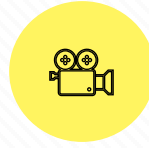


Generative Artificial Intelligence is able to produce new content. It brings a universe of new products and services to consumers and businesses, and will be an integral part of economy of the future.



Text

- Question answering on any topic
- Translation
- Generating programming code
- Writing small stories and poems
- Editing text and correcting errors



Video

- Generating video from text prompts
- Introducing special effects into a video
- Replacing people in a video
- Automatic lip-syncing



Images

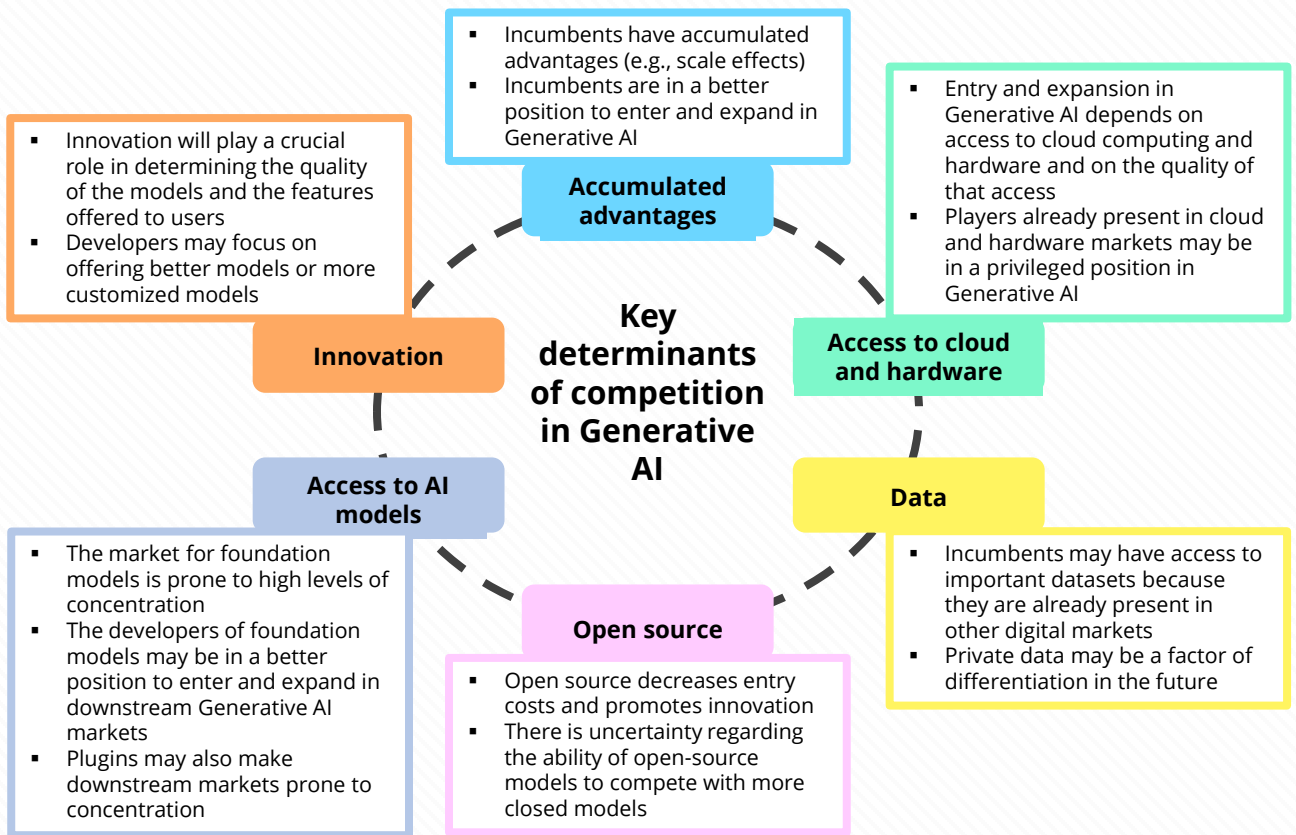
- Generating images from text prompts
- Removing objects from an image
- Replacing people in an image
- Change the style of an image



Audio

- Generating speech from text prompts
- Voice cloning
- Translating voice in real-time
- Generating music in any style
- Converting voice into a musical instrument

AI has a great potential and presents many opportunities for innovation. To fully realize them, it is important to take advantage of this moment of contestability, fostering a pro-competitive environment.



Risks to competition

Leveraging in the integration of Generative AI in other products

Restrictions in access to Generative AI models

Restrictions in access to data for the development of Generative AI

Demanding unfair trading conditions to supply Generative AI services

The cornerstones of competition in Artificial Intelligence in the future will be the following:

- 1 Access to data**
- 2 Access to cloud and hardware**
- 3 Access to AI foundation models**