

# CREOpaint unique intelligence shows politics is the fastest growing target of cheap & deep fake video threats



Nancy Pelosi



Barack Obama



Joe Biden



Kamala Harris



Mike Pence



Donald Trump



Boris Johnson



Mark Zuckerberg



Arnold Schwarzenegger



Jim Acosta



Vladimir Putin



Angela Merkel

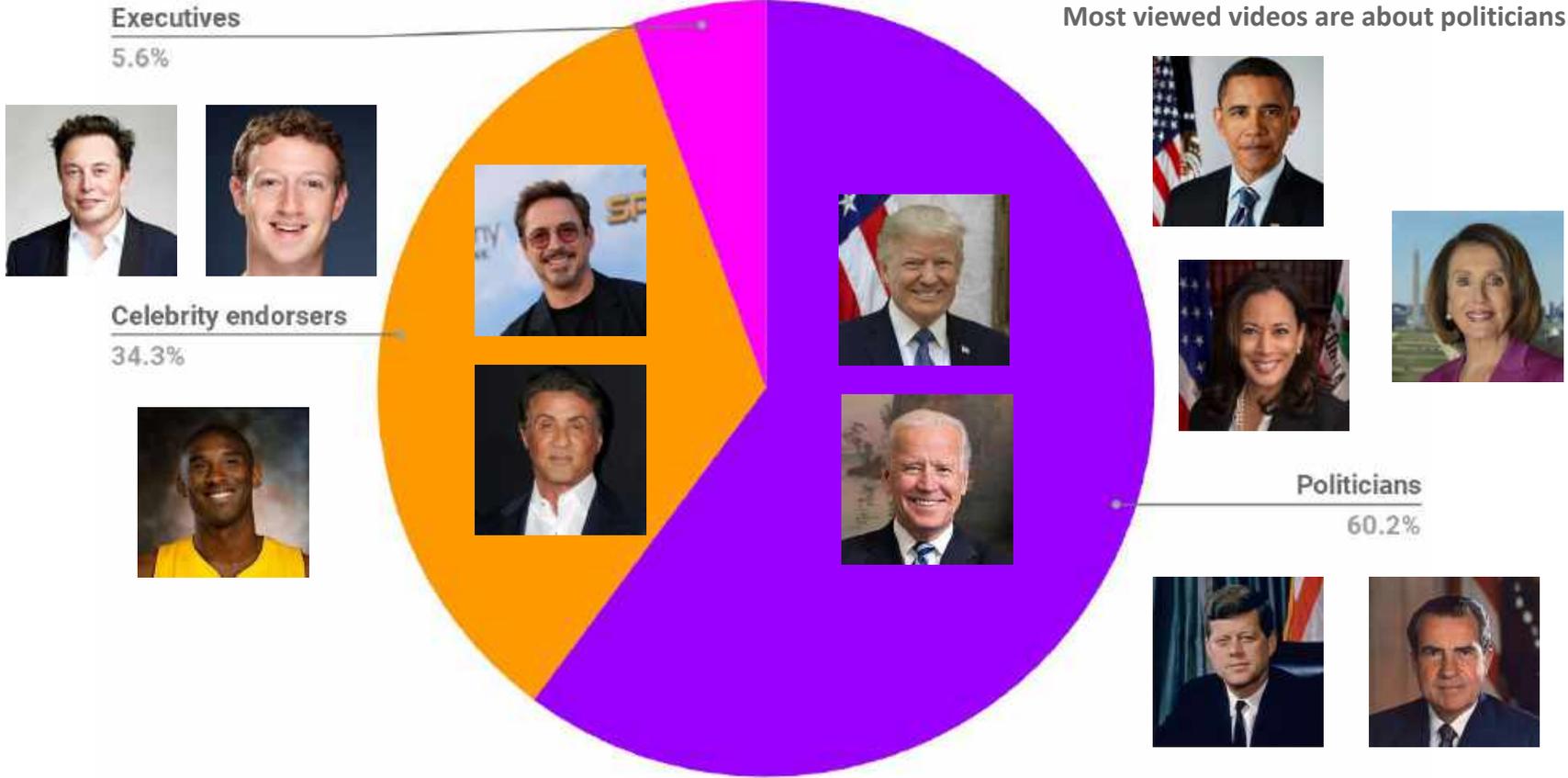


# If the 2016 elections were about accusations of “Fake News”, CREOpoint says we are on track to watch the first-ever “Fake-Video Election.”

1. **New insights:** CREOpoint intelligence reveals that deceptive and damaging shallow and deep fake videos is exploding in politics. It’s far worse than you think.
2. **Same old:** Given the threats, the current response from social media platforms is too little, too late.
3. **Imperative:** Tech innovators must help drive the ability to anticipate fakes and quickly minimize damage.
4. **New patented solution:** CREOpoint addresses the risks of damaging synthetic media by rapidly crowdsourcing from AI-identified experts a licensable content veracity score.
5. **Appendices**

