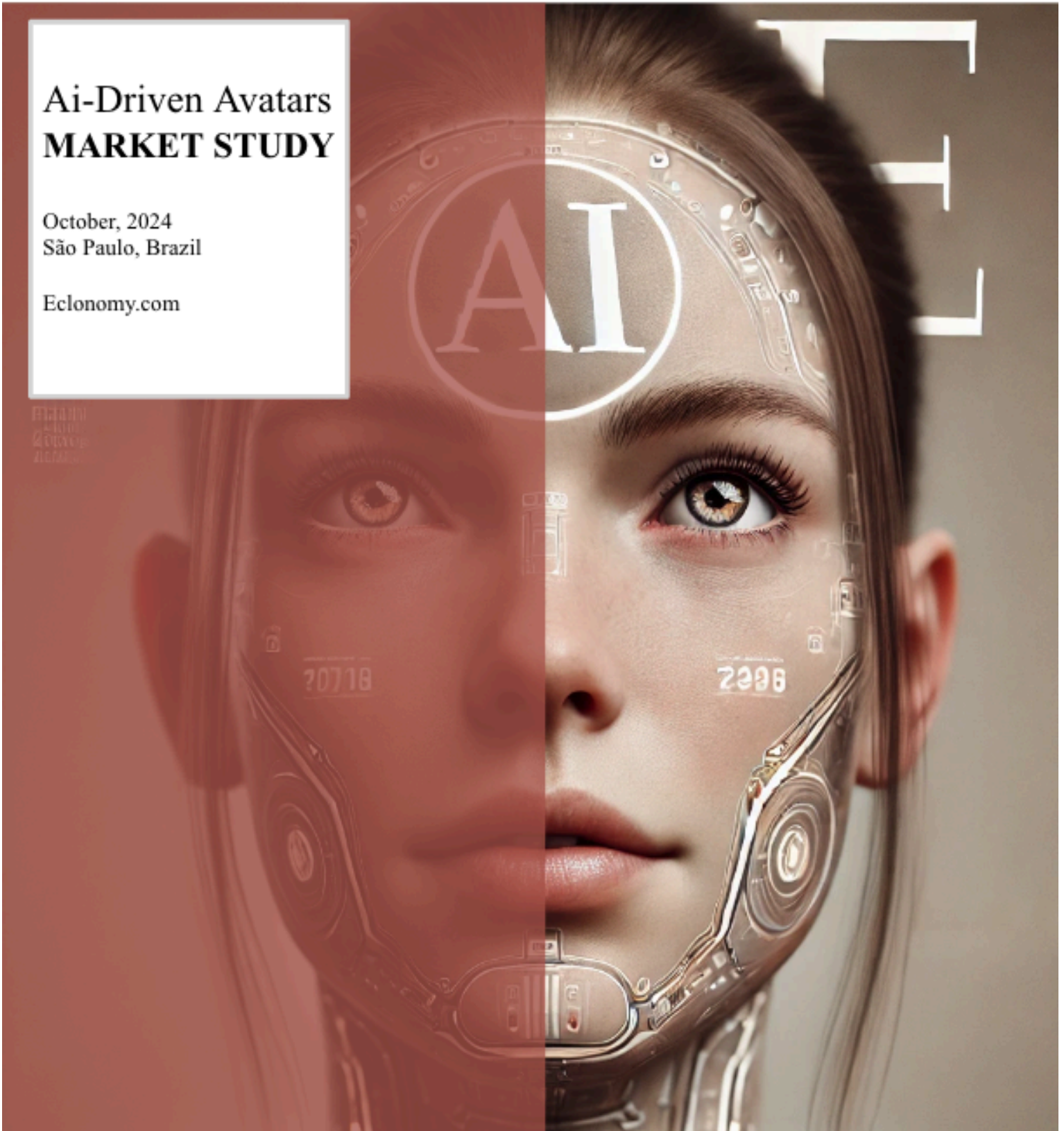


Ai-Driven Avatars MARKET STUDY

October, 2024
São Paulo, Brazil

Eclonomy.com



Copyright © www.Eclonomy.com 2024

ECLONOMY

Table of Contents

1. Forewords	18. Ethics Overview
2. Research Team	19. Pricing Overview
3. Acknowledgements	20. Return On Time (ROT)
4. Executive Summary	21. Mentor’s Clones
5. Introduction	22. C-Level Clones
6. What is an Ai-Driven Avatar	23. Conclusion
7. Top Components of Ai-Driven Avatars	24. Final Remarks
8. Debunking “Ai-Driven Avatar Myths”	25. FAQs
9. Ecosystem Actors	26. Annexure 1: School Teachers
10. Problem Statement	27. Annexure 2: Online Tutors
11. Purpose	28. Annexure 3: Professionals
12. Research Approach	29. Annexure 4: Authors & Books
13. Digital Avatars Types	30. Annexure 5: Movies & TV Series
14. Overview of Ai-Driven Avatars Companies	31. Annexure 6: Music
15. List of Tables	32. Annexure 7: Companies Using Ai Video Solutions
16. Key Findings	33. Annexure 8: Sources
17. Benchmark Data	34. Glossary of terms



List of Tables

Table 1: Company Foundation Timeline

Table 2: Investment Rank

Table 3: Company Sizes

Table 4: Traffic Rank

Table 5: Engagement Rank

Table 6: Timeline of companies founded & Overall funding

Table 7: Reported Number of employees on linkedin.com



Forewords



 ChiefAIOfficer.com

As Generative AI makes greater inroads in businesses of all sizes, in my opinion one of the areas that has the greatest opportunity to represent the promise of AI is AI-driven avatars.

I was an early and robust user of this category of Gen AI since early 2023, and have been experimenting with ways we can create avatars that are indiscernible from an actual human on the screen. So when Jose shared this research, led by Eclonomy, with me, I was excited to see what a brilliant businessman like him would come up with.

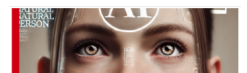
And I wasn't disappointed

This paper addresses critical themes such as the ethics of AI deployment, the importance of data privacy, and the ongoing evolution of these technologies. As organizations grapple with the new territory of integrating AI into their operations, one thing all companies have in common is the need to establish clear guidelines that prioritize transparency and responsible use. The insights presented here serve as a fantastic guide for executives and decision makers navigating this frontier.

Moreover, the case studies and benchmarks provided in this research highlight tangible benefits that can be realized by adopting AI-driven avatars. From enhanced customer service to innovative training solutions, the opportunities for scaling operations are boundless.

Embracing AI-driven avatars is not just about technology; it's about redefining human experiences in a rapidly advancing AI age of business & communication, and Jose's research should be a must read for any business professional

Chris Daigle
Founder, ChiefAIOfficer.com





Imagine a future where customer service is available 24/7, providing the same care, values, and culture you would expect from a high-quality, human interaction. This kind of support doesn't just solve problems—it becomes a part of your life, seamlessly integrated into your WhatsApp, email, or even your phone's voice assistant. This is a part of the future that AI-powered digital clones are starting to build—a revolutionary shift that will transform how companies interact with their clients and the world.

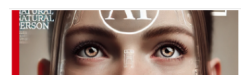
In the concept of the "[Eclonomy](#)", digital clones are not just automated tools; they are true ambassadors of identities, values, and cultures. They play a central role in creating more personalized, dynamic experiences, whether in customer service, education, or new forms of engagement. These avatars go beyond facilitating tasks—they preserve and perpetuate what is most human in our interactions.

The Eclonomy study, spearheaded by José Larrucea, explores how this emerging economy is rapidly becoming a reality. Companies and individuals are already leveraging digital clones to extend their capabilities, delivering experiences that were once unimaginable. The creation of hybrid avatars, combining characteristics from different sources, promises to bring about truly unique interactions, offering a new dimension of possibilities.

However, with this innovation comes significant challenges. Ethical, security, and trust issues will be crucial in ensuring that the Eclonomy is built responsibly and safely. Establishing clear standards for the use of digital clones will be vital to protecting the interests of all parties involved.

This study provides a snapshot of the evolution of the Eclonomy, illustrating how the present is shaping a connected and dynamic digital future. May it serve as a source of insights for academics, business leaders, and anyone seeking to understand the future of the digital economy and the impact of digital clones on society.

Eric Santos
Founder & CEO of AI Connect



Research Team



Jose Larrucea

Both, a Senior Internet Executive and a Tech Entrepreneur. At Eclonomy, he is focused on evangelizing the newly born Digital Clone technologies shaping the way humans and machines interact. Larrucea has 24 years' private sector experience with both startups and established companies such as Wix.com, RealNetworks or disruptive tech in the fashion world like Brandsclub or Shoes4You, a small startup he co-founded.

www.JoseLarrucea.com



Angie Giules (AI)

Angie Giules is one of OpenAI's GPTs. "She" is a journalist-like avatar that works alongside Jose as an assistant, ghost writer and perspective provider. Angie is about 2 years old and is learning Jose's ways when it comes to style, tone and even personal touch and examples.

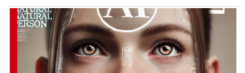
www.Giules.com



Jose's clone (AI)

JL's clone lives in Delphi's cloud. "He" is a Conversationalist. He provides Jose with rationales, ideas and brainstormings. His core expertise is around digital clones, and can also engage users in conversations about Mindfulness, blockchain and innovation.

www.Jose.chat



Acknowledgements

We would like to thank and recognize the efforts of the following companies for their continued contribution towards the development of this up rising market and for helping to build relevant awareness: **Delphi**, **HeyGen**, **Coachvox**, **Sensay**, **Uneeq**, **DeepBrain**, **Veed**, **Elai** and the many others that, via investment and very talented teams, keep pushing everyday.

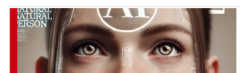
Additionally, we would like to show appreciation to the following individuals and leading entrepreneurs for their generous help and assistance in the research process (in alphabetic order): **Jodie Cook** (Coachvox), **Dara Ladjvardian** (Delphi), **Dan Thomson** (Sensay); especially for enabling us to quote and reference in this study our interactions with their very own digital clones.

Furthermore, we are very thankful to **Martin Varsavsky** and **TJ Walker** for making their digital interactive clones available for us to hold rich conversations on various topics relevant to the potential of this market.

We would moreover like to express our gratitude to AI Connect and ChiefAIOfficer's Founders & CEOs, **Eric Santos** and **Chris Daigle** respectively, who through their views on GenAi, content reviews and conversations allowed us to refine the study, making it more robust and coherent.

Special thanks to both **Angie Giules (Ai)** and **Jose's clone (Ai)** for their tireless responses either written or audio to help shape the ideas, the format and the approach of this study.

Finally, we would also like to thank Academia.edu for providing the necessary infrastructure and space to share the study with the community of long-life learners who live within their pages.



Executive Summary

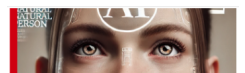
This study provides an empirical overview of the current state of the Ai-Driven digital clone market. The study gathered data from more than 15 companies (startups), some with longer track record than others and with publicly shared or private fundings.

The study details the emergence and evolution of this ecosystem, explores its actors and components, their business models and pricing, and it examines the somewhat current state of this industry, their use cases, funding and some investor names.

The purpose of this study is to provide a comprehensive overview by offering insights into engagement metrics, geographic reach, audience profiles, and pricing models, aiming to equip stakeholders with the information they need to make informed decisions.

Additionally, the study highlights the current trends, industry focuses, and competitive landscape, offering a clear picture of how these technologies are shaping the future of AI-driven interactions.

In short, this report serves as an essential and initial guide for understanding the Digital Clone ecosystem and its potential to revolutionize the way we work, communicate, and engage with technology.



Introduction

Digital Clones and similar technologies have often been compared to traditional chatbots or customer service agents, which primarily served to automate repetitive tasks. However, today's Digital Clones, powered by advanced Artificial Intelligence (AI) and Generative AI, represent a significant leap forward, transforming how we interact with technology.

We are at the forefront of a revolutionary shift where machines can perform tasks with greater efficiency, tirelessly processing information with perfect recall. This evolution has led to the rise of **Digital Clones**, **Digital Avatars**, and **AI-Driven Avatars**—digital representations of personal knowledge or experiences designed to support both individuals and businesses.

In this benchmark study, we will explore the various types of avatars, each developed for unique purposes and varying in complexity. Some are simple and straightforward, while others require advanced technology and refinement. Regardless of their design, all share the potential to enhance, augment and scale human productivity improving our daily lives.

Several companies are racing to establish dominance in this growing market, with many adjusting strategies, pivoting product offerings, or even changing geographies to achieve product-market fit. Significant investments are being made to secure competitive advantages in a rapidly evolving industry.

