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Deep fakes example

1. Eminem's live deepfake performance at the 2024 VMAs showcased the convincingness of AI-driven face-swap technology, raising the bar for future performances. 2. A deepfake video featuring Robert Downey Jr and Tom Holland as Marty McFly and Doc Brown from Back to the Future demonstrated the creative possibilities of the technology. 3. A deepfake of Taylor Swift promoting Le Creuset cookware was identified as a scam using AI-powered technology, highlighting the need for caution in verifying authenticity. 4. The use of deepfakes in humour has led to parodies and memes, while big brands have also adopted the tech for high-profile ad campaigns. 5. Generative AI has huge creative potential for VFX, film, and visual arts, but it also poses risks of spreading fake news and misleading information. 6. Advances in deepfakes video have been tracked through various milestones, including the use of AI-powered workflows and facial recreation to create digital characters. 7. The technology has been used to recreate iconic performances, such as Eminem's live deepfake at the VMAs. 8. Deepfakes can be used for humorous purposes, such as replacing celebrities in popular scenes or creating memes. 9. However, the tech also carries risks of being misused for malicious purposes, such as spreading fake news and scams. 10. The use of deepfakes is becoming increasingly prevalent in various industries, including film, advertising, and music. 11. AI-powered workflows are being used to create digital characters and recreate performances in real-time. 12. The technology has the potential to revolutionize the entertainment industry, but it also requires careful consideration of its potential risks and consequences. 13. Deepfakes can be used to create convincing audio-visual experiences, such as voiceovers and video recordings. 14. Advances in deepfake technology have made it possible to create highly realistic digital characters that can be used for various purposes. 15. The use of deepfakes is becoming more sophisticated, making it harder to distinguish between real and fake content. 16. AI-powered tools are being used to generate deepfakes that can be used for malicious purposes, such as spreading misinformation. 17. Deepfakes can be used to create convincing audio-visual experiences that can be used for various purposes, such as entertainment and advertising. 18. The technology has the potential to revolutionize the way we consume and interact with media content. 19. However, the use of deepfakes also raises concerns about authenticity and trustworthiness. 20. Advances in deepfake technology have made it possible to create highly realistic digital characters that can be used for various purposes. 21. The use of deepfakes is becoming increasingly prevalent in various industries, including film, advertising, and music. 22. AI-powered workflows are being used to create digital characters and recreate performances in real-time. 23. Deepfakes can be used to create convincing audio-visual experiences that can be used for various purposes, such as entertainment and advertising. 24. The technology has the potential to revolutionize the way we consume and interact with media content. 25. As deepfake technology continues to advance, it is essential to develop strategies for detecting and mitigating its risks. Given article text here "Due to a packaging error, we're giving away 3,000 Le Creuset cookware sets for free," says an individual. Some fans were unaware of this gesture, while others had been deceived by fake AI-generated content. As a result, it's essential to remain vigilant on the internet to avoid falling victim to similar scams. A recent example involves a deepfake clip featuring rapper Nicki Minaj and actor Tom Holland as a couple recounting a home invasion by Mark Zuckerberg. The video was met with concern from Minaj, who expressed her unease about the AI-generated content. Another example is a deepfake video of Morgan Freeman that has garnered significant attention. This convincing edit features Freeman's voice acting, showcasing the impressive capabilities of deepfake technology. Bizarre film and actor crossovers are also popular among deepfake creators. For instance, Jim Carrey takes on the role of Jack Torrance in a series of videos based on The Shining. Similarly, Shamook has created a Spider-man: No Way Home trailer with Tom Holland's face replaced by Tobey Maguire's. Deepfake technology has become increasingly popular in recent years, with many examples being created as parodies or experiments. However, its potential impact on mainstream media is a growing concern. In September, Korean TV channel MBN aired a deepfake of its news anchor Kim Joo-Ha, which sparked debate about the role of AI-generated content in journalism. Despite initial concerns, Kim Joo-Ha retained her job, and MBN plans to continue using the deepfake for certain news segments. Meanwhile, companies behind deepfake technology are actively seeking media buyers, leading some to worry that human newsreaders may become obsolete. However, other examples of deepfakes have been used in more lighthearted ways, such as replacing actresses with digital doubles or creating humorous parodies. One notable example is a deepfake video that replaces Lynda Carter's Wonder Woman with Gal Gadot's, resulting in an impressive and entertaining sequence. Similarly, another video uses Snoop Dogg to create a parody of phoneline fortune-telling, while a third video brings together the faces of Tom Cruise, Robert Downey Jr., and other celebrities for a humorous discussion about streaming services. These examples demonstrate the potential of deepfake technology to shape our media landscape, both in terms of its potential uses and its risks. Faces frame by frame, with voices provided by Stable Voices AI model. A custom AI model trained on real speech samples completes the scene. Deepfakes often target public figures like Donald Trump, who has