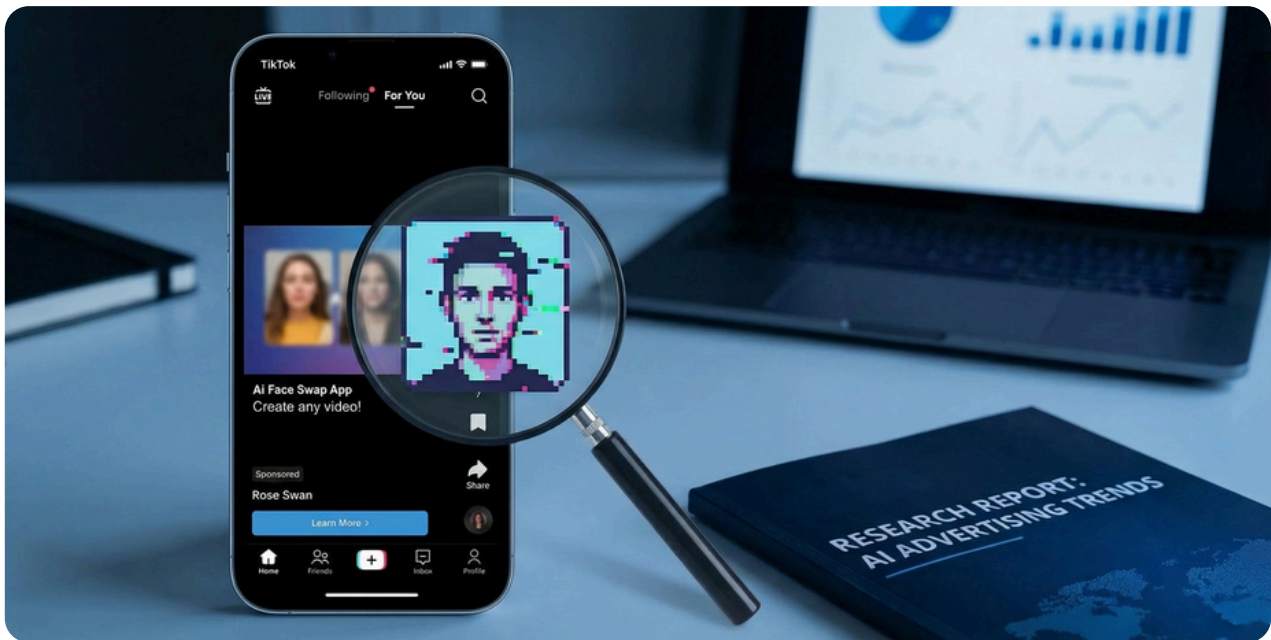


Copyleaks Research Reveals Nonconsensual Deepfake Ecosystem on TikTok

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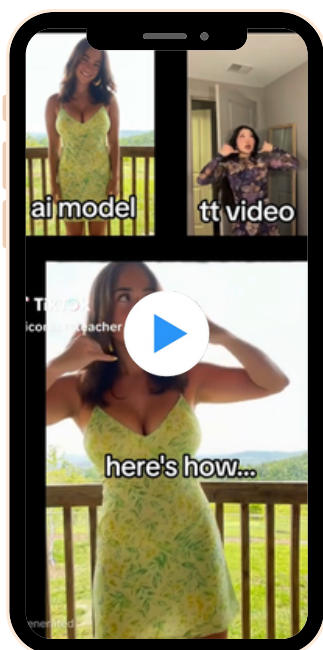


As we've seen with legacy social platforms like [X](#), and newer AI-driven platforms like [Sora](#), nonconsensual deepfakes can proliferate in these environments. These platforms rely heavily on user-generated content (UGC), and any ecosystem built on UGC is likely to become a vector for AI exploitation and misuse.

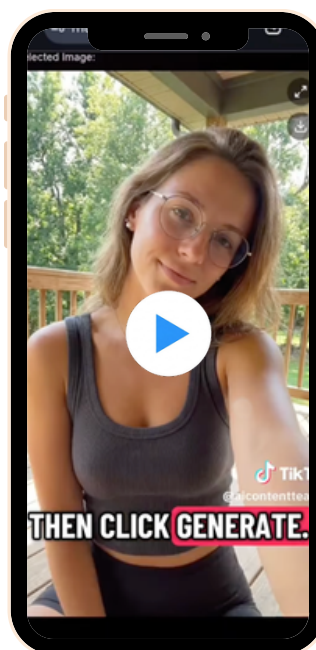
With that in mind, Copyleaks has observed a growing ecosystem of nonconsensual deepfake content on the social platform TikTok. This ecosystem includes a variety of deepfake-related content types. The following observational analysis is based on reviewing hundreds of TikTok videos over the last two weeks.

How-To Videos

There appears to be a growing number of TikTok accounts focused on helping others create what appear to be nonconsensual deepfakes. As seen below, some creators offer tips and platform recommendations on how to create deepfake celebrity videos. Using the [#deepfaketutorial](#) hashtag on TikTok, or by searching online, this content is easy to find.