To bring light to some of the current possibilities of digital interactive clones that are exemplified in real cases using Delphi's solution, we can mention a few names ranging from CEOs, entrepreneurs, coaches, mentors and others such as Brian Tracy (Motivational speaker), Guy Kawasaki (Chief Evangelist of Canva), JJ Virgin (Nutrition Expert), Keith Rabois (Managing Director at Khosla Ventures), Martin Varsavsky (5-time Unicorn entrepreneur), Rob Henderson (Psychologist and bestselling author of Troubled), Ryan Hoover (Founder of Product Hunt) and many others available on their website:

<https://www.delphi.ai/browse/recent/view-all>

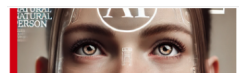
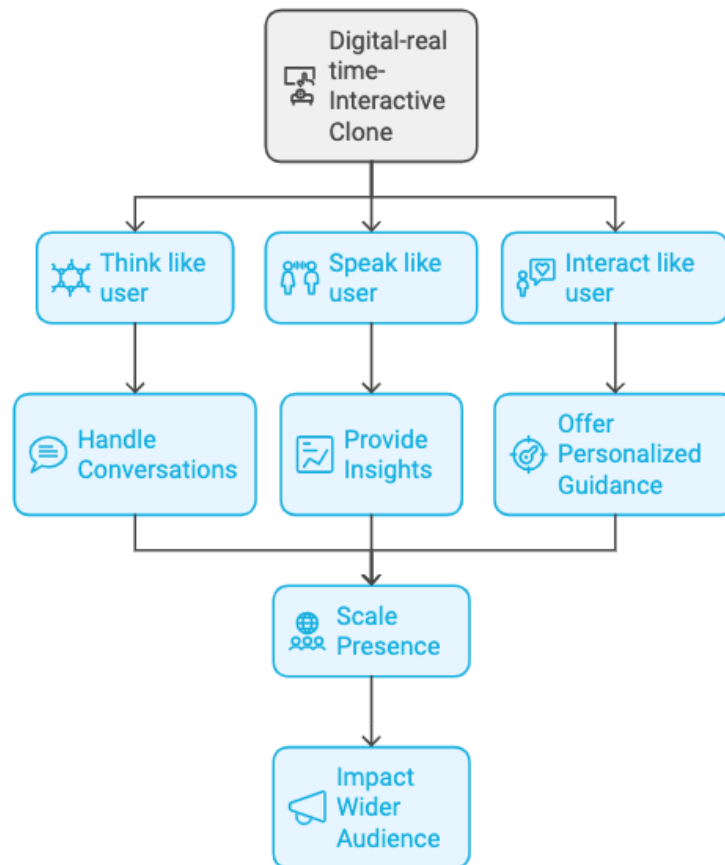
Additionally, we have found cases of companies embracing the GenAI capabilities for video creation using Synthesia's platform. Some names are: Heineken, David Beckham, Zoom, Xerox, Dupont, Electrolux and many others listed on their website: <https://www.synthesia.io/case-studies>



What is a Ai-Driven Avatar

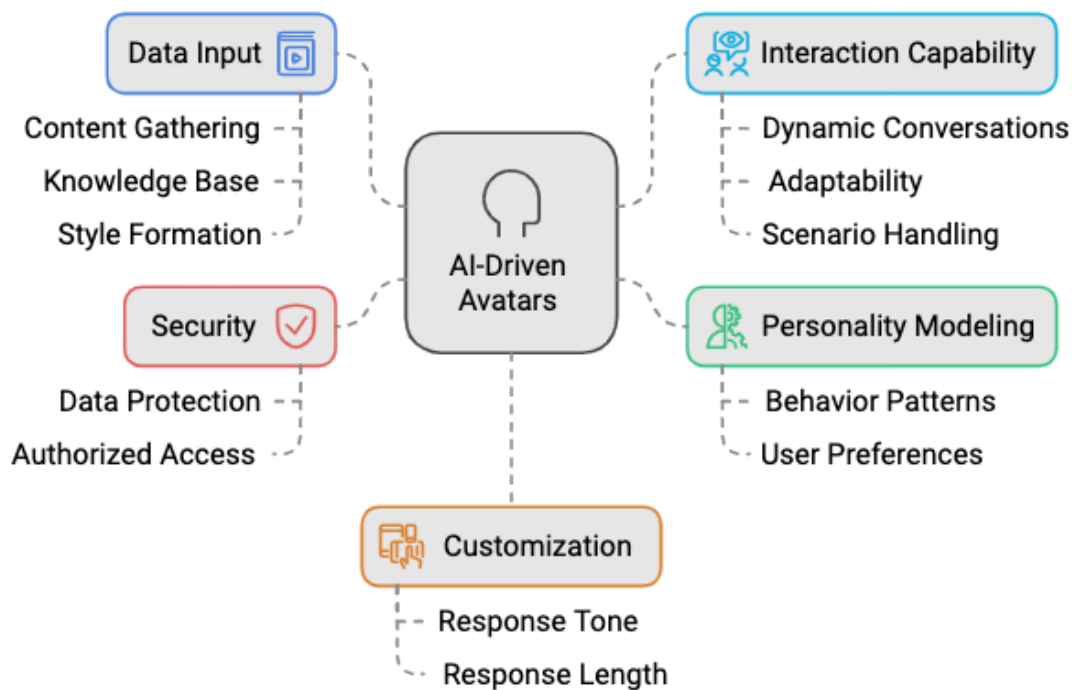
When we talk about Ai-Driven Avatars it can mean a variety of things, but for the purpose of a naming convention, we will define it as follows:

A Digital-real time-Interactive Clone, also known as Ai-Driven Avatar, is essentially a digital version of yourself that can think, speak, and interact just like you would. It's like having a virtual twin that embodies your knowledge, personality, and style, allowing you to engage with others in real-time. This clone can handle conversations, provide insights, and even offer personalized guidance, all while maintaining your unique voice and perspective. It's a way to scale your presence and impact, making your expertise accessible to a wider audience without being physically present.



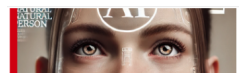
Top Components of Ai-Driven Avatars

Digital Interactive Clones generally have the following components:



In summary, think of it as if you are building a Robot that can talk like you to other people:

1. **Data Input:** Think of this as the robot's library. It needs books, videos, and sounds to learn from. This is where it gets all the facts and stories it needs to know.
 2. **Personality Modeling:** This is like giving your robot a cool personality. Does it tell jokes, or is it super serious? It learns how you talk and act, so it can be just like you!
 3. **Interaction Capability:** This is the robot's superpower to chat with people. It can answer questions and have conversations, just like a friend would.
 4. **Security:** Imagine a big, strong lock that keeps all the robot's secrets safe. Only the people you trust can see what it knows.
 5. **Customization:** This is like dressing up your robot in different outfits. You can change how it talks and what it says to make it fit different situations.
- The main difference between 2 and 3 is that on 2 the Robot learns by information and on number 3 the Robot is enabled to take action so that it can effectively talk in the way it was programmed.



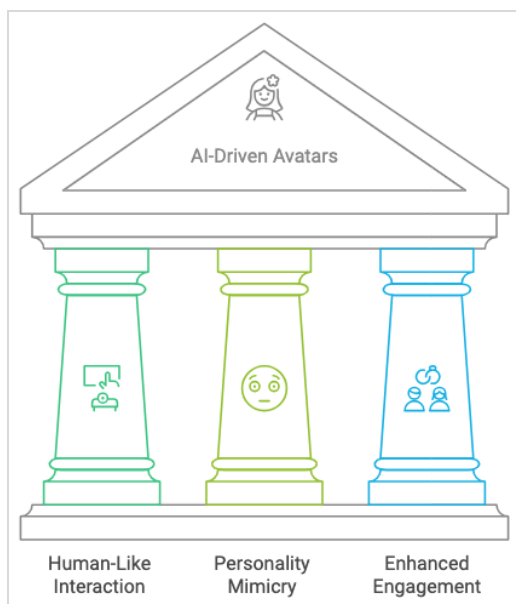
Debunking “Ai-Driven Avatar myths”

While Ai-driven avatars offer exciting and transformative possibilities in the realm of human-computer interaction, they are not a one-size-fits-all solution and do not automatically resolve every issue.

Much of the discourse surrounding AI avatars often emphasizes their benefits, sometimes overstating their potential to revolutionize industries without fully addressing their limitations.

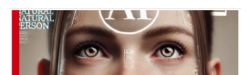
It’s crucial to take a balanced view of this technology, understanding opportunities and challenges that arise with the design and deployment of these technologies.

The following sections will explore common misconceptions around AI-driven avatars, helping to provide a clearer view of their potential and their challenges.



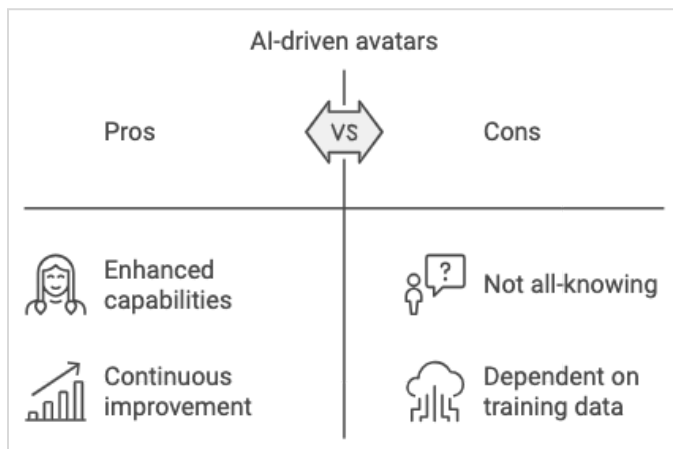
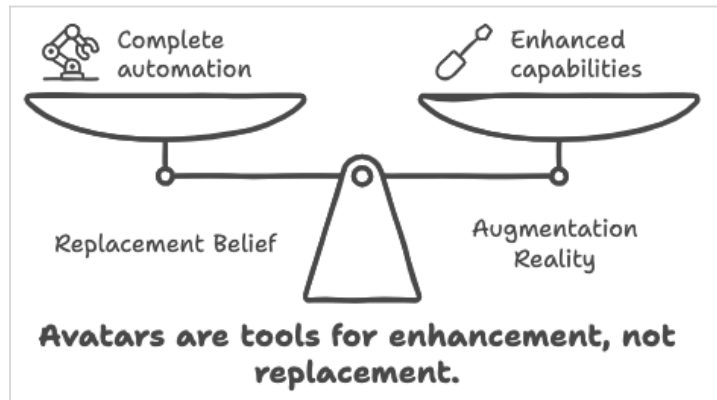
First up, people often think these avatars are just glorified chatbots.

Not true! They’re designed to mimic human conversation and personality, making interactions feel more genuine and engaging.



Second, there's a belief that avatars will replace humans entirely.

In reality, they're meant to augment human capabilities, not replace them.



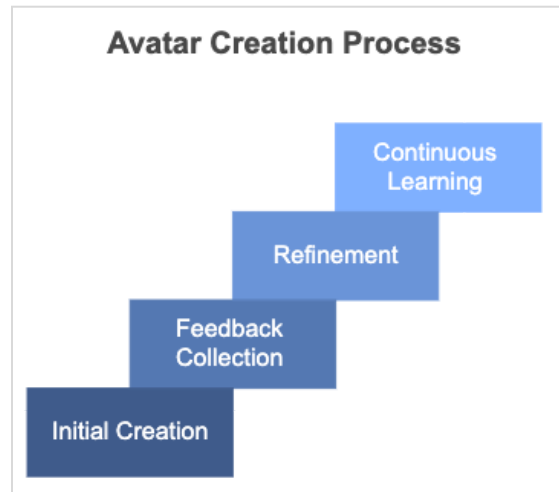
Third, some folks worry that avatars are all-knowing.

They rely on the data they're trained on, so they're not omniscient.

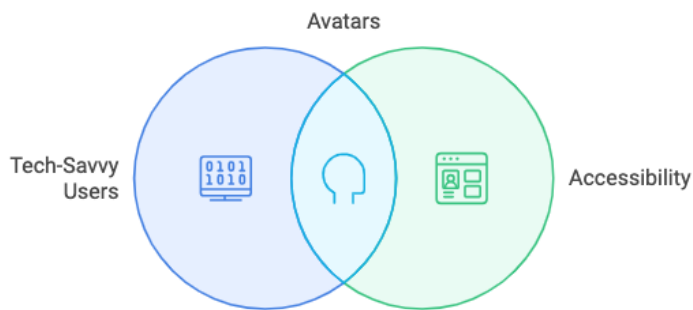


Fourth, there's a myth that creating an avatar is a one-time thing.

It's actually an ongoing process of refinement and learning.

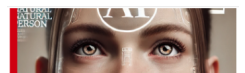


Common Misconceptions About Avatars



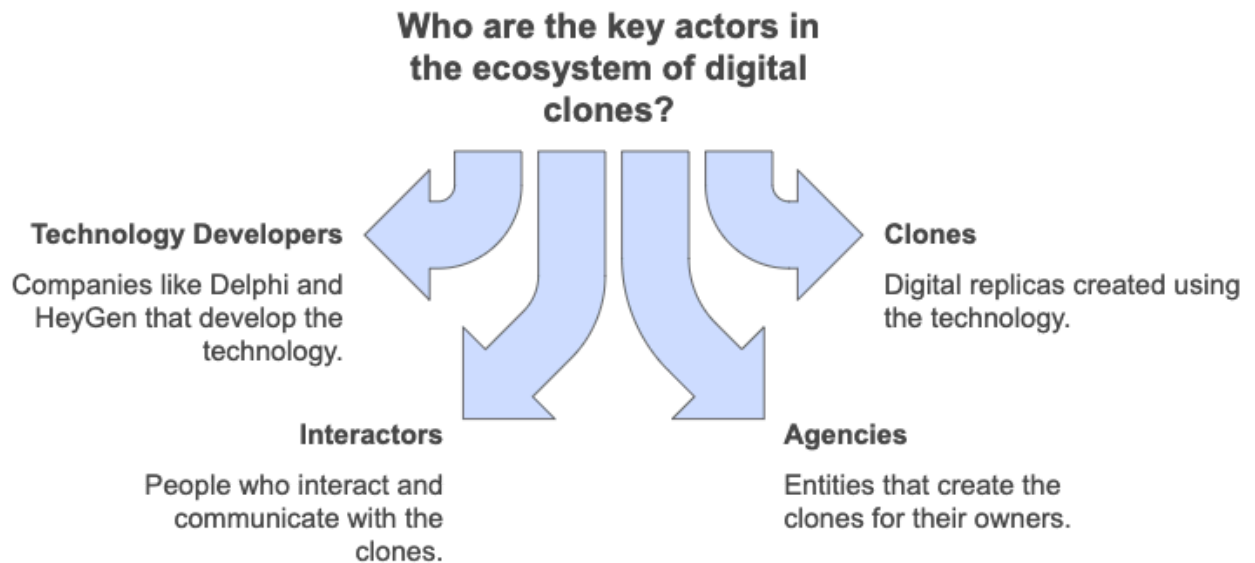
Lastly, people assume avatars are only for tech-savvy users.

They're becoming more accessible, allowing anyone to create and use them effectively.

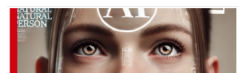


Ecosystem Actors

The following showcase is a flow of actors who live in the Ai-Driven Avatars ecosystem. Some are foundational and others are peripheral once the ground work is established.



