📰 Deeptrack Gotham: Defending Journalism in the Age of Deepfakes

The Rising Threat of Deepfakes

Deepfakes are no longer a futuristic concept—they are here, reshaping how misinformation spreads online. Synthetic audio, video, and images are increasingly being weaponized to manipulate public opinion, discredit journalists, and erode trust in legitimate news sources. For newsrooms, the challenge is urgent: how do you verify authenticity in real time?

Introducing Deeptrack Gotham

At Deeptrack, we built **Gotham** to empower journalists, editors, and fact-checkers with a powerful line of defense. Gotham is our deepfake detection platform designed to fit seamlessly into newsroom workflows, helping identify manipulated media before it reaches the public.

Key Features

- **Real-Time Detection**: Instantly analyze audio, video, and images to flag potential deepfakes.
- **C2PA-Aligned Verification**: Built with global standards for content provenance and authenticity.
- **Flexible Integration**: Access Gotham via API or dashboard, tailored for both technical and editorial teams.
- **Actionable Insights**: Clear reports that help journalists make fast, confident publishing decisions.

Why It Matters

The credibility of journalism depends on truth. By adopting tools like Gotham, newsrooms can combat disinformation, protect their reputation, and safeguard public trust in a digital world increasingly shaped by AI-driven manipulation.

Learn More

Equip your newsroom with the tools to fight back against synthetic media. Visit **www.deeptrack.io** to learn more or request a demo.