

# Deepfake AI Market Size, Share, Growth Analysis, By Offering (Deepfake Detection & Authentication, Deepfake Generation, Services), Technology (GAN, NLP, Autoencoders, Diffusion Models, Transformers), Vertical and Region - Global Industry Forecast to 2030

<https://marketpublishers.com/r/D00C6831A551EN.html>

Date: July 2024

Pages: 360

Price: US\$ 3,217.50 (Single User License)

ID: D00C6831A551EN

## Abstracts

The deepfake AI market is projected to grow from USD 564 million in 2024 to USD 5,134 million by 2030, at a compound annual growth rate (CAGR) of 44.5% during the forecast period. Market is anticipated to grow due to the advancement of generative AI techniques for synthetic media generation, advances in deepfake detection capabilities, and rising demand for realistic and customizable digital content across multiple industries.

“By offering, deepfake detection & authentication software segment is expected to register the fastest market growth rate during the forecast period.”

The deepfake detection & authentication software segment is poised for the fastest growth rate during the forecast period due to several key factors. As deepfakes penetrate in a variety of industries, including media, politics, and cybersecurity, there is an urgent need for strong methods to detect and limit their negative consequences. Companies and agencies around the world are investing in powerful AI-powered systems that identify tiny alterations in audio, video, and image content. Platforms like Microsoft and Google, for example, have created deepfake detection tools that utilize machine learning algorithms to evaluate and detect abnormalities that indicate the presence of fake information. Furthermore, regulatory authorities are starting to require the use of such technology to combat the spread of misinformation and defend digital integrity. This increased awareness and proactive usage of deepfake detection and authentication tools is driving the segment's rapid rise.

“by technology, generative adversarial network (GANs) segment is expected to account for the largest market share during the forecast period.”

Generative Adversarial Networks (GANs) are expected to capture the largest market share during the forecast period owing to their exceptional capability to produce highly realistic synthetic media. This technology operates with a dual-network structure: a generator creates content while a discriminator assesses its authenticity, continuously improving the quality through competitive learning. Examples like OpenAI's DALL-E and NVIDIA's StyleGAN showcase GANs' ability to generate detailed images with specific attributes. Beyond deepfakes, GANs are applied in fields such as image synthesis and artistic creation, demonstrating their versatility and effectiveness. These factors contribute to GANs' prominence in driving innovation and adoption across diverse industries reliant on synthetic media technologies.

“By Region, North America to have the largest market share in 2024, and Asia Pacific is slated to grow at the fastest rate during the forecast period.”

Fueled by heavy investments in AI research, particularly in powerhouses like China, South Korea, and Japan, Asia Pacific deepfake AI market is set to experience the fastest growth rate between 2024 to 2030. These countries boast robust tech ecosystems that nurture deepfake advancements, with major players like China's Baidu and Tencent leading the charge. Additionally, the region's massive, digitally engaged population, coupled with growing internet access and smartphone use, creates a prime market for AI-powered innovations in media, advertising, and gaming.

North America stands as the leading region by market share in the deepfake AI market. This dominance is fueled by two key advantages: cutting-edge tech infrastructure and heavy investments from both private companies and governments. The US, a powerhouse in this area, boasts prestigious AI research institutions and tech titans like Facebook, Google, and Microsoft. These giants are at the forefront of developing robust deepfake detection technologies. North America also benefits from a well-defined regulatory framework. This framework tackles the ethical concerns and potential risks surrounding deepfakes, ensuring a responsible approach to AI innovation and regulation. This balanced approach, combined with their technological edge, positions North America as the biggest market for deepfake solutions.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the deepfake AI market.

By Company: Tier I – 10%, Tier II – 28%, and Tier III – 62%

By Designation: C-Level Executives – 35%, D-Level Executives – 46%, and others – 19%

By Region: North America – 44%, Europe – 27%, Asia Pacific – 18%, Middle East & Africa – 8%, and Latin America – 3%

The report includes the study of key players offering deepfake AI solutions. It profiles major vendors in the deepfake AI market. The major players in the deepfake AI market include Microsoft (US), AWS (US), Google (US), Intel (US), Veritone (US), Cogito Tech (US), Primeau Forensics (US), iProov (UK), Kairos (US), ValidSoft (US), MyHeritage (Israel), HyperVerge (US), BioID (Germany), DuckDuckGoose AI (Netherlands), Pindrop (US), Truepic (US), Sentinel (Estonia), Synthesia (UK), BLACKBIRD.AI (US), Deepware (Turkey), idenfy (US), Q-Integrity (Switzerland), D-ID (Israel), Resemble AI (US), Sensity AI (Netherlands), Reality Defender (US), Attestiv (US), WeVerify (Germany), DeepMedia.AI (US), Kroop AI (India), Respeecher (Ukraine), DeepSwap (US), Reface (Ukraine), Facia.ai (UK), Oz Forensics (UAE), and Paravision (US).