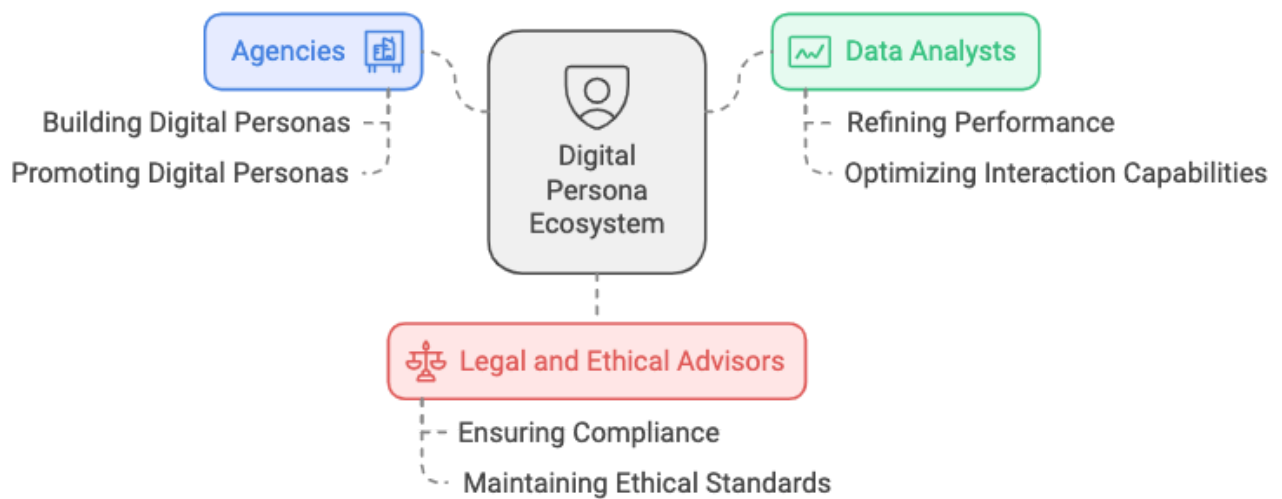
Beyond the above, there are indeed agencies that specialize in both creating AND promoting these digital personas.



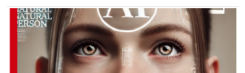
Another actor to consider could be data analysts or AI trainers who refine and optimize the clone's performance over time.

They ensure the clone stays relevant and effective by continuously updating its knowledge base and interaction capabilities.

Also, legal and ethical advisors play a crucial role, ensuring compliance with regulations and maintaining ethical standards in AI deployment. It's a dynamic space with lots of moving parts!



Some names that show in the agency line of business are CloneYourself.cc, Beyo.ai, BrandBeam.ai. The first one goes beyond the creation of digital clones as it develops an online community where content, ideas, news about the industry are shared. The second one engages customers in the process of operation to build the digital avatar and the third one does creation, content strategy and promotion of video avatars.



Problem Statement

Everyday, a global market of 192 billion hours* becomes available, representing the collective time that people have; this time can be used to learn, to share, and to apply knowledge among other things.

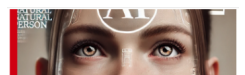
Traditionally, it was believed that every individual had the same 24 hours to either absorb wisdom or share their own insights. However, this assumption doesn't account for the significant limitations in how people manage and utilize this time.

For those who are learners—students, professionals, or lifelong knowledge seekers—time is a scarce resource. We must navigate busy schedules and information overload to determine which sources of wisdom will contribute most effectively to our personal growth, goals, or pursuit of happiness. Filtering through the vast array of available content becomes critical in making the best use of our limited bandwidth.

On the other hand, knowledge providers—those who generate and share wisdom—also face the same 24-hour constraint. Over time, they have developed various methods to extend their reach, from public speeches and books to video recordings and digital content. Yet, these efforts are mostly unidirectional and asynchronous, lacking the dynamic interaction that real conversations can provide.

Despite the technological advancements that have amplified the reach of knowledge, these tools remain limited by accessibility barriers, leaving vast amounts of potential wisdom underutilized. The challenge now is to overcome these barriers and find ways to **democratize access** to both input and output of knowledge more effectively, enabling **ad hoc content filtering for learners** and **almost unlimited scale for wisdom providers**.

* *The Eclonomy: 192-billion-hours / day market* <https://joselarrucea.com/2024/08/30/eclonomydigital-clones/>



Purpose

The purpose of this research is to guide the market, companies, individuals, and governments on the availability of today's technological tools, their positioning, and the potential benefits they offer. By understanding and leveraging these tools, stakeholders can enhance their capabilities and overcome current challenges more effectively.

Additionally, this study seeks to raise awareness about the limitations, product variations, and critical considerations involved in the use of these technologies, ensuring they are implemented correctly and effectively.

A key focus of the research is on ethics and privacy, emphasizing the need for special attention to safeguard the interests of all users—whether they are platform developers, owners of digital avatars, or those interacting with them.

Research Approach

The study employed a “mixed methods” approach. The research team obtained information related to Ai-Driven Avatar creator companies from a variety of sources and datasets available on the internet; some manually “cherry-picked”, others from aggregator sources and a few as a correlation of KPIs available on the internet as of September / October 2024.*

* Own Company websites, * LinkedIn company pages, * Crunchbase, * SimilarWeb open data, * PitchBook, * Speechify, *CBinsights



Digital Avatars Types

The landscape is creating multiple products depending on the use case to be covered at hand

Starting from the basics, there are two main categories:

1. Avatars representing Real Humans

or

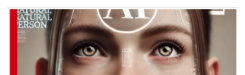
2. Avatars representing Profiles, Roles, Mascots of brands or virtual humans.

The first case is what is also known as “digital clones” as they take the traits of the human they represent and those humans can be alive or have passed away. For these ones, companies developing such technologies usually have gate keeper processes and strong checks to protect identity and avoid fraud to the minimal levels.

For the second type of avatars, there is wider liberty in the creation process although the security teams in the product development companies need to be sharp to make sure there are legitimate uses of the assets that their users and clients create.

For both cases, there are a variety of applications that the owners of such avatars can make use of either internally within the company or external client facing. These uses can range from marketing, customer support, educational or training, HR.

There is a very interesting upside when it comes to language barriers; they are simply tumbling: For instance a CEO of a company can fluently explain the vision to all the employees across borders, or Marketing can provide training about products, the BDR team can answer and filter leads, all in multiple languages and providing guidance and insights for further action taking.



Overview: Ai-Driven Avatar companies

This section provides an overview of the companies operating in the Ai-Driven Avatars ecosystem, some taxonomy, market essential functions, and activities and other relevant related data. The following is a brief recap ordered by public investment volume where available followed by their country of origin and year of foundation:

- 1.1 Synthesia (155MM USD, United Kingdom, 2017)
- 1.2 HeyGen (65,6MM USD, China, 2020)
- 1.3 DeepBrain AI (55,7MM USD, United States, 2016)
- 1.4 Veed (50MM USD, United Kingdom, 2018)
- 1.5 Colossyan (28,4MM USD, United Kingdom, 2020)
- 1.6 Hour One (25MM USD, Israel, 2019)
- 1.7 InVideo (17,5MM USD, Singapur, 2017)
- 1.8 UneeQ (10MM USD, United States, 2016)
- 1.9 Pipio (5MM USD, US, 2021)
- 1.10 Sensay (3,4MM USD, United States, 2023)
- 1.11 Me4U (3,25MM USD, US, 2022)
- 1.12 Delphi(2,7MM USD, United States, 2022)
- 1.13 Elai (300K USD, UA, 2021)
- 1.14 Vidnoz (?, United States, 2016)
- 1.15 Synthesys (?, United Kingdom 2020)
- 1.16 Coachvox (?, United Kingdom, 2023)

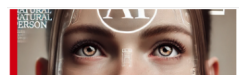
The investments in all the above-mentioned companies since their foundation date back to as early as 2016 throughout 2023, and they are totaling +421MM USD. However we are aware that the investments made, private or made-public largely exceed those listed as new companies are founded continuously

The funding and the teams behind these companies have built significant communities who come to use their services in excess of around 40MM monthly visitors from around the world.

The main countries spear-heading the audience are India, United States, Brazil, United Kingdom, Japan among others.

The growing trend for the consumption of these new services is clearly poised to scale and investors like Sequoia, Founders Fund, Keith Rabois, Dylan Field, Neil Mehta, Base Partners, Lakestar, Insight Partners, Comcast, NBC Universal and many others provide strong backing to those entrepreneurs to further develop those technologies that will make it possible.

* CB Insights [https://www.cbinsights.com/company/\[company name\]](https://www.cbinsights.com/company/[company name]) available in October 2024



List of Tables

Investment Rank

Name	GEO	Total Funding
Synthesia	UK	155,000,000
Heygen	CN	65,600,000
DeepBrain AI	South Korea	55,760,000
Veed	UK	50,000,000
Colossyan	UK	28,400,000
Hour One	IL	25,000,000
InVideo	SG	17,500,000
UneeQ	US	10,000,000
Sensay	UK	3,400,000
Delphi.ai	US	2,700,000
Vidnoz	US	
Synthesys	UK	
CoachVox	UK	

Company Size

Name	HR
Synthesia	412
Veed	210
InVideo	134
Heygen	128
Colossyan	94
DeepBrain AI	84
Hour One	73
UneeQ	55
Sensay	22
Delphi.ai	16
Vidnoz	8
Synthesys	4
CoachVox	3

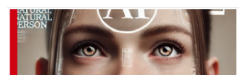


Monthly Audience Rank

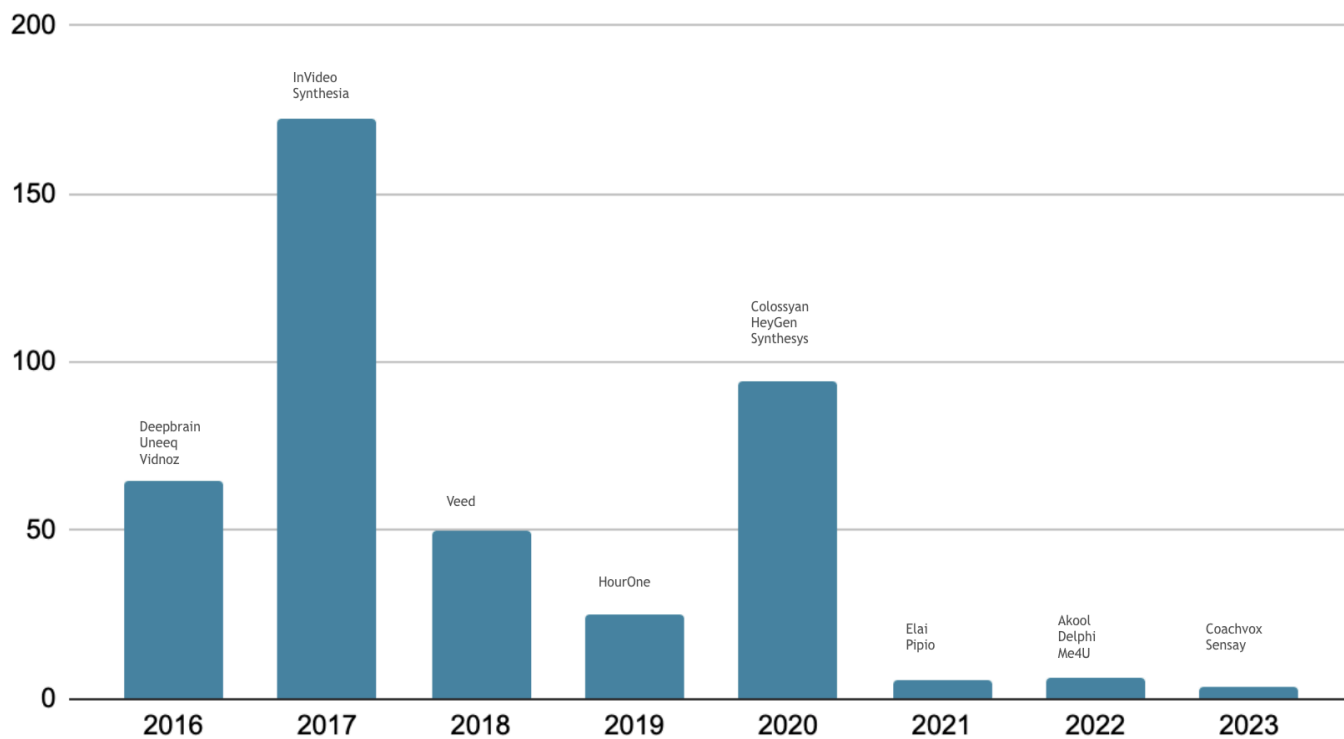
Name	Traffic
Veed	12,000,000
Vidnoz	10,000,000
InVideo	9,700,000
Heygen	3,000,000
Synthesia	1,800,000
DeepBrain AI	891,000
Synthesys	195,000
Hour One	168,300
Colossyan	153,000
Delphi.ai	97,000
CoachVox	44,000
UneeQ	27,000
Sensay	9,900

Product Engagement

Name	Pages Viewed / Visit
Veed	7.2
InVideo	6.76
Vidnoz	5.4
Heygen	5.14
Synthesia	4.59
Delphi.ai	4.06
DeepBrain AI	3.9
Sensay	3.48
Colossyan	2.82
Hour One	2.36
Synthesys	2.16
UneeQ	1.53
CoachVox	1.32



