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# MARKET FACTS!

MARKET FACT #270

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## **MARKET FACT #270**

# 106M

**Deepfakes pieces of content were published in 2023. A huge rise from 58 MILLION in 2022. A serious threat to the Global Economy.**

**DATE:** February 29, 2024

**COMMENT:** The economy is made of PEOPLE. Whenever there's something that attacks the integrity of people and how they communicate, how they form and manage relationships, and how they work, there's a problem. Deepfakes is that kind of a huge problem because solutions don't quite "exist" yet. They're very easy to make, and they tend to attack people directly. Another data point: **96% of deepfakes are non-consensual pornographic videos portraying women.** [Vice published 5 years ago a story about Gal Gadot.](#) They're here.

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