

OCTOBER 2026

The AI model is becoming the software

What that means for the software you pay for, and for who governs the tools a model builds.

AI models are absorbing the software we pay for.

Ask the model for an edited image, a deck or an animated chart, and it builds the interface, the logic and the result on the spot. The separate subscription starts to look optional.

Prompted by a video from Corey McClain. I checked each of its examples against the published reporting.

94%

fall in worldwide camera shipments, 2010 to 2023

Smartphones did not win on quality. They were good enough and already in every pocket. CIPA data via Statista.

7

open-source Adobe alternatives written with Claude

Photoshop, Illustrator, Premiere Pro, Lightroom, After Effects, InDesign and Acrobat. All early alpha. Notebookcheck, October 2026.

17 days

from ChatGPT Pages to ChatGPT Slides

With Claude Motion and Dashboards launching in between, on 8 October. TechCrunch; OpenAI release notes.

18%

one-day fall in Thomson Reuters shares

3 February 2026, after Anthropic released plug-ins for Claude Cowork. Its largest daily fall on record. Reuters.

Which software is most exposed

HIGH	Light-use design, video and presentation tools
HIGH	Thin layers over another company's model
HIGH	Simple internal tools and reports
MEDIUM	Professional creative suites
LOW	Systems of record: ERP, core banking, patient records
LOW	Software sold with liability attached

My own judgement, not measured data.

“The build is the quick part. Deciding who owns it, who can see the data and who fixes it is where the real effort goes.”

Terence Kok

Five questions for any software a model builds

- 1 Who owns it?
- 2 Can we rebuild it the same way?
- 3 What data does it touch?
- 4 Is the code safe to use?
- 5 What happens if the model changes?

Treat model-built software as **software**.

Register it, give it an owner and keep a copy of how it was built.



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