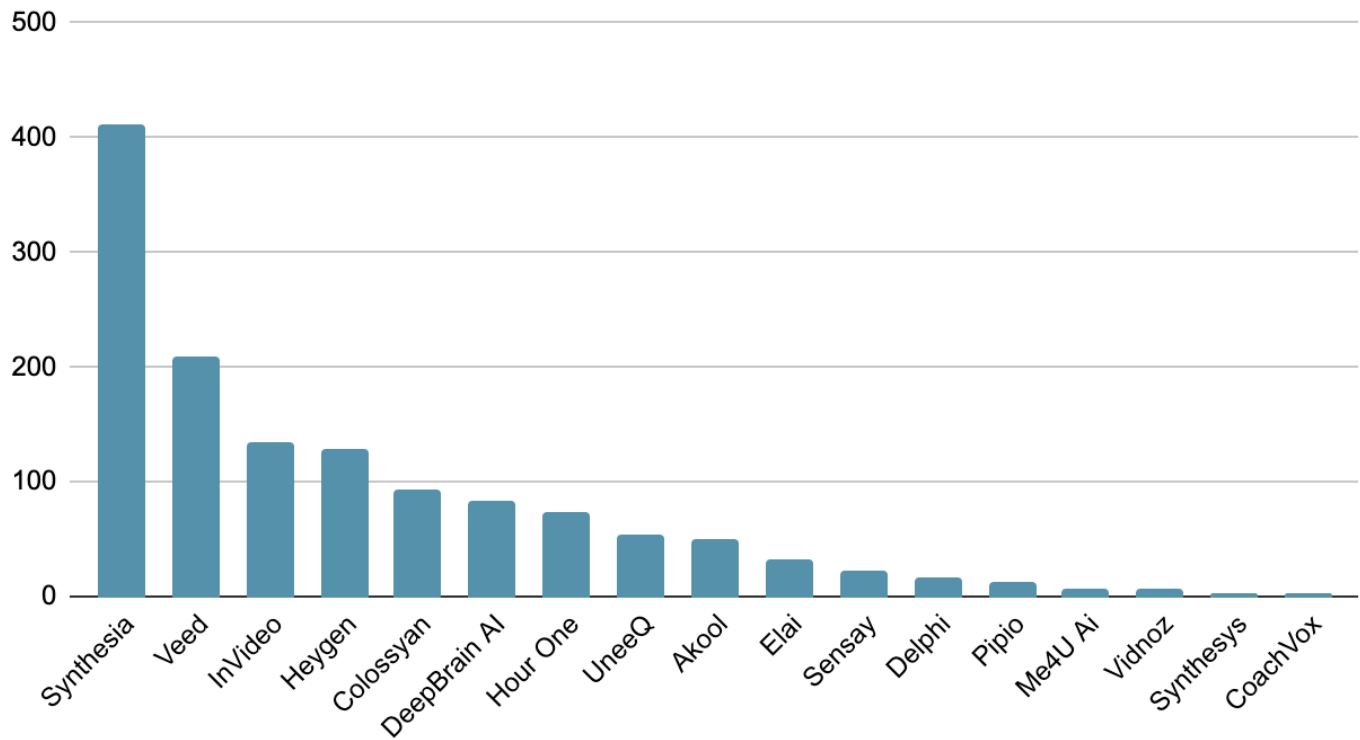
Overall Funding (USD) of Studied Companies



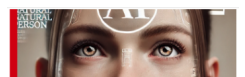
*Funding is an accumulated figure and not necessarily received on the funding date



of Employees



*For updated data, please refer to the company pages on [linkedin.com](https://www.linkedin.com)



Key Findings

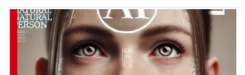
Based on the gathered data, the market for Digital Avatar technologies can be divided into several subsegments, including Enterprise Avatars, AI Companions, and Digital Clones. These technologies provide value in three main areas:

- **Productivity and Efficiency:** Digital avatars can enhance human roles by automating tasks such as video production, translations, customer support, training, and other repetitive functions, significantly boosting efficiency.
- **Augmented Reach and Scale:** For communicators, domain experts, C-level executives, authors, and teachers, avatars offer a way to reach a much larger audience with "unfiltered" access, enabling an interactive experience that accelerates the learning cycle and broadens influence.
- **Conversational Capabilities:** Avatars can engage in natural language conversations with humans, often offering personalized solutions, recommendations, or simply interaction without a specific agenda.

In addition to these categories, the video industry has numerous companies focused on generative AI tools for video creation—such as Runway, Pika, SORA (soon to be released), Luma, and Kling AI. However, these companies are not included in the scope of this study.

Digital clone developer companies play a crucial role in addressing issues of ethics, privacy, and data ownership. These concerns are particularly sensitive in some countries and regions.

Transparency in data processing and usage is essential, and the best practice is to provide clear statements so that users—both avatar owners and those interacting with them—understand how their data is used, both for training the avatars and within conversations.



Benchmark Data

DEEPBRAIN AI Features Use Cases Resources Company Pricing Login Contact Sales Get Started

Generate Videos from Text

Realistic AI avatars, natural text-to-speech, and powerful AI video creation capabilities all in one platform.
Accelerate your video projects at scale with AI-powered text-to-video.

Create a Free AI Video

No credit card required

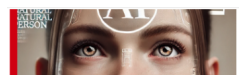
Powered-up
Training
Videos

DeepBrain AI	
Company Name	DeepBrain AI
Country of Origin	South Korea
Founded	2016
Website	DeepBrain.io
LinkedIn	https://www.linkedin.com/company/deepbrain-global/about/
About	Create AI-generated videos quickly using simple text. Support Multi Language TTS with Metahuman. Talk to a Realistic AI Avatar.
Use Cases	Eduction, ecommerce, News & Media, Finance, Social Media, Customer Support
Employees	84
Funding (USD)	55,760,000



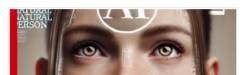
Ai-Driven Avatars Market Study

Lastly Backed	Korea Development Bank, IMM Investment
Series	Series B
LinkedIn Followers	6,000
Products	Ai Avatars, Ai Voices, Translations, Digital Interactive clones for Enterprise
ICP	Content creators, enterprise, SMBs
Ethics	not found
Pricing	https://www.deepbrain.io/pricing
Free plan	yes
Global Rank	55,953
Main Regions	IN, US, BR, PK, ES
Traffic	891,000
Direct traffic	26%
Search	64%
Bounce	37%
Seconds on Website	129
Pages Viewed / Visit	3.9



The screenshot shows the UneeQ website landing page. At the top right, there are navigation links for 'Responsible AI', 'Careers', 'News', and 'Contact us'. Below these is a 'Request a demo' button with a right arrow. The main navigation bar includes 'Platform', 'Solutions', 'Case Studies', 'Resources', and 'Company'. The hero section features a large image of a woman's face (Sophie) and the headline 'The Face of Enterprise AI'. Below the headline is a sub-headline: 'Tackle lack of engagement, underwhelming conversion, and low retention with real-time interactive digital humans designed for 1:1 personalized conversations – at scale.' A 'Chat to Sophie' button is visible. At the bottom of the hero section, there are links to 'Download: Our new Buyer's Guide to Digital Humans' and 'Blog: What is RAG? An enterprise guide'.

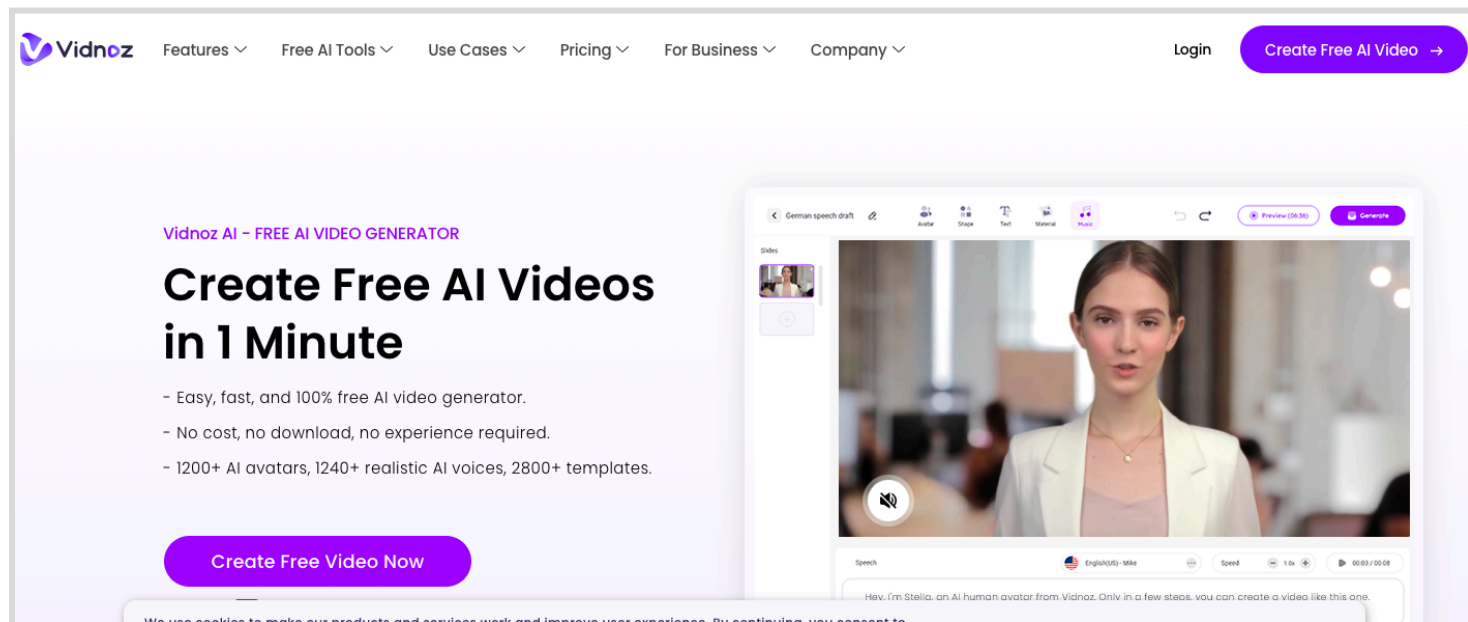
UneeQ	
Company Name	UneeQ
Country of Origin	US
Founded	2016
Website	digitalhumans.com
LinkedIn	https://www.linkedin.com/company/uneeq/
About	UneeQ provides an intelligent digital human platform making digital conversations more human. UneeQ enables companies to reimagine the customer experience through a conversational artificial intelligence (AI) platform designed around leveraging the 'human touch' to create better customer experiences. UneeQ was formerly known as FaceMe. The company was founded in 2009 and is based in Austin, Texas.
Use Cases	mkt, customer service, sales, learn & dev, training, digital assistant
Employees	55
Funding (USD)	10,000,000
Lastly Backed	Comcast, NBC Universal
Series	Unknown
LinkedIn Followers	6,000



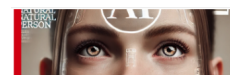
Ai-Driven Avatars Market Study

Products	Digital Interactive Clones (Digital humans)
ICP	Gov, bank, retail, telco, health, entertainment, HR
Ethics	https://www.digitalhumans.com/ebooks-data-sheets/the-five-laws-of-ethical-digital-human-design
Pricing	on demand after demo
Free plan	no
Global Rank	1,260,000
Main Regions	US, IE, UK, IN, TK
Traffic	27,000
Direct traffic	40%
Search	48%
Bounce	48%
Seconds on Website	25
Pages Viewed / Visit	1.53





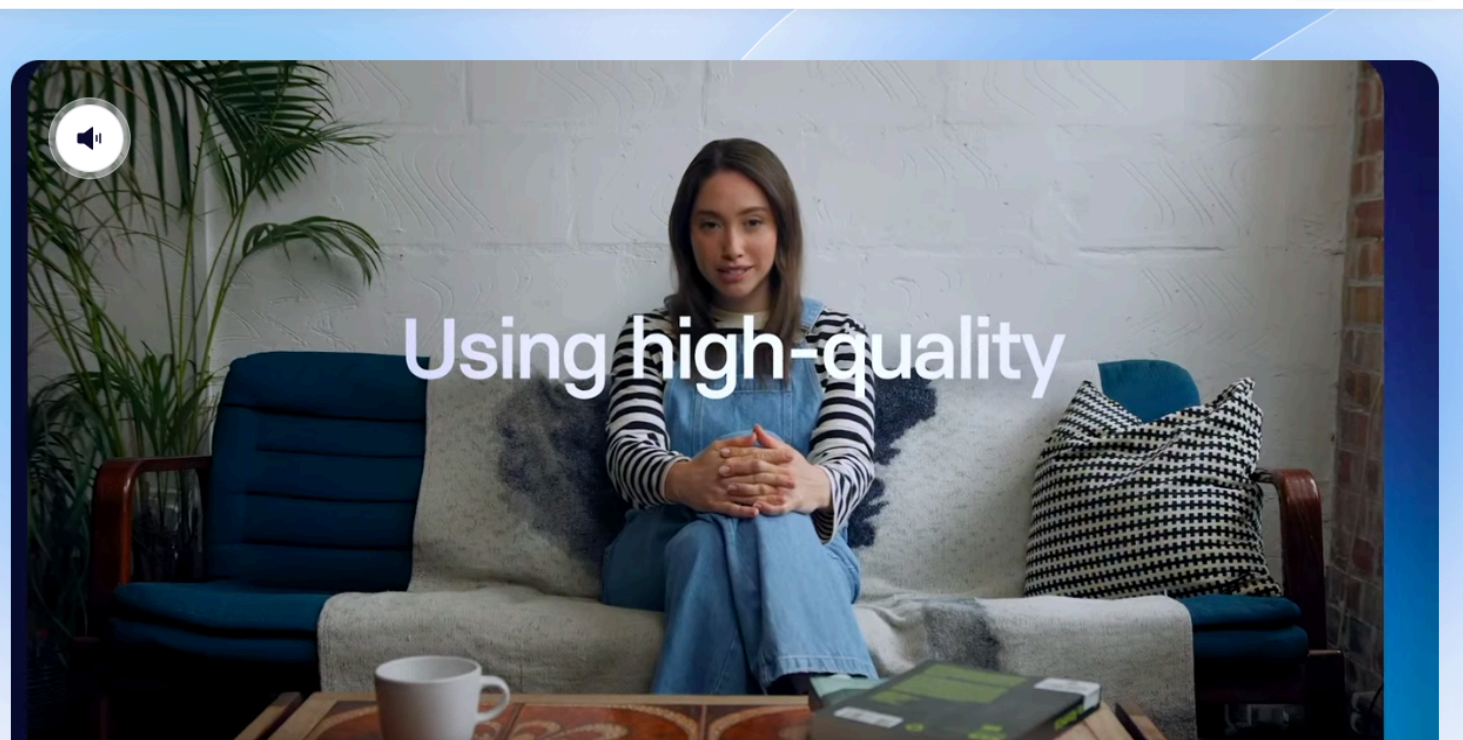
Vidnoz	
Company Name	Vidnoz
Country of Origin	US
Founded	2016
Website	www.vidnoz.com
LinkedIn	https://www.linkedin.com/company/vidnoz/
About	Vidnoz is an AI platform based on video support and visionary creativity. While building a platform for video creation empowered by AI, it always stays at the forefront of market trends to maintain the balance between technology and popularity. As the best AI video generator, Vidnoz helps you easily turn imagination beyond vision into reality.
Use Cases	sales, mkt, communication, support, training, learning, tutorials
Employees	8
Funding (USD)	Undisclosed
Lastly Backed	Undisclosed
Series	Undisclosed
LinkedIn Followers	508,511
Products	Video Avatars, languages, custom avatars, voice, text to video
ICP	content creators, enterprise, SMBs
Ethics	https://www.vidnoz.com/ethics.html



