



THE  
STATE  
OF  
DEEPPFAKES

LANDSCAPE, THREATS, AND IMPACT



**The State of Deepfakes**  
**16 Sep 2020 @ Sensemakers AMS**

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Sensity

**<https://sensity.ai/reports/>**

# A new global phenomenon



PUBLIC FIGURES TARGETED

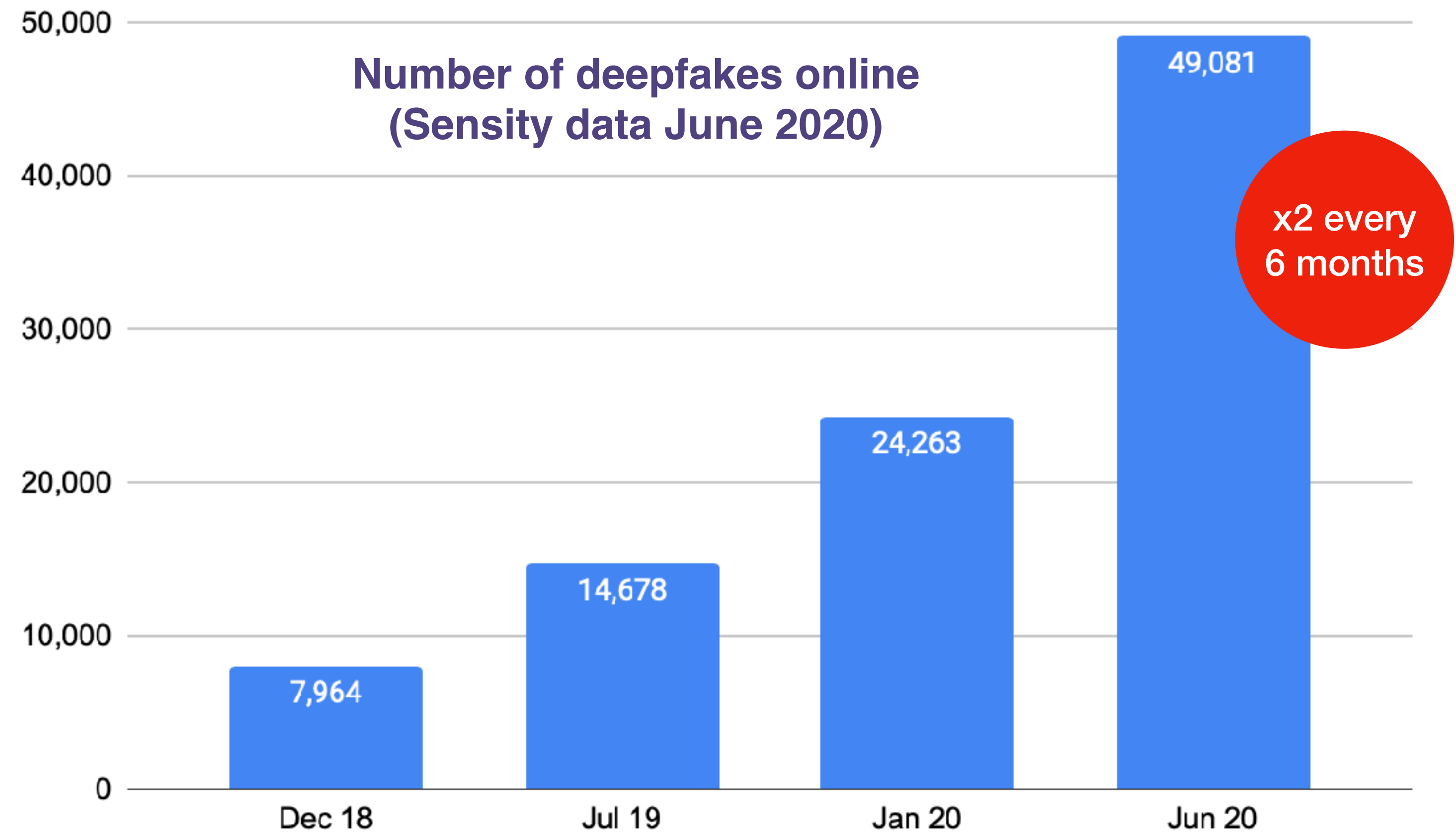
