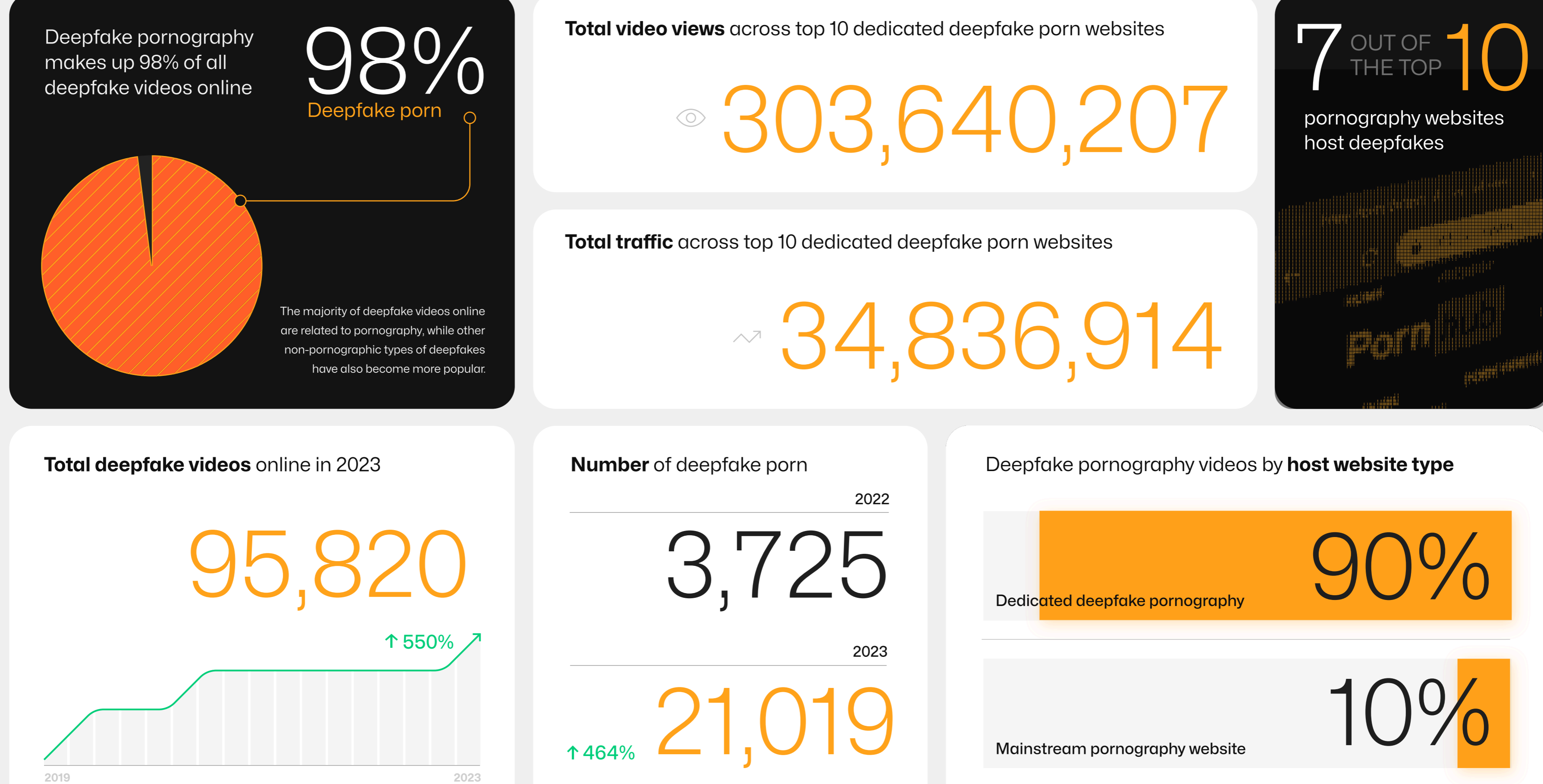


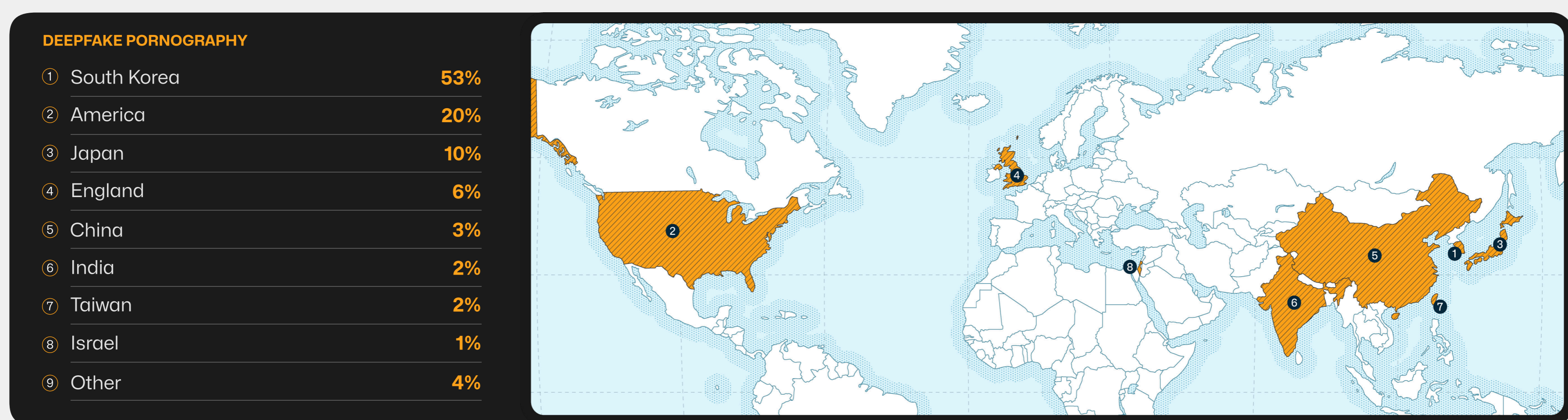