## Research coverage

This research report categorizes the Deepfake AI Market by Offering (Software and Services), Software (Software By Type [Deepfake Generation Software, Deepfake Detection & Authentication Software, and Content Moderation Software], Software By Deployment Mode [Cloud and On-premises]), By Services (Professional Services [Training & Consulting, System Integration & Implementation, and Support & Maintenance] and Managed Services), By Technology (Generative Adversarial Networks [GANs], Autoencoders, Recurrent Neural Networks [RNNs], Diffusion Models, Transformer Models, Natural Language Processing [NLP], and Others [Blockchain and Metadata Analysis]), By Vertical (BFSI, Telecommunications, Government & Defense, Healthcare & Life Sciences, Media & Entertainment, Retail & Ecommerce, and Other Verticals [IT & ITeS, Real Estate, and Education]), and By Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints,

challenges, and opportunities, influencing the growth of the deepfake AI market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, new product & service launches, mergers and acquisitions, and recent developments associated with the deepfake AI market. Competitive analysis of upcoming startups in the deepfake AI market ecosystem is covered in this report.

### Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall deepfake AI market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing deepfakes posing threat to digital identity, growing advancements in artificial intelligence (AI) technology and the proliferation of digital media platforms, and surging demand for ethical deepfakes in marketing & advertising), restraints (Rise in false positives and negatives in deepfake detection, and evolving techniques of image manipulation complicating detection efforts), opportunities (Surging deepfake scams to open new doors for deepfake detection solutions companies, collaborations between technology companies, research institutions, and policymakers to drive efforts for responsible AI development and deployment, and integration with emerging technologies to create immersive and interactive experiences), and challenges (Lack of awareness of deepfakes among the general public, and addressing the ethical implications of AI-generated media).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the deepfake AI market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the deepfake AI market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the deepfake AI market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like Microsoft (US), AWS (US), Google (US), Intel (US), Veritone (US), Cogito Tech (US), Primeau Forensics (US), iProov (UK), Kairos (US), ValidSoft (US), MyHeritage (Israel), HyperVerge (US), BioID (Germany), DuckDuckGoose AI (Netherlands), Pindrop (US), Truepic (US), Sentinel (Estonia), and Synthesia (UK), among others in the deepfake AI market. The report also helps stakeholders understand the pulse of the deepfake AI market and provides them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSIONS AND EXCLUSIONS

#### 1.3 MARKET SCOPE

##### 1.3.1 MARKET SEGMENTATION

#### TABLE 1 DEEPFAKE AI MARKET DETAILED SEGMENTATION

##### 1.3.2 REGIONS COVERED

##### 1.3.3 YEARS CONSIDERED

#### 1.4 CURRENCY CONSIDERED

#### TABLE 2 UNITED STATES DOLLAR EXCHANGE RATE, 2019–2023

#### 1.5 STAKEHOLDERS

#### 1.6 IMPACT OF RECESSION

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

#### FIGURE 1 DEEPFAKE AI MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.2 PRIMARY DATA

#### TABLE 3 PRIMARY INTERVIEWS

##### 2.1.2.1 Breakup of primary profiles

##### 2.1.2.2 Key industry insights

#### 2.2 MARKET BREAKUP AND DATA TRIANGULATION

#### FIGURE 2 DATA TRIANGULATION

#### 2.3 MARKET SIZE ESTIMATION

#### FIGURE 3 DEEPFAKE AI MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

##### 2.3.1 TOP-DOWN APPROACH

##### 2.3.2 BOTTOM-UP APPROACH

#### FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 1, BOTTOM UP (SUPPLY SIDE): REVENUE FROM SOFTWARE/SERVICES OF DEEPFAKE AI MARKET

#### FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY- APPROACH 2, BOTTOM UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOFTWARE/SERVICES OF DEEPFAKE AI MARKET

#### FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 3, BOTTOM

UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOFTWARE/SERVICES OF DEEPFAKE AI MARKET

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 4, BOTTOM

UP (DEMAND SIDE): SHARE OF DEEPFAKE AI THROUGH OVERALL IT SPENDING

2.4 MARKET FORECAST

TABLE 4 FACTOR ANALYSIS

2.5 RESEARCH ASSUMPTIONS

2.6 STUDY LIMITATIONS

2.7 IMPLICATIONS OF RECESSION ON DEEPFAKE AI MARKET

TABLE 5 IMPACT OF RECESSION ON GLOBAL DEEPFAKE AI MARKET

### **3 EXECUTIVE SUMMARY**

TABLE 6 GLOBAL DEEPFAKE AI MARKET SIZE AND GROWTH RATE, 2020–2023 (USD MILLION, Y-O-Y %)

TABLE 7 GLOBAL DEEPFAKE AI MARKET SIZE AND GROWTH RATE, 2024–2030 (USD MILLION, Y-O-Y %)

FIGURE 8 SOFTWARE SEGMENT TO ACCOUNT FOR LARGER MARKET SIZE IN 2024

FIGURE 9 CONTENT MODERATION TO BE LEADING SOFTWARE TYPE IN 2024

FIGURE 10 CLOUD SEGMENT TO BECOME LEADING SOFTWARE DEPLOYMENT MODE IN 2024

FIGURE 11 PROFESSIONAL SERVICES SEGMENT TO REGISTER LARGER MARKET SHARE IN 2024

FIGURE 12 TRAINING & CONSULTING SERVICES TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024