**3333**

## Most Targeted Countries



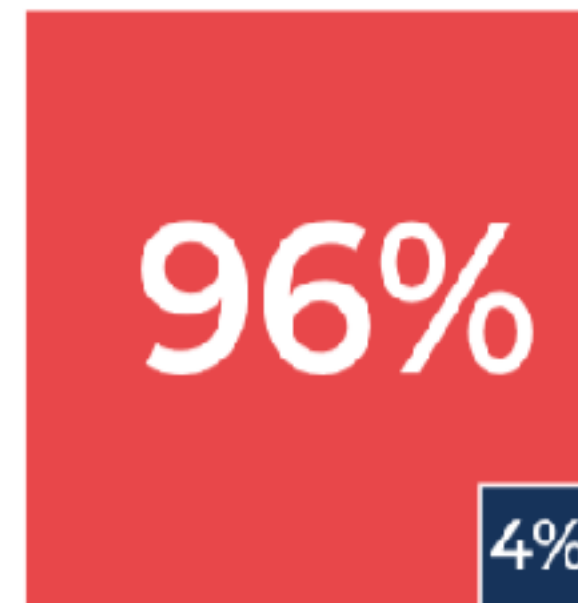
United States	50.1%
United Kingdom	10.9%
South Korea	9.6%
India	5.0%
Japan	4.0%
Other	20.4%

# Deepfakes are in exponential growth



# Large scale of reputation attacks - via fake adult content

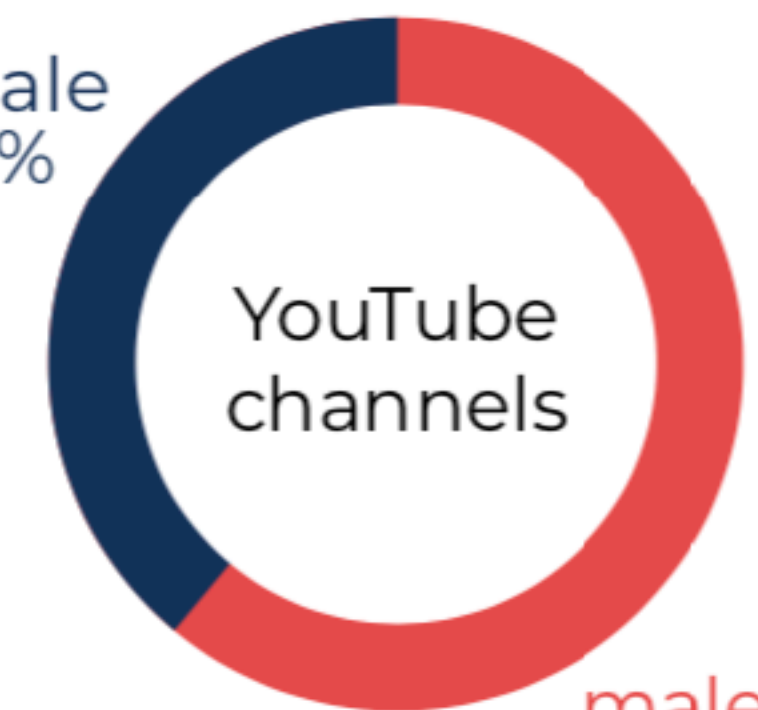
**Pornographic** vs.  
non-pornographic  
video content



