# SWEAR™

# Disinformation Security: A New Era of Cyber Risk

Gartner's Top Technology Trend for 2025

## Gartner's Top Technology Trend for 2025: Disinformation Security

The rise of AI-generated content has reshaped the digital threat landscape. Gartner has identified Disinformation Security as a Top Strategic Technology Trend for 2025 — signaling a shift: organizations must now treat disinformation risk with the same urgency as malware, ransomware, and data breaches.
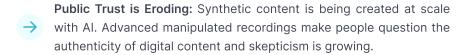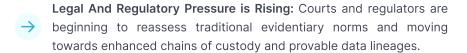
> 🔒 Only 5% of enterprises have adopted disinformation security frameworks today. By 2028, it will rise to 50%.

## The Growing Threat of Disinformation

Disinformation — false or manipulated digital content designed to mislead—is now a systemic risk. The rising accessibility and sophistication of AI manipulation tools have made digital content increasingly untrustworthy and it is starting to challenge legal evidentiary standards, erode public trust, and expose businesses to reputational and operational harm.

Impact of Disinformation:

→ **Public Trust is Eroding:** Synthetic content is being created at scale with AI. Advanced manipulated recordings make people question the authenticity of digital content and skepticism is growing.

→ **Legal And Regulatory Pressure is Rising:** Courts and regulators are beginning to reassess traditional evidentiary norms and moving towards enhanced chains of custody and provable data lineages.

→ **Defensive Tools are Outdated:** Forensic analysis and post-event analysis can't keep pace with the speed and scale of AI-generated manipulation. Protecting against AI requires prevention—not reaction.

### SWEAR: LEADING THE FIGHT AGAINST DISINFORMATION

At SWEAR, we treat truth as a strategic asset — one that must be captured, verified, and secured at the moment of creation. That's why we built the first AI-resistant recording platform, powered by our patented Digital DNA Mapping technology, to lock in authenticity from the start.

SWEAR safeguards organizations against disinformation by securing digital media during capture — not after the fact. SWEAR's platform establishes a cryptographically verifiable chain of custody the moment recording begins, ensuring every frame, pixel, and sound byte can be independently authenticated.

Discover how SWEAR can help you future-proof your enterprise at swear.com.

# Discover the Future of Digital Video Authenticity