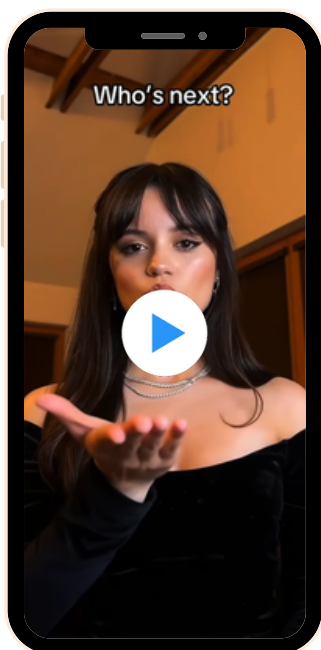


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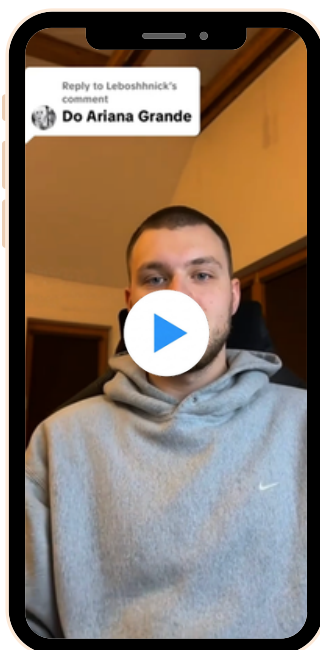


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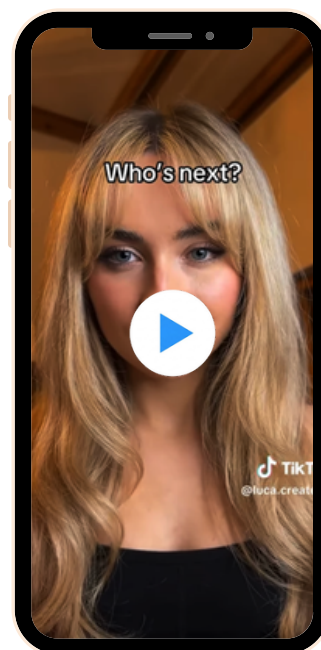
This creator, for example, with nearly 167,000 followers, has made a series of videos showing himself creating deepfakes of Jenna Ortega, Ariana Grande, and Sabrina Carpenter.



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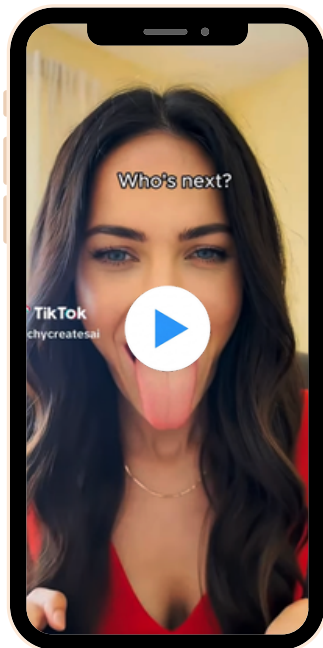
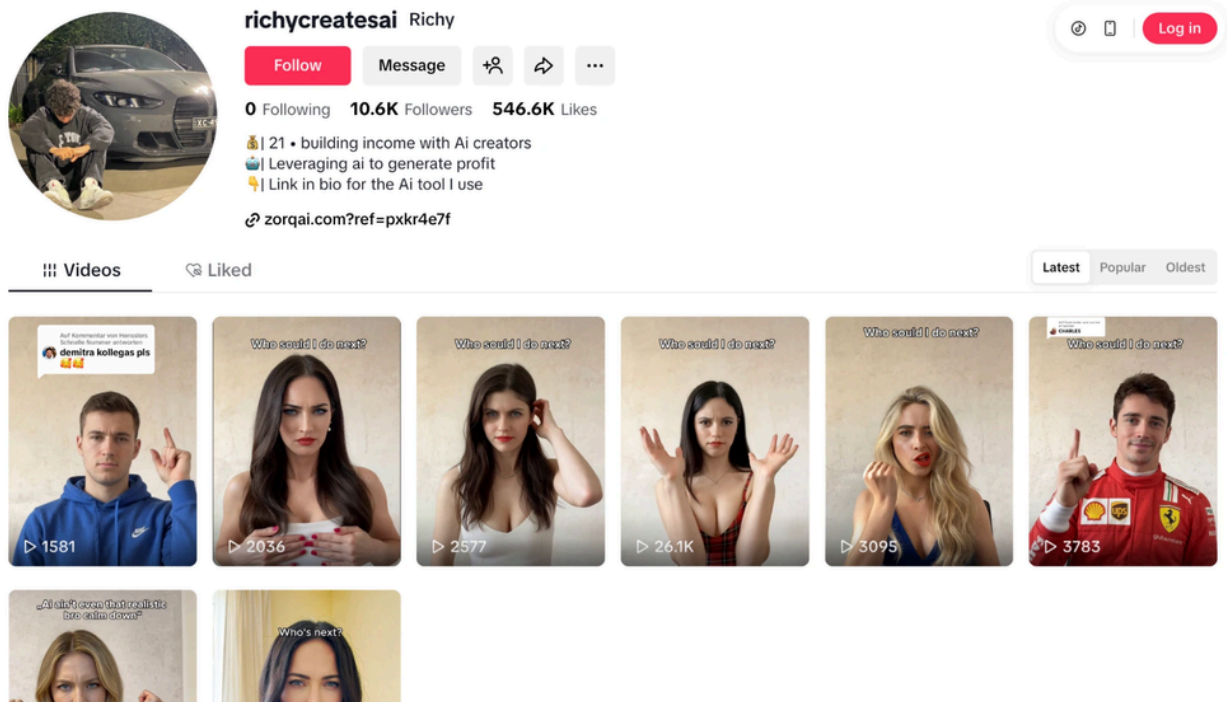
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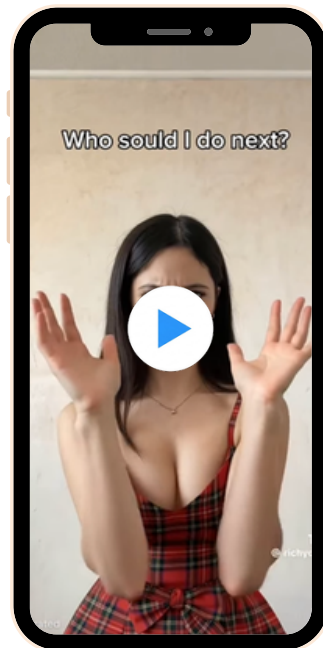
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Collectively, these three videos alone have nearly 2 million views and over 10,000 bookmarks. The videos appear to function as a top-of-the-funnel strategy to promote a €24 course teaching users how to create similar deepfakes.