female  
100%



female  
39%



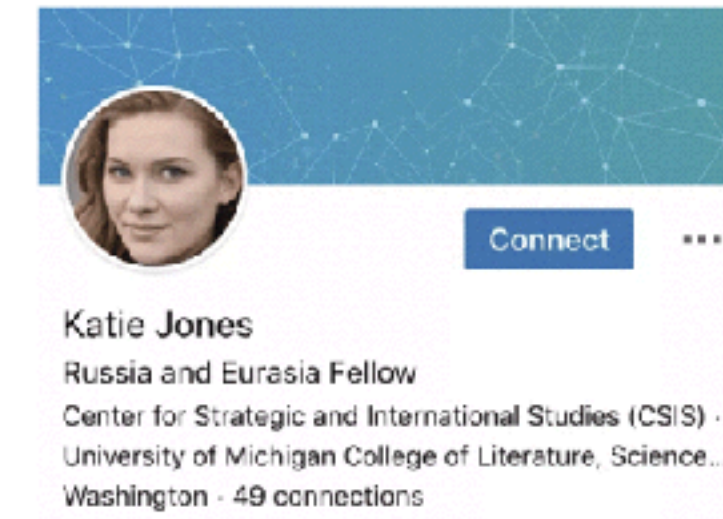
male  
61%



# Targeted attacks (among many)



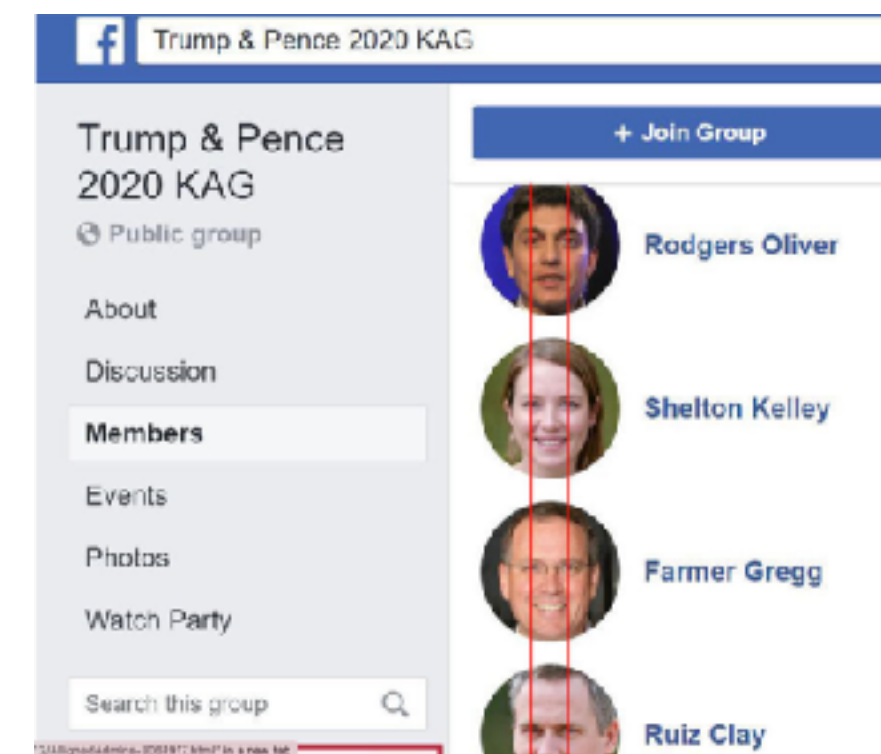
Nov 2018:  
Indian journalist publicly shamed  
([India Today/NYT, read more](#))



Jun 2019:  
Foreign espionage to  
the US via social media  
([AP, read more](#))



Jun 2019:  
Malaysia minister scandal  
([The Star, read more](#))



Dec 2019:  
Fake profile networks on FB



Jan 2019:  
National security of Gabon  
([MotherJones, read more](#))

# Open source, GUIs, tutorials

deepfakes / faceswap

Sponsor Unwatch 1.4k Star 29.1k Fork 9.3k

Code Issues 13 Pull requests 7 Actions Projects 4 Wiki Security Insights

Deepfakes Software For All <https://www.faceswap.dev>

faceswap face-swap deep-learning deeplearning deep-neural-networks deepfakes deepface deep-face-swap fakeapp

