot robot2("R2", 5, 5);
31 }
```

Prompt: In python, code a program that predicts the likelihood of customer conversion

Video



Simple Gen AI videos created to shock and amaze for social media engagement

Of 100 people...



3.6 people

0.2 people

~0 people

~0 people

~0 people

Daily users, mid 2024

2024 Predictions – Post-mortem

Last year, we predicted:

“Enterprise software revenue uplift from gen AI will be at a US\$10 billion run rate by the end of 2024”

We were **wrong**: it was too high

“that the market for specialized chips optimized for generative AI (gen AI) will be over \$50 billion in 2024, up from close to zero in 2022.

We were **wrong**: it was too low

Predicted enterprise software revenue uplift from gen AI (US\$ billions)

US\$0
2022

Predicted

US\$10 billion
2024P

Source: Deloitte analysis.

Predicted global semiconductor revenues, spotlighting gen AI chips (US\$ billions)

US\$0
2022

Predicted

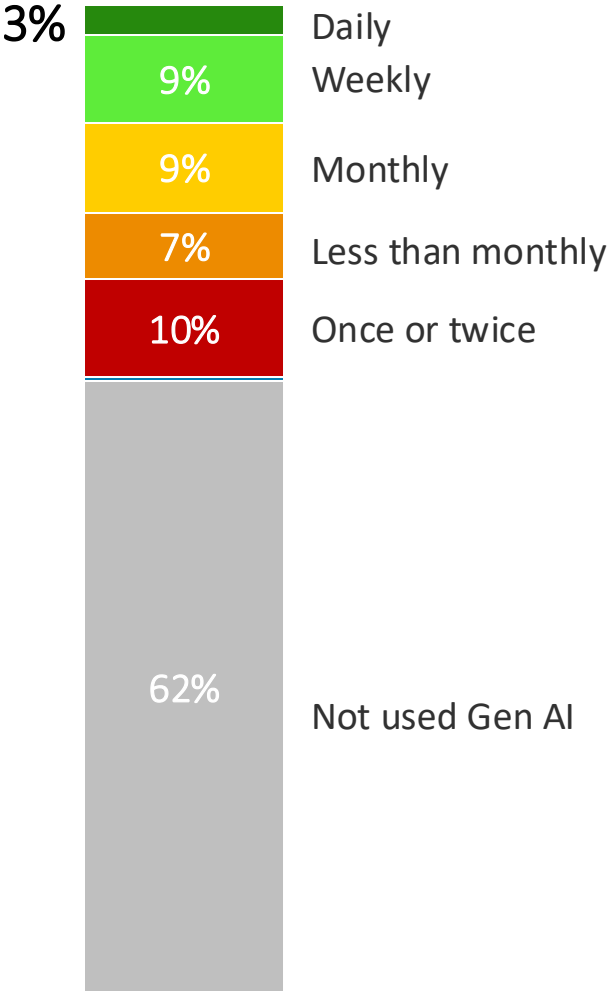
US\$50 billion
2024P

Source: Deloitte analysis.



European Average: adoption of Gen AI remains specialist: in 2024, just 3% used daily, will it have changed much in 2025?

Which best describes your use?