In some cases, the “how-to” videos appear to be sexually suggestive (though nonconsensual deepfakes do not need to be sexual to be nonconsensual). See this creator, for example, who has produced multiple videos featuring celebrity actresses such as Megan Fox and Jenna Ortega as part of an affiliate marketing effort directing users to a generative AI platform.



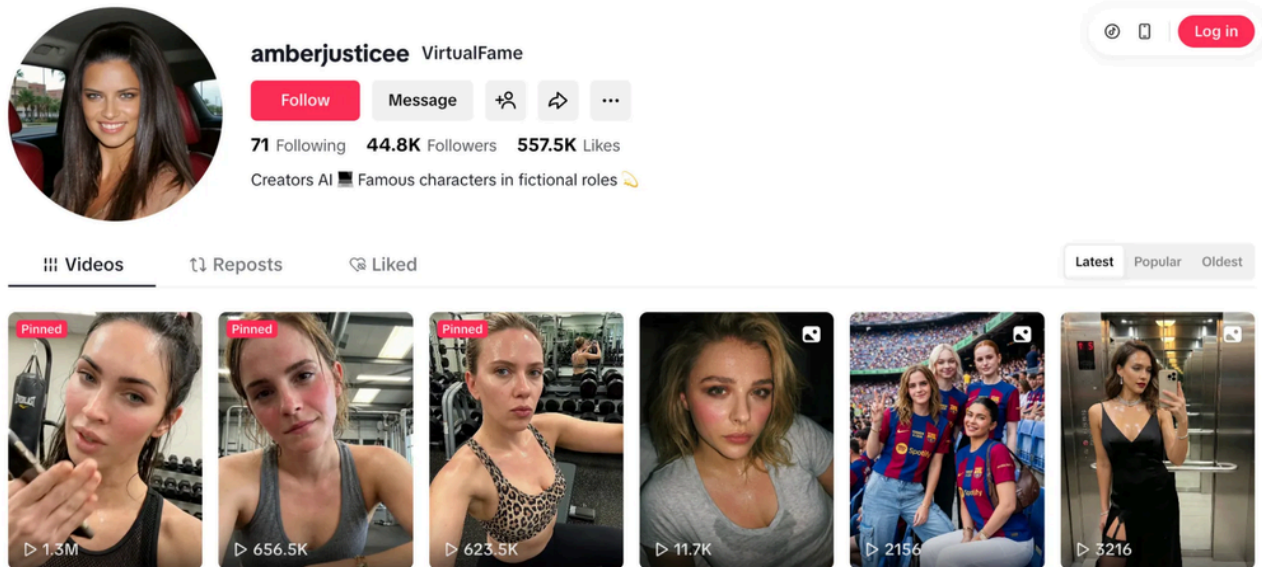
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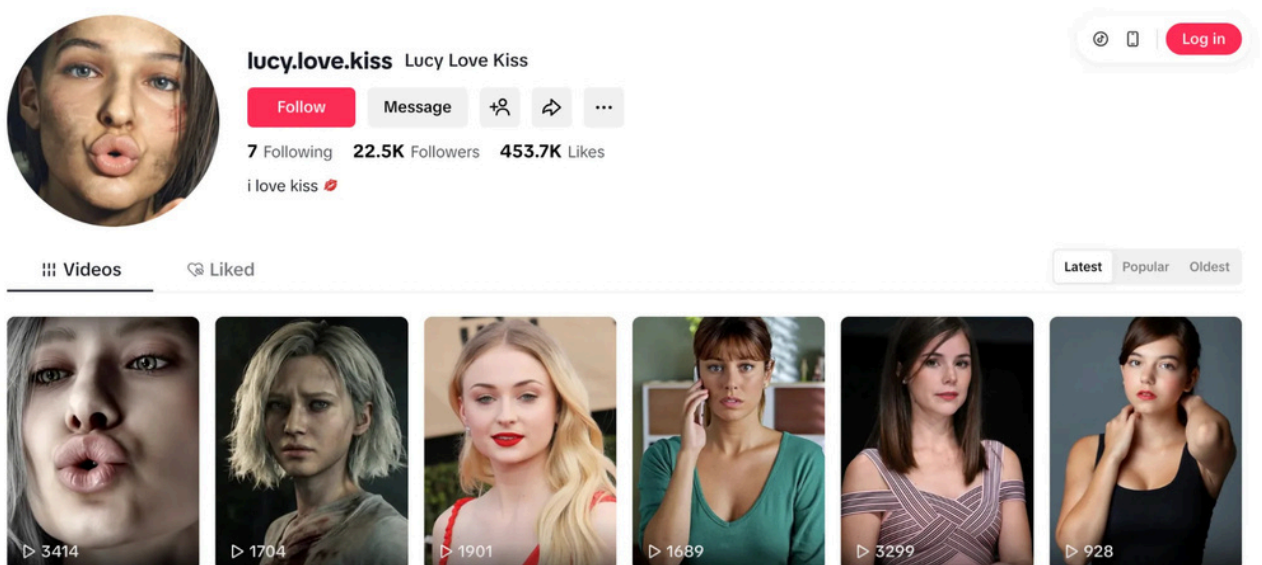
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Sexual Deepfakes

