what is ai slop

VAB

Overview

AI Slop is low-quality, mass-generated content produced by AI that feels generic, repetitive, or poorly fact-checked. It often lacks originality, nuance, or human relevance and is typically created in high volume with little oversight, leading to a flood of mediocre or misleading content across the internet.

As much as almost $1 billion in ad dollars is estimated to be spent on AI slop within open web programmatic spend.

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