

GenAI Newsletter September – Why GenAI pilots fail, AI invented a GenZ coding language, and how people really use ChatGPT.

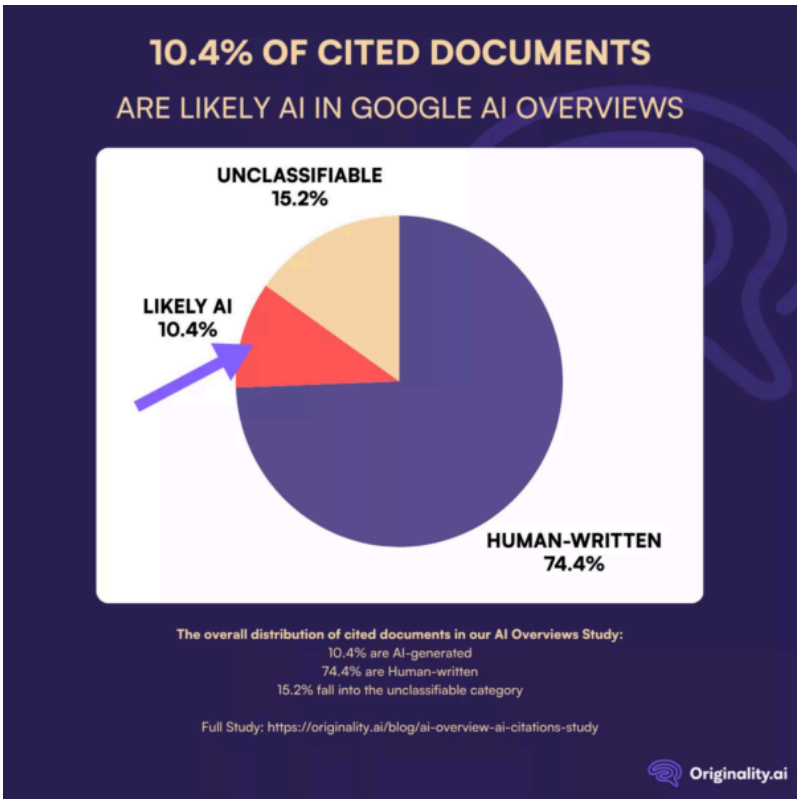


Dear readers, We're back, and with a new format: 15 days, 15 news! This week, we're diving deep into the buzz, from MIT's eye-opening NANDA report revealing why most enterprise GenAI pilots are hitting a wall (only 5% actually make bank!) to the much-hyped arrival of OpenAI's GPT-5, promising a unified GenAI experience with super-smart reasoning and multimodal magic. Plus, we'll unpack the hottest business trends, exciting new model breakthroughs, and the ever-evolving ethical debates that are shaping the future of AI. Get ready to stay ahead of the curve with the freshest insights and challenges in the thrilling world of Generative AI!

GenAI News Podcast

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Business News & Market Insights



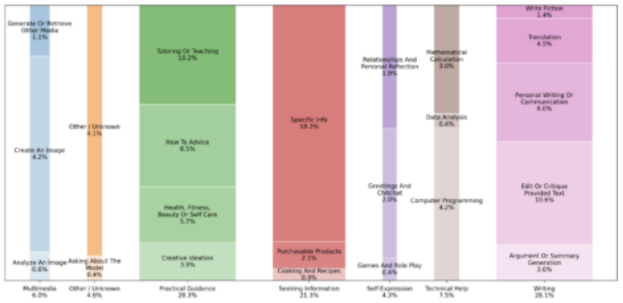


Figure 9: Breakdown of granular conversation topic shares within the coarse mapping defined in Table 3. The underlying classifier prompt is available in Appendix A. Each bin reports a percentage of the total population. Shares are calculated from a sample of approximately 1.1 million sampled conversations from May 15, 2024 through June 26, 2025. Observations are reweighted to reflect total message volumes on a given day. Sampling details available in Section 3.

> Major deals, Partnerships & Innovations

Thoughts of the week by Hanan Ouazan

Managing Partner & Global Lead AI Acceleration

The New Digital Shock – Ads, Influence and Notoriety Inside Answers

The New Digital Shock – Ads, Influence and Notoriety Inside Answers

The trajectory of digital has always followed a simple law: every consumer platform eventually becomes ad-funded. Generative AI will not escape this logic. What changes is the format. We are moving away from banners, pre-rolls and display slots. Tomorrow, ads will dissolve into sponsored answers, contextual recommendations and product capsules directly embedded inside conversations. This raises deeper issues than technology. The real

question is governance. How do you disclose sponsorship when the ad looks identical to the answer? Who guarantees factual accuracy in an AI-generated recommendation? What liability exists if an answer misleads or offends? The format is not the challenge. Trust is. For brands, two consequences stand out. Visibility will no longer mean ranking higher on Google but being licensed or embedded in the LLM response. If your content is not part of the accessible corpus, it does not exist. And this corpus is not just what the model has been trained on. It also reflects what it can easily retrieve through brand notoriety today and, tomorrow, through structured data exchanges enabled by standards such as MCP. At the same time, the competitive edge will shift from persuasion to relevance. Intrusive ads will collapse instantly. Useful answers will scale infinitely. The parallel with the early 2000s is striking. Physical stores faced the digital shock: reinvent the in-store experience to complement online, or disappear. The same logic now applies to digital. If users can access information and even purchase directly inside ChatGPT, Gemini, Claude, Perplexity or Mistral, why would they visit a brand website? And who will continue to finance the old advertising model? For independent adtech players and publishers, an opening exists. GAFA will control their own LLM inventory, but no single ecosystem can cover the full diversity of retail media, CTV and independent publishers. A neutral orchestration layer can emerge, standardizing access, enforcing compliance, and helping those outside GAFA's gardens reinvent their models. The next generation of ad exchanges will not only match impressions to bids. They will govern how AI agents surface, disclose and monetize answers. The conclusion is clear. Brands must take this shift seriously. In the short term, they should audit their visibility, not just SEO rankings but also their presence inside LLM responses. In the long term, they need to prepare for the MCP era by making their data accessible, machine-readable and contractually secured. And above all, they must reinvent their digital experience. The challenge is not to fight LLMs, but to design something complementary. Just as physical stores had to transform to survive the rise of e-commerce, brands now need to rethink their digital touchpoints to stay relevant in an AI-mediated world.

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