**This is a draft report that will be finalized by embargoed time  
Tuesday September 8 at 9 A.M. PDT**

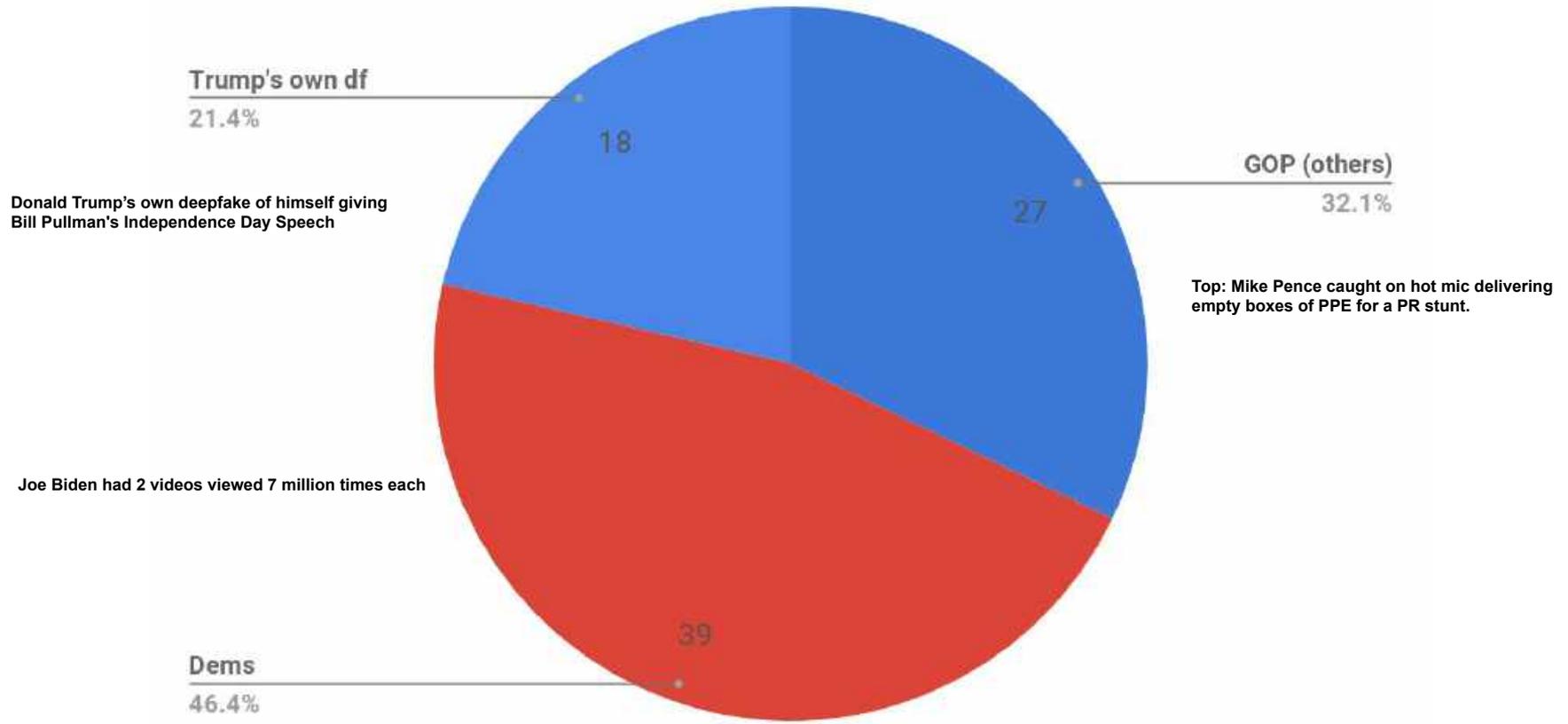
# New insights: 60% of the most damaging videos are now targeted to impact politics



Source: CREOpint intelligence regarding manipulated videos on YouTube, Twitter, Facebook, Instagram, and TikTok. Total of 100M+ views from September 1, 2019-August 31, 2020 (excluding porn and satire)

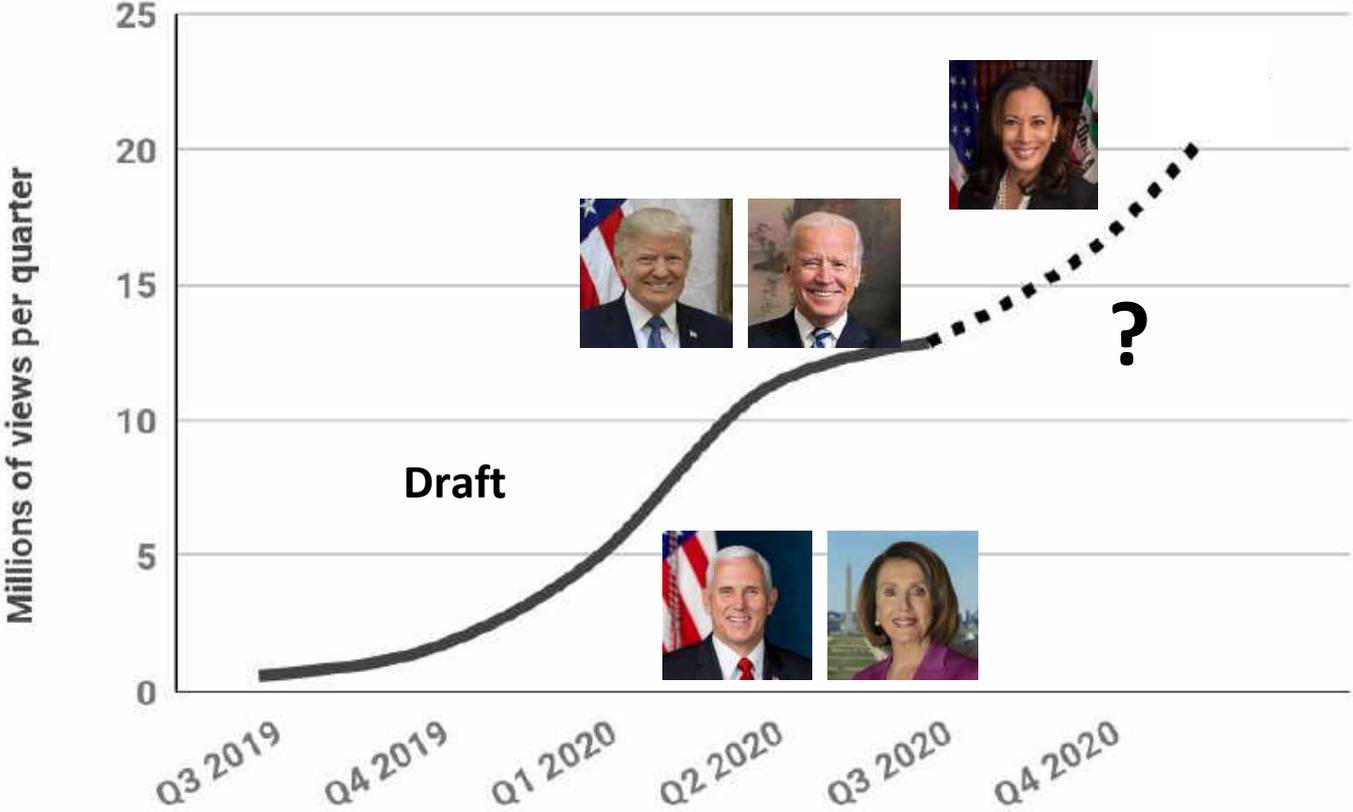
# Manipulated videos are already weaponized by campaigns

