# Emergence of DeepSeek as a competitor in the AI landscape



Chinese AI assistant DeepSeek has emerged as a significant competitor to well-established players in the artificial intelligence sector, such as OpenAI, NVIDIA, Google, and Amazon. According to Engadget, DeepSeek has unexpectedly risen to the top-rated free app on Apple’s App Store in the US and several other countries, overtaking familiar names like ChatGPT.

The DeepSeek V3 model has gained attention, notably for its low computational requirements compared to other AI systems. Reports suggest it was developed for a cost of under $6 million, which has surprised many industry observers, particularly in light of the substantial funds invested by its American counterparts. The app focuses on coding and research functionalities, similar to other popular AI assistants, and its first release, DeepSeek-R1, is accessible under an MIT license, allowing for unrestricted commercial use.

Despite the challenges posed by recent US sanctions that have limited China’s access to high-end AI chips, DeepSeek’s founder, Liang Wenfeng, has strategically stockpiled NVIDIA A100 chips prior to the restrictions. He is reportedly pairing these with less powerful chips sourced from within China. An article from MIT Review highlights that the current sanctions may inadvertently foster innovation in AI, focusing on efficiency and collaborative solutions.

However, the rapid rise of DeepSeek has also attracted scrutiny, notably due to concerns regarding "large-scale malicious attacks." These cyber threats have led to slower new user registrations, prompting potential users to await access to the app.

As the competition heats up within the AI landscape, the emergence of DeepSeek underscores a shift in the market dynamics, highlighting how innovation can thrive even amidst geopolitical challenges. The full implications of this new contender on the business practices of established players will unfold as the industry evolves.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://aiagentsdirectory.com/agent/deepseek-ai-assistant> - This link provides information about the DeepSeek AI Assistant, its features, and its capabilities, including its use in coding and research functionalities.
* <https://www.engadget.com/> - This link could potentially corroborate the claim about DeepSeek's rise to the top-rated free app on Apple's App Store, although specific articles might not be available without further search.
* <https://www.openai.com/> - This link is relevant to understanding OpenAI's role in the AI sector and how DeepSeek competes with it.
* <https://www.nvidia.com/> - This link provides information about NVIDIA and its products, including the A100 chips mentioned in the context of DeepSeek.
* <https://www.google.com/> - This link is relevant to understanding Google's position in the AI sector and how DeepSeek compares to it.
* <https://www.amazon.com/> - This link is relevant to understanding Amazon's role in the AI sector and how DeepSeek competes with it.
* <https://www.mitreview.com/> - This link could potentially corroborate the claim about the MIT Review article discussing the impact of sanctions on AI innovation.
* <https://www.noahwire.com> - This link is the source of the original article but does not provide additional external corroboration.
* <https://10web.io/ai-tools/deepseek/> - This link provides a review of DeepSeek's features, including its advanced coding capabilities and cost-effective API.