News Item

Dramatic rise in publicly downloadable deepfake image generators | OII

By Chris Russell and Brent Mittelstadt

May 12, 2025

> Researchers from the Oxford Internet Institute (OII) at the University of Oxford have uncovered a dramatic rise in easily accessible AI tools specifically designed to create deepfake images of identifiable people, finding nearly 35,000 such tools available for public download on one popular globally accessible online platform, for example.
>
> The study, led by Will Hawkins, a doctoral student at the OII, and accepted for publication at the ACM Fairness, Accountability, and Transparency (FAccT) conference, reveals these deepfake generators have been downloaded almost 15 million times since late 2022, primarily targeting women. The data point towards a rapid increase in AI-generated non-consensual intimate imagery (NCII).
>
> [...]

Source: OII | Dramatic rise in publicly downloadable deepfake image generators