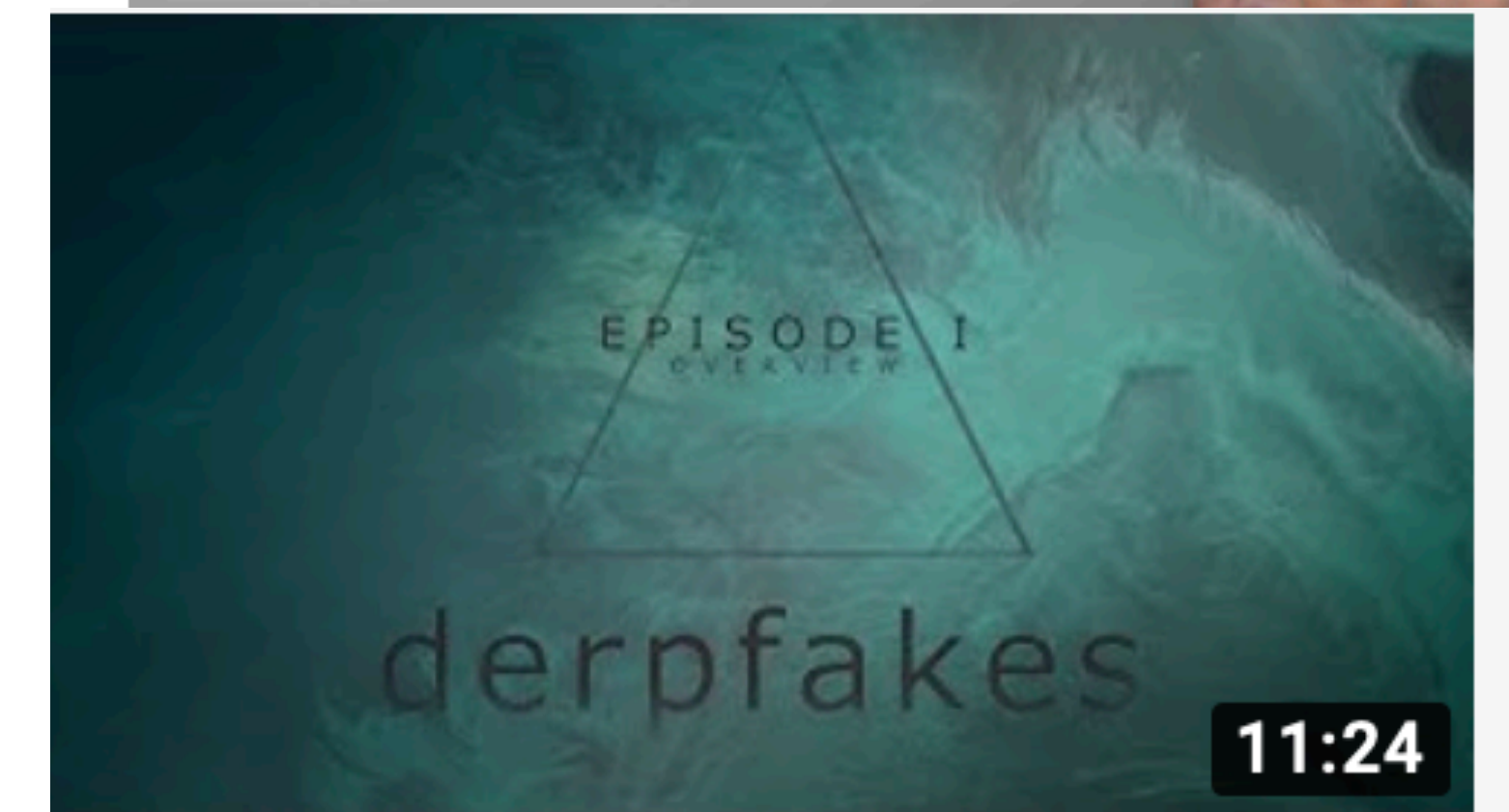
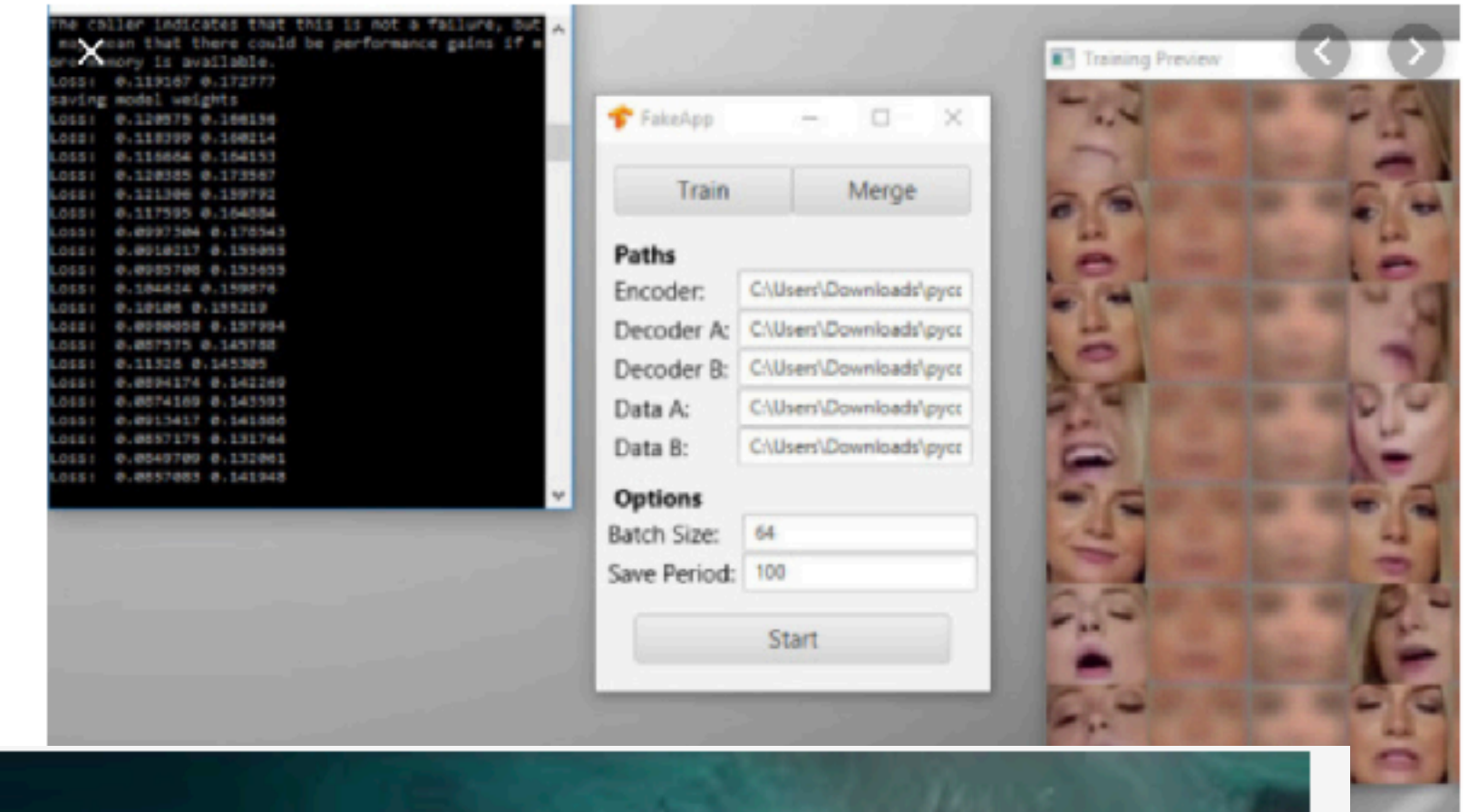
neural-networks neural-nets openfaceswap myfakeapp machine-learning