been subject to amusing and convincing examples. The creators of South Park initially planned a movie based on Sassy Justice, but the project is currently on hold. A similar concept appears in the video "17. Obama's public service announcement", where the voice and mouth movements were manipulated using FakeApp and After Effects CC. Politicians and celebrities are popular targets for deepfakes due to their public profiles providing abundant source material. However, advancements in technology may make it possible for anyone to be used as a source. The Paris climate agreement parody video has gone viral, showcasing the capabilities of deepfake technology. The video's crude animation and voiceover label it as fake, but its impact is still evident. In response, user comments have been varied, with some criticizing Trump's behavior and others calling for him to address issues within his own country. YouTuber Derpfakes created a more convincing version of Trump by mapping a composite of his face over Alec Baldwin's impersonation from Saturday Night Live. This video has been blocked in the US and Canada. Dove's campaign, "Toxic Influence," utilizes deepfakes to highlight the negative impact of beauty advice on social media. The ad features mothers giving unlikely advice to their teenage daughters, aiming to raise awareness about toxic influences online. Ogilvy created this marketing campaign for a positive cause. A video by Ctrl Shift Face showcases Bill Hader morphing into Al Pacino and Arnold Schwarzenegger, demonstrating the importance of an actor's mannerisms in creating convincing deepfakes. The result is both terrifying and hilarious. Agency GS&P brought back the late artist Salvador Dalí through artificial intelligence and machine learning. "Dalí Lives" features over 6,000 frames from old interviews processed into a charismatic host at the Dalí Museum in Florida. This interactive exhibit allows for 190,000 possible combinations based on visitor responses, even including comments on the weather. Original text rewritten with Increased Bursts (IB) technique: Time-saving methods for training AI models could revolutionize industries by utilizing landmark facial features from just a handful of images instead of the usual thousands. This innovative approach has significant implications for various sectors. The unsettling example of a Volodymyr Zelensky deepfake, showcasing the president calling on his soldiers to surrender, was broadcast on a hacked Ukrainian TV station during the Russian invasion. Although the video's quality is poor and lacks convincingness, it highlights concerns about deepfakes being used for nefarious purposes. A notable instance of deepfake usage occurred in 2019 when a video pasted Yang Mi's face into the Hong Kong television drama "The Legend Of The Condor Heroes." This viral clip, garnering over 240 million views, sparked discussions on the potential applications and consequences of deepfakes. Innovative companies are already exploring the possibilities of deepfakes in their industries. For example, Volkswagen created a captivating ad featuring Elis Regina Carvalho Costa, an iconic Brazilian singer who passed away over 40 years ago. This emotionally charged tribute to heritage has sparked controversy due to its use of AI "resurrection" techniques. As technology advances, it's essential to consider both the benefits and drawbacks of deepfakes in various contexts. Experts warn that their potential for misuse should not be underestimated. Deepfake technology has revolutionized the film industry by allowing for the recreation of real or fictional faces onto other actors, as seen in films like Rogue One: A Star Wars Story. This technology uses machine learning algorithms to learn the characteristics of a face and recreate it on a target, resulting in more realistic movement. Recent advancements in generative adversarial networks (GANS) have made deepfakes more accessible, enabling creators to produce high-quality fakes from short clips or even single images. The applications of deepfake technology are vast, ranging from dubbing and video repair to solving the uncanny valley effect in CG characters. It can also be used to create realistic corporate training videos, medical simulations, and apps that allow users to try new clothes and hairstyles. However, concerns have been raised about its potential misuse, such as creating fake news stories, spreading disinformation online, and impersonating individuals for scams. The latest development is the ability to create live deepfakes during real-time video streams, allowing anyone to appear as someone else in a meeting or conversation. This has sparked fears about the technology's ethics and raised questions about legislation. Some US states have introduced laws to regulate deepfakes, including Texas SB 751, which makes it a crime to create deceptive videos with intent to damage someone's reputation. The DEFIANCE Act of 2024 would grant rights to people affected by non-consensual intimate digital fakes, while the Protecting Consumers from Deceptive AI Act requires NIST to create task forces for technical standards on generative AI content identification. In the UK, creating sexually explicit deepfakes is now a criminal offence under Online Safety Act. There are fears about convincing deepfakes being used for criminal purposes or tricking people into believing fake news stories, so detecting them is crucial. Some apps and organisations validate video and image authenticity using various techniques. For identifying deepfakes, look out for unnatural eye-blinking with pixel artifacts, inconsistent shadows, and lip movements that don't match audio, especially on certain sounds. Also, notice if the person's hair and facial hair seem too perfect or unnatural. During video calls, ask the person to turn to the side as software used in deepfake videos often fails at acute angles. Lastly, be cautious of situations that seem unlikely due to the high amount of AI content circulating online.