FIGURE 13 GENERATIVE ADVERSARIAL NETWORKS TO EMERGE AS LARGEST SEGMENT IN 2024

FIGURE 14 BFSI TO EMERGE AS FASTEST-GROWING VERTICAL DURING FORECAST PERIOD

FIGURE 15 ASIA PACIFIC TO REGISTER HIGHEST GROWTH RATE BETWEEN 2024 AND 2030

### **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES IN DEEPFAKE AI MARKET

FIGURE 16 EXPANDING DEMAND FOR REALISTIC SYNTHETIC MEDIA, AND URGENT NEED TO COMBAT MISINFORMATION AND FRAUD, WILL DRIVE MARKET GROWTH

#### 4.2 DEEPFAKE AI MARKET: TOP THREE TECHNOLOGIES

FIGURE 17 TRANSFORMER MODELS SEGMENT TO ACCOUNT FOR HIGHEST GROWTH RATE DURING FORECAST PERIOD

#### 4.3 NORTH AMERICA: DEEPFAKE AI MARKET, BY TECHNOLOGY AND VERTICAL

FIGURE 18 GENERATIVE ADVERSARIAL NETWORKS AND BFSI TO BE LARGEST SHAREHOLDERS IN NORTH AMERICA IN 2024

#### 4.4 DEEPFAKE AI MARKET, BY REGION

FIGURE 19 NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN 2024

### 5 MARKET OVERVIEW AND INDUSTRY TRENDS

#### 5.1 INTRODUCTION

#### 5.2 MARKET DYNAMICS

FIGURE 20 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: DEEPFAKE AI MARKET

##### 5.2.1 DRIVERS

5.2.1.1 Growing advancements in artificial intelligence (AI) technology and proliferation of digital media platforms

5.2.1.2 Increasing deepfakes posing threat to digital identity

5.2.1.3 Surging demand for ethical deepfakes in marketing and advertising

##### 5.2.2 RESTRAINTS

5.2.2.1 Growing concerns over inaccurate results and misidentifications

5.2.2.2 Evolving techniques of image manipulation

##### 5.2.3 OPPORTUNITIES

5.2.3.1 Surging deepfake scams to open new doors for deepfake detection solution companies

5.2.3.2 Collaborative efforts between technology companies and policymakers to establish guidelines for ethical AI development and deployment

5.2.3.3 Integration with emerging technologies to create immersive and interactive experiences

##### 5.2.4 CHALLENGES

5.2.4.1 Lack of awareness of deepfakes

5.2.4.2 Addressing ethical implications of AI-generated media

5.2.4.3 Constant evolution and sophistication of deepfake technology

#### 5.3 EVOLUTION OF DEEPFAKE AI

FIGURE 21 EVOLUTION OF DEEPFAKE AI

#### 5.4 SUPPLY CHAIN ANALYSIS

FIGURE 22 DEEPFAKE AI MARKET: SUPPLY CHAIN ANALYSIS

#### 5.5 ECOSYSTEM ANALYSIS



**TABLE 8 DEEPFAKE AI MARKET: ECOSYSTEM****FIGURE 23 KEY PLAYERS IN DEEPFAKE AI MARKET ECOSYSTEM**

## 5.5.1 DEEPFAKE GENERATION TOOL PROVIDERS

## 5.5.2 DEEPFAKE DETECTION TOOL PROVIDERS

## 5.5.3 DEEPFAKE CONTENT MODERATION TOOL PROVIDERS

## 5.5.4 DEEPFAKE AI CLOUD PROVIDERS

## 5.5.5 DEEPFAKE AI END USERS

## 5.5.6 DEEPFAKE AI REGULATORY BODIES

**5.6 INVESTMENT LANDSCAPE AND FUNDING SCENARIO****FIGURE 24 DEEPFAKE AI MARKET: INVESTMENT LANDSCAPE AND FUNDING SCENARIO (USD MILLION AND NUMBER OF FUNDING ROUNDS)****FIGURE 25 DEEPFAKE AI MARKET: MOST VALUED STARTUPS AS OF 2023****5.7 ETHICAL DEEPFAKE GENERATION****5.8 DEEPFAKE DETECTION: BEST PRACTICES****5.9 CASE STUDY ANALYSIS**