Ai-Driven Avatars Market Study

Pricing	https://www.vidnoz.com/pricing.html
Free plan	yes
Global Rank	5,139
Main Regions	BR, JP, US, FR, ES
Traffic	10,000,000
Direct traffic	33%
Search	62%
Bounce	48%
Seconds on Website	292
Pages Viewed / Visit	5.4



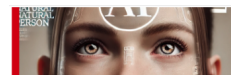


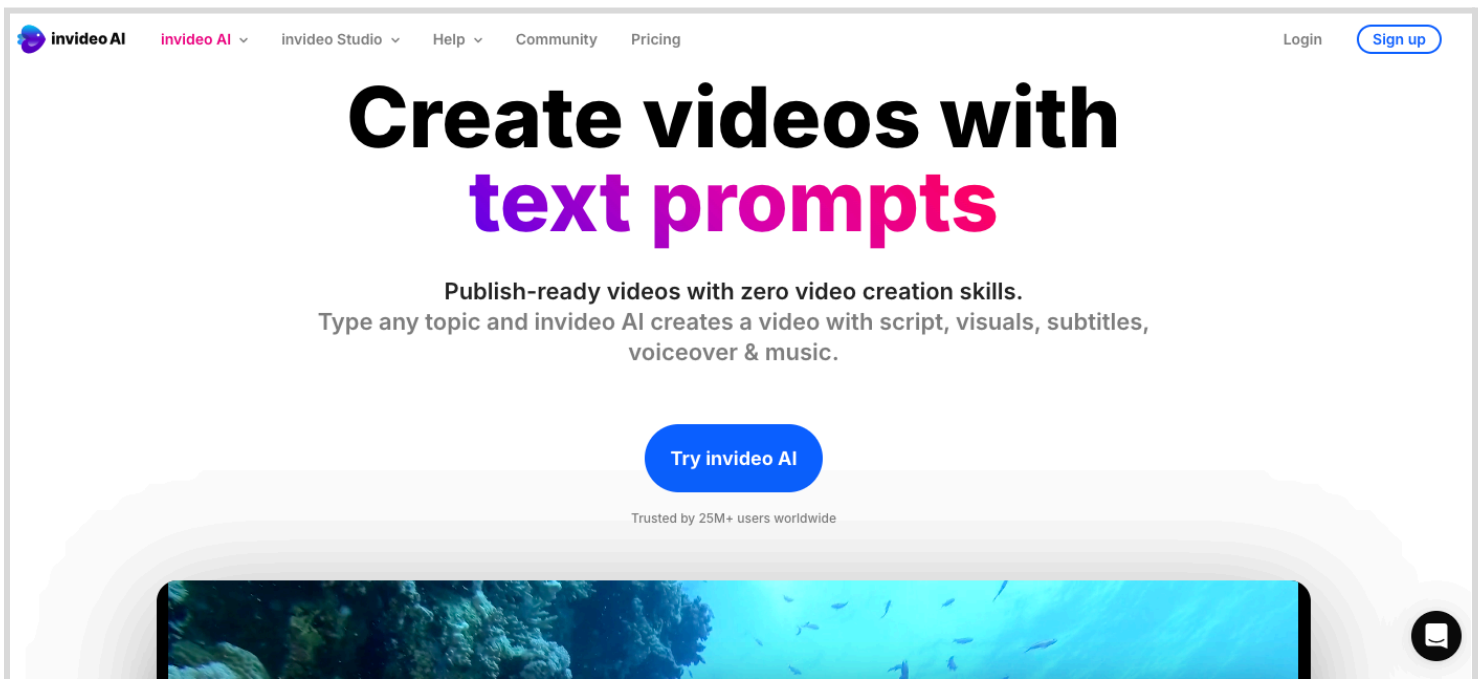
Synthesia	
Company Name	Synthesia
Country of Origin	UK
Founded	2017
Website	synthesia.io
LinkedIn	https://www.linkedin.com/company/synthesia-technologies
About	Synthesia is the #1 rated AI video communications platform. Thousands of companies use it to create videos in 140 languages, saving up to 80% of their time and budget. 🙌 Trusted by Zoom, Xerox, Teleperformance, Amazon and more.
Use Cases	Learning, Sales, IT, Customer service, Marketing, Training, Education
Employees	412
Funding (USD)	155,000,000
Lastly Backed	Amjad Masad, Kleiner Perkins
Series	Series C
LinkedIn Followers	78,000



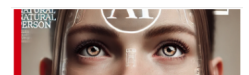
Ai-Driven Avatars Market Study

Products	Video Avatars, languages, custom avatars, voice, text to video
ICP	content creators, enterprise, SMBs
Ethics	https://www.synthesia.io/ethics
Pricing	https://www.synthesia.io/pricing-options
Free plan	yes
Global Rank	29,19
Main Regions	US, IN, UK, DE, ES
Traffic	1,800,000
Direct traffic	37%
Search	54%
Bounce	40.79%
Seconds on Website	214
Pages Viewed / Visit	4.59

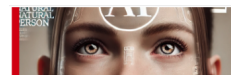




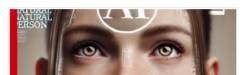
InVideo	
Company Name	InVideo
Country of Origin	SG
Founded	2,017
Website	invideo.io
LinkedIn	https://www.linkedin.com/company/invideoio/
About	Turn any idea into an attention-grabbing video instantly with invideo AI. Make videos easily by giving a prompt to invideo AI. Ideal for content creators, YouTubers, and marketers, invideo AI offers a seamless way to turn your ideas into publish-ready videos with AI.
Use Cases	marketing, social media
Employees	134
Funding (USD)	17,500,000
Lastly Backed	Base Partners, Peak XV Partners
Series	Series B
LinkedIn Followers	25,000
Products	Avatar videos, Translation, Digital Interactive Clones, Text to Video, and more
ICP	Content creators, enterprise, SMBs



Ethics	not found
Pricing	https://invideo.io/pricing/
Free plan	yes
Global Rank	4,762
Main Regions	US, IN, BR, UK, PK
Traffic	9,700,000
Direct traffic	45%
Search	45%
Bounce	32.87%
Seconds on Website	88
Pages Viewed / Visit	6.76



Veed	
Company Name	Veed
Country of Origin	UK
Founded	2018
Website	veed.io
LinkedIn	https://www.linkedin.com/company/veedhq/
About	VEED.IO is an AI-powered online video editing platform that makes creating videos easy and accessible to everyone. Millions of creators and businesses around the world use our products to tell stories, create content, grow their audience, and more (hey, you might even know some of them!) We are backed by Sequoia, with a team of over 170 people around the world - and growing fast.
Use Cases	mkt, social media, learning, business
Employees	210
Funding (USD)	50,000,000
Lastly Backed	Sequoia
Series	Series A
LinkedIn Followers	25,000



Ai-Driven Avatars Market Study

Products	Video Avatars, languages, custom avatars, voice, text to video
ICP	content creators, enterprise, SMBs
Ethics	not found
Pricing	https://www.veed.io/pricing
Free plan	yes
Global Rank	3,305
Main Regions	IN, US, BR, UK, RU
Traffic	12,000,000
Direct traffic	34%
Search	62%
Bounce	29%
Seconds on Website	318
Pages Viewed / Visit	7.2



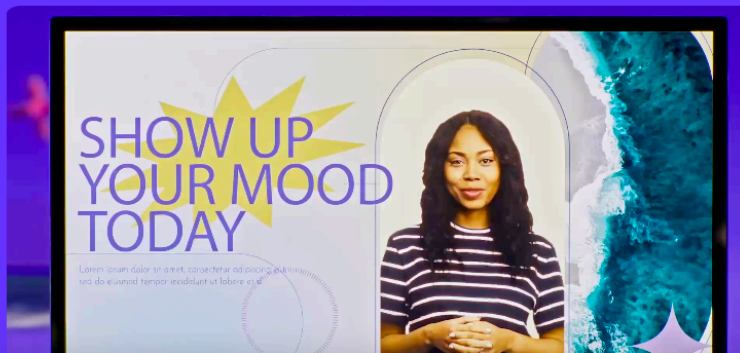


Human-Centric Storytelling

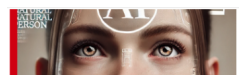
Create consistent branded videos at scale, in any language, at the click of a button.

Book a demo

See it in action



Hour One	
Company Name	Hour One
Country of Origin	IL
Founded	2019
Website	hourone.ai
LinkedIn	https://www.linkedin.com/company/hourone/
About	Hour One revolutionizes content creation for businesses by centralizing all workflows in one AI-powered platform. We boast the market's most lifelike avatars, featuring natural movements that vividly animate your business messages. Our templates, customizable to any brand, empower teams to craft personalized content at scale – no design or editing skills needed. Plus, with rapid rendering and top-tier security, Hour One stands out as the premier content operating system designed for enterprise demands. What used to take months, now only takes minutes and produces higher engagement... work smarter, not harder with Hour One and produce personalized business videos that drive impact.
Use Cases	HR, ecommerce, Cust Success, Marketing, Sales Enab., Sales workflow, News, Edu., IT training
Employees	73
Funding (USD)	25,000,000
Lastly Backed	Insight Partners



Ai-Driven Avatars Market Study

Series	Series A
LinkedIn Followers	8,000
Products	Avatar videos, Translation, Digital interactive clones
ICP	Content Creators, Enterprise, SMBs
Ethics	https://hourone.ai/ethics/
Pricing	https://hourone.ai/pricing/
Free plan	yes
Global Rank	274,845
Main Regions	US, IN, VN, UK, MX
Traffic	168,300
Direct traffic	33%
Search	57%
Bounce	41.05%
Seconds on Website	106
Pages Viewed / Visit	2.36



 Instant Avatars: Create an AI Avatar of yourself in less than a minute

Support Login



Features Solutions Resources Pricing Enterprise

Book a demo

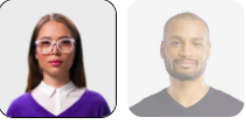
Get started

The AI Video Platform For Workplace Learning

Create videos from text with AI avatars. Drive outcomes with interactivity. Translate with the click of a button.



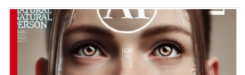
1 Choose your AI avatar



What should your AI avatar say?

Get Started for Free

Colossyan	
Company Name	Colossyan
Country of Origin	UK
Founded	2020
Website	colossyan.com
LinkedIn	https://www.linkedin.com/company/colossyan/
About	Colossyan is the AI video platform for workplace learning. We help teams create professional-quality video content in minutes with the help of AI avatars and text-to-speech narration. Produce more engaging video content while saving up to 80% of your time and production costs. Trusted by Paramount Pictures, Vodafone, Continental, and more.
Use Cases	Promo Videos, Voices, etc
Employees	94
Funding (USD)	28,400,000



Ai-Driven Avatars Market Study

Lastly Backed	Lakestar
Series	Series A
LinkedIn Followers	7,000
Products	Avatar Videos
ICP	Content Creators, Enterprise
Ethics	https://www.colossyan.com/ethics
Pricing	https://www.colossyan.com/pricing
Free plan	yes
Global Rank	268,24
Main Regions	US, UK, HU, IT, VN
Traffic	153,000
Direct traffic	34%
Search	53%
Bounce	41.92%
Seconds on Website	109
Pages Viewed / Visit	2.82