## Donald Trump's fake "Declaration of Independence" was watched the most with 18+ million views



Source: CREOpint intelligence regarding manipulated videos on YouTube, Twitter, Facebook, Instagram, and TikTok. Total of 100M+ views from September 1, 2019-August 31, 2020 (excluding porn and satire)

# CREOpaint curation reveals videos manipulated to damage American political figures – Expect more through November



Source: CREOpaint intelligence regarding manipulated videos on YouTube, Twitter, Facebook, Instagram, and TikTok. Total of 100M+ views from September 1, 2019-August 31, 2020 (excluding porn and satire)

# Trick or Treat? Prepare for misused AI

1. **Threats to democracy** through algorithmic amplification that can exacerbate divisions, mislead voters and swing elections
2. The potential to **slander** prominent individuals, resurrect deceased leaders, create new scandals **and ruin reputations**
3. **Market-moving events and manipulation** (e.g., “pump and dump” and “short and distort” stock scams)
4. **Falsification** of personal statements and evidence
5. **Fake voice authorizations** and phishing being used to commit fraud with financial loss to funds transfer
6. **Appropriating** personal data
7. Non consensual **pornography** and sextortion



# AI currently can't reliably detect fake news or fact check fast enough. Social media platforms can't get it both quick and right

- Mark Zuckerberg repeatedly promises Congress: “**Building AI tools is going to be the scalable way to identify and root out most of this harmful content. We're investing a lot in doing that.**” And about the doctored Nancy Pelosi video: “**It took a while** for our systems to flag that and for fact-checkers to rate it as false.” FB COO Sheryl Sandberg added: “**The fact checking process worked way too slowly.**” There are a lot of problems to fix.... They're real and **I have a real responsibility to do it**”
- Mike Schroepfer, Facebook CTO warned: “There's a bunch of advancing technology in making deepfakes, but not a lot of good technology in identifying them right now...**This is a really hard problem.** I don't think there is an easy solution out there but **if we focus on it, I think we can do better than we have been doing.**”
- The best algorithm in the Facebook, Microsoft and Amazon Deepfake detection challenge could **only accurately determine if a video was real or a deepfake just 65% of the time. It is “slightly better than a coin toss.”** Facebook AI leaders Jerome Pesenti and Yann LeCun commented: “The AI technologies that power tampered media are rapidly evolving, making **deepfakes so hard to detect**” and “The hardest problem to tackle: False news. AI is nowhere near being able to solve that problem.” So they spread like digital wildfire and, sadly the harm is done without intervention...



# CREOpoin insights not only shines a light on the risks of synthetic media, but proposes patented solutions



*The Sunday Times:* [Deploying AI to tackle misinformation online](#)

*Mashable:* [Deepfakes are getting easier to make and the internet is just not ready](#)

*Le Point:* [« Deepfakes » : bienvenue dans le monde terrifiant du Photoshop animé](#)

*Cheddar*  
[With Deepfake Tech, Startups See Profit Where Others See Peril](#)



# CREOpoint is prepared for likely crises: Quickly leverage SWAT teams of hundreds of experts

## Challenge:

Scaring enough unsuspecting voters into self quarantine and away from high stakes polling stations given a malicious large scale attack of COVID-19 contact tracing systems. See warning [here](#).

Remember how young people on Tik Tok managed to register for Trump's Tulsa rally and then not show up? A bad actor without scruples could easily create a believable deepfake depicting a Big Tech CEO and a presidential candidate in fabricated private remarks conspiring to attack Apple & Google's new exposure notification system.

