

Vloggi boosts trust in human-generated video amid growing threat of AI deepfakes and slop

Video crowdsourcing platform adds video provenance layer building on growing interest from political parties and business

SYDNEY, NSW, AUSTRALIA, August 19, 2026 /EINPresswire.com/ -- Video submission leader [Vloggi](#) has announced a major platform upgrade today, introducing a new video verification layer connecting every contribution with its human source and submission history.

The upgrade marks a major step change for video testimonial software, giving users a record of the exact provenance of the contributor video.



Justin Wastnage, CEO (right) Jean-Christophe Diomard-Azzarau, Chief Engineer

“The move effectively acts as a barrier against nefarious actors using generative AI to create deep fake content in business, marketing or politics,” said Justin Wastnage, founder and CEO of Vloggi.

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Vloggi has timed the release to coincide with the US midterm elections, on the back of strong customer demand from US, UK and Australian political parties.

The 2024 presidential campaigns of both Robert F. Kennedy Jr. and Joe Biden used Vloggi to gather voter sentiment via qualitative video surveys.

The Kennedy-Shanahan campaign explicitly chose Vloggi for its ability to source real voter videos at a time when early generative AI was a feature of his rival's campaign.

"As we head into a new election cycle in the US, it's more important than ever to reliably determine whether video content has been created by actual humans or machines," Wastnage said.

The company, whose technology helped former UK prime minister Rishi Sunak canvas supporters' views on his path to victory, has been in talks with several US campaign teams this year, as well as one of the major political parties in Australia to deepen trust in video submissions.

Recent advances in large language models mean that AI-generated videos are now often indistinguishable from human-generated videos.

"We see entire brands' outputs of supposed 'user-generated content' created programmatically without a single human having been filmed," Wastnage noted. "While the new wave of AI slop can be useful for brands, we see it as dangerous for areas like politics, research and education, where authenticity of the video is paramount".

In addition to political campaigns, Vloggi is also used by global corporations including one of Australia's largest telecommunications providers, which is using video forms to gather sensitive employee feedback. A similar pilot project planned for a major US bank this fall relies on being able to source genuine human video without fear of deepfakes entering the workflow.

"As synthetic video becomes easier to produce (and authentic footage increasingly difficult to prove) this upgrade creates an immutable record showing who submitted a video, when it was received, what permissions were granted and how the footage entered an organization's workflow," Wastnage added. "It is essentially a chain of custody for human-generated video".

Growing legal distrust of synthetic video



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The release comes as courts, newsrooms, political campaigns, brands and individuals confront growing uncertainty about the authenticity of digital media.

In a 2025 California housing dispute, a judge determined that a witness video submitted as genuine evidence had been generated using AI. While in February this year, New York's highest court overturned child-abuse findings in a separate case because the critical video evidence had not been adequately authenticated.

"The challenge is no longer simply detecting fake video," said Vloggi chief engineer, Jean-Christophe Diomard-Azzarau. "Organizations also need a practical way to establish where real video came from, who submitted it and what permission they gave for it to be used."

How Vloggi's authentication process works

When Vloggi processes contributed video, the contributor's name is embedded in the file's author metadata, traveling with the video even after it leaves the platform.

Device information, user interaction and file interrogation are all used to deliver a provenance record for each submission that can include:

- Whether the video was captured through Vloggi or uploaded as an existing file
- Available camera-origin and recording-time signals
- Indicators of editing, export or recompression
- Contributor attribution and consent declaration

The other side of Content Credentials

As major AI technology companies introduce Content Credentials to flag their synthetic origin, Vloggi addresses the other side of that problem. At the heart of the Vloggi system has always been a consent agreement between the contributor and platform user. This has been strengthened to make it clearer to whom the contributor is assigning re-use rights and how. The contributor can now download a unique submission ID to track usage.

"If AI-generated content is going to carry a record of where it came from, authentic human content needs an equally serious record of its origins," Wastnage said.

"This is about protecting human attribution and consent. Real people should not become anonymous raw material for organisations or AI systems."

AI and human video both have a role

Vloggi said the upgrade should not be interpreted as opposition to generative AI. The company uses AI in product development, campaign creation and other areas of its business, with those uses explained in its updated responsible AI statement.

"We're not against AI. We use it to accelerate development, generate imagery and help draft copy," Wastnage said. "AI-generated video has a legitimate and growing role. But in journalism, politics, law, market research, customer testimony and brand communications, there are times when organisations specifically need a real, accountable human source.

"For most content, there's generative AI. For everything that needs a real human source, there's Vloggi."

Multilingual contribution and strengthened privacy

The provenance upgrade follows Vloggi's introduction of contributor experiences in French, Spanish, Portuguese, German, Dutch and Italian. Vloggi has also updated its privacy framework to support the European General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) compliance, including clearer legal disclosures, distinctions between data-controller and data-processor responsibilities, translated privacy information and multilingual public video contests.

Together, the changes make it easier for organisations to collect attributable and permissioned human video across Europe and the Americas. [Read more here.](#)

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