## 5.9.1 TELECOM

5.9.1.1 IPRoyal reduced time to verify new users while building custom-tailored KYC onboarding flow

5.9.1.2 How HollaEx simplified its ID verification process by partnering with iDenfy

## 5.9.2 BFSI

5.9.2.1 Safe and cost-effective liveness detection for Evocabank

## 5.9.3 HEALTHCARE

5.9.3.1 Insight Global upskilled nurses with AI video

## 5.9.4 MEDIA &amp; ENTERTAINMENT

5.9.4.1 D-ID revolutionized media engagement for Radio Formula

**5.10 TECHNOLOGY ANALYSIS**

## 5.10.1 KEY TECHNOLOGIES

5.10.1.1 Machine Learning

5.10.1.2 Face Recognition

5.10.1.3 High-performance Computing

5.10.1.4 Generative AI

5.10.1.5 Image & Video Processing

5.10.1.6 Natural Language Processing (NLP)

## 5.10.2 COMPLEMENTARY TECHNOLOGIES

5.10.2.1 Blockchain & Digital Signatures

5.10.2.2 Ethical AI & Bias Mitigation Tools

5.10.2.3 Cybersecurity & Digital Forensics

5.10.2.4 Content Verification & Authentication

## 5.10.3 ADJACENT TECHNOLOGIES

5.10.3.1 3D Modeling & Animation

5.10.3.2 Augmented Reality (AR) & Virtual Reality (VR)

5.10.3.3 Computer Vision

5.10.3.4 Speech Synthesis

## 5.11 REGULATORY LANDSCAPE

### 5.11.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 9 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### 5.11.2 REGULATIONS: DEEPPFAKE AI

#### 5.11.2.1 North America

5.11.2.1.1 Financial Services Modernization Act (US)

5.11.2.1.2 Federal Information Security Modernization Act (US)

5.11.2.1.3 DEEP FAKES Accountability Act (US)

5.11.2.1.4 Assembly Bill 730 (US)

#### 5.11.2.2 Europe

5.11.2.2.1 General Data Protection Regulation (Europe)

5.11.2.2.2 e-Commerce Directive (Europe)

5.11.2.2.3 Online Safety Act 2023 (UK)

5.11.2.2.4 Digital Services Act (DSA) (Europe)

5.11.2.2.5 Audiovisual Media Services Directive (Europe)

#### 5.11.2.3 Asia Pacific

5.11.2.3.1 The National AI Strategy (Singapore)

5.11.2.3.2 The Hiroshima AI Process Comprehensive Policy Framework (Japan)

#### 5.11.2.4 Middle East & Africa

5.11.2.4.1 The National Strategy for Artificial Intelligence (UAE)

5.11.2.4.2 The National Artificial Intelligence Strategy (Qatar)

5.11.2.4.3 The AI Ethics Principles and Guidelines (Dubai)

#### 5.11.2.5 Latin America

5.11.2.5.1 Federal Institute of Telecommunications (Mexico)

## 5.12 PATENT ANALYSIS

### 5.12.1 METHODOLOGY

#### 5.12.2 PATENTS FILED, BY DOCUMENT TYPE

TABLE 14 PATENTS FILED, 2020–2023

#### 5.12.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 26 NUMBER OF PATENTS GRANTED IN LAST 4 YEARS, 2020–2023

##### 5.12.3.1 Top 10 applicants in deepfake AI market

FIGURE 27 TOP 10 APPLICANTS IN DEEPFAKE AI MARKET, 2020–2023

TABLE 15 TOP 20 PATENT OWNERS IN DEEPFAKE AI MARKET, 2020–2023

TABLE 16 LIST OF FEW PATENTS IN DEEPFAKE AI MARKET, 2022–2023

FIGURE 28 REGIONAL ANALYSIS OF PATENTS GRANTED, 2020–2023

### 5.13 PRICING ANALYSIS

5.13.1 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY SOFTWARE TYPE

FIGURE 29 AVERAGE SELLING PRICES OF KEY PLAYERS FOR TOP 3 SOFTWARE TYPES

TABLE 17 AVERAGE SELLING PRICES OF KEY PLAYERS FOR TOP 3 SOFTWARE TYPES (USD)

#### 5.13.2 INDICATIVE PRICING ANALYSIS, BY OFFERING

TABLE 18 INDICATIVE PRICING LEVELS OF DEEPFAKE AI SOLUTIONS, BY OFFERING

### 5.14 KEY CONFERENCES AND EVENTS (2024–2025)

TABLE 19 DEEPFAKE AI MARKET: DETAILED LIST OF CONFERENCES & EVENTS, 2024–2025

### 5.15 PORTER'S FIVE FORCES ANALYSIS

TABLE 20 PORTERS' FIVE FORCES' IMPACT ON DEEPFAKE AI MARKET

FIGURE 30 DEEPFAKE AI MARKET: PORTER'S FIVE FORCES ANALYSIS

#### 5.15.1 THREAT OF NEW ENTRANTS

#### 5.15.2 THREAT OF SUBSTITUTES

#### 5.15.3 BARGAINING POWER OF SUPPLIERS

#### 5.15.4 BARGAINING POWER OF BUYERS

#### 5.15.5 INTENSITY OF COMPETITIVE RIVALRY

### 5.16 DEEPFAKE AI TECHNOLOGY ROADMAP

TABLE 21 TECHNOLOGY ROADMAP FOR DEEPFAKE AI MARKET

### 5.17 DEEPFAKE AI BUSINESS MODELS

FIGURE 31 BUSINESS MODELS OF DEEPFAKE AI MARKET

#### 5.17.1 DEEPFAKE DETECTION TOOLS MODEL

#### 5.17.2 DEEPFAKE DETECTION BUILT-IN APPS MODEL

#### 5.17.3 DEEPFAKE GENERATION TOOLS MODEL

### 5.18 KEY STAKEHOLDERS & BUYING CRITERIA

### 5.18.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 32 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 22 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