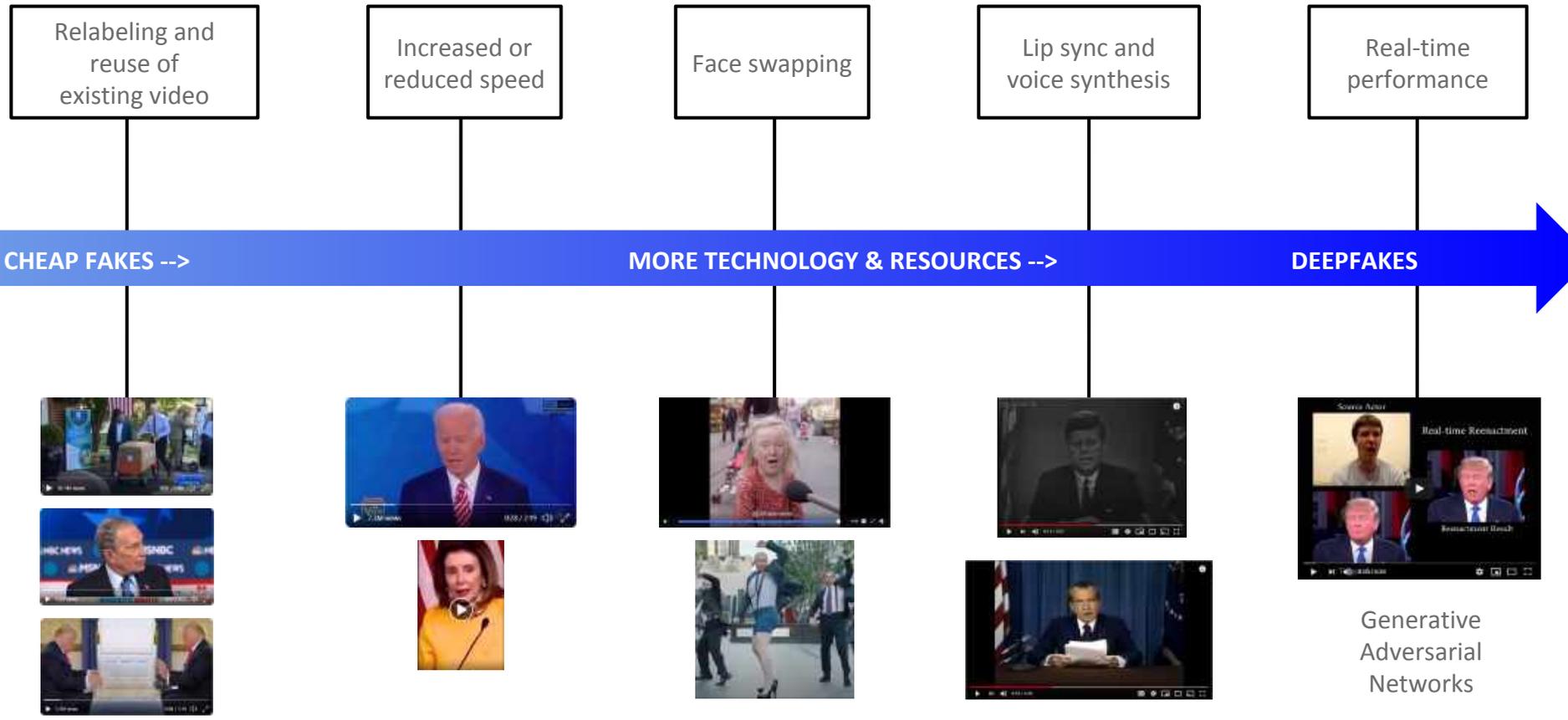
Intervention: crowdsource a veracity score based on the quick gut-check of:

**Subject matter experts** about anticipated topic domain(s), including exposure notifications and Facebook. CREOpoint is prepared, thanks to our proprietary text mining of tens of thousands of relevant articles in [creo.pt/ContactTracingIntelligence](https://creo.pt/ContactTracingIntelligence) and [creo.pt/FBGovernance](https://creo.pt/FBGovernance)

**Experts in disinformation and deepfakes**, including deepfakers themselves (how valuable would it be to you to know and access experts in [creo.pt/deepfakes?](https://creo.pt/deepfakes?))



# CREOpaint helps mitigate risks – With a new system that works from doctored videos to sophisticated deepfakes



Click on pics to watch video and learn more [info@creopoint.ai](mailto:info@creopoint.ai)

# Working with the solution ecosystem – Accelerated momentum addresses challenges for social media platforms

<b>Protectors of brands and individuals</b>	CREOpoint, FactMata, FakeNetAI, Graphika, Logically.ai, Yonder...
<b>Detectors and authenticators</b>	Adobe, AI Foundation Reality Defender, BBC Project Origin, CREOpoint, Cyabra, Dessa, DistilNetworks, Fabula, Graphika, Logically, MetaCert, Microsoft Video Authenticator, Quantum Integrity, Serelay, Sensity, TruePic (+ social media monitors like Cision, Critical Mention, LinkFluence...)
<b>Content moderators</b>	Accenture, Cognizant, Genpact, Pro Unlimited...
<b>Analyzers and fact checkers</b>	Academics, AFP, AP, Baidu, Battelle, BBC, BOOM, CREOpoint, Factmata, FactCheck, FulFact, Google, Graphika, Health Feedback, IBM, IFCN, LeadStories, Le Monde, Logically, Microsoft, NewsGuard, NYT, Our.News, Politifact, Science Feedback, WAPO..
<b>PR/crisis “fixers”</b>	Edelman, Publicis PR, W2O, WPP...
<b>Risk mitigators</b>	AT Kearney, Deloitte, EY, KPMG, Kroll, PwC, Roland Berger...
<b>Bot detectors</b>	Bot Sentinel, Botcheck.me, Botometer, Distil Networks, Hoaxy...
<b>Standards developers</b>	Certified Content Coalition, IEEE ECPAIS, International Fact Checking Network, RSF Journalism Trust Initiative, The Trust Project Indicators...
<b>Source credibility scorers</b>	Disinformation Index, FakerFact, MediaBias Ratings, Misinformation Detector, NewsCheck Trust Index, NewsGuard, Newstrition, OpenSources, Schema.org, The Factual...

# Proprietary solution – AI pioneer CREOpoint leverages first ever patent to contain the spread of doctored political videos

- Deep domain knowledge at the intersection of trust and social media
- Technology-enabled domain-expert network approach to combating doctored videos
- Addresses the risk of damaging deepfakes by rapidly crowdsourcing a content veracity score from AI-identified experts
- Already pre-identified hundreds of the most damaging deepfakes and monitoring new ones (click [creo.pt/deepfakes](https://creo.pt/deepfakes) to also identify relevant journalists)
- Maintains a proprietary database of thousands of subject matter experts and from the ethical “deepfakers”, deepfake detection and disinformation solution communities.