We observed a wide range of seemingly nonconsensual sexual deepfakes involving celebrities and influencers, including figures such as Dua Lipa, Sadie Sink, and others. Some accounts appear to regularly traffic in this type of content.



[@amberjustice](#) – An account featuring celebrities such as Chloë Grace Moretz and Scarlett Johansson in suggestive deepfake videos, with over 44,000 followers.



[@lucy.love.kiss](#) – Has over 22,000 followers showing celebrities such as Sophie Turner and McKenna Grace leaning toward the camera in intimate ways.



frantich НейроDad НейроБатя

Follow

Message



3 Following 6746 Followers 210.9K Likes

Я стал батей и теперь тут юмор про семью, детей и тд!

Videos

Reposts

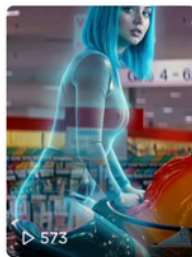
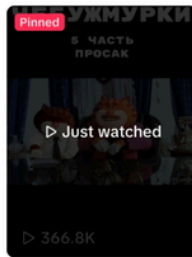
Liked

Latest

Popular

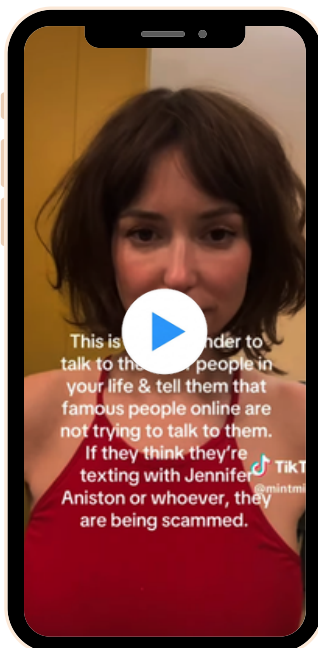
Oldest

Posts that some may find uncomfortable are unavailable. Log in to make the most of your TikTok experience. [Log in](#)



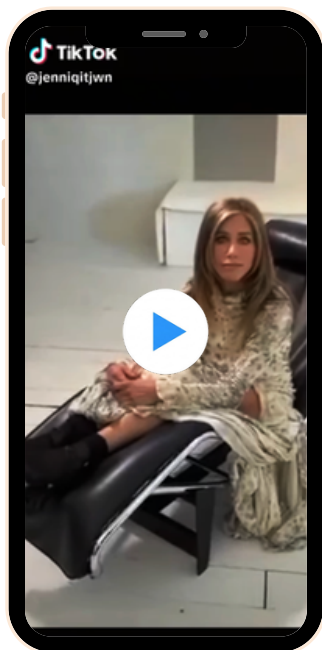
[@frantich](#) – Here, the creator has fewer than 7,000 followers, but a series of suggestive deepfakes featuring actresses like Emma Watson has generated over 1 million views.