### 5.18.2 BUYING CRITERIA

FIGURE 33 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 23 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

### 5.19 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

#### 5.19.1 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 34 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

## 6 DEEPFAKE AI MARKET, BY OFFERING

### 6.1 INTRODUCTION

#### 6.1.1 OFFERING: DEEPFAKE AI MARKET DRIVERS

FIGURE 35 SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 24 DEEPFAKE AI MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 25 DEEPFAKE AI MARKET, BY OFFERING, 2024–2030 (USD MILLION)

### 6.2 SOFTWARE, BY TYPE

FIGURE 36 DEEPFAKE DETECTION & AUTHORIZATION SOFTWARE SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 26 DEEPFAKE AI MARKET, BY SOFTWARE TYPE, 2019–2023 (USD MILLION)

TABLE 27 DEEPFAKE AI MARKET, BY SOFTWARE TYPE, 2024–2030 (USD MILLION)

#### 6.2.1 DEEPFAKE GENERATION SOFTWARE

6.2.1.1 Open-source community to accelerate innovation and expanding capabilities of deepfake software through collaborative projects

TABLE 28 DEEPFAKE GENERATION SOFTWARE: DEEPFAKE AI MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 29 DEEPFAKE GENERATION SOFTWARE: DEEPFAKE AI MARKET, BY TYPE, 2024–2030 (USD MILLION)

##### 6.2.1.2 Deepfake Audio & Voice Software

TABLE 30 DEEPFAKE AUDIO & VOICE SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 31 DEEPFAKE AUDIO & VOICE SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.2.1.3 Deepfake Image & Face Swap Software

TABLE 32 DEEPFAKE IMAGE & FACE SWAP SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 33 DEEPFAKE IMAGE & FACE SWAP SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.2.1.4 Deepfake Video Editing Software

TABLE 34 DEEPFAKE VIDEO EDITING SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 35 DEEPFAKE VIDEO EDITING SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## 6.2.2 DEEPFAKE DETECTION & AUTHENTICATION SOFTWARE

6.2.2.1 Continuous advancements in neural networks and deep learning to enhance realism and quality of deepfake content

TABLE 36 DEEPFAKE DETECTION & AUTHENTICATION SOFTWARE: DEEPFAKE AI MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 37 DEEPFAKE DETECTION & AUTHENTICATION SOFTWARE: DEEPFAKE AI MARKET, BY TYPE, 2024–2030 (USD MILLION)

### 6.2.2.2 Deepfake Detection Algorithms

TABLE 38 DEEPFAKE DETECTION ALGORITHMS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 39 DEEPFAKE DETECTION ALGORITHMS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.2.2.3 Media Authentication Tools

TABLE 40 MEDIA AUTHENTICATION TOOLS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 41 MEDIA AUTHENTICATION TOOLS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.2.2.4 Forensic Analysis Software

TABLE 42 FORENSIC ANALYSIS SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 43 FORENSIC ANALYSIS SOFTWARE: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## 6.2.3 CONTENT MODERATION SOFTWARE

### 6.2.3.1 Industry to witness growth in user-generated content moderation

TABLE 44 CONTENT MODERATION SOFTWARE: DEEPFAKE AI MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 45 CONTENT MODERATION SOFTWARE: DEEPFAKE AI MARKET, BY TYPE, 2024–2030 (USD MILLION)

### 6.2.3.2 AI-driven Content Moderation Tools

TABLE 46 AI-DRIVEN CONTENT MODERATION TOOLS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 47 AI-DRIVEN CONTENT MODERATION TOOLS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 6.2.3.3 Content Reporting & Removal Systems

TABLE 48 CONTENT REPORTING & REMOVAL SYSTEMS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 49 CONTENT REPORTING & REMOVAL SYSTEMS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.3 SOFTWARE, BY DEPLOYMENT MODE

FIGURE 37 CLOUD TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 50 DEEPFAKE AI MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 51 DEEPFAKE AI MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

#### 6.3.1 CLOUD

6.3.1.1 Cloud-based deepfake solutions to make advanced AI capabilities accessible to broader range of users and organizations

TABLE 52 CLOUD: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 53 CLOUD: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 6.3.2 ON-PREMISES

6.3.2.1 Increasing sophistication of deepfake technology to lead to rise in demand for robust on-premises detection and verification solutions

TABLE 54 ON-PREMISES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 55 ON-PREMISES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.4 SERVICES

FIGURE 38 MANAGED SERVICES TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 56 DEEPFAKE AI MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 57 DEEPFAKE AI MARKET, BY SERVICE, 2024–2030 (USD MILLION)

#### 6.4.1 PROFESSIONAL SERVICES

6.4.1.1 Professional services to help industries harness deepfake technology to produce high-quality content

FIGURE 39 SYSTEM INTEGRATION & IMPLEMENTATION TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 58 DEEPFAKE AI MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 59 DEEPFAKE AI MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

6.4.1.2 Training & Consulting Services

TABLE 60 TRAINING & CONSULTING SERVICES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 61 TRAINING & CONSULTING SERVICES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