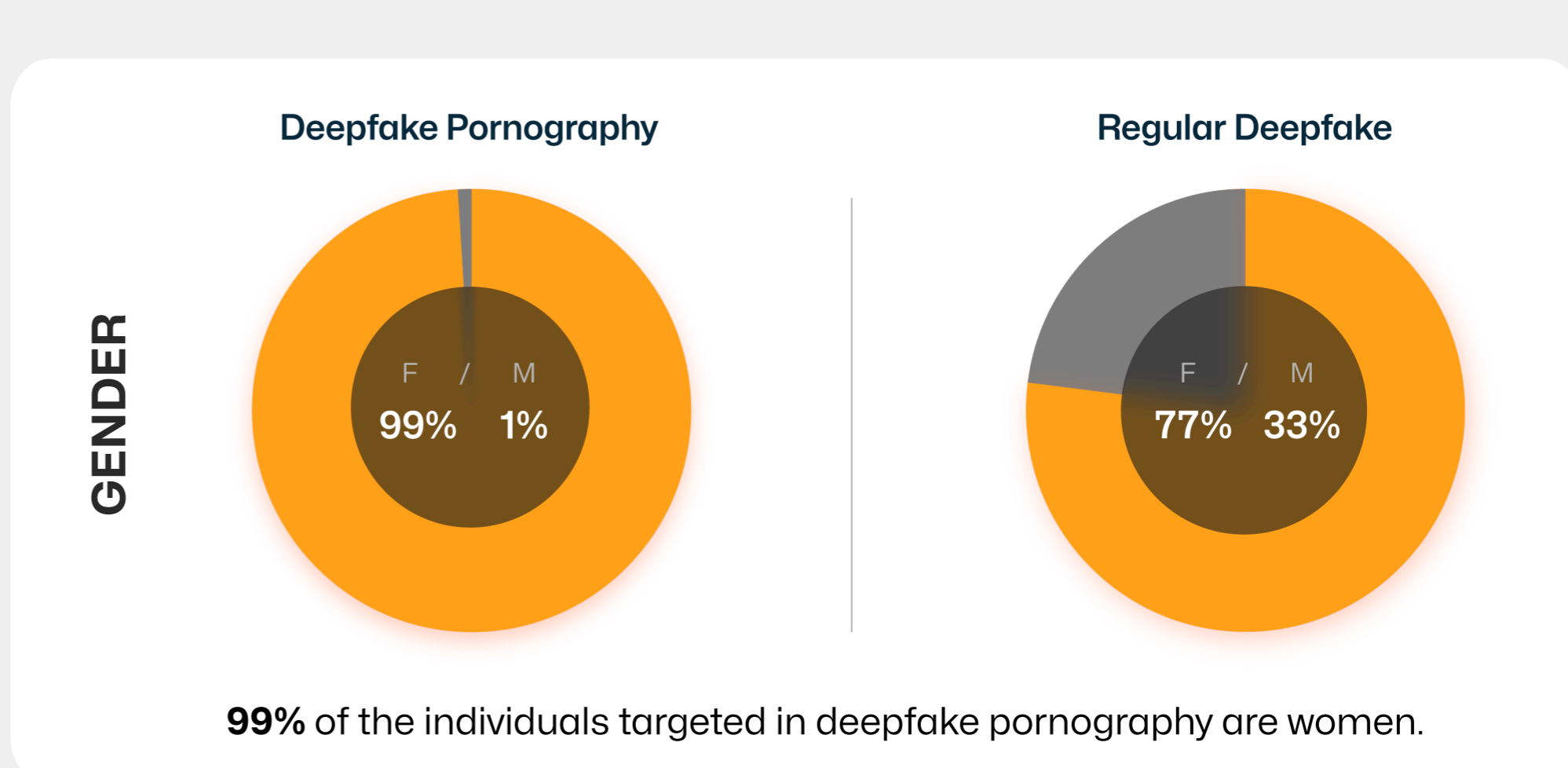
2023 STATE OF DEEPFAKES