[of all respondents]



2024

Weighted base: All respondents aged 18-75 years who have used Generative AI (5374), less frequently than monthly (2316)
Source: Deloitte Digital Consumer Trends, UK, Belgium, Norway, Switzerland, Denmark, Italy, Netherlands, 2024

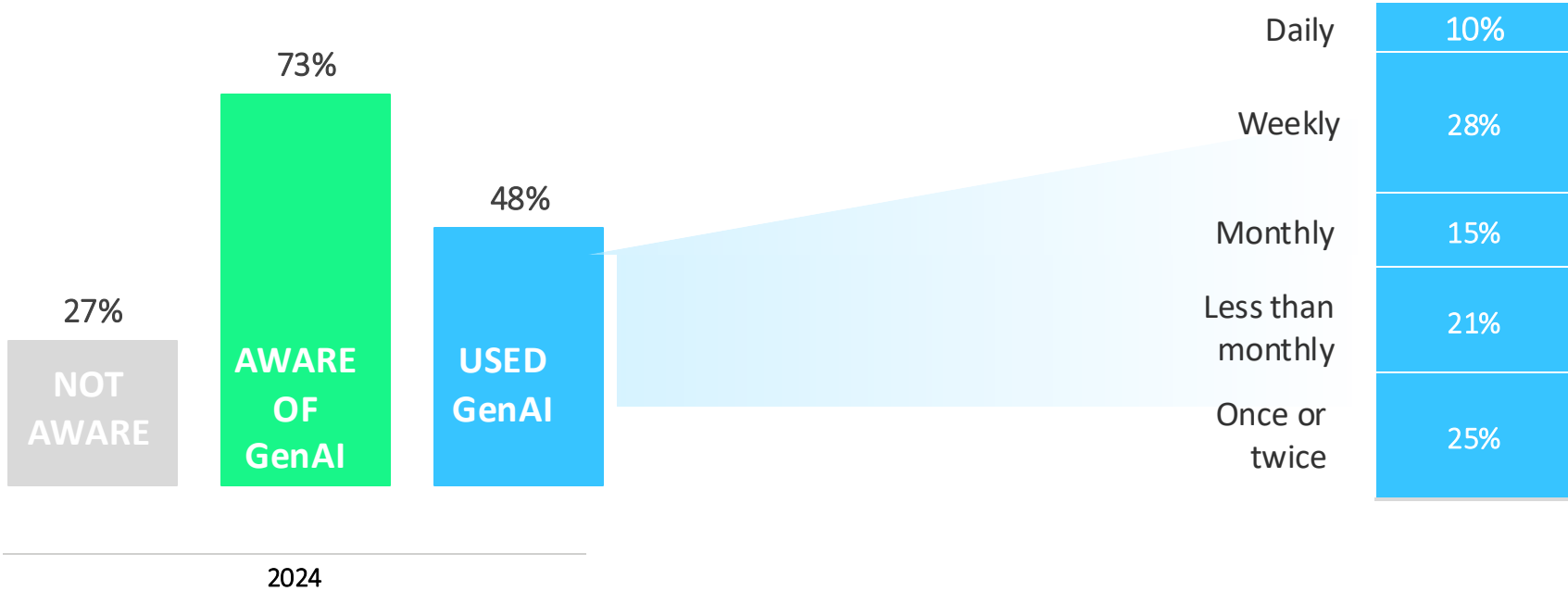
Ireland: almost half of the respondents use GenAI less than monthly



Awareness of GenAI

Which, if any, of the following Generative AI tools are you aware of?*

Which, if any, Generative AI tools have you used?