6.4.1.3 System Integration & Implementation Services

TABLE 62 SYSTEM INTEGRATION & IMPLEMENTATION SERVICES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 63 SYSTEM INTEGRATION & IMPLEMENTATION SERVICES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

6.4.1.4 Support & Maintenance Services

TABLE 64 SUPPORT & MAINTENANCE SERVICES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 65 SUPPORT & MAINTENANCE SERVICES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

6.4.2 MANAGED SERVICES

6.4.2.1 Managed service providers (MSPs) to offer tailored solutions that integrate seamlessly with existing workflows

TABLE 66 MANAGED SERVICES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 67 MANAGED SERVICES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## 7 DEEPFAKE AI MARKET, BY TECHNOLOGY

### 7.1 INTRODUCTION

7.1.1 TECHNOLOGY: DEEPFAKE AI MARKET DRIVERS

FIGURE 40 TRANSFORMER MODELS TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 68 DEEPFAKE AI MARKET, BY TECHNOLOGY, 2019–2023 (USD MILLION)

TABLE 69 DEEPFAKE AI MARKET, BY TECHNOLOGY, 2024–2030 (USD MILLION)

### 7.2 GENERATIVE ADVERSARIAL NETWORKS (GANS)

7.2.1 COMPANIES TO PRODUCE HIGHLY TARGETED MARKETING CAMPAIGNS, ENHANCING USER ENGAGEMENT AND BRAND LOYALTY BY INTEGRATING GAN-POWERED SOFTWARE

TABLE 70 GENERATIVE ADVERSARIAL NETWORKS (GANS): DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 71 GENERATIVE ADVERSARIAL NETWORKS (GANS): DEEPFAKE AI MARKET BY REGION, 2024–2030 (USD MILLION)

7.2.2 STANDARD GAN-BASED DEEPFAKE TECHNOLOGY

7.2.3 PROGRESSIVE GROWING GANS

7.2.4 CONDITIONAL GANS

7.3 AUTOENCODERS

7.3.1 AUTOENCODER-BASED APPROACHES BEING EMPLOYED IN DEEPFAKE DETECTION, ENHANCING OVERALL SECURITY AND TRUSTWORTHINESS OF DIGITAL MEDIA PLATFORMS

TABLE 72 AUTOENCODERS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 73 AUTOENCODERS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

7.3.2 VARIATIONAL AUTOENCODERS (VAES)

7.3.3 AUDIO AUTOENCODERS

7.3.4 TEXT-TO-IMAGE AUTOENCODERS

7.4 RECURRENT NEURAL NETWORKS (RNNS)

7.4.1 RECURRENT NEURAL NETWORKS TO PLAY PIVOTAL ROLE IN DEEPFAKE AI MARKET LEVERAGING VARIOUS ADVANCED TECHNOLOGIES TO CREATE AND DETECT SYNTHETIC MEDIA

TABLE 74 RECURRENT NEURAL NETWORKS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 75 RECURRENT NEURAL NETWORKS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

7.4.2 LONG SHORT-TERM MEMORY (LSTM) RNN

7.4.3 GATED RECURRENT UNITS (GRUS)

7.5 DIFFUSION MODELS

7.5.1 DIFFUSION MODELS TO ENABLE GENERATION OF HIGHLY REALISTIC AND CONVINCING SYNTHETIC MEDIA

TABLE 76 DIFFUSION MODELS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 77 DIFFUSION MODELS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

7.5.2 LINEAR DIFFUSION MODELS

7.5.3 NON-LINEAR DIFFUSION MODELS

7.5.4 DISCRETE DIFFUSION MODELS

7.5.5 CONTINUOUS DIFFUSION MODELS

7.6 TRANSFORMER MODELS

7.6.1 INTEGRATION OF TRANSFORMER MODELS INTO DEEPFAKE



## GENERATION SOFTWARE TO ENHANCE REALISM AND QUALITY OF GENERATED CONTENT

TABLE 78 TRANSFORMER MODELS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 79 TRANSFORMER MODELS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

7.6.2 TRANSFORMER-BASED DEEPFAKE TECHNOLOGY

7.6.3 BERT FOR TEXT-BASED DEEPFAKES

7.6.4 GPT FOR TEXT & AUDIO-BASED DEEPFAKES

7.7 NATURAL LANGUAGE PROCESSING (NLP)

7.7.1 NLP-BASED DETECTION AND MITIGATION SOLUTIONS TO COUNTER SPREAD OF FAKE TEXT AND MITIGATE ITS POTENTIAL IMPACT

TABLE 80 NATURAL LANGUAGE PROCESSING: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 81 NATURAL LANGUAGE PROCESSING: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

7.7.2 LANGUAGE MODELS

7.7.3 SENTIMENT ANALYSIS

7.7.4 AUTHORSHIP VERIFICATION

7.8 OTHER TECHNOLOGIES

TABLE 82 OTHER TECHNOLOGIES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 83 OTHER TECHNOLOGIES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## **8 DEEPFAKE AI MARKET, BY VERTICAL**

