

Deepfakes: Synthetic Media Risk & Resilience

Track, Identify, Investigate, and Safeguard Against Synthetic Media

Overview

The proliferation of deepfake technology presents growing reputational, operational, and legal risks to organizations. From manipulated videos used in disinformation campaigns to synthetic voice used in impersonation fraud, deepfakes are a fast-evolving risk – posing significant financial, legal, and reputations risk - that demands proactive attention.

FTI Consulting brings deep investigative, technical, and advisory expertise to help clients navigate and respond to deepfake-related risks. Our multidisciplinary teams combine forensic analysis, AI assisted review, risk advisory, and strategic communications insight to deliver credible, defensible solutions.

Our Services



Deepfake Analysis & Investigation

- Analyze suspect videos, images, or audio for signs of manipulation.
- Use forensic techniques and access to industry leading AI-based deepfake detection tools to confirm authenticity.
- Trace potential sources and assess exposure or impact.



Risk Assessment & Policy Advisory

- Assess organizational exposure to synthetic media threats.
- Develop internal protocols for identification, escalation, and response.
- Advise on communications, regulatory, and legal considerations.



Proactive Detection & Monitoring

- Implement deepfake detection tools tailored to your risk profile
- Monitor open web, dark web, and social media for emerging threats.
- Benchmark existing content libraries for integrity.



Custom Detection Tool Implementation

- Deploy open-source or commercial detection models based on operational needs.
- Integrate with security operations centers, content review pipelines, or trust & safety workflows.
- Provide ongoing testing and model validation.

Why FTI Consulting?

FTI Consulting brings together unmatched expertise across forensics, artificial intelligence, and strategic communications to help organizations detect, investigate, and defend against synthetic media threats. Our court-tested forensic methodologies are trusted by Fortune 500 companies and public sector entities, while our in-house AI specialists in computer vision and synthetic media detection provide cutting-edge technical depth.

We take a cross-functional approach, integrating legal, cyber, communications, and governance perspectives to deliver holistic solutions. As a vendor-neutral advisor, we offer objective guidance in selecting and implementing detection tools, ensuring the right fit for each client. With a proven track record in tracking, crisis planning, and managing high-profile misinformation and disinformation events, FTI Consulting is a trusted partner for organizations seeking to safeguard their reputation, resilience, and

Case Study

Situation:

A global organization faced a sensitive internal investigation when potentially manipulated video content emerged as critical evidence. The authenticity of this digital content needed to be verified quickly and accurately to ensure the integrity of the investigation and inform decision-making by key stakeholders.

Our Role:

FTI Consulting was engaged to conduct a comprehensive analysis of the suspicious digital content. Our multidisciplinary team deployed a sophisticated technical approach:

- Our experts implemented advanced AI-based deepfake detection methodologies to analyze facial movements, voice patterns, and audio-visual synchronization.
- Our team performed detailed metadata analysis to trace the content's origin and potential manipulation markers.

- Our specialists conducted frame-by-frame analysis using advanced computer vision techniques and methodologies.
- FTI Consulting professionals applied temporal consistency checks to identify potential artifacts and anomalies.

Our Impact:

Through the rapid deployment of our technical solutions, we delivered decisive results to meet pressing timelines. The client was able to act quickly with internal and external stakeholders, maintaining trust and transparency while demonstrating their commitment to combating misinformation:

- Provided detailed technical documentation supporting our findings
- Enabled the client to respond swiftly with factual evidence
- Helped prevent potential reputational damage through early detection

Get Ahead of the Threat

To discuss how FTI Consulting can help your organization detect, respond to, and prepare for deepfakes, contact:

JOE KNIGHT

Senior Managing Director
joe.knight@fticonsulting.com

MICHAEL HOROHO

Senior Managing Director
michael.horoho@fticonsulting.com

BRENT MCGOLDRICK

Senior Managing Director
brent.mcgoldrick@fticonsulting.com

KYLE WETZOLD

Managing Director
kyle.wetzold@fticonsulting.com

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