Frequency of GenAI Use

Which of the following best describes your use?**
[Of those who have used GenAI]

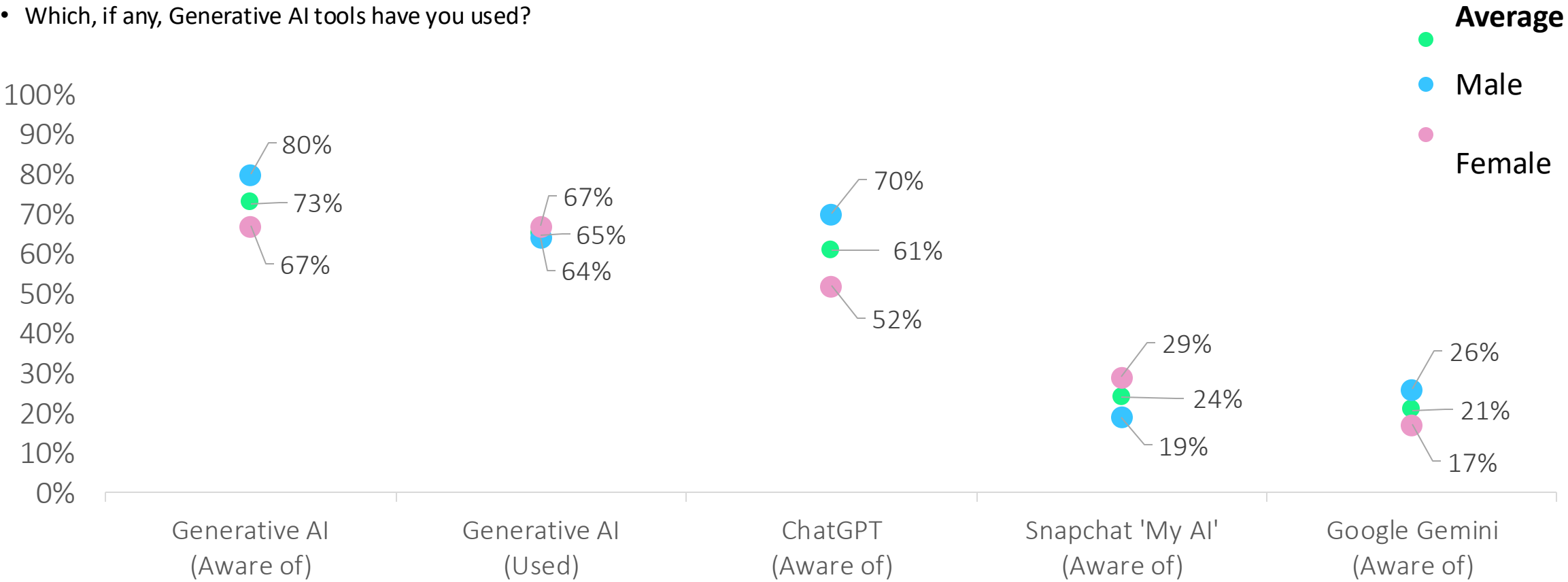
Weighted base: All respondents aged 18-75, 2024 (1,000), who have used generative AI (476)
*Respondents given a range of GenAI tools to choose from; including “Another”. ** Full scale was (At least once a day; At least once a week; At least once a month; Less often than once a month; I used it once or twice to try; Don’t know)
Source: Deloitte Digital Consumer Trends, IE, October 2024

Ireland: Gender splits are significant in awareness of Generative AI overall, but similar in usage (likely due to Snap My AI)



Generative AI

- Which, if any, of the following Generative AI tools are you aware of?*
- Which, if any, Generative AI tools have you used?

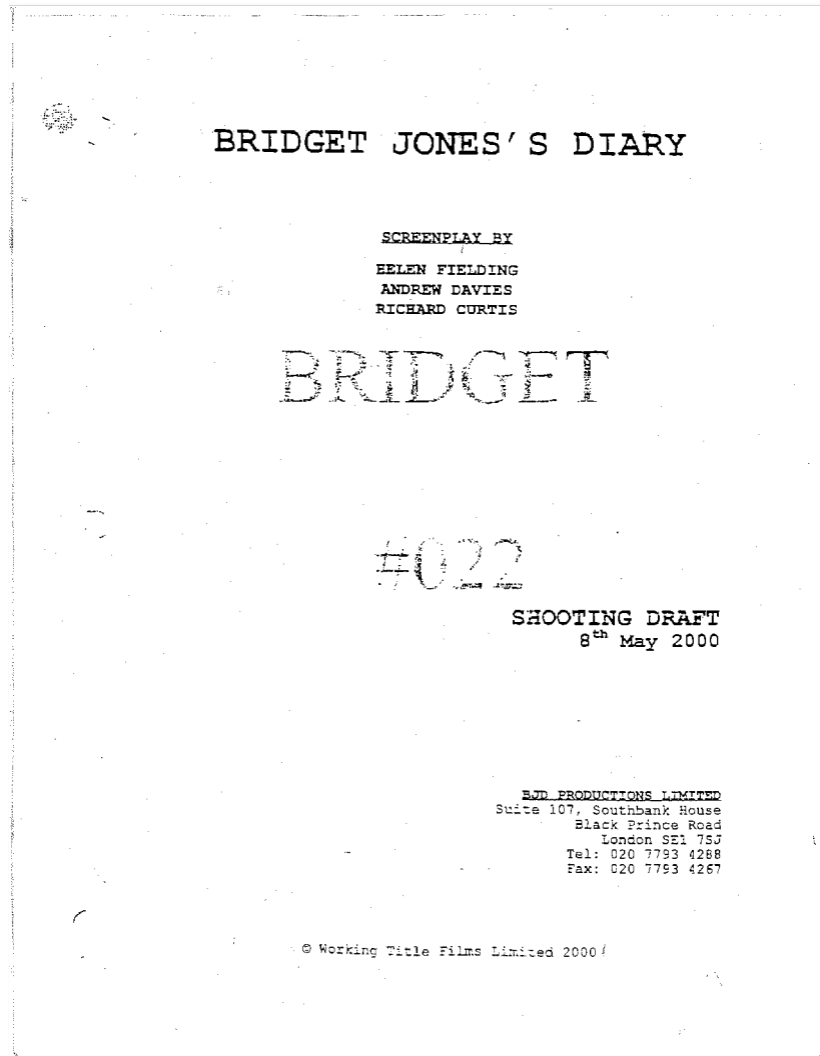


Weighted base: All respondents aged 18-75, 2024 (1,000), who aware of any Generative AI tool, 2024 (731)
*Respondents given a range of GenAI tools to choose from; including “Another”