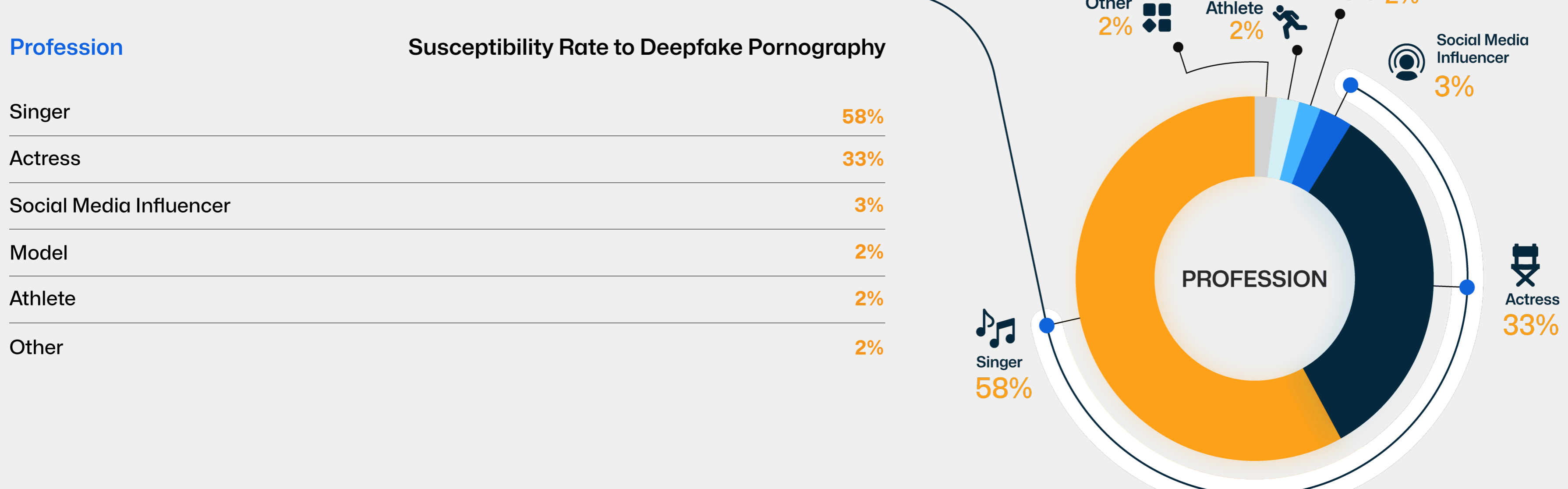
OVERVIEW OF CURRENT STATE



TARGETED INDIVIDUALS



94% of those featured in deepfake pornography videos work in the entertainment industry