Catch our recap of HubSpot INBOUND [Read More](#) →

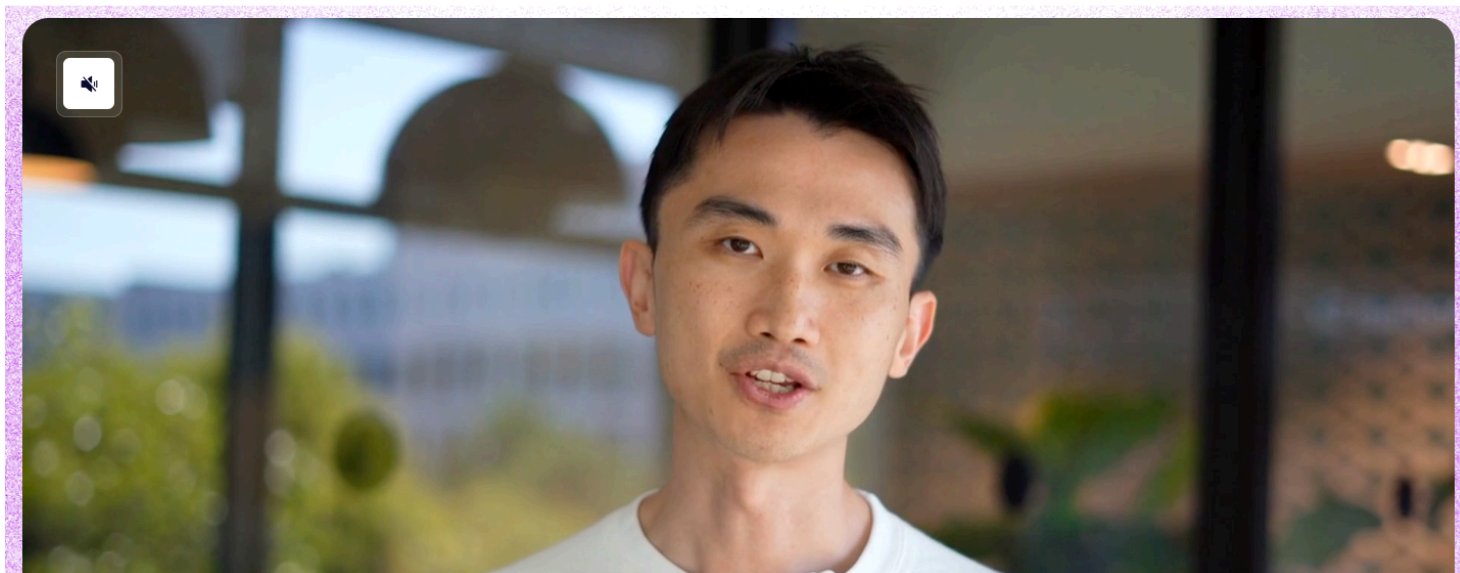
HeyGen

Products ▾ Use Cases ▾ Resources ▾ Company ▾ Pricing

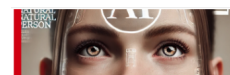
Contact Sales

Sign up for free

Login



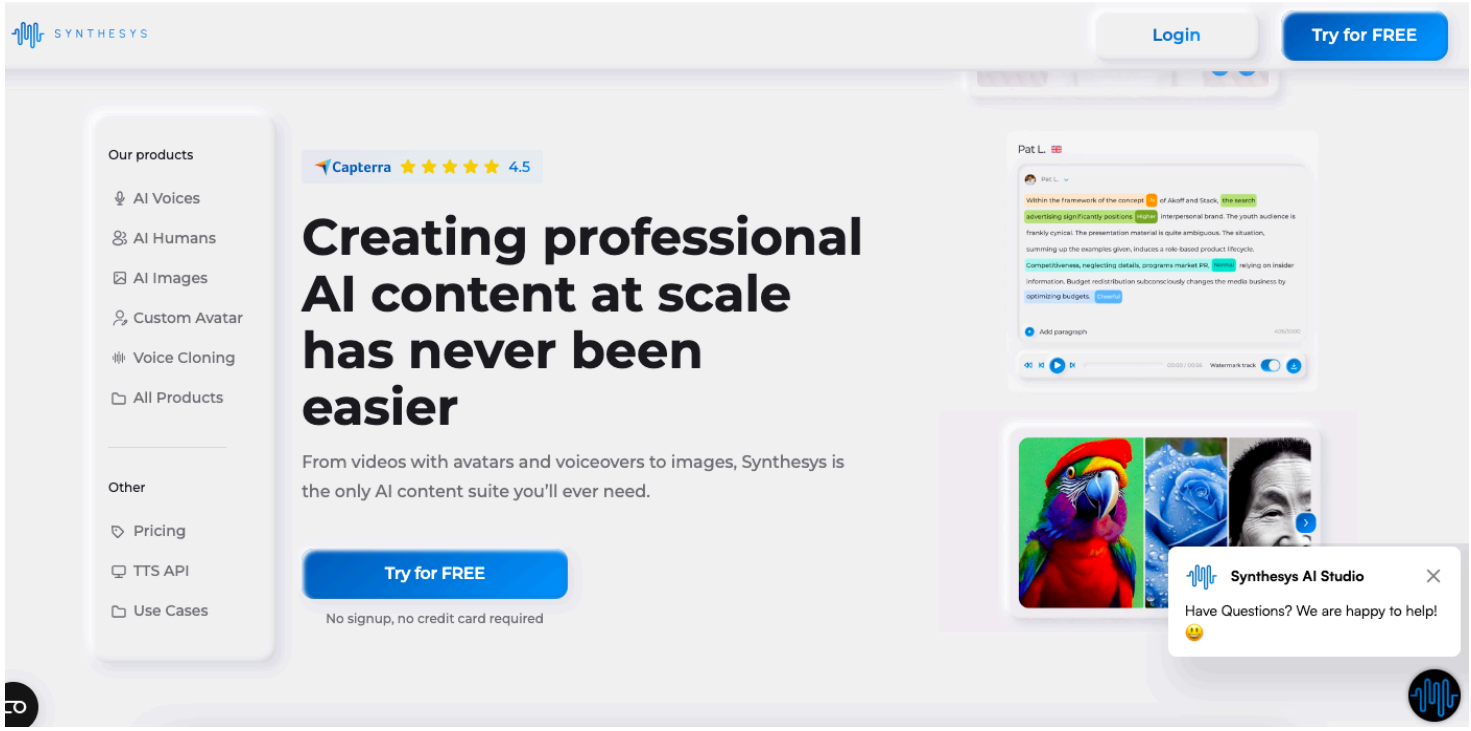
Heygen	
Company Name	Heygen
Country of Origin	CN
Founded	2020
Website	heygen.com
LinkedIn	https://www.linkedin.com/company/heygen/
About	At HeyGen, we help you grow your business through the magic of visual storytelling. Creating professional-quality videos can be daunting, but HeyGen makes it easy for everyone—no camera or specialized skills required.
Use Cases	Sales, Marketing, Learning, Content Localization
Employees	128
Funding (USD)	65,600,000
Lastly Backed	Dylan Field, Neil Mehta
Series	Series A
LinkedIn Followers	43,000
Products	Avatar videos, Translation, Digital interactive clones (beta)
ICP	Content Creators, Enterprise, SMBs
Ethics	https://www.heygen.com/ethics?sid=no_sid



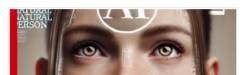
Ai-Driven Avatars Market Study

Pricing	https://www.heygen.com/pricing
Free plan	yes
Global Rank	18,193
Main Regions	US, BR, RU, IN, DE
Traffic	3,000,000
Direct traffic	52%
Search	40%
Bounce	44.14%
Seconds on Website	336
Pages Viewed / Visit	5



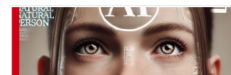


Synthesys	
Company Name	Synthesys
Country of Origin	UK
Founded	2020
Website	synthesys.io
LinkedIn	https://www.linkedin.com/company/synthesys-studio/
About	Synthesys platform was developed by season voice and video actors together with linguistic and AI professionals who recognized the need for producing AI audiovisual content. We believe that Personalized content and Synthetic media are the future of content. Creating a culture where valuable content is shared quickly and easily is an integral part of our mission. Whether it's for freelancers, businesses, or and any other group of people.
Use Cases	Marketing, Internal Videos, Trainings, Tutorials, eLearning, Voice overs
Employees	4
Funding (USD)	Undisclosed
Lastly Backed	Undisclosed
Series	Undisclosed
LinkedIn Followers	279



Ai-Driven Avatars Market Study

Products	custom avatar, voice cloning, translator, ai dubbing, ai talking avatar
ICP	content creators, enterprise, SMBs
Ethics	https://synthesys.io/ethics/
Pricing	https://synthesys.io/pricing/
Free plan	yes
Global Rank	242,53
Main Regions	US, RU, DE, IN, BR
Traffic	195,000
Direct traffic	34%
Search	53%
Bounce	47.87%
Seconds on Website	41
Pages Viewed / Visit	2.16

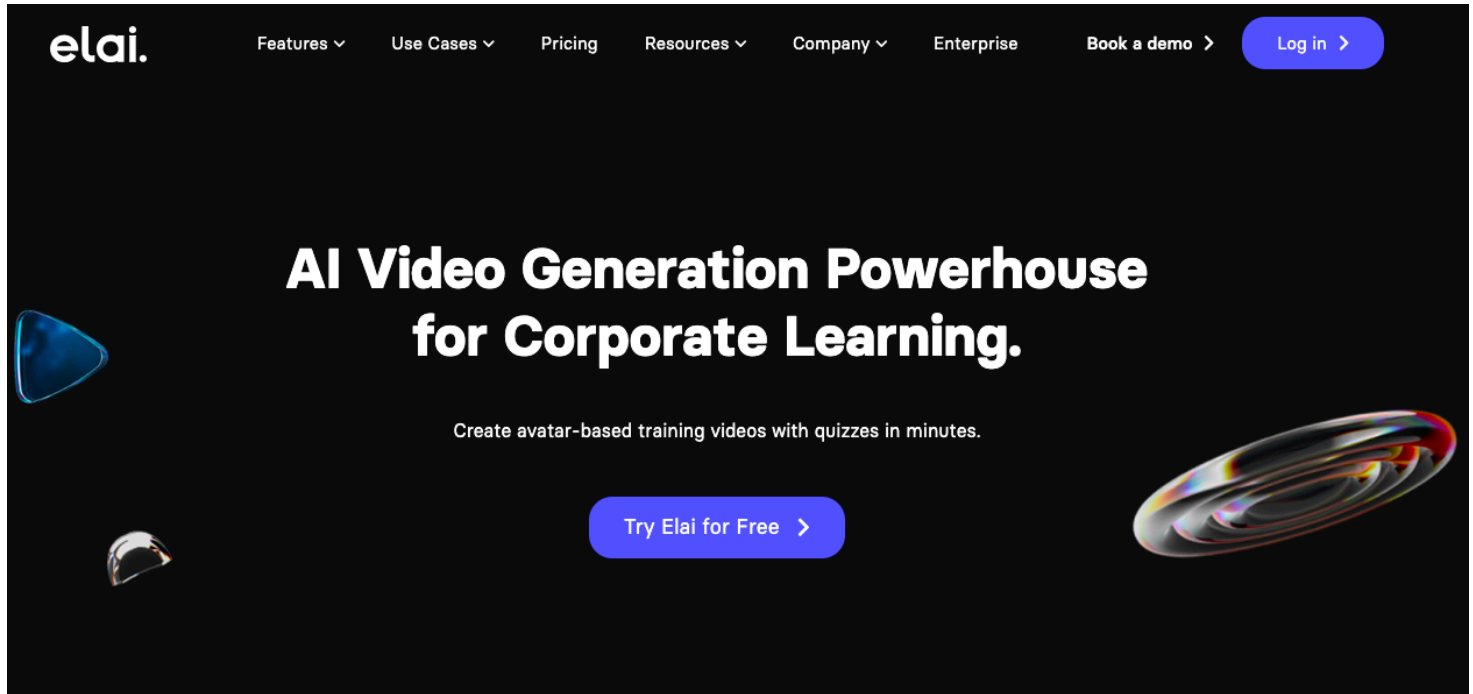


Pipio	
Company Name	Pipio
Country of Origin	US
Founded	2021
Website	pipio.ai
LinkedIn	https://www.linkedin.com/company/pipiohq/
About	We're on a mission to bring studio-level film production to your fingertips. Ultimately, we believe that the ability to create cutting-edge, high-quality video content should be limited only by the depths of your imagination and not your wallet.
Use Cases	Education, Marketing, Sales, Content Creation
Employees	12
Funding (USD)	5,000,000
Lastly Backed	Undisclosed
Series	Undisclosed
LinkedIn Followers	12,000
Products	Digital avatars, Voices, Translation (Dubbing)
ICP	Content creators, SMBs
Ethics	https://www.pipio.ai/company/safety-and-ethics

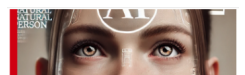


Pricing	https://www.pipio.ai/pricing
Free plan	yes
Global Rank	288
Main Regions	TK, VN, US, IN, AR
Traffic	135,000
Direct traffic	32%
Search	43%
Bounce	59%
Seconds on Website	142
Pages Viewed / Visit	2.95



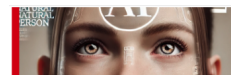


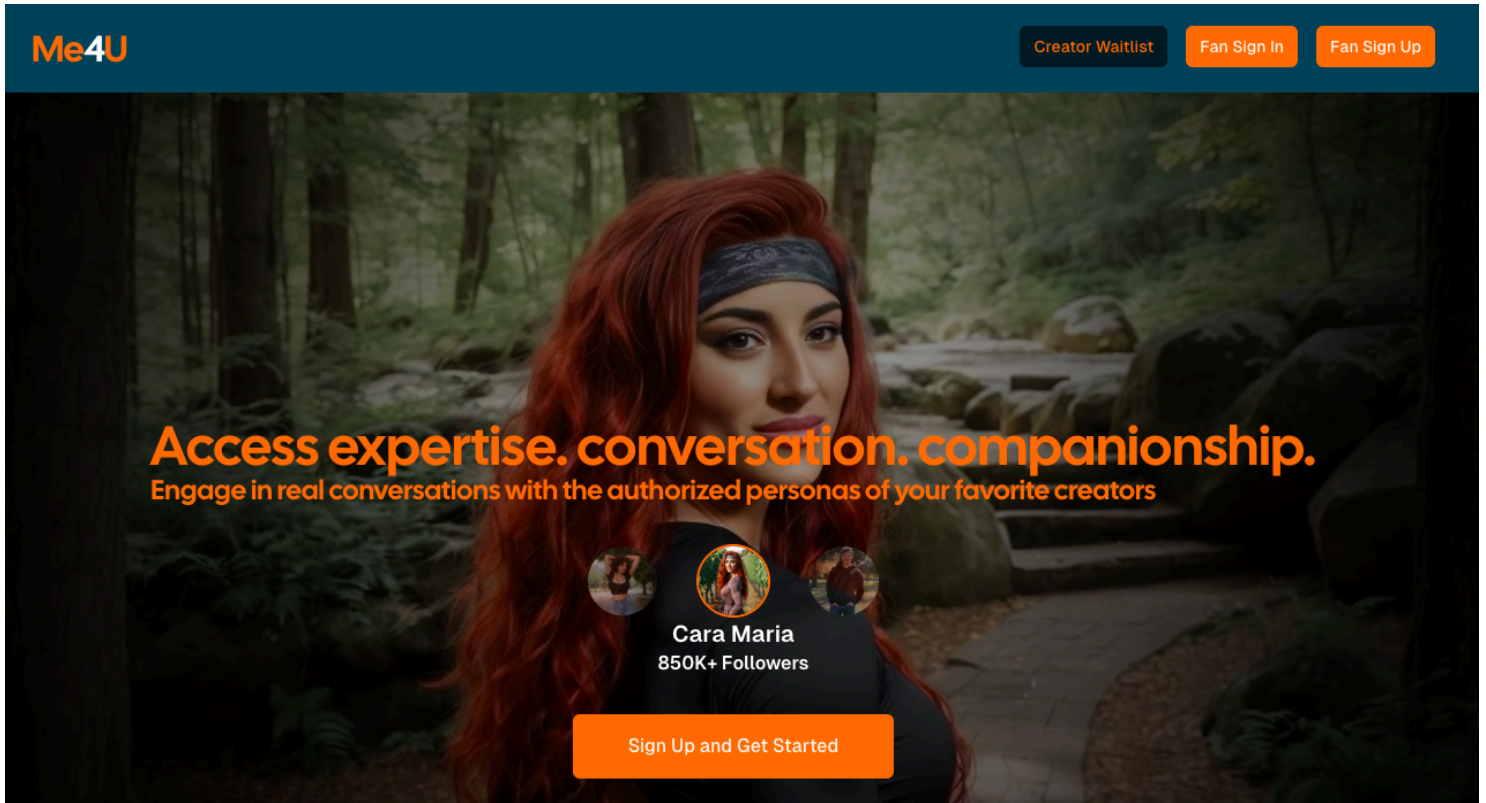
Elai	
Company Name	Elai
Country of Origin	UA
Founded	2,021
Website	elai.io
LinkedIn	https://www.linkedin.com/company/elai-io
About	We believe we can unlock the individuals' full creative potential, leading to positive transformations in the world around us by empowering them with the latest technologies and tools. We understand that the most impactful projects come from a passionate team equipped with the right solutions. That's why we create a work environment that sparks both innovative thinking and genuine excitement for the work we do.
Use Cases	Learning, Sales, Custom Education, Information Security (compliance)
Employees	33
Funding (USD)	300,000
Lastly Backed	Network.VC and Google for Startups
Series	Undisclosed
LinkedIn Followers	2,000
Products	Video avatars, Interactive videos (tests), real time video engagement
ICP	Content creators, SMBs