8.1 INTRODUCTION

8.1.1 VERTICAL: DEEPFAKE AI MARKET DRIVERS

FIGURE 41 BFSI TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 84 DEEPFAKE AI MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 85 DEEPFAKE AI MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

8.2 BFSI

8.2.1 DEEPFAKE AI TO PRESENT SIGNIFICANT CHALLENGES TO BFSI SECTOR, ALSO PRESENTING OPPORTUNITIES FOR INNOVATION AND ENHANCED SECURITY MEASURES

TABLE 86 BFSI: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 87 BFSI: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD

MILLION)

#### 8.2.2 CUSTOMER VERIFICATION & AUTHENTICATION

TABLE 88 CUSTOMER VERIFICATION & AUTHENTICATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 89 CUSTOMER VERIFICATION & AUTHENTICATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.2.3 ANTI-MONEY LAUNDERING (AML) & FRAUD DETECTION

TABLE 90 ANTI-MONEY LAUNDERING (AML) & FRAUD DETECTION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 91 ANTI-MONEY LAUNDERING (AML) & FRAUD DETECTION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.2.4 OTHER BFSI APPLICATIONS

TABLE 92 OTHER BFSI APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 93 OTHER BFSI APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.3 TELECOMMUNICATIONS

8.3.1 TELECOM COMPANIES TO ADHERE TO STRINGENT COMPLIANCE MEASURES REGARDING ETHICAL USE OF DEEPFAKE TECHNOLOGY

TABLE 94 TELECOMMUNICATIONS: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 95 TELECOMMUNICATIONS: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

#### 8.3.2 CALL CENTER SECURITY

TABLE 96 CALL CENTER SECURITY: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 97 CALL CENTER SECURITY: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.3.3 FRAUD DETECTION

TABLE 98 FRAUD DETECTION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 99 FRAUD DETECTION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.3.4 OTHER TELECOMMUNICATIONS APPLICATIONS

TABLE 100 OTHER TELECOMMUNICATIONS APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD THOUSAND)

TABLE 101 OTHER TELECOMMUNICATIONS APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD THOUSAND)

### 8.4 GOVERNMENT & DEFENSE

#### 8.4.1 GOVERNMENTS TO FORMULATE POLICIES TO GOVERN RESPONSIBLE USE OF AI IN DEFENSE APPLICATIONS

TABLE 102 GOVERNMENT & DEFENSE: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 103 GOVERNMENT & DEFENSE: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

#### 8.4.2 ELECTION CAMPAIGNS

TABLE 104 ELECTION CAMPAIGNS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 105 ELECTION CAMPAIGNS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.4.3 NATIONAL SECURITY

TABLE 106 NATIONAL SECURITY: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 107 NATIONAL SECURITY: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.4.4 GOVERNMENT COMMUNICATIONS

TABLE 108 GOVERNMENT COMMUNICATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 109 GOVERNMENT COMMUNICATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.4.5 CONTENT VERIFICATION & MODERATION

TABLE 110 CONTENT VERIFICATION & MODERATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 111 CONTENT VERIFICATION & MODERATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.4.6 ETHICAL HACKING & DIGITAL SECURITY

TABLE 112 ETHICAL HACKING & DIGITAL SECURITY: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD THOUSAND)

TABLE 113 ETHICAL HACKING & DIGITAL SECURITY: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD THOUSAND)

#### 8.4.7 LAW ENFORCEMENT AGENCIES

TABLE 114 LAW ENFORCEMENT AGENCIES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 115 LAW ENFORCEMENT AGENCIES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

##### 8.4.7.1 Criminal Investigations

##### 8.4.7.2 Security Surveillance

##### 8.4.7.3 Counterterrorism & National Security

## 8.5 HEALTHCARE & LIFE SCIENCES

8.5.1 DEEPFAKE TO CREATE EDUCATIONAL CONTENT FOR PUBLIC HEALTH CAMPAIGNS, RAISING AWARENESS ABOUT VARIOUS HEALTH ISSUES

TABLE 116 HEALTHCARE & LIFE SCIENCES: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 117 HEALTHCARE & LIFE SCIENCES: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

### 8.5.2 MEDICAL TRAINING & SIMULATION

TABLE 118 MEDICAL TRAINING & SIMULATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 119 MEDICAL TRAINING & SIMULATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.5.3 PATIENT CASE SIMULATIONS

TABLE 120 PATIENT CASE SIMULATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 121 PATIENT CASE SIMULATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.5.4 TELEMEDICINE & VIRTUAL HEALTHCARE

TABLE 122 TELEMEDICINE & VIRTUAL HEALTHCARE: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 123 TELEMEDICINE & VIRTUAL HEALTHCARE: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.5.5 OTHER HEALTHCARE & LIFE SCIENCES APPLICATIONS

TABLE 124 OTHER HEALTHCARE & LIFE SCIENCES APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 125 OTHER HEALTHCARE & LIFE SCIENCES APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## 8.6 LEGAL