Source: Deloitte Digital Consumer Trends, IE, October 2024

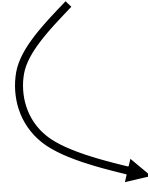
What movie is this?



Cost per prompt?



The Bridget Jones' Diary script has *around* **25,000 words...**



Let's say I want to use Generative AI to **summarize this in 1,000 words...**

What is the cost? (API)

1. Using GPT-4o Mini
(a cheaper, simpler AI model)

0.87c

2. Using OpenAI o1 (Strawberry)
(a more expensive, cutting edge AI model)

87c



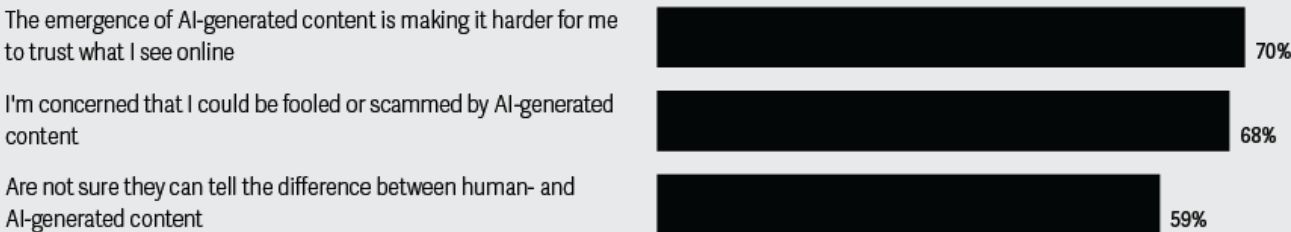
Deepfake disruption: A cybersecurity-scale challenge and its far-reaching consequences

As the effort to detect and combat fake content escalates, the costs of maintaining a credible internet may fall on consumers, creators, and advertisers alike

Consumers say AI content makes it harder to trust what they see online

Percentage of respondents who are familiar with gen AI or have used or experimented with it who agree

Concerns about gen AI



Remediating trust concerns



Notes: n (consumers who have used or experimented with gen AI or are familiar with it) = 2,964.

