



## Research Announcement: **Moody's - Deepfakes can threaten companies' financial health**

New York, August 01, 2019 --

- » Artificial intelligence (AI) is making it easier to damage companies via fake videos and images
- » These deepfakes could harm companies' creditworthiness and may become harder to disprove as AI advances

Companies' businesses and credit quality are threatened as advancing technology makes it easier to create deepfake videos and images designed to damage their reputations, Moody's Investors Service said in a report published today.

"Imagine a fake but realistic-looking video of a CEO making racist comments or bragging about corrupt acts," said Leroy Terrelonge, AVP-Cyber Risk Analyst at Moody's. "Advances in artificial intelligence will make it easier to create such deepfakes and harder to debunk them. Disinformation attacks could be a severe credit negative for victim companies."

Until now, disinformation campaigns against companies and other targets have tended to be easily debunked and therefore typically have been short-lived. AI disinformation campaigns, in contrast, will take longer to disprove as the technology is improving quickly. Debunking will likely require the development of new forensic techniques, and may at some point become very challenging.

Combating deepfakes will require a combination of technology and education. In the short term, companies could monitor social media platforms and websites for disinformation, and ask content hosts to remove identified deepfakes. Companies could also publish their own content to debunk false claims. Over the longer term, technical and educational measures to rein in deepfake disinformation campaigns could also mitigate risk.

Subscribers can access the report at: [http://www.moody's.com/researchdocumentcontentpage.aspx?docid=PBC\\_1183932](http://www.moody's.com/researchdocumentcontentpage.aspx?docid=PBC_1183932)

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