

“Fake-Video Election” coming November 3 as deceptive “synthetic media” threatens

Politics Looms as Fastest Growing Target of Doctored Video
Threats According to Intelligence from CREOpint™

September 9, 2020 – SAN FRANCISCO, California – CREOpint intelligence reveals that technology-enabled “synthetic media” is exploding in politics. If the 2016 elections were about accusations of “Fake News”, CREOpint says we are on track to watch the first-ever “Fake-Video Election.”

“It’s far worse than you might think,” said CREOpint CEO Jean-Claude Goldenstein. “At a time of political instability paired with rapid technology changes in video manipulation and algorithmic amplification, we’re potentially barreling toward a catastrophically impacted election in just weeks.”

Artificial Intelligence pioneer CREOpint announces the findings of intelligence it has gathered from hundreds of doctored videos in politics over the past year. CREOpint licenses its patented content veracity-scoring technology to enterprises and offers royalty-free use by NGOs, foundations, non-profits, and universities.

CREOpint’s new data demonstrate that AI-driven advances in synthetically produced video threaten to distort reality, propagate disinformation and weaponize political campaigns. CREOpint curated and analyzed manipulated videos found on YouTube, Twitter, Facebook, Instagram, and TikTok, and concluded the following:

- 60% of the most damaging videos are now targeted to impact politics. The remaining 40% are mostly targeted at celebrities and business leaders.
- Views of doctored videos grew 20X since the third quarter of 2019. Synthetically engineered damaging videos resulted in hundreds of millions of views between September 1, 2019, and August 31, 2020 (excluding pornography and satire fakes).
- There were more than seven million views each [here](#) and [here](#) of a pair of manipulated videos attempting to impugn Democratic nominee Joe Biden’s cognitive health. Meanwhile, Donald Trump’s fake “Declaration of Independence” [video](#) garnered more than eighteen million views on Twitter and the Mike Pence [fabricated](#) “PR stunt” was viewed over 10 million times. And it was reported today that [“The president’s team has shared at least three deceptive images or videos on social media in the past 10 days.”](#)

Technology leaders at social media platforms note the rapid advance of [technology for creating deepfakes is contrasted by a dearth of good technology to identify them](#). Facebook admits it took a while for their systems to flag that the slowed-down Nancy

Pelosi [video](#), and for fact-checkers to rate it as false. In fact, the highest-performing algorithm in last year's "Deepfake detection challenge" could only accurately determine if a video was real or a deepfake just 65% of the time. So damaging content spreads freely like digital wildfire and the harm is done without intervention.

"I've been analyzing the impact of digital deception since the aftermath of the 2016 election, and I view deepfakes as among the most horrific threats to our democracy," said former U.S. Federal Elections Commission Chair Ann Ravel. "CREOpoin's technology is urgently needed to contain these fakes before they propagate and influence voters."

"Mark Zuckerberg claimed at the November 2016 Techonomy conference that the idea that fake news influenced that year's election in any way was a pretty crazy idea," said Goldenstein. "Fast forward four years, and we see these social media-driven threats to democracy clearly exacerbating divisions, misleading voters, and possibly swinging election results."

From Silicon Valley to Wall Street, as people snack on visual culture and alternate realities, the world of synthetic media is starting to attract investment in the hundreds of millions of dollars. CREOpoin is the only privately-held American company providing patented solutions for filtering out undesirable or misleading social media information. CREOpoin is uniquely positioned at the peak of the sector, despite the giant American digital media companies having trillions of dollars in combined market caps and fewer than a dozen U.S. patents in the field among them.

"CREOpoin is one of the few companies providing [patented solutions for filtering out undesirable or misleading social media information](#)," said Schwegman IP Attorney Michael Dunnam, former chair of the Electronic and Computer Law Committee of the American Intellectual Property Law Association. "There has been little patent activity in this space, which suggests that R&D is surprisingly limited. Pioneering and focused companies like CREOpoin can lead the way by providing information overload controls that allow users to contain the spread of harmful misleading and false information."

Through its technology, CREOpoin has already pre-identified hundreds of the most damaging deepfakes and monitors new ones. Meanwhile, it maintains a proprietary database of thousands of domain experts from the ethical "deepfakers" and disinformation solution communities prepared to immediately opine on a suspected deepfake's veracity.

Jean-Claude Goldenstein concluded with a call to action: "Given the exploding powers of weaponized private data on a darker web, we at CREOpoin are compelled to defend society's collective moral compass by listening and gathering other concerned citizens and ethical technologists. We seek to license our technology to like-minded innovators to scale up the effort to mitigate and ultimately eliminate the insidious damage caused by [disinformation](#) and [toxic content](#)."

Details of CREOpoin't's analysis can be found by clicking [CREO.pt/FakeVideoElection](https://creo.pt/FakeVideoElection).

About CREOpoin't, Inc.

An AI pioneer at the intersection of trust and social media, CREOpoin't quickly addresses the risk and spread of damaging rumors and synthetic media by crowdsourcing and sharing an explainable content veracity score. Bringing human-rights values from France, tech-savviness from Estonia and Silicon Valley confidence from the U.S. CREOpoin't was founded and funded by executives from technology, media, audit, law, consulting, and psychology, including leaders coming from Facebook, EY, The Financial Times, GE, United Technologies, WPP, BNP Paribas, Dassault Systèmes and Orange. The company's licenses its patented IP to scale up the effort to mitigate and ultimately eliminate the insidious damage caused by disinformation.

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