Source: Deloitte 2024 Connected Consumer Survey, 5th edition.

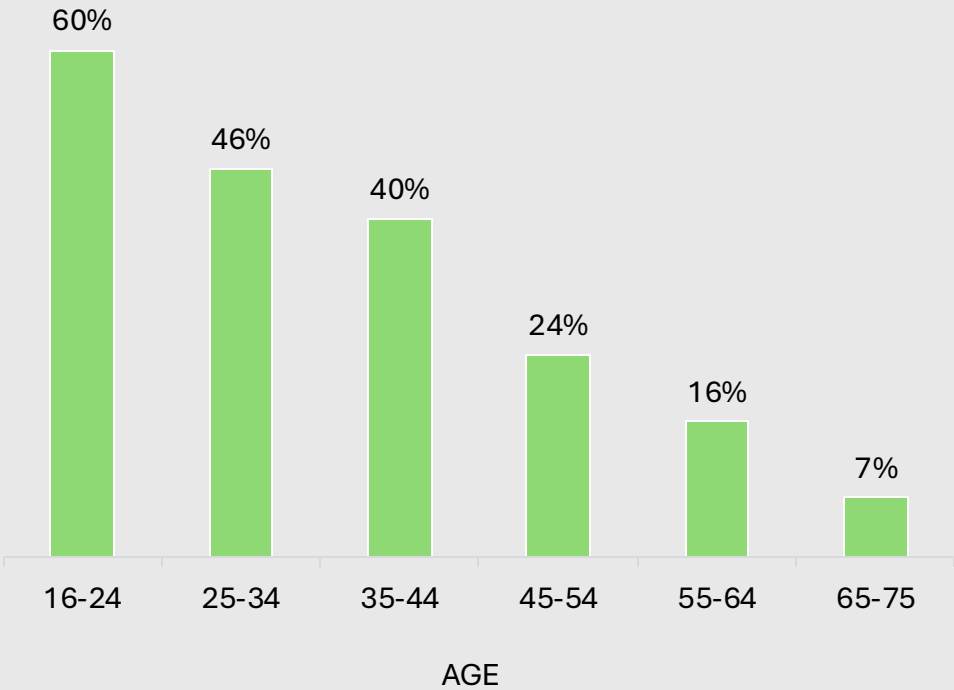
How people get news...

News

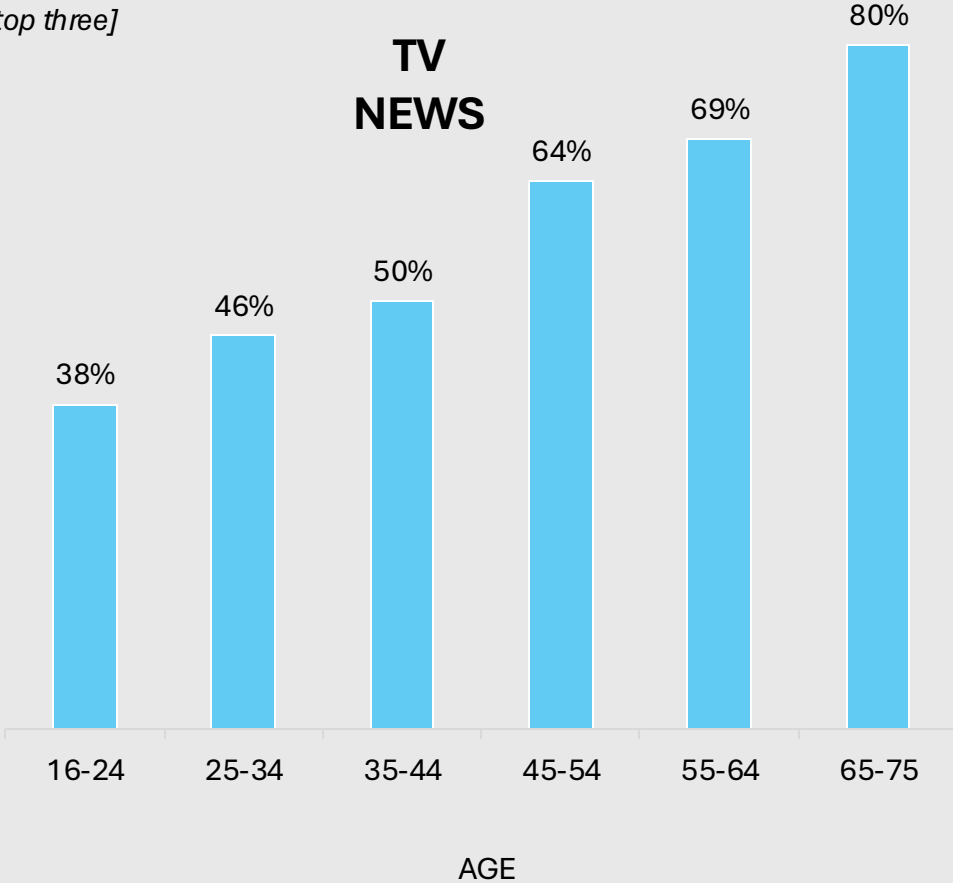
What are your most preferred methods to stay updated on news or current events?

[Respondents selected top three]

SOCIAL MEDIA

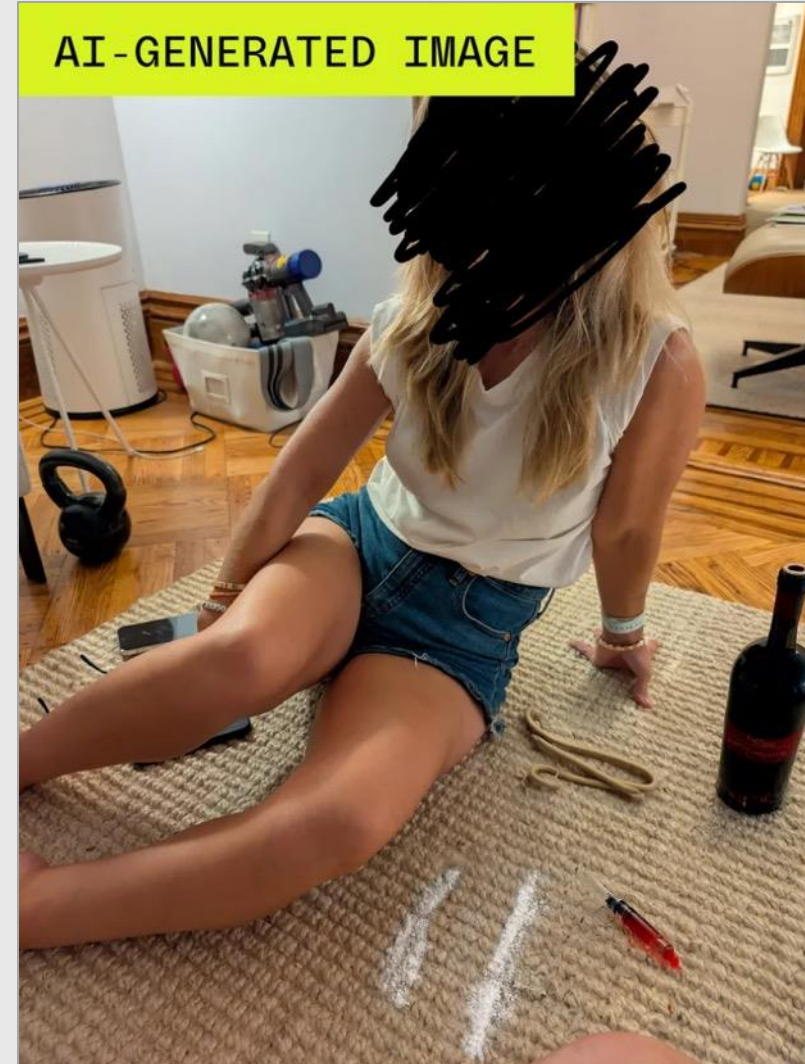


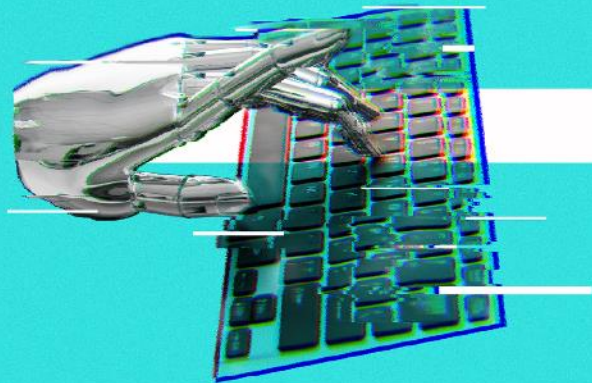
TV NEWS



Weighted base: All respondents aged 16-75 years, 2024 (4,150)
Source: Deloitte Digital Consumer Trends, UK, 2024