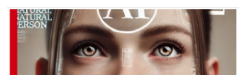
Ai-Driven Avatars Market Study

Ethics	https://elai.io/ethical-policy
Pricing	https://elai.io/pricing
Free plan	yes
Global Rank	135
Main Regions	US, IN, BR, FR, VN
Traffic	350,000
Direct traffic	33%
Search	55%
Bounce	39%
Seconds on Website	119
Pages Viewed / Visit	2.91





Me4U Ai	
Company Name	Me4U Ai
Country of Origin	US
Founded	2,022
Website	Me4U.ai
LinkedIn	https://www.linkedin.com/company/me4u/about/
About	Developer of artificial intelligence-driven engagement tools designed for personalized interaction. The company's platform offers real-time conversations with authorized AI personas of creators facilitating fans to connect with celebrities via synthetic text-based conversations, enabling content creators and users to engage and monetize their fan base across various social media platforms.
Use Cases	Conversational for creators and fans to connect
Employees	8
Funding (USD)	3,250,000
Lastly Backed	Andy Sack
Series	Seed
LinkedIn Followers	774



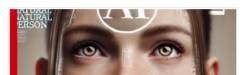
Ai-Driven Avatars Market Study

Products	Digital Interactive Clones of celebrities
ICP	Creators
Ethics	not found
Pricing	not found
Free plan	not found
Global Rank	1,294,000
Main Regions	US, IT, NL, UK, BR
Traffic	17,000
Direct traffic	55%
Search	23%
Bounce	45%
Seconds on Website	95
Pages Viewed / Visit	4.46





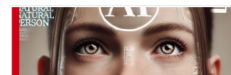
Delphi	
Company Name	Delphi.ai
Country of Origin	US
Founded	2022
Website	delphi.ai
LinkedIn	https://www.linkedin.com/company/delphi-ai/
About	Delphi allows you, as a creator, to enable 1-1 personalized interactions at scale with your audience. How? Delphi's digital cloning platform can capture how you think, making your knowledge, experiences, personality, and opinions available to others, in a personalized way.
Use Cases	Coaching, Teaching, Audience influence, Leadership, Executives, Experience transfer
Employees	16
Funding (USD)	2,700,000
Lastly Backed	Founders Fund, Keith Rabois
Series	Seed
LinkedIn Followers	1,000
Products	Digital Interactive Clones in real time (Text, Audio, Video), marketing & revenue functionalities



Ai-Driven Avatars Market Study

ECLONOMY

ICP	Coach, Mentors, Influencers, Executives, Teachers, Individuals
Ethics	https://www.delphi.ai/terms-of-use https://www.delphi.ai/blog/2024/04/navigating-the-ai-regulation-landscape
Pricing	https://delphi.ai/pricing
Free plan	Yes but not active yet
Global Rank	339,082
Main Regions	US, AU, BE, CA, IN
Traffic	97,000
Direct traffic	56%
Search	33%
Bounce	38.50%
Seconds on Website	106
Pages Viewed / Visit	4.06



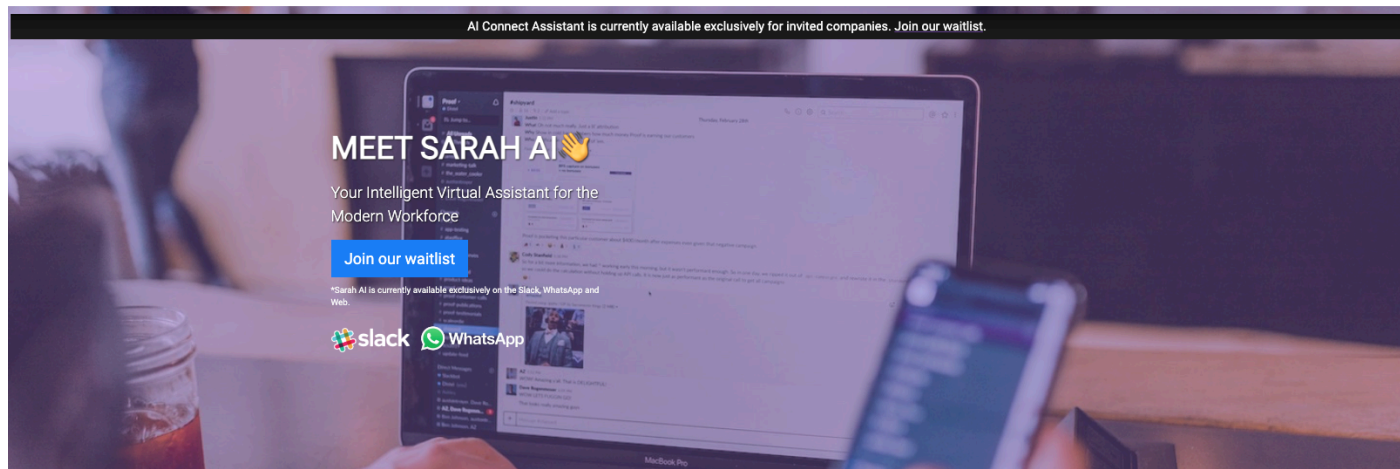
Sensay	
Company Name	Sensay
Country of Origin	UK
Founded	2023
Website	sensay.io
LinkedIn	https://www.linkedin.com/company/asksensay/
About	Sensay revolutionizes the preservation and sharing of human knowledge through lifelike AI digital replicas. Our technology transcends space and time, ensuring continuity of experiences and identities globally and across generations. Our digital clones preserve and extend individual knowledge and identities. Users share insights globally in any language, leaving a lasting digital legacy. We offer comfort for those affected by loss and provide dynamic tools for various uses. We empower individuals to share their unique insights leaving profound digital legacies. We impact society by ensuring personal histories and relationships are preserved for future generations.
Use Cases	Education, Dementia, Fans Engagement
Employees	22
Funding (USD)	3,400,000
Lastly Backed	Crowd



Ai-Driven Avatars Market Study

Series	ICO
LinkedIn Followers	2,000
Products	Digital Interactive Video, Video avatar, blockchain
ICP	Legacy, experimentation
Ethics	not found
Pricing	https://sensay.io/pricing
Free plan	yes
Global Rank	2,074,300
Main Regions	VN, ID, BR, US, IN
Traffic	9,900
Direct traffic	58%
Search	18%
Bounce	45%
Seconds on Website	104
Pages Viewed / Visit	3.48



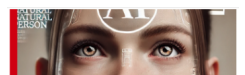


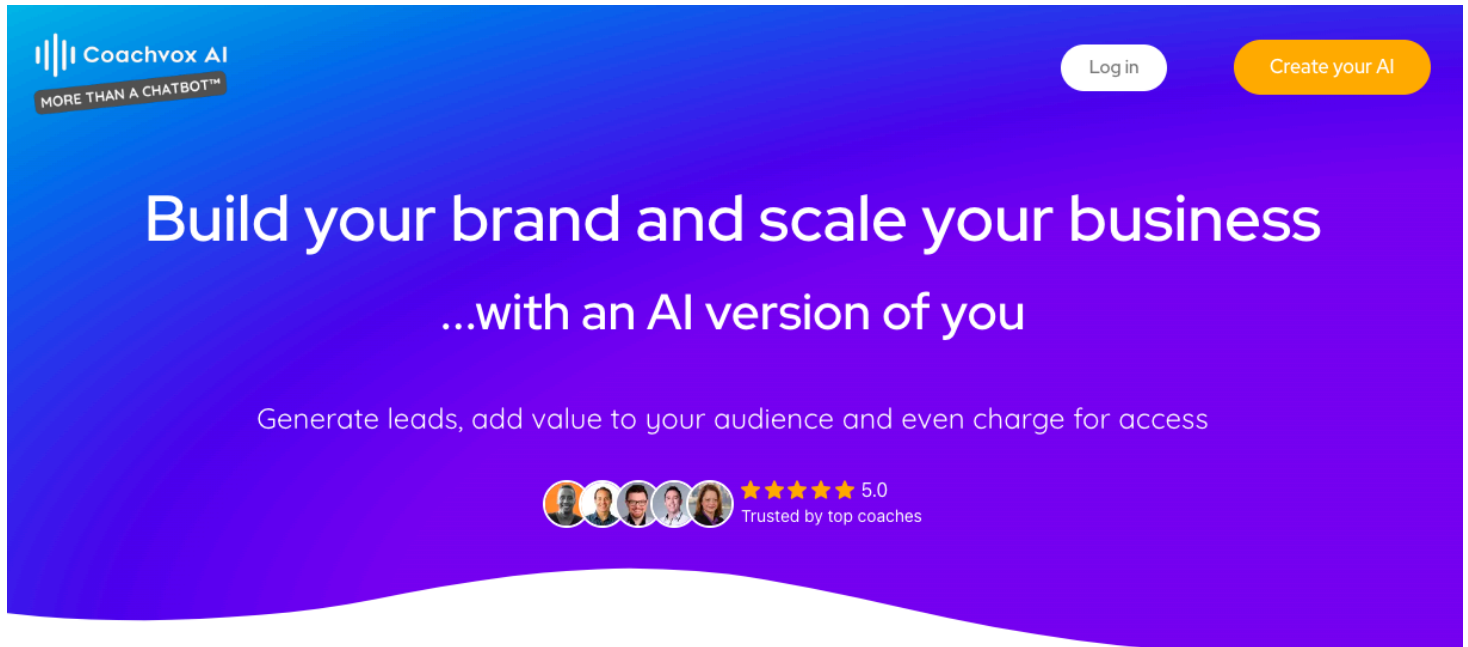
AI Connect	
Company Name	AI Connect
Country of Origin	PT
Founded	2023
Website	https://aiconnect.cloud
LinkedIn	https://www.linkedin.com/company/aiconnect-cloud/
About	AI Connect is an innovative organization focused on bringing the future of artificial intelligence to the present. Our shining star is Sarah, our AI assistant 🧑‍🤖, who stands out for her friendly communication and unique ability to streamline processes, provide useful information, and make your day more productive and enjoyable. We take pride in our human-centered vision and aim to connect people and technology in a meaningful way.
Use Cases	AI Connect, through its advanced virtual assistant Sarah AI, offers businesses a way to streamline communication and boost productivity. This includes managing internal communications, automating support processes to improve customer interactions, and simplifying complex tasks like data analysis
Employees	10
Funding (USD)	Bootstrap
Lastly Backed	Entrepreneur
Series	Bootstrap
LinkedIn Followers	300



Ai-Driven Avatars Market Study

Products	Sarah AI, SaaS platform for AI API integration
ICP	Large corporations and mid-sized companies in the financial services, insurance, healthcare, technology, telecommunications, and retail sectors, focusing on optimizing internal operations and relationship management.
Ethics	https://aiconnect.cloud/ai-conduct-manual
Pricing	Enterprise: one-time setup fee + monthly AI Assistant Interaction Plan
Free plan	no
Global Rank	22,463,000
Main Regions	IN, BR, PT, US
Traffic	1050
Direct traffic	26%
Search	70%
Bounce	54%
Seconds on Website	91
Pages Viewed / Visit	2.11







Coachvox AI
MORE THAN A CHATBOT™

Log in Create your AI

Build your brand and scale your business ...with an AI version of you

Generate leads, add value to your audience and even charge for access

 5.0
Trusted by top coaches

 Here's an example, I cloned myself!