# CREOpoint content veracity scores protect trust

## SWAT team of experts, proactively identified with AI

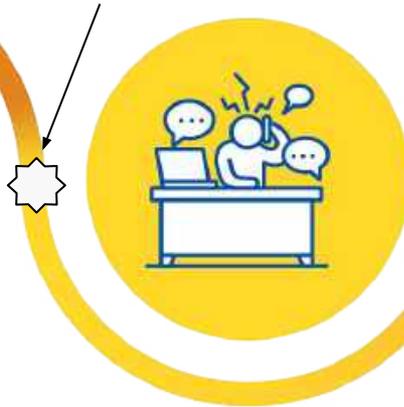
Tech-enabled monitoring agents on alert 24/7 to find sparks



### 1 On Alert

Anticipated disinformation threats that would require a quick response

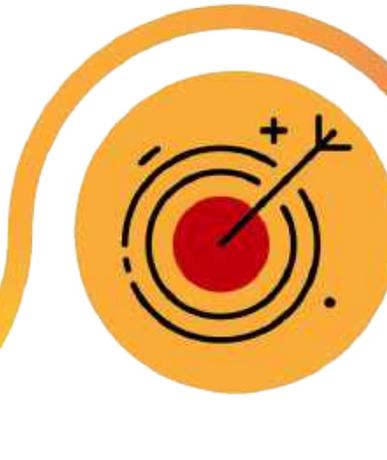
Triggers escalation to peer-review if  
a) damaging and  
b) experts can help



### 2 Expert Polling

Outreach to extended team and experts predetermined by AI/NLP

Clean stream of focused near real time intelligence



### 3 Dynamic veracity score

Rapid aggregation of expert gut check including supporting quotes



### 4 Crisis mitigation & resolution

Insights delivered when it matters most to victims, impacted brands, experts, journalists, platforms

# Calling innovators – To help CREOpaint make the internet more trustworthy to save lives and our democracies

- With the exploding powers of weaponized private data on a darker web, we at CREOpaint are compelled to defend society's collective moral compass by listening to and gathering other concerned citizens and ethical technologists
- CREOpaint **seeks to partner with aligned innovators who see the power of our inventions and could scale them** to improve people's lives, mitigate reputational damage and brand safety risks
- Further to clients such as CBRE, EY, GE, KPMG, L'OREAL, LVMH, SNCF and W.P. CAREY, CREOpaint **welcomes licensing partnerships with like-minded decision-makers who can work quickly to realize the full potential of CREOpaint's patented technologies at scale**
- To learn more about IP licensing and know how transfer contact [info@creopaint.ai](mailto:info@creopaint.ai)



# Appendices

- Warnings from leaders
- Doctored videos and corresponding articles Sept 1, 2019-August 31, 2020
- Two recent political cheap fakes
- CREOpoint patent charts and claims
- IP landscape
- Tools to create synthetic media tools
- Positives
- Top deepfakers

# Leaders have warned us – From across industry, media, research institutions, NGOs and even Pope Francis

BROOKINGS

AI POLICY 2020

SERIES: AI Governance



**Pope Francis warns against deepfakes and tech 'barbarism'**  
Pope Francis warned against malicious AI and 'barbarism' and urged protection of the common good at a tech conference being held in ...



# Doctored videos and corresponding articles

## Sept 1, 2019-August 31, 2020



Intelligence and experts you want. When and where you want it. And nothing more.

This centralized repository of CREOpoint curated intelligence about synthetic media, including deep and shallow fakes, is curated daily from hundreds of major media and research sources in English. This holistic, balanced and coherent knowledge platform of influential resources is expected to grow to

1. Help accelerate global awareness, collaboration and research
2. Identify trends, opportunities and influential experts and journalists throughout the ecosystem
3. Support the rapid development of robust solutions to damaging deepfakes and remedies to misuse of AI