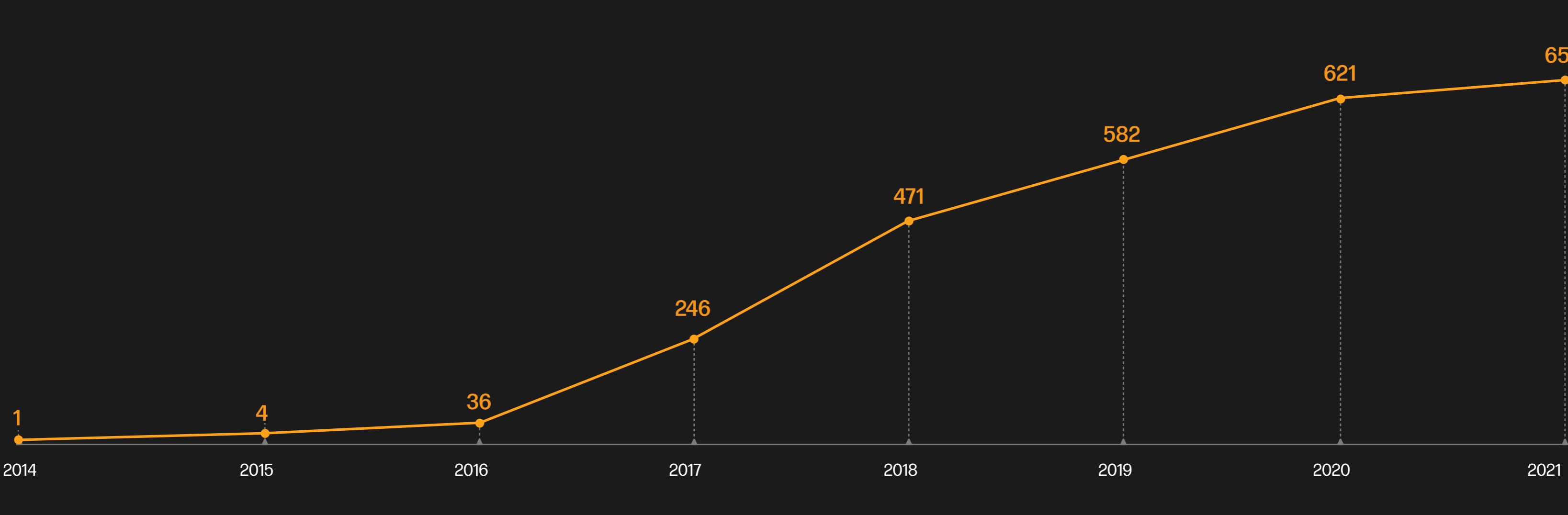
Top 10 individuals most frequently targeted by deepfake pornography

Nationality & Profession	Video Features	Views
South Korean Singer	1,595	5,611,500
South Korean Singer	1,238	3,865,000
South Korean Singer	923	2,305,500
South Korean Singer	844	3,395,500
South Korean Singer	803	1,365,200
South Korean Singer	761	3,294,000
South Korean Singer	751	1,995,800
Thai Singer	733	3,852,000
South Korean Singer	733	3,084,000
British Actress	713	3,190,100