8.6.1 LEGAL INDUSTRY WITNESSING INCREASE IN COLLABORATIVE EFFORTS TO COMBAT DEEPFAKE THREATS

TABLE 126 LEGAL: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 127 LEGAL: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

### 8.6.2 DIGITAL EVIDENCE AUTHENTICATION

TABLE 128 DIGITAL EVIDENCE AUTHENTICATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 129 DIGITAL EVIDENCE AUTHENTICATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.6.3 INTELLECTUAL PROPERTY PROTECTION

TABLE 130 INTELLECTUAL PROPERTY PROTECTION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 131 INTELLECTUAL PROPERTY PROTECTION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.6.4 LEGAL & ETHICAL CONSULTATION

TABLE 132 LEGAL & ETHICAL CONSULTATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 133 LEGAL & ETHICAL CONSULTATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.6.5 OTHER LEGAL APPLICATIONS

TABLE 134 OTHER LEGAL APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD THOUSAND)

TABLE 135 OTHER LEGAL APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD THOUSAND)

## 8.7 MEDIA & ENTERTAINMENT

8.7.1 PROLIFERATION OF SOCIAL MEDIA AND DIGITAL PLATFORMS TO AMPLIFY DEMAND FOR VIRAL CONTENT AND DEEPFAKES

TABLE 136 MEDIA & ENTERTAINMENT: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 137 MEDIA & ENTERTAINMENT: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

### 8.7.2 CGI CHARACTER CREATION

TABLE 138 CGI CHARACTER CREATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 139 CGI CHARACTER CREATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.7.3 DE-AGING ACTORS

TABLE 140 DE-AGING ACTORS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 141 DE-AGING ACTORS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.7.4 SPECIAL EFFECTS & VISUAL ENHANCEMENTS

TABLE 142 SPECIAL EFFECTS & VISUAL ENHANCEMENTS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 143 SPECIAL EFFECTS & VISUAL ENHANCEMENTS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

### 8.7.5 DIGITAL CONTENT CREATION

TABLE 144 DIGITAL CONTENT CREATION: DEEPFAKE AI MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 145 DIGITAL CONTENT CREATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

8.7.6 CELEBRITY & INFLUENCER MARKETING

TABLE 146 CELEBRITY & INFLUENCER MARKETING: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 147 CELEBRITY & INFLUENCER MARKETING: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

8.7.7 NEWS AGENCIES

TABLE 148 NEWS AGENCIES: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 149 NEWS AGENCIES: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

8.7.7.1 Journalistic Integrity

8.7.7.2 Media Verification & Authentication

8.7.7.3 Media Production & Enhancement

8.7.8 SOCIAL MEDIA

TABLE 150 SOCIAL MEDIA: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 151 SOCIAL MEDIA: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

8.7.8.1 Content Moderation & Regulation

8.7.8.2 User-generated Content Enhancement

8.7.8.3 Deepfake Detection on Platforms

8.8 RETAIL & E-COMMERCE

8.8.1 RETAILERS INCREASINGLY PARTNERING WITH INFLUENCERS TO REACH WIDER AUDIENCES

TABLE 152 RETAIL & E-COMMERCE: DEEPFAKE AI MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 153 RETAIL & E-COMMERCE: DEEPFAKE AI MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

8.8.2 CUSTOMER SERVICE & PERSONALIZATION

TABLE 154 CUSTOMER SERVICE & PERSONALIZATION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 155 CUSTOMER SERVICE & PERSONALIZATION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

8.8.3 VISUAL MERCHANDIZING

TABLE 156 VISUAL MERCHANDIZING: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 157 VISUAL MERCHANDIZING: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 8.8.4 SECURITY & FRAUD PREVENTION

TABLE 158 SECURITY & FRAUD PREVENTION: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD THOUSAND)

TABLE 159 SECURITY & FRAUD PREVENTION: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD THOUSAND)

#### 8.8.5 OTHER RETAIL & E-COMMERCE APPLICATIONS

TABLE 160 OTHER RETAIL & E-COMMERCE APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD THOUSAND)

TABLE 161 OTHER RETAIL & E-COMMERCE APPLICATIONS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD THOUSAND)

### 8.9 OTHER VERTICALS

TABLE 162 OTHER VERTICALS: DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 163 OTHER VERTICALS: DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## 9 DEEPFAKE AI MARKET, BY REGION

### 9.1 INTRODUCTION

FIGURE 42 JAPAN TO ACCOUNT FOR HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 43 ASIA PACIFIC TO ACCOUNT FOR HIGHEST CAGR DURING FORECAST PERIOD

TABLE 164 DEEPFAKE AI MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 165 DEEPFAKE AI MARKET, BY REGION, 2024–2030 (USD MILLION)

## I would like to order

Product name: Deepfake AI Market Size, Share, Growth Analysis, By Offering (Deepfake Detection & Authentication, Deepfake Generation, Services), Technology (GAN, NLP, Autoencoders, Diffusion Models, Transformers), Vertical and Region - Global Industry Forecast to 2030

Product link: <https://marketpublishers.com/r/D00C6831A551EN.html>

Price: US\$ 3,217.50 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D00C6831A551EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970