	Title (please scroll to end of today's date for breaking news/headlines and latest tweets)	Publication date (man...	Sources
77	Twitter labels Scalfise tweet of Biden interview about police funding 'manipulated media' before he took it down	8/31/2020	<a href="https://www.cnn.com/2020/08/31/politics/twitter-scalfise-tweet-manipulated-media/index.html">cnn.com/2020/08/31/politics/twitter-scalfise-tweet-manipulated-media/index.html</a>
78	Clip of @AdyBarkan, who has ALS and speaks via voice assistance, asking Biden about re-directing public safety funding. The clip alt...	8/31/2020	<a href="https://twitter.com/daveweigel/status/1300075359929544705">twitter.com/daveweigel/status/1300075359929544705</a>
79	The false Biden video shared by Scavino (the false interview/sleep video) has been removed by Twitter due to a copyright claim. 2.4 ...	8/31/2020	<a href="https://twitter.com/donle/status/1300613555037896704">twitter.com/donle/status/1300613555037896704</a>
80	Activist Ady Barkan tells top Republican to apologise over doctored video	8/31/2020	<a href="https://www.theguardian.com/us-news/2020/aug/31/ady-barkan-steve-scalfise-fake-interview">theguardian.com/us-news/2020/aug/31/ady-barkan-steve-scalfise-fake-interview</a>
81	Manipulated video of health care activist Ady Barkan and Joe Biden talking police reform tweeted by GOP congressman - Jewish Tale...	8/31/2020	<a href="https://www.jta.org/quick-reads/manipulated-video-of-health-care-activist-ady-barkan-and-joe-biden">jta.org/quick-reads/manipulated-video-of-health-care-activist-ady-barkan-and-joe-biden</a>
82	Trump Staff Are Spreading Not One (But Two) Manipulated Videos Of Joe Biden	8/31/2020	<a href="https://www.buzzfeednews.com/article/anelityvnenko/trump-staff-spreading-manipulated-videos-of-joe-biden">buzzfeednews.com/article/anelityvnenko/trump-staff-spreading-manipulated-videos-of-joe-biden</a>
83	Twitter flags GOP rep's tweet for altering comments from activist with ALS	8/31/2020	<a href="https://www.mashable.com/article/twitter-manipulated-media-scalfise-barkan-als/">mashable.com/article/twitter-manipulated-media-scalfise-barkan-als/</a>
84	Fact Check: No, Joe Biden did not fall asleep during interview	8/31/2020	<a href="https://www.ibtimes.co.in/fact-check-no-joe-biden-did-not-fall-asleep-during-interview">ibtimes.co.in/fact-check-no-joe-biden-did-not-fall-asleep-during-interview</a>
85	Harry Belafonte Rips Trump After White House Posts Fake Video	8/31/2020	<a href="https://www.mediaweek.com/entertainment/harry-belafonte-makes-case-to-vote-trump-but-gets-ripped-by-trump-ally/">mediaweek.com/entertainment/harry-belafonte-makes-case-to-vote-trump-but-gets-ripped-by-trump-ally/</a>
86	I have spent 4 years telling the same thing from academic conferences to Twitter: everyone wants to study deep fakes by Russian law...	8/31/2020	<a href="https://twitter.com/DavMicRo/status/1300627961922179072">twitter.com/DavMicRo/status/1300627961922179072</a>
87	Harry Belafonte Reacts To Doctored Video Posted By Top Aide To Donald Trump: "They Keep Stooping Lower And Lower"	8/31/2020	<a href="https://www.deadline.com/2020/08/harry-belafonte-donald-trump-joe-biden-1203027/">deadline.com/2020/08/harry-belafonte-donald-trump-joe-biden-1203027/</a>

728 records

[View larger version](#)

Powered by CREOpoint

If you have additions or suggestions, or if you'd like to access the whole knowledge base, please email [info@creopoint.ai](mailto:info@creopoint.ai). You could easily share this resource available at [CREO.pt/Deepfakes](https://creo.pt/Deepfakes).

# "Cheap fakes" – A disabled activist was the subject of a doctored video accusing Joe Biden of wanting to defund the police

**Joe Biden** @JoeBiden · 22m

This video is doctored — and a flagrant attempt to spread misinformation at the expense of a man who uses assistive technology.

It should be removed. Now.

**Ady Barkan** @AdyBarkan · 4h

.@SteveScalise,

These are not my words.

I have lost my ability to speak, but not my agency or my thoughts.

You and your team have doctored my words for your own political gain.

Please remove this video immediately. You owe the entire disability community an apology. [twitter.com/SteveScalise/s...](https://twitter.com/SteveScalise/s...)

**Glenn Kessler** @GlennKesslerWP

Buckle up, folks, this is just the beginning of outrageous fakery that will appear in your social media feeds for the next two months. @SteveScalise should immediately delete this video and apologize for spreading disinformation.

**Dave Weigel** @davieweigel · 4h

There's a clip here of @AdyBarkan, who has ALS and speaks via voice assistance, asking Biden about "re-directing" public safety funding. The clip alters the quote. It splices "for police" into it, using Barkan's artificial voice. [youtube.com/watch?v=EEIPXp...](https://youtube.com/watch?v=EEIPXp...) [twitter.com/SteveScalise/s...](https://twitter.com/SteveScalise/s...)

Show this thread



Pelosi, Biden slammed the House Minority Whip Republican Scalise for knowingly spreading a doctored video that altered the words of Ady Barkan, an activist Jewish lawyer who has A.L.S.

# #BlackLivesMatter – George Floyd was also the subject of a deepfake video supporting a conspiracy theory

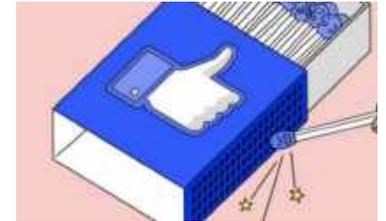


Click here for the amateur [deepfake of George Floyd singing](#)