Deepfake Scams

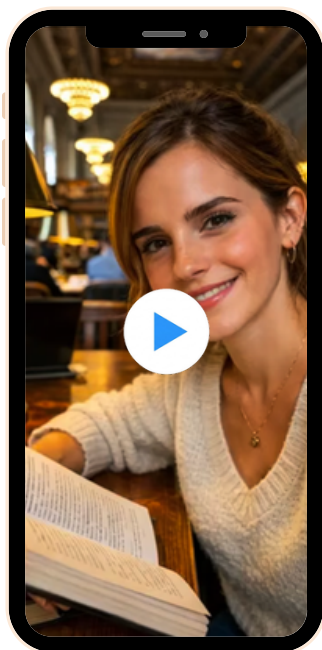


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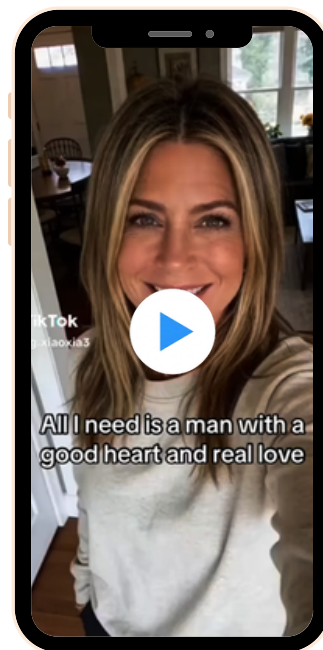
As highlighted in this video, there also appears to be a growing number of scam-oriented AI deepfake accounts on TikTok impersonating famous actresses such as Jennifer Aniston and Emma Watson. The apparent goal is to encourage users to direct message the account owners or engage with them on third-party sites that may be scams.



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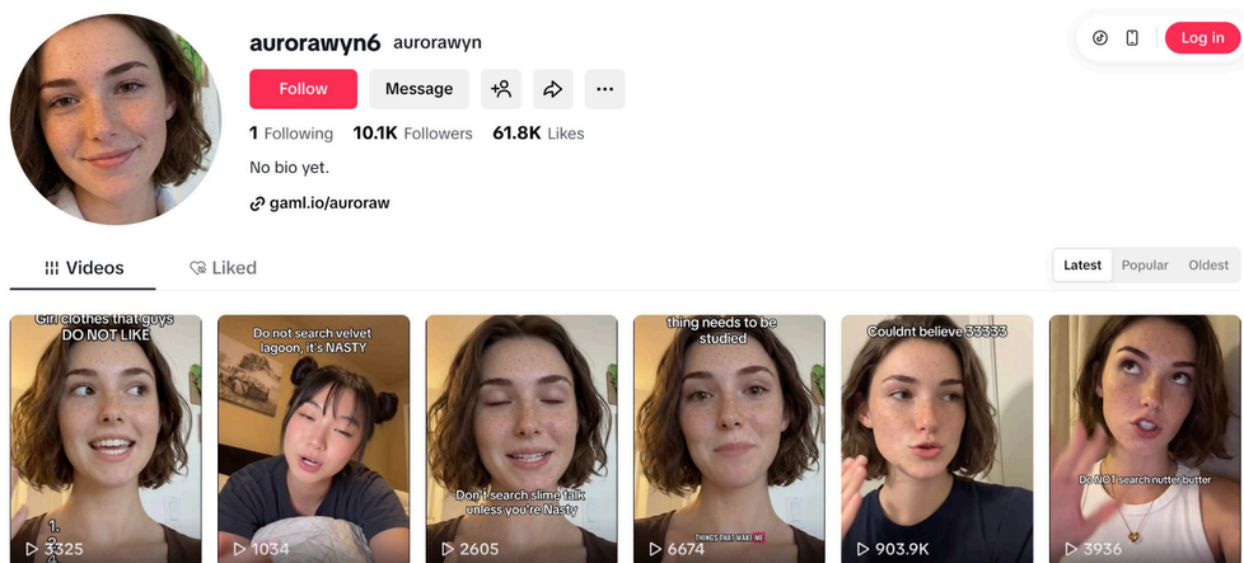


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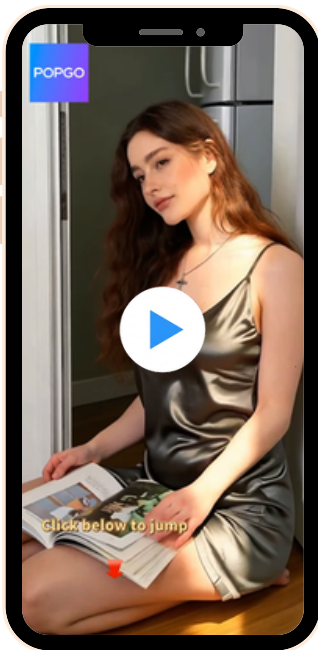
We also observed this type of scam extending beyond celebrities to include hyper-realistic AI-generated influencers. These accounts often comment on sexual topics or repurpose viral content from other creators. The apparent goal is to deceive users into believing the AI-generated influencers are real, either to facilitate scams or persuade users to purchase sexualized content generated by AI.



