

## Episode 258: Be Afraid, Be Very Afraid Of Deepfakes!

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In this week's episode, Jonathan and Eric look at the problems and consequences of Deepfakes.

A Deepfake is a human synthesis method based on Artificial Intelligence (AI) usually for economic, political or personal reasons. Deepfakes are used to disseminate fake news and are becoming increasingly indistinguishable from reality due to the sophistication of the underlying algorithms.

Google is at the forefront of the fight against Deepfakes. They have set up a large database of Deepfake videos and are using these of examples to create Deepfake detection tools. Facebook is looking to set up a similar database by the end of the year.

The big concern is that the creators of Deepfake videos will be able to update their algorithms to evade these detection tools.

The war against Deepfakes is just beginning!



**TechLaw10** is a 10-minute audio podcast update from U.S. lawyer [Eric Sinrod](#) (Duane Morris) and UK lawyer [Jonathan Armstrong \(Cordery\)](#) where they share insights on developments where technology intersects with the law in the EU and the U.S. These well-known commentators are sought out in the media for their opinions on breaking news and developing trends. Whether you are in North America or Europe, now you can hear directly from them regarding the latest technology issues at home and across the pond.