

Meta\* concluded a partnership with the Midjourney startup, known for its neural networks for generating images and videos. This was announced by the Director of AI META\* Alexander Van. According to him, the teams will jointly work on the implementation of Midjourney technology in future products and models of the company.

Cooperation should help META\* compete with Openai Sora, Flux from Black Forest Lab and Google VEO. Recall, Meta\* already has its own tools: Imagine image generator built on Facebook, Instagram and Messenger, as well as the video generator Movie Gen.

Midjourney, however, remains an independent company without external investors. The startup was founded in 2022, quickly gained popularity and by 2023 revenue about \$ 200 million. Subscription for the service costs from \$ 10 per month, and in June the company presented its first model for generating videos.

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