OpenAI’s Sora video generator is reportedly coming to ChatGPT

OpenAI’s Sora video generator could soon become a built-in feature in ChatGPT, as reported by *The Information*. Sora is currently only available on its website or as a standalone app, which has fallen shy of the popularity of ChatGPT. This update would allow users to access Sora’s video generation capabilities directly within ChatGPT itself, much like the addition of image generation capabilities in the chatbot last year.

Sora would be significantly more accessible in ChatGPT, likely leading to more deepfakes and increasing the likelihood that users will find ways around OpenAI’s guardrails for the video generator, like removing the watermark that indicates that Sora videos are AI-generated. Users have long been finding loopholes in AI image and video generators, such as creatively tweaking prompts to confuse the AI.

However, as *The Information* states, Sora could also “increase costs” for OpenAI, potentially leading to more shifts in its pricing for ChatGPT, which started showing ads to users on its least expensive plans last month.

https://www.theverge.com/ai-artificial-intelligence/893189/openai-chatgpt-sora-integration