[@aurorawyn6](#) (over 10,000 followers)

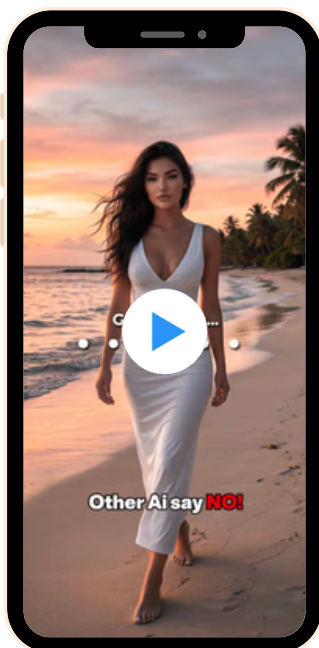


Copyleaks also observed ads for AI deepfake apps and services that appear to promote nonconsensual sexual deepfake creation. For example, this ad for POPGO describes the app as “a tool specifically designed for men.”

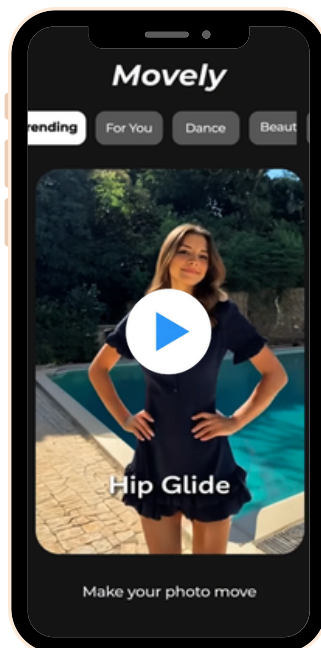


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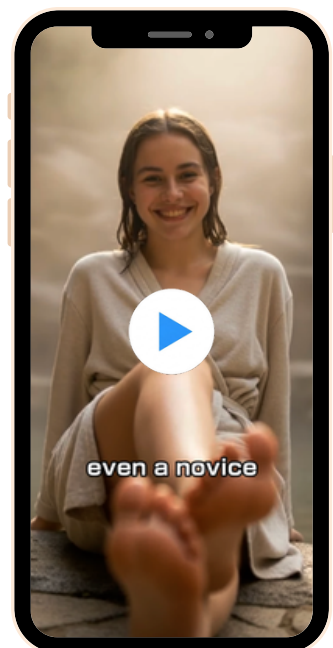
Another example is Movely, which maintains a presence on TikTok and promotes ads with messaging such as: “Other AIs say no, we say yes... no filter ever.”



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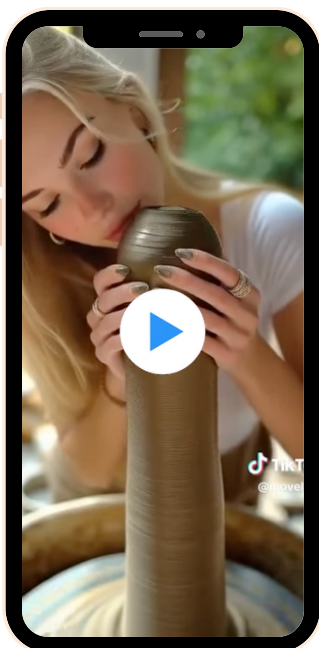


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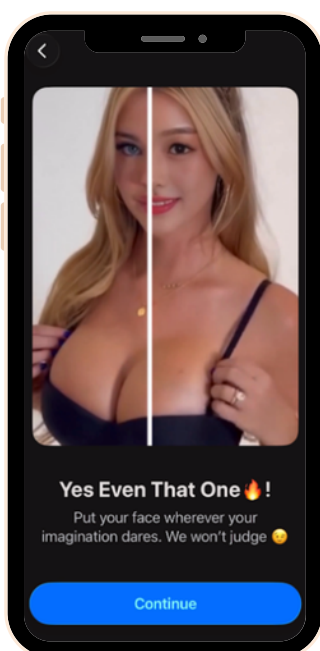
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At the same time, the Movely account on TikTok features publicly available sexualized content such as the following, which has over 484,000 views.



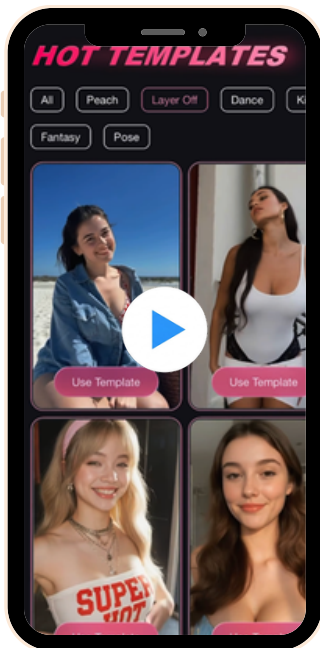
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During sign-up, Movely also encourages users to place their face “wherever your imagination dares,” reinforcing the app’s more permissive approach to face-swapping.