1,065 commits 5 branches 0 packages 2 releases 65 contributors GPL-3.0

Branch: master New pull request Create new file Upload files Find file Clone or download

torzdf Merge branch 'staging' Latest commit 7024047 2 days ago

.github Update FUNDING.yml 4 months ago



Deepfakes Tutorial | Episode One | Overview  
derpfakes • 185K views • 9 months ago

<https://github.com/derpfakes> This is a collection of videos designed to help users ...




# Deepfakes as-a-service & marketplaces

> Celebrity Impersonators

**Donald Trump Voice Impersonation Using Ai**

★★★★★ 5.0 (3)



£25.98 Order Details

**Trump Voice Impersonation**

Up to 50 words spoken in the voice of Donald Trump, generated by our AI model.

🕒 1 Day Delivery

[Continue \(£25.98\)](#)

Gig Quantity

[Contact Seller](#)

**Deep Fakes Online - 70% off!**

[Create Deepfake Online Only \\$2.99](#)

[Earn Money Renting PC Up to \\$100 per month\\*](#)

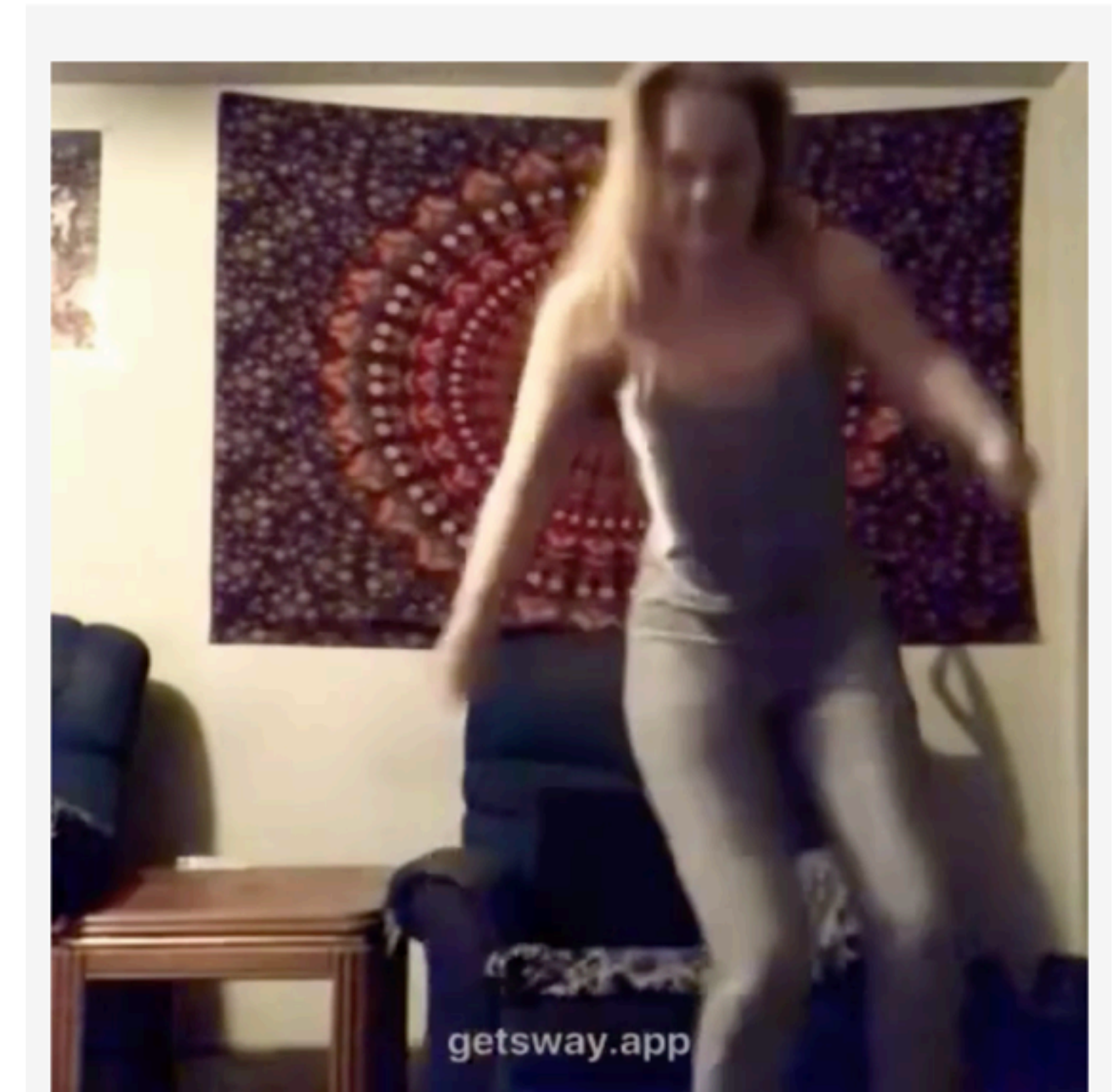
**██████████ is looking for a Deepfake Manager** [Learn more](#)



# 2020: the rise of consumer apps

**Forbes**

Snapchat and TikTok Embrace 'Deepfake' Video Technology Even As Facebook Shuns It







