Trust Is Dead. Provenance Is the New Proof.

How AI is forcing us to verify every visual recording.

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THE DATA

Presumption of fake

Shift in Authenticity Standard

A new norm in digital media, where creators must prove authenticity.

In the age of generative AI, the burden of proof has flipped: we no longer assume a video is real. Instead, the default is suspicion—what Hany Farid calls a 'presumption of fake.' This shift is not a failure of trust, but a necessary adaptation to the reality that manipulation is now scalable, fast, and indistinguishable without tools.



Source: IEEE Spectrum · Published November 22, 2026
https://spectrum.ieee.org/fighting-back-against-deep-fakes

01

Provenance Signals Are the New Forensics

The shift is from 'detecting the fake' to 'enabling the real'—a paradigm change that must be embedded in the design of future chips and systems.



02

Real-Time Fakes Reveal Their Weakness

The hardware roadmap must now include not just speed and power, but the ability to verify and authenticate content at the moment of generation, not after.

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