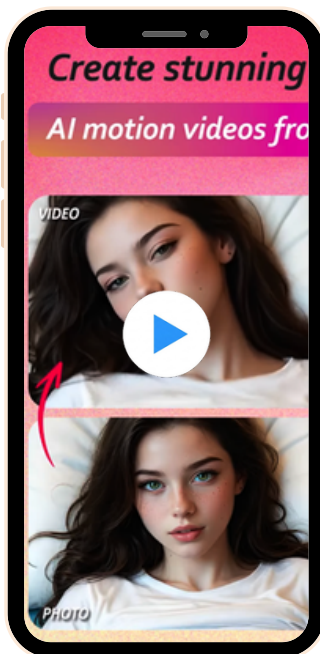
Taken together, the ad creative and account content suggest the app may be intended for nonconsensual use.

In another ad for an AI service promoted as Xjoy AI, clicking the ad takes users directly to a website featuring “Hot Templates” for nonconsensual AI deepfakes, including a “Layer Off” option that offers a range of undressing and sexualized photo templates.

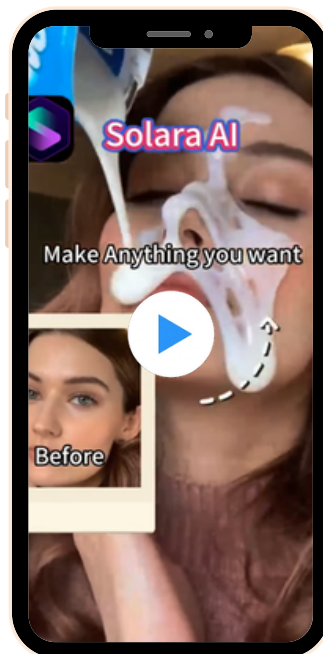


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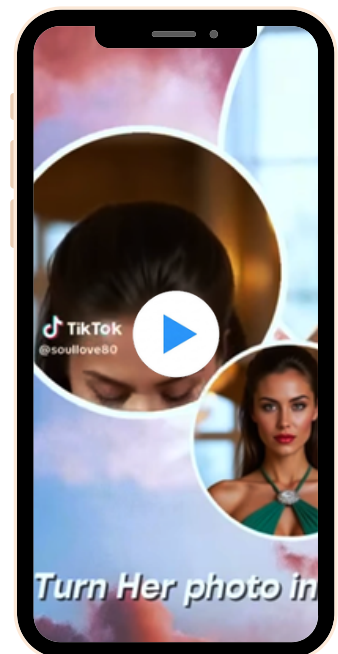
Copyleaks also observed a range of TikTok ads promoting nonconsensual sexual deepfake apps and services. These ads promise to transform a single photo into more sexualized imagery. The level of explicitness varies depending on the app and service.