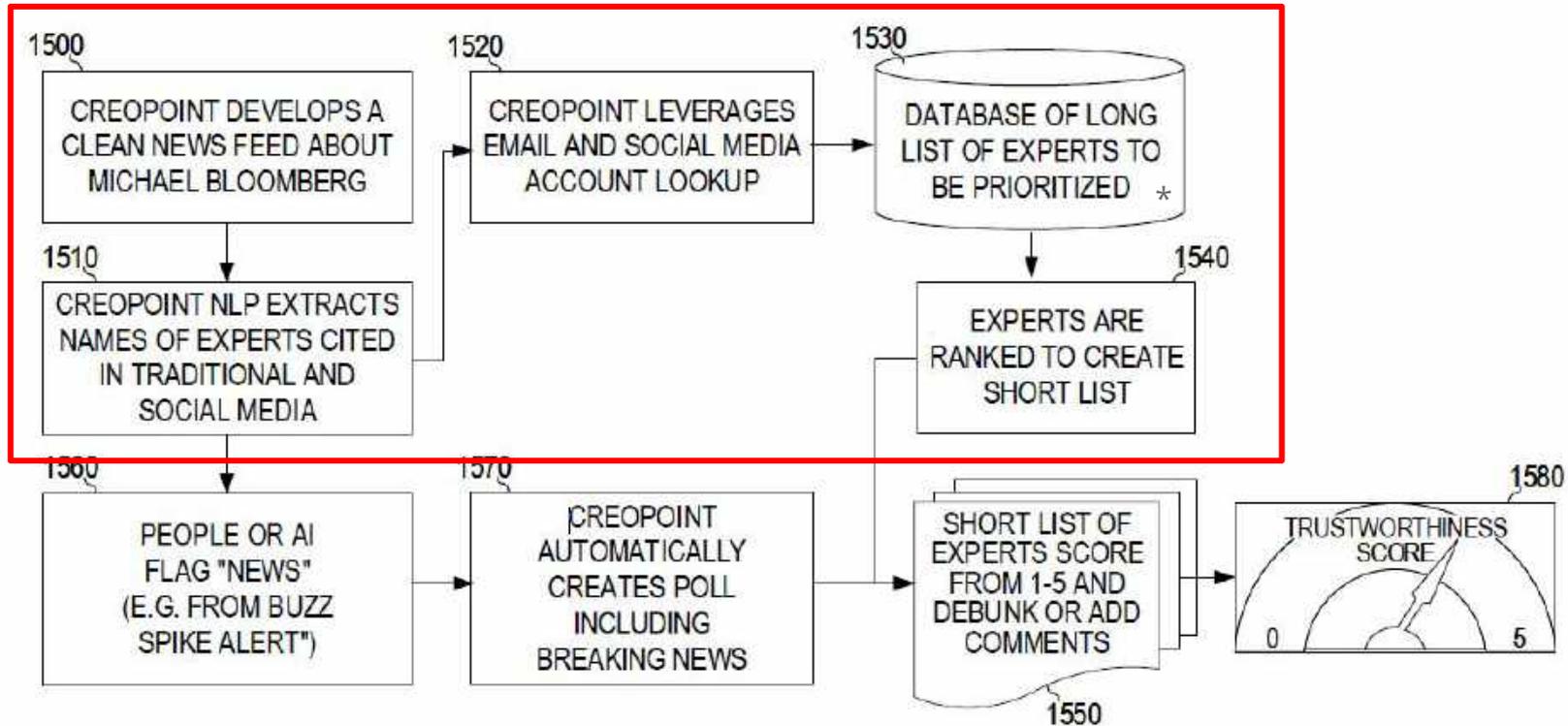


## GOP House candidate publishes 23-page report claiming George Floyd death was deepfake video

BY ZACK BUDRYK - 06/24/20 07:36 PM EDT



# CREOpont patent: From news curation about any personality to extracting relevant experts and polling them



1 / 11

FIG. 15

# Opportunity to empower users and offer peace of mind: Unique patented interface with personalizable user controls



## 2 challenges:

1. Finding out easily if "fake news" or not (or degree of veracity between)
2. Cutting through the noise to getting just what you need

## 2 patented solutions:

1. Users improve understanding by electing to see credible vs. fake content thanks to veracity slider
2. Authentic, relevant and clean news feed when slider is to the right



# High demand and low supply – Fewer than a dozen U.S. related patents granted and CREOpoint is the only private company



Reputation of an Author of Online Content



Information personalisation method



Filtering Content of Social Media Activity

Customizing search results from user's perspective



Efficient fact checking system



Automated local story generation and curation



Customizable real time intelligence channels (issued 3/2019)



Containing the spread of disinformation (issued 8/2020)

2012

2013

2014

2015

2016

2017

2018

2019



1st Patent Application (now granted)



Credibility enhancement for online comments



Sponsored news stories



Systems for demotion of content items in a feed (granted 3/2019)

*Black = granted patent (clickable)*

# **First mover advantage – “Containing the Spread of disinformation” US patent 10,747,837 issued August 18, 2020**

“A technology-enabled **method of rating the veracity of content**, comprising:

1. Creating an ontology and selecting keywords for a topic of the content
2. Creating a customizable **intelligence channel for the topic**
3. Extracting from the customizable intelligence channel a **first list of potential experts** on the topic
4. **Mining trusted media sources** to extract a second list of potential experts on the topic
5. Providing the first and second lists of potential experts to a **database**
6. Rating and ranking the potential experts based on a combination of factors selected from **professionalism, reliability, proximity, experience, responsiveness, and lack of self-interest**
7. **Providing the content to the short list of experts** for evaluation
8. **Polling the short list of experts about the veracity of the content** to create a veracity score
9. Delivering the **veracity score**
10. Benchmarking the veracity scores to **create a predictive fake news spread containment model and iterating** to revise the model and overall performance of the model over time

# CREOpont command center: Ensures the best network of unbiased domain experts given predetermined situations

[00185] The CREOpont system described herein also includes a rating mechanism to rate and rank experts based on how they are trusted. The CREOExpert Trust Rating is a function of Professionalism, Reliability, Proximity, Experience, Responsiveness and Lack of Self Interest, where:

1. Professionalism = qualities that characterize an expert related to his or her mastery of specialized knowledge and competence, and deep personal commitment to develop and improve their skills and credentials;
2. Reliability = degree of consistency of the expert's prediction versus what turns out to be the truth;
3. Proximity = closeness in space, time, or relationship;
4. Experience = the process of getting knowledge or skill from practical contact with and observation of subject matter facts or events;
5. Responsiveness = how quickly an expert reacts to question(s) posed by the CREOpont system; and
6. Lack of self-interest = focus on other people and problem at hand, rather than primarily on his or her own interests.