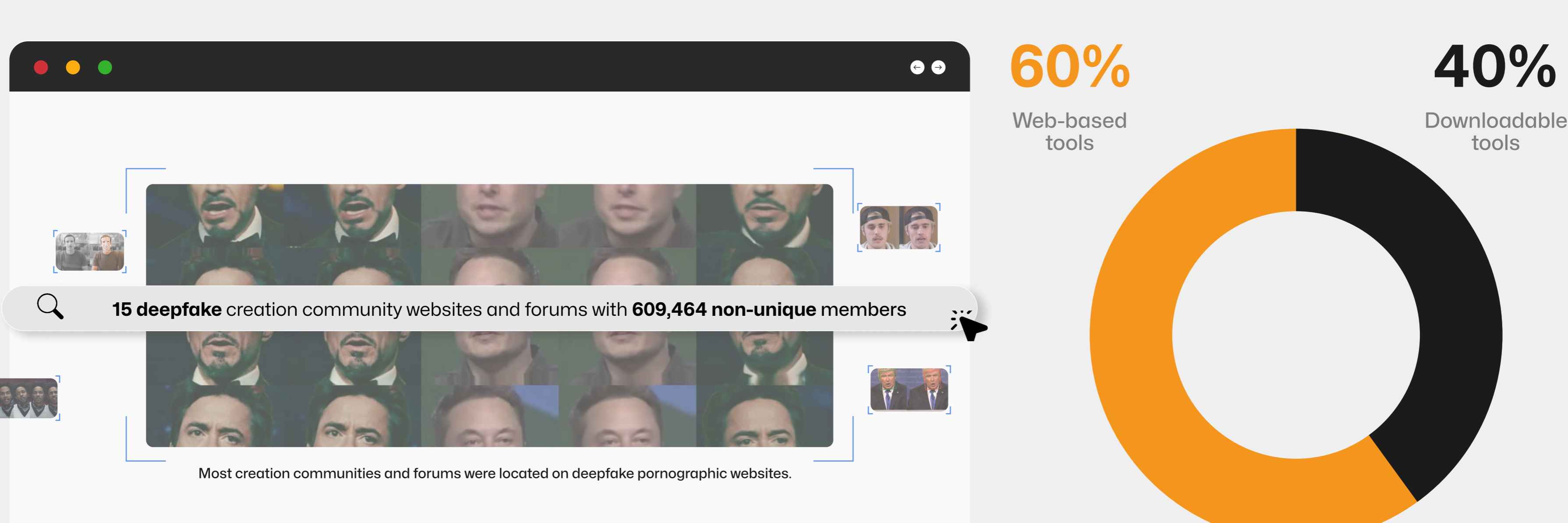
ADVANCEMENTS IN DEEPFAKE TECHNOLOGY

The rise of GANs

At the heart of the deepfake revolution lies the emergence and refinement of Generative Adversarial Networks (GANs). Introduced in 2014, these neural network architectures have since become the driving force behind realistic data generation, including images, audio, and text used in deepfake technology. As a result, they have led to a wealth of academic research and publications. Scholars and researchers worldwide have recognized the potential and versatility of GANs, resulting in a substantial body of work exploring various aspects of these neural network models. The table below summarizes the extent of academic research conducted in this field from 2014 to 2021.



In 2014, GANs made their academic debut with just one research publication. This seminal paper by Ian Goodfellow and his collaborators introduced the concept of GANs, outlining their novel architecture and adversarial training framework. In the year 2021, the field of GAN research will reach a remarkable milestone. A staggering 658 research publications focused on GANs emerged, marking an extraordinary increase compared to the humble beginnings of just a single publication in 2014. The exponential growth in GAN-related research is a testament to the versatility and potential of this approach.



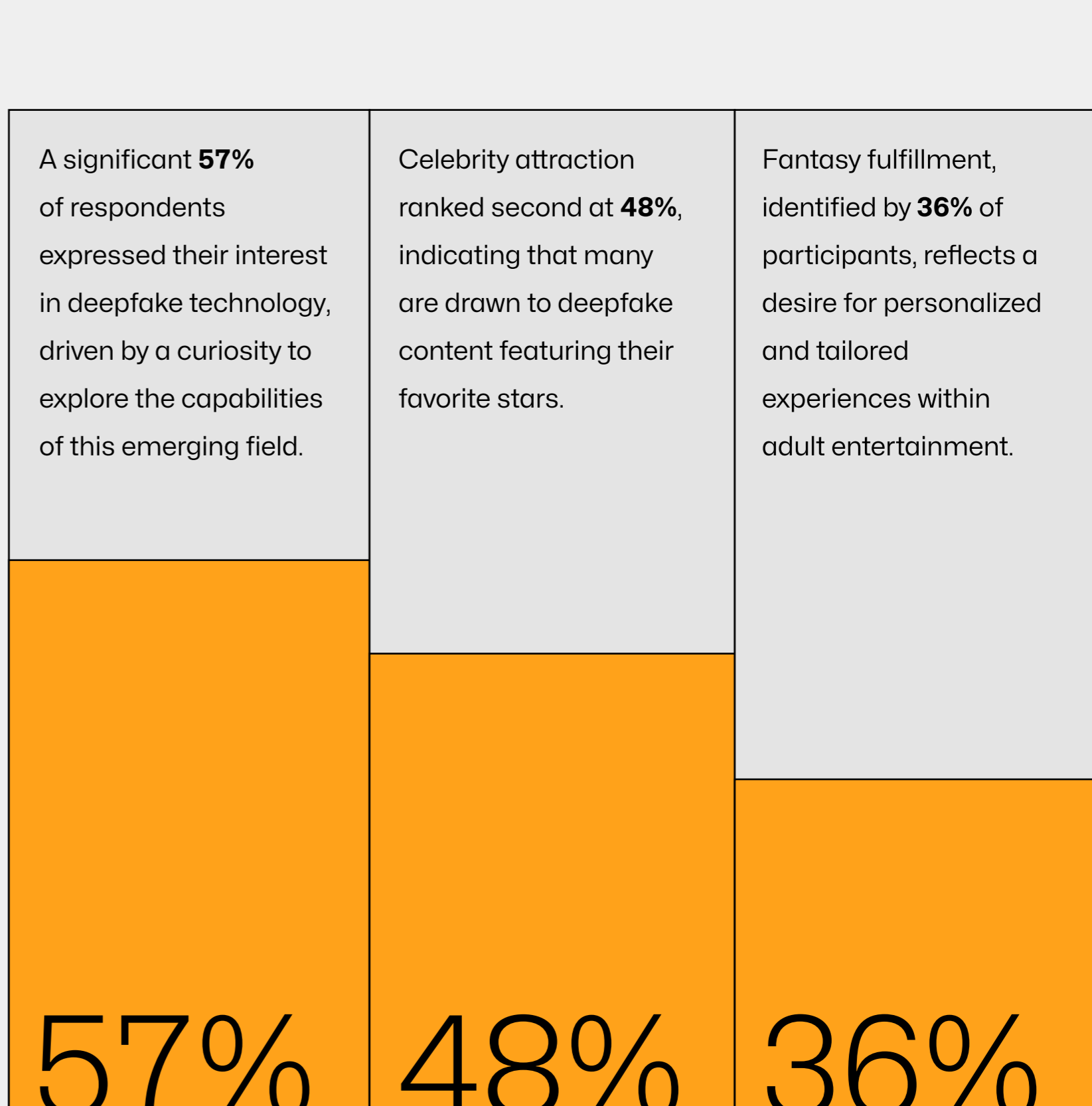
It now takes **less than 25 minutes** and costs **\$0** to create a **60-second** deepfake pornographic video of anyone using just one clear face image.

