Increasing Threat of DEEPAKE Identities

ADDENDUM - EXAMPLES
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Increasing Threats of Deepfake Identities – ADDENDUM

EXAMPLES

Since their creation in 2017, there have been many examples of deepfakes which became famous. There have also been some examples of synthetic media which were not technically “deepfakes,” but which highlighted the potential for deepfakes and synthetic media to be used as disinformation. Finally, in at least one publicized case from 2021, the spectre of deepfakes was invoked as part of a criminal complaint, only to have that aspect of the charges retracted later.

All of these examples are included on the timeline presented in the “Increasing Threats of Deepfake Identities” report to which this addendum is attached.

This addendum will provide the reader with brief descriptions of the media, visuals related to them and links for further information.
Obama Buzzfeed Video

Date of publication: April 17, 2018

BuzzFeed worked with Jordan Peele to create a Deepfake of Barack Obama warning people about the dangers of Deepfakes and urging them to think critically when viewing media content online.

Link to story: https://www.buzzfeed.com/craigsilverman/obama-jordan-peele-deepfake-video-debunk-buzzfeed
Doctored Videos of Nancy Pelosi and Jim Acosta

Date of publication: May 22, 2019 (Pelosi) & November 8, 2019 (Acosta)

In a doctored video of Nancy Pelosi, her speech is slowed down to 75% to give her the appearance of being drunk. This video was widely circulated on Facebook and caused criticism of the company’s lack of action to remove the video or create a warning that it was altered. According to some reports, the video is still available on Facebook without a warning that the video is doctored.


A video released by the White House claiming to show reporter Jim Acosta grabbing the arm of a White House intern was sped up. In actuality, the intern attempted to grab the microphone and Acosta did not let it go.

Link to story: [https://apnews.com/article/entertainment-north-america-donald-trump-us-news-ap-top-news-c575bd1cc3b1456cb3057ef670c7fe2a](https://apnews.com/article/entertainment-north-america-donald-trump-us-news-ap-top-news-c575bd1cc3b1456cb3057ef670c7fe2a)
Jennifer Lawrence – Steve Buscemi Deepfake

Date of publication: January 14, 2019

One of the most frequently viewed deepfake videos involves an original clip of the actress Jennifer Lawrence responding to questions from the press, but with her face replaced by that of Steve Buscemi.

Link to story: https://fortune.com/2019/01/31/what-is-deep-fake-video/
David Beckham Public Service Video

Date of publication: April 9, 2019

Malaria Must Die, an anti-malaria campaign, used eight representatives from different countries to create a Deepfake of David Beckham calling for viewers to join the campaign. The voices were not altered but Beckham’s mouth was changed to sync with the new languages.

Link to story: https://www.campaignlive.com/article/deepfake-voice-tech-used-good-david-beckham-malaria-campaign/1581378
World Leaders Sing “Imagine”

Date of publication: April 12, 2019

Canny AI, a startup out of Tel-Aviv created a deepfake of world leaders “singing” “Imagine” by John Lennon to demonstrate their Video Dialogue Replacement™ for potential clients.

Salvador Dali Lives

Date of publication: May 8, 2019

The Dali Museum has created a controversial Deepfake of a life-sized Dali to welcome visitors to the museum and take “selfies” with them. The museum created 45 minutes of new footage and thousands of combinations of phrases, so each visitor has a new conversation with him. He also responds to the environment, for example, he comments on the weather when it is raining.

Link to story: https://www.dezeen.com/2019/05/24/salvador-dali-deepfake-dali-musuem-florida/
Anonymous deepfake maker, Ctrl Shift Face, created a Deepfake of Bill Hader’s impressions of Al Pacino and Arnold Schwarzenegger by switching his face into that of the movie actors.

Mark Zuckerberg Deepfake

Date of publication: June 7, 2019

Canny AI, an Israeli startup, also made a Deepfake of Mark Zuckerberg telling the world about how he has all of Facebook users’ “secrets” and data. This was made as part of an art installation called Spectre which aimed to demonstrate how technology can be used to spread mis/disinformation.

Joe Rogan Audio & Video Deepfake

Date of publication: November 24, 2019

Dessa worked to create the (possible) first combination audio/video Deepfake by making a fake video of Joe Rogan announcing the end of his show. They did this to highlight how advanced today’s technology is and bring awareness of the capabilities of bad actors.

Nixon Moon Landing Disaster Deepfake Speech

Date of publication: July 20, 2020 (but debuted November 22, 2019 in physical installation)

To demonstrate the power, danger, and capabilities of Deepfakes, the MIT Center for Advanced Virtuality created a Deepfake of Nixon giving the speech he would have recited if the moon landing was not successful. Originally premiering as a physical installation, this award winning Deepfake also has a website featuring resources on Deepfakes, the Nixon speech, and the making of their video.

Original Website: https://moondisaster.org/film

Link to story: https://www.newsweek.com/richard-nixon-deepfake-apollo-disinformation-mit-1475340
Queen’s Christmas Speech Deepfake

Date of Premier on Channel 4: December 25, 2020

Queen Elizabeth delivers an annual “Queen’s Christmas Speech.” In 2020, a deepfake of this event was aired.

Link to story: https://www.independent.co.uk/news/uk/home-news/queen-deepfake-channel-4-christmas-message-b1778542.html
Tom Cruise Deepfake TikToks

Date of publication: February 22, 2021

This TikTok account, created by a Tom Cruise impersonator, shows short Deepfakes produced by Chris Ume. They portray Cruise in his day to day life (golfing, sitting outside, etc.) and have over 74 million views. This account has recently also begun creating Jon Snow Deepfakes but there is no information on the creation of these.

Link to story: https://www.theverge.com/22303756/tiktok-tom-cruise-impersonator-deepfake
Pennsylvania Cheerleader Case – Not a Deepfake?

Public Announcement/Report of “Deepfake”: March 12, 2021

Charge of “Deepfake” withdrawn: May 14, 2021

A Pennsylvania mother was accused of creating deepfakes of her daughter’s former teammates from a cheerleading squad and sending them to the coaches. It is said the photos contained doctored images of the teens naked, drinking, and smoking. Subsequent investigation cast doubt on whether the materials were really deepfakes.


Link to May story: https://www.buckscountycouriertimes.com/story/news/2021/05/14/dachalfont-woman-may-not-have-used-deepfake-tech-harassment-vipers-cheerleading/4992798001/
In a new documentary about the late chef Anthony Bourdain, the director used deepfake audio so Anthony would “read” emails he wrote right before his suicide. There is a large debate because he did not tell the audience there was any Al used and he claimed he got permission from Bourdain’s family but they deny having been asked.

Link to story: https://www.newyorker.com/culture/annals-of-gastronomy/the-ethics-of-a-deepfake-anthony-bourdain-voice
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