[00186] The weights assigned to each factor are adjusted over time based on the use case and CREOpont system performance. For example, some experts



# How is synthetic media created? 2017-2020 saw an explosion of ways anyone can make easy-to-generate, realistic fake videos

## B2B

1. AI Foundation
2. Synthesia
3. Canny AI
4. Pinscreen
5. Hour One
6. Modulate.ai
7. Respeecher

## B2C

1. DeepFace Lab
2. Deepfakes web β
3. Descript
4. FaceApp
5. FaceSwap
6. Face Swap Live
7. Humen
8. Morphin
9. Reface
10. Snapchat Cameos
11. TikTok Douyin
12. Zao

MIT  
Technology  
Review

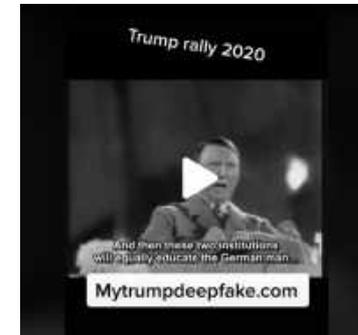
Artificial intelligence / Machine learning

### Real or Fake? AI Is Making It Very Hard to Know

Thanks to machine learning, it's becoming easy to generate realistic video, and to impersonate someone.

by Will Knight

May 1, 2017



CREOpont recommends preparation for malicious and sophisticated misuse of AI at the worst times. We support putting in place strict ethical and internal screening processes, including mindful contextualization and consent of any party whose image or voice is being used. Attributing liability to whoever harmed and providing damages are also safeguards to be considered.

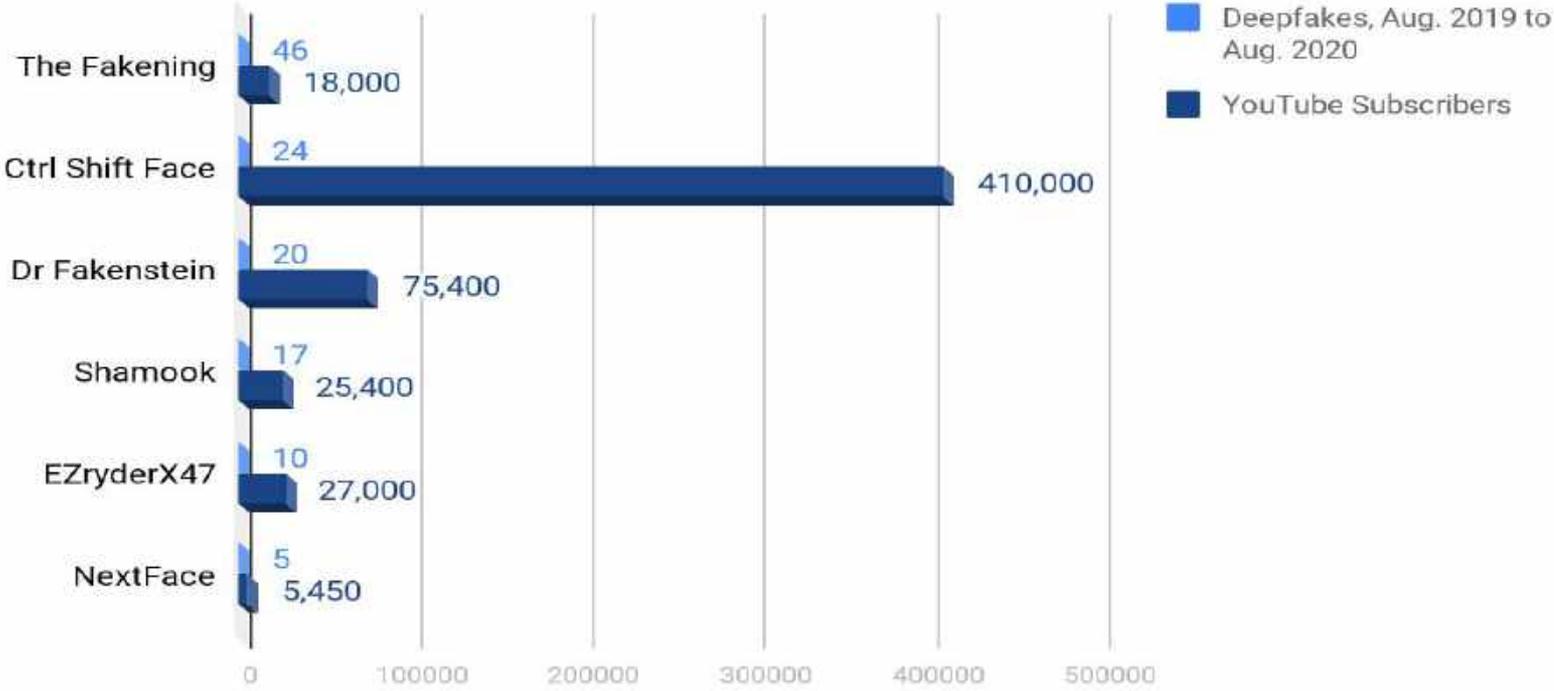
# Trick or Treat? Tencent see positives for synthetic media

Beyond “special effects”, Tencent recently listed five examples of what it perceives as beneficial applications of deepfake technology that already exist or could soon exist:

1. Enhance **TV and film production**: Deceased actors can appear in new movies. Create body doubles for stunts and other purposes. Automate voice-overs in different languages to increase global distribution of movies.
2. Create realistic **virtual avatars**: Three-dimensional digital humans to perform as virtual pop stars and TV anchors. Bring historical figures into virtual reality. Could also be combined with computer vision and natural-language understanding to create smart digital assistants capable of natural interactions.
3. Improve **e-commerce**: Virtual models of different body types and ethnicities. Let users digitally try on clothes for a more interactive online shopping experience.
4. Personalize **entertainment**: Face-swapping users into movies or video games could create a new genre of hyper-personalized entertainment.
5. Help people with **chronic disease**: allow people who have lost their voice to A.L.S. to communicate, and help patients with Alzheimer’s disease interact with faces that they may remember.

# Some star deepfake creators are not misusing AI - They are still entertaining

Star deepfaker/video creators



Source: CREOpint intelligence regarding deepfakes on YouTube from September 1, 2019-August 31, 2020

# Thank you!

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