We surveyed **1522 American men** regarding deepfake pornography and found

74% of deepfake pornography users don't feel guilty about it

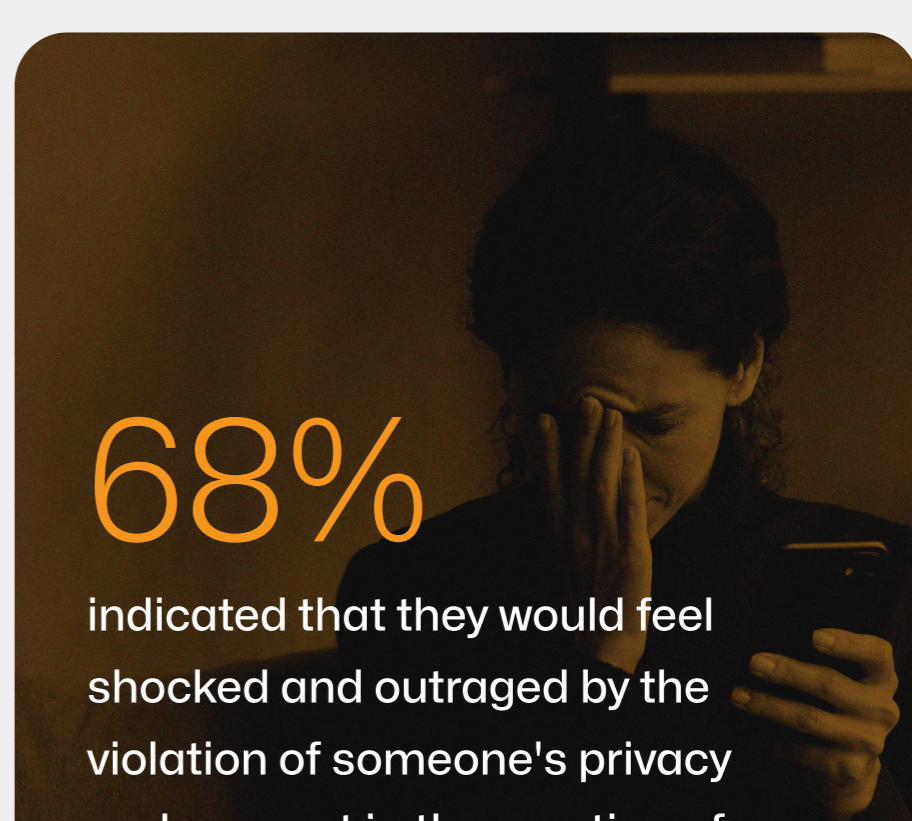
Top 4 reasons why they don't feel guilty about it are

- I know it's not the person: **36%**
- I don't think it hurts anyone as long as it's only for my personal interest: **30%**
- Deepfake porn is simply a more realistic version of sexual imagination: **29%**
- For me, deepfake porn is not much different from regular porn: **28%**



One out of five daily porn users has swapped regular porn for deepfake porn

Remarkably, one in five daily pornography users revealed that deepfake content has replaced traditional pornography in their viewing preferences. This finding shows the impact of deepfake technology on the adult entertainment industry and its appeal to a substantial portion of the audience.



When we asked, "If someone close to you became a victim of deepfake porn, what is your reaction?"