press release

ATC is awarded with Google DNI funding to fight deepfakes

Athens Technology Center (ATC) is, once more, among the winners of the Google Digital News Initiative (DNI) Fund, taking on the deepfake challenge using audioforensics!

It is a great pleasure and honor to announce that **Athens Technology Center (ATC) has been officialy awarded with funding from the 6ᵗʰ round of the Google DNI Fund**, for a large-scale project on identifying deepfakes. For this project, which runs under the name "**Digger**", ATC joins forces with two long-term and trustful partners: Deuthche Welle, Germany's leading public broadcaster, and the Fraunhofer Institute for Digital Media Technology (IDMT).

A few words on the project:

When we cannot trust our eyes and ears anymore then what can we trust?

Deepfakes are hyper-realistic video forgeries in which people say or do things that they've never actually said or done. The visual quality of deepfakes will soon become so flawless that it will be hard to make a judgement on veracity by mere visual verification. Digger's solution is to approach the problem from a different side; using state-of-the-art audio forensics technologies to detect audio tampering in videos. The audio forensics toolkit will be integrated in a video verification application that is made available to verification experts.

What do the stakeholders say

In light of this new achievement, Nikos Sarris, Head of ATC's Innovation Lab, the company's dedicated R&D unit , stated *"As a vital part of the company's in-depth expertise in the news industry, for the last 7 years we have been focusing on developing tools that help media organizations to fight disinformation in a variety of aspects. Indicatively, we have developed Truly Media, to help users assess the reliability of social media content, we provide TruthNest, a solution for enhanced twitter account analytics, and we have been leading the formation of the European Observatory for fighting Disinformation. This new funding will significantly support our goal to exploit state-of-the-art technology and turn innovative ideas into practical business solutions."*

press release

On behalf of Deutche Welle (DW), Peter Limbourg, Director General, also stressed the importance of this project: *"As a global media organisation constantly researching and verifying stories on social media platforms, DW has to deal with misinformation on a daily basis. Deepfakes are a new challenge. We are grateful for the opportunity of working on this project which will enhance our toolkit for verification of manipulated audio or video content. This will support our efforts to safeguard DW as a trustworthy source of information."*

Google Digital News Initiative, now in its 6th round, has awarded over €115m across Europe in an effort to help journalism thrive in the digital age.

Athens Technology Center (ATC) designs, develops and supports innovative technology solutions for news agencies and news organizations globally for over 20 years. Truly Media is a collaborative platform for collecting, organizing and assessing the reliability of information residing in the social media, co-developed by ATC (Greece) and Deutsche Welle (Germany). It has been selected by Amnesty International to confirm reports of human rights violations and has won the Public's Award in 2017 Innovation Radar competition. Truthnest is an indepth twitter analytics tool, providing a variety of KPIs to generate a comprehensive user profile based on an account's activity, network and influence.

Athens Technology Center (ATC), 10, Rizariou str, 152 33, Athens
ATC international SPRL, Bld L. Mettewie 71/50, 1080 Bruxelles, Belgium
NewsAsset LTD, 88 Kingsway str., London WC2B 6AA, UK
Email: info@atc.gr , press@atc.gr - **www.atc.gr**

Follow us