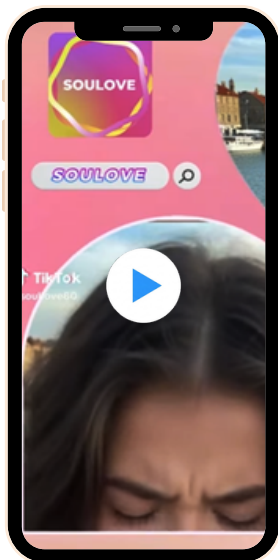
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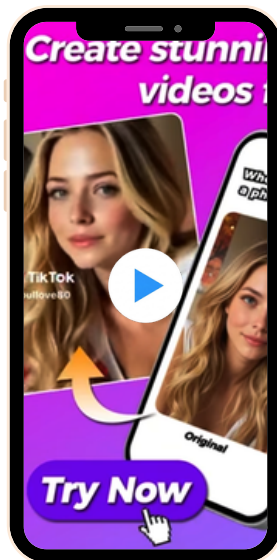
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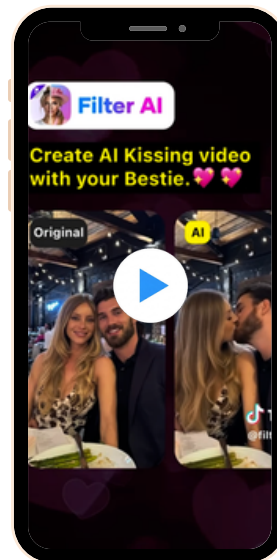
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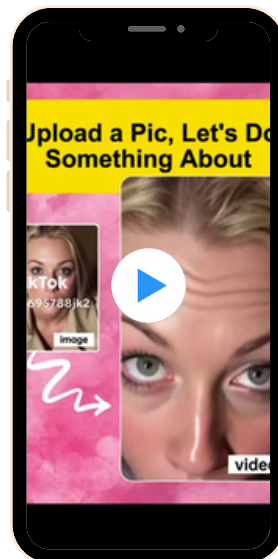
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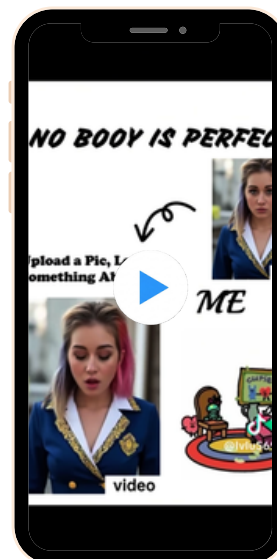
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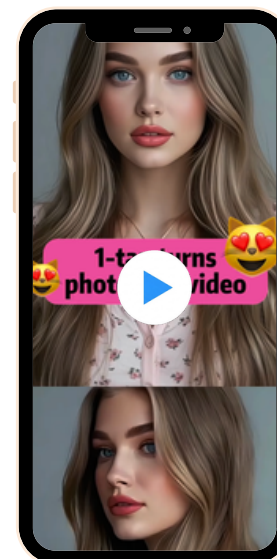
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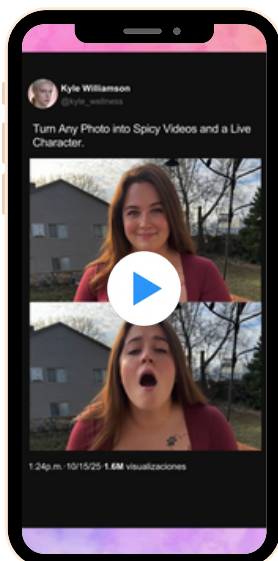
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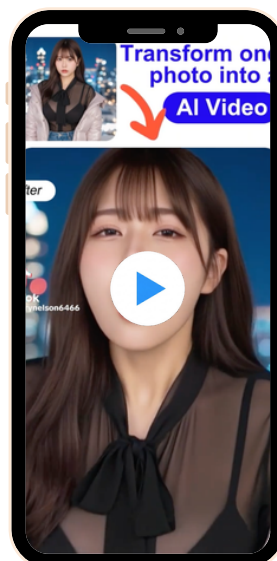
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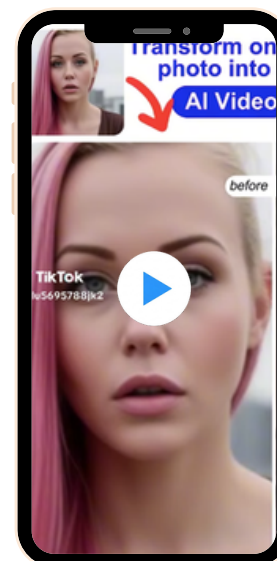
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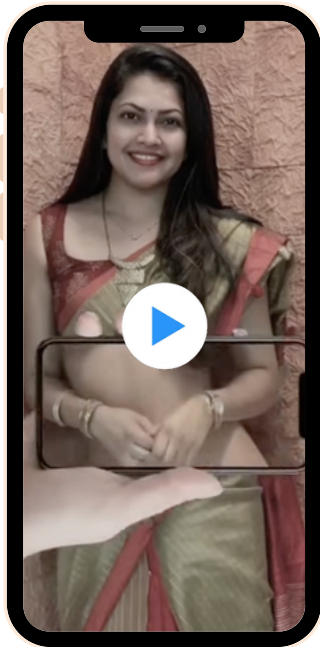


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In one of the more explicit examples, an app advertised in Hindi states that “apps that remove clothes from photos are becoming quite popular” and directs viewers to a link in the description where they can download a “photo clothes removal” app for free.



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The ad, based on public view counts, appears to have been viewed over 140,000 times.

Collectively, the ads above appear to have generated thousands of views, suggesting the content is reaching a meaningful audience.

Why This Matters

The findings above highlight how quickly gen AI misuse can spread in environments built around user-generated content. While deepfake technology is not new, the accessibility of new AI apps and tools – combined with the reach of social platforms – is creating entirely new distribution ecosystems for nonconsensual synthetic media.

For individuals, this raises serious concerns around digital identity, harassment, and consent. Anyone with a public presence, from celebrities to private citizens, can become the target of media manipulation.

For platforms, the challenge is growing more complex. Moderation and innovation are at loggerheads. But social media is increasingly exploited to normalize nonconsensual deepfake creation, and, in some cases, monetize it.

Brands also face growing risks as gen AI tools make it easier to manipulate recognizable people, characters, and IP without permission ([see our previous Burger King example](#)). When this occurs, it can degrade the overall marketing value of platforms like TikTok, which are otherwise strong environments for advertisers and audiences alike.

Copyleaks conducted this research as part of its broader mission to understand how AI is being used both responsibly and irresponsibly. As AI tools become more powerful and widely available, detecting synthetic content and “mixed” media, while understanding how it spreads online, is increasingly important for platforms, policymakers, and the public.

Ultimately, transparency is the first step. Understanding where and how these ecosystems develop is critical to ensuring AI innovation does not come at the expense of consent, trust, and digital safety.