**Online threat  
intelligence**

**+**



**Deepfake  
detection**





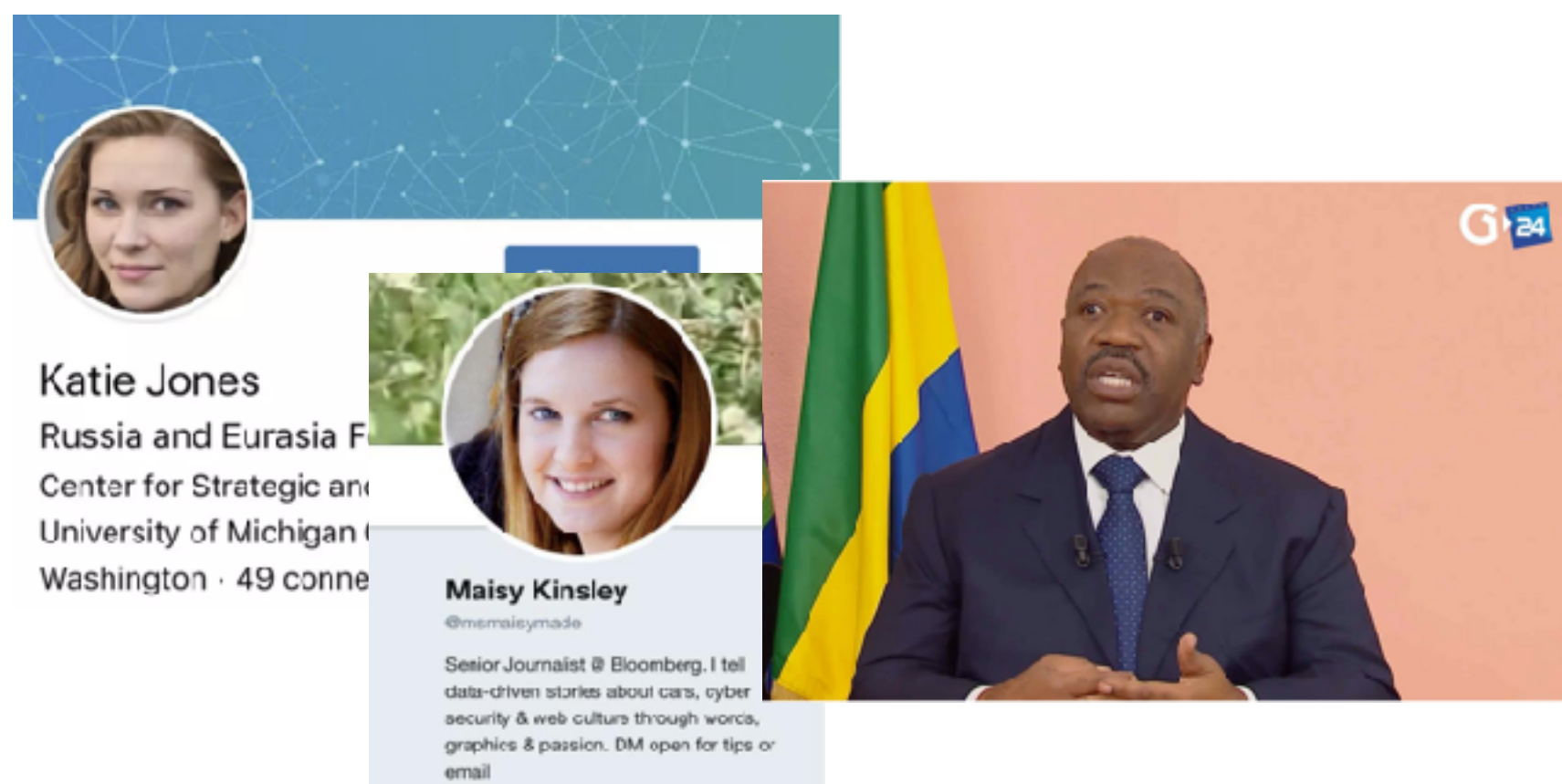
# Deepfake detection



Send profile pics or videos by URL

AI detection via API

Report



- Detection: which face is real/ manipulated/ synthesised
- Confidence scores
- Attribution: which software created it





# Threat Intelligence

We monitor the appearance of public figures on video online

- 7+ social and video platforms
- 450+ borderline forums and adult websites
- 60k+ fake videos collected
- Daily client alerts

Most Targeted Sectors



Entertainment	62.7%
Fashion	21.7%
Sport	4.3%
Business	4.1%
Politics	4.0%
Other	3.2%

*Sensity data (Jun 2020)*

# Spotting deepfakes isn't as easy as you might think

What if I told you that the first manned mission to the moon ended in disaster instead of success? What if President Nixon himself told you?

Would you believe it?

[I'm confused, is this real?](#)

START NOW

