

# Disinformation Security: A New Era of Cyber Risk

Gartner's Top Technology Trend for 2025

● CASE STUDY

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**Defensive Tools are Outdated:** Forensic analysis and post-event analysis can't keep pace with the scale of AI-generated manipulation.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

## THE SWEAR SOLUTION

Defensive/forensic analysis has traditionally been the tech industry's go-to strategy for identifying manipulated content. However, this reactive approach is locked in a never-ending arms race against increasingly sophisticated forgeries, making it insufficient in today's rapidly evolving digital landscape.

The future of information security demands a paradigm shift from after-the-fact detection to the creation of permanently verifiable records of reality at the moment of recording. SWEAR has pioneered this groundbreaking approach, offering real-time authentication instead of fragmented analysis. Our patented "Digital DNA Mapping" technology, powered by blockchain, ensures that any manipulation is instantly detectable while preserving the integrity of every pixel, sound, and frame. Designed to withstand even the most advanced AI and quantum exploits, this methodology transcends traditional forensics, delivering an unprecedented level of tamper-proof protection.

## What is Disinformation Security

Disinformation Security is the discipline of protecting content authenticity in real time, at scale, and across the enterprise. Its goals are clear:

- **Authenticate content at the point of origin**
- **Prevent impersonation and synthetic media attacks**
- **Detect and neutralize malicious digital media assets**
- **Maintain tamper-proof chain of custody and content lineage**

## What Makes SWEAR Different?



### AI-Resistant by Design

Cryptographic fingerprints for every second of media —recorded, hashed, and verified in real-time.



### Attribution Data

Mapping layers of security data to protect when, where, how and who created a recording.



### Blockchain Backed Authenticity

Decentralized and tamper-proof. Every second of a recording is mapped, in real-time into an independent chain of custody.



### Enterprise Ready at Scale

SWEAR integrates across devices and platforms — with minimal friction and maximum protection.

## The Future is Verifiable

AI-driven deception is evolving rapidly. Organizations that fail to adapt will face not only reputational risks, but also regulatory consequences & operational disruption. Digital content without verifiable authenticity will become a liability.

Gartner's conclusion is unambiguous: **disinformation security is not optional.**

## Stay Ahead. Stay Authentic.

At SWEAR, we're pioneering the future of digital trust. Our Digital DNA Mapping platform delivers the strongest, most scalable solution for organizations that refuse to compromise on truth and transparency.



### Visit Swear

Discover how SWEAR can help you defend truth, protect evidence, and future-proof your enterprise at [swear.com](https://swear.com).