On-device generative AI: misinformation can be malicious





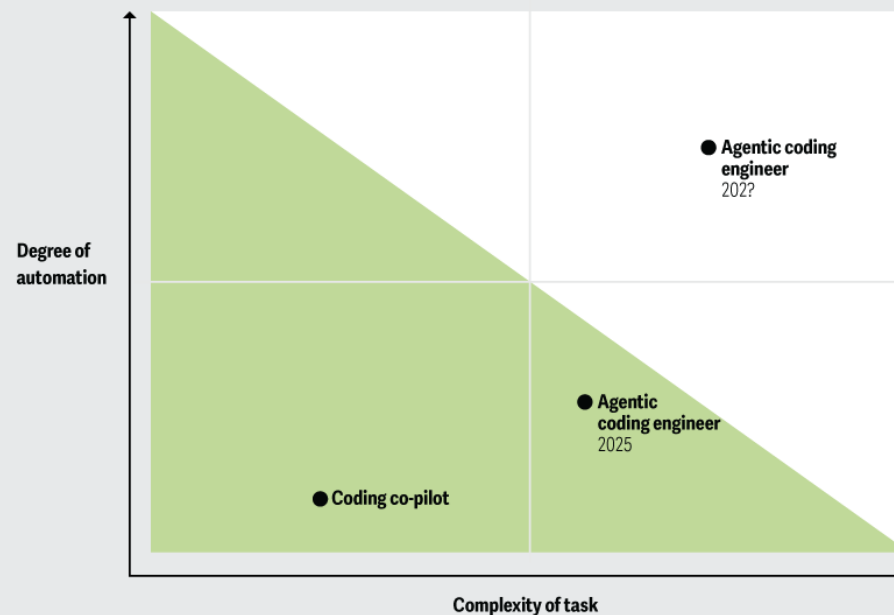
Autonomous generative AI agents: Under development

Autonomous gen AI agents—agentic AI—could increase the productivity of knowledge workers and make workflows of all kinds more efficient. But the “autonomous” part may take time for wide adoption.

- Autonomous generative AI agents – “agentic AI” – have the **potential** to complete complex tasks and meet objectives with little human supervision.
- Deloitte predicts that in 2025, **25% of companies that use gen AI** will launch agentic AI **pilots or proofs of concept**, rising to 50% in 2027.
- Agentic AI can take actions and make independent decisions. Chatbots and co-pilots interact with people and create content but can’t act or decide on their own.

Gen AI agents are advancing

● More human supervision required ● Less human supervision required



Source: Deloitte analysis.



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