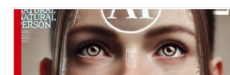
 Jodie AI New chat

Coachvox	
Company Name	Coachvox
Country of Origin	UK
Founded	2023
Website	coachvox.ai
LinkedIn	https://www.linkedin.com/company/coachvox/
About	Coachvox AI specializes in creating personalized AI versions of individuals for coaching and engagement in various sectors. The company offers a platform where entrepreneurs and content creators can clone their unique coaching style into an AI that interacts with their audience, providing 24/7 support and generating leads. We enable professionals to scale their businesses and build their brands through AI-driven interactions.
Use Cases	Content Creation, Marketing, Training
Employees	3
Funding (USD)	Undisclosed
Lastly Backed	Undisclosed
Series	Undisclosed
LinkedIn Followers	401



Ai-Driven Avatars Market Study

Products	Digital Interactive "Avatars"
ICP	Content Creators
Ethics	not found
Pricing	https://coachvox.ai/#pricing
Free plan	yes
Global Rank	1,015,000
Main Regions	US, UK, DE, VN, IN
Traffic	44,000
Direct traffic	36%
Search	43%
Bounce	51%
Seconds on Website	21
Pages Viewed / Visit	1.32





Ethics Overview

General Industry Overview:

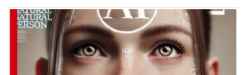
Despite the relatively low display of Ethics related literature on the webs of the companies researched for this study (62.5% have stated Ethics policy) those who have it show strong focus on the matter and share similar perspectives by being keenly aware of the ethical implications tied to their innovations. At the heart of their mission statements is a shared commitment to ensuring that AI enhances human potential rather than compromising it. The most commonly cited principles include **empowerment, transparency, data privacy, and content control.**

Most organizations view responsible AI as an empowerment tool. Companies such as **Colossyan, Delphi,** and **Synthesia** emphasize that AI should respect users' autonomy, privacy, and rights. This often manifests in their policies concerning user consent, where creators maintain control over their digital avatars and the content they produce. **Colossyan**, for example, makes it clear that avatars created on their platform must have explicit user consent and cannot be used without authorization.

Privacy & Consent:

One of the most pressing ethical concerns in the Digital Clone space is the protection of user data and likeness. Companies like **Delphi** and **Synthesia** take a strong stance on privacy, asserting that users should retain full ownership of their digital identities. In practical terms, this means that no avatar can be created or distributed without the user's explicit consent. Synthesia's policy, based on their 3Cs framework—**Consent, Control, and Collaboration**—ensures that users maintain complete control over who can use their avatar and how their likeness is employed. Both companies also offer users the option to delete their data entirely, reinforcing their commitment to privacy.

In a similar vein, **HeyGen** takes user consent to the next level by integrating real-time human and AI oversight into their content moderation processes. Their platform proactively flags and removes content that violates consent policies, such as deepfakes or the unauthorized use of a person's likeness. Furthermore, **Hour One** provides a detailed contract system that protects the interests of talent who allow their likeness to be used, distinguishing their technology from unethical deepfake practices.



Transparency:

Transparency plays a critical role in building trust between AI platforms and their users. Many companies understand that if the end user cannot distinguish between AI-generated content and real human interaction, there's a risk of deception. Therefore, several organizations have incorporated transparency as a key principle in their business practices.

Hour One, for instance, mandates that every AI-generated video on their platform contains an "Altered Visuals" watermark to notify viewers that the content was produced using AI. This effort to clarify the origins of content is part of a broader industry movement toward content authenticity. Companies like **HeyGen** and **Synthesia** are also members of the **Content Authenticity Initiative**, a coalition that includes industry giants such as Adobe, Microsoft, and Nvidia, which aims to promote the transparent and responsible use of AI in media.

Moderation & Prevention of Misuse:

While transparency and consent are foundational, the real battleground for ethical AI lies in content moderation and the prevention of misuse. Companies like **Colossyan** and **Delphi** have implemented strict policies to prevent their platforms from being used to create harmful or misleading content. Colossyan's approach includes automated content filtering and human moderation to block the creation of inappropriate or violent material. Their platform also prohibits the use of digital clones to represent public figures or politicians without explicit consent, a critical safeguard in preventing deep fake scandals.

Similarly, **Delphi** takes a proactive stance against misinformation by ensuring that all digital clones admit their nature as AI entities-Their clones are designed not to deceive but to educate. **Elai** reinforces this with a ban on political propaganda and offensive content on their platform, keeping their focus strictly on assisting organizations and creatives in delivering effective communications.



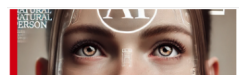
Collaboration with Regulators:

As regulations begin to catch up with the rapid development of AI technologies, companies in the digital clone space are not sitting idle. Many are actively collaborating with regulators and industry partners to shape the future of ethical AI. **HeyGen** and **Synthesia** are not only industry leaders in content authenticity but also active participants in the **Coalition for Content Provenance and Authenticity (C2PA)**, which develops technical standards to verify the source and history of AI-generated content.

Delphi has also been closely following developments in AI regulation, particularly the **EU AI Act**, and is working to align its platform with these emerging legal frameworks. The company highlights the importance of identity verification and privacy safeguards as central to their efforts to protect creators and users alike from the dangers of misuse.

Conclusion: A Work in Progress, but Progress Nonetheless

While the Digital Clone industry is still in its nascent stages, the strides taken toward ethical AI are commendable. From implementing strict consent protocols to enforcing content moderation and collaborating with regulators, companies are taking responsibility for the technology they've unleashed. However, challenges remain, particularly in the area of public perception and the ongoing potential for misuse. But as these companies continue to innovate, the framework for a responsible AI ecosystem is steadily taking shape—one that values transparency, privacy, and the human element in this brave new digital world.

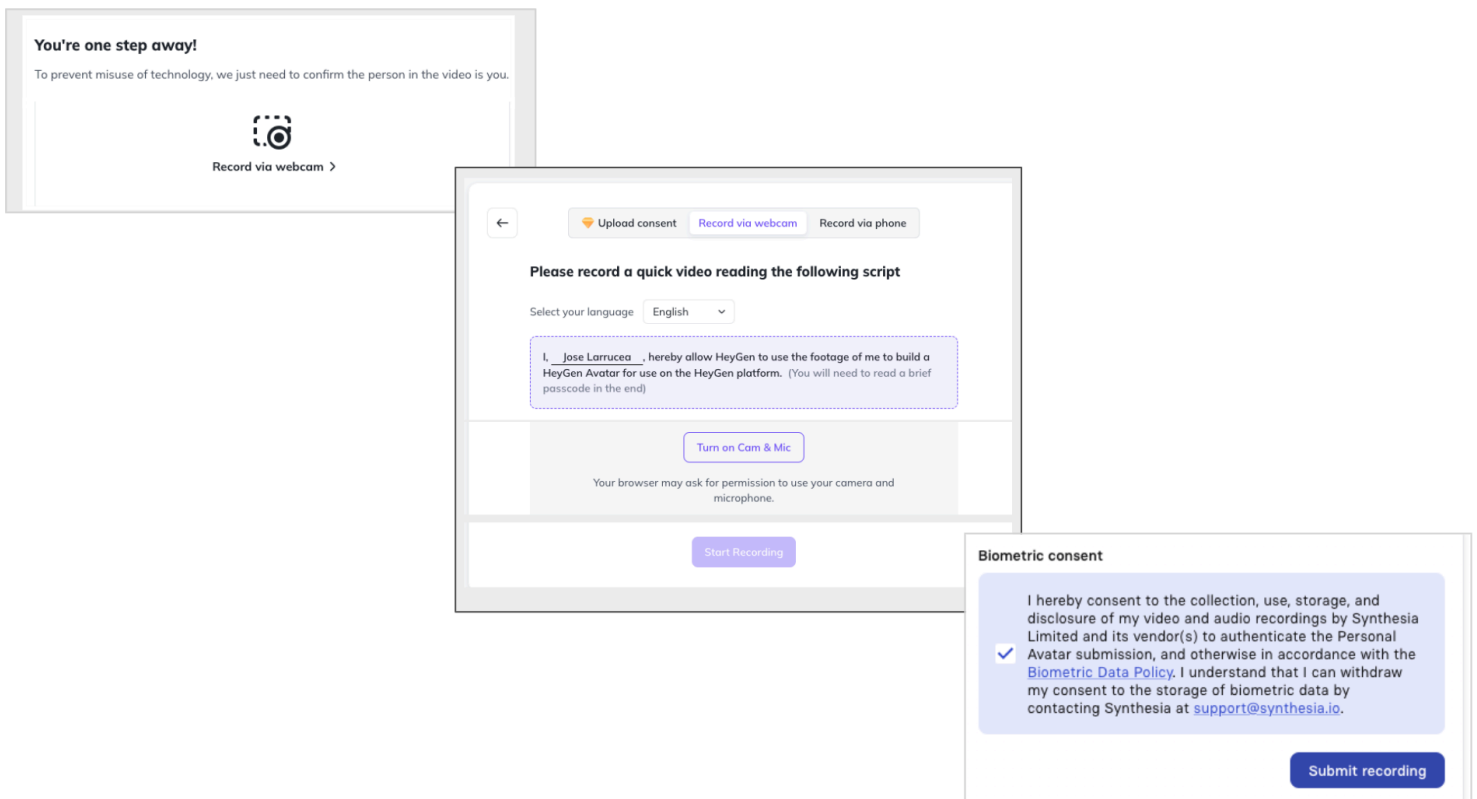


Best Practices:

Companies like Delphi, Heygen and Synthesia have processes in place to act as gatekeepers when safeguarding authenticity of the avatars of the owners.

They have steps that prompt users to say specific words by which they authorize the company to use their footage, either stating the words during the footage itself or via a separate video after the upload of the training footage.

Additionally, and once the content to train the video avatar and the authorization footage are uploaded, they also display a “Biometric consent” by which the company is authorized to double check via a biometric comparison the faces of both training content and that of the consent consent to make the security check more robust.



Additionally, companies like Deepbrain.ai have implemented Deepfake detectors (<https://www.aistudios.com/features/deepfake>) so that they can make sure their users interact with trustworthy digital media.



Pricing Overview

The companies analyzed showed an inclination to promote their yearly plans displaying the equivalent of monthly prices being the most advantageous option.

Most companies offer a free trial or a free basic plan to introduce users to the platform, while their monthly paid plans vary widely depending on features like usage time (in minutes or hours), the number of avatars or team members, and access to advanced functionalities.

Additionally, Enterprise pricing options are common for clients who need more customized or extensive use of the platforms.

This tiered structure allows flexibility for both individual users and larger organizations looking to integrate digital clones into their workflows.

Here's a summary of the pricing tiers based on the data acquired as of the date on which the study is published:

Lower-Tier Plans: These typically offer limited features or usage (often measured in minutes) and are geared toward individuals or smaller teams.

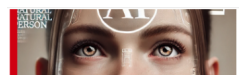
- **Lowest Price:** \$16 USD (Pipio)
- **Highest Price (in this range):** \$29 USD (Delphi)
- **Average Price in this Range:** ~\$21 USD (based on 8 companies: Colossyan, Deepbrain AI, Delphi, Elai, HeyGen, Hour One, Synthesia, Synthesis)

Mid-Tier Plans: These are usually designed for more regular users or small to medium-sized teams and offer expanded features.

- **Lowest Price:** \$30 USD (Sensay)
- **Highest Price:** \$99 USD (Coachvox, Delphi)
- **Average Price in this Range:** ~\$56 USD (based on 9 companies)

High-Tier Plans: These are generally intended for enterprise-level users, featuring the most extensive functionalities, or for users requiring multiple avatars, more processing time, and team collaboration features.

- **Lowest Price:** \$100 USD (Elai)
- **Highest Price (in this range):** \$575 USD (Pipio)
- **Average Price in this Range:** ~\$239 USD (based on 5 companies offering high-tier plans)



Average Prices:

To summarize based on these tiers:

1. **Lower-Tier (Entry-level) Plans:**

- Average: \$21 USD

- Typical Range: \$16 USD to \$29 USD

2. **Mid-Tier (Regular User) Plans:**

- Average: \$56 USD

- Typical Range: \$30 USD to \$99 USD

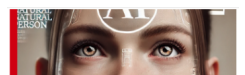
3. **High-Tier (Enterprise) Plans:**

- Average: \$239 USD

- Typical Range: \$100 USD to \$575 USD

In conclusion, most Digital Clone solutions fall within the \$20-\$100 range per month for lower and mid-tier offerings, with higher tiers typically starting around \$100 and going up to \$400. However, Pipio stands out as a clear outlier with its \$575 enterprise plan, significantly higher than the average across the sector.

** For the latest pricing info, please follow the links to pricing in each company card listed previously.*



Return On Time (ROT)

For many years since the advent of the Internet, online campaigns have been run, going from awareness, impressions, to clicks, to conversions to sales, subscriptions, etc. In this journey, companies have been able to build equations that allowed them to establish, monitor and influence KPIs that would bring positive returns to their companies, the so-called **Return On Investment (ROI)**.

To calibrate the grounded potential of the Eclonomy and taking into consideration more of the unit economics, a formula to calculate ROT could be sling these lines:

Elements of the Formula:

1. **Fill Rate (FR):** The percentage of total available time that is utilized. In this case, since clone time is scalable (a 24-hour day can become a 100-hour day), this can exceed 100%.

$$\text{Fill Rate (FR)} = \frac{\text{Total Booked Time (hours)}}{\text{Available Time (hours)}}$$

2. **Revenue from Clients (R):** The total revenue generated from clients who interact with the digital clones. This can be calculated either on a per-minute basis or through subscription fees.

$$R = \text{Client Fee per Minute} \times \text{Total Minutes Booked}$$

3. **Platform Cost (PC):** The cost that the clone owner pays for maintaining their digital clone on the platform. This includes:

- Monthly subscription fee
- Setup fee (if applicable)
- Any additional fees for exceeding the plan limits (extra minutes, etc.)

$$PC = \text{Monthly Subscription Fee} + \text{Setup Fee (if any)} + \text{Additional Fees for Extra Minutes}$$

4. **Return on Time (ROT):** The measure of how efficiently the clone owner utilizes their time. It's the ratio of **Revenue (R)** generated from clients to the **Platform Cost (PC)**, scaled by the **Fill Rate (FR)** to account for the utilization of available time.

$$ROT = \frac{R}{PC} \times FR$$

Full Formula:

To calculate ROT, you would combine these elements into the following formula:

$$ROT = \frac{(\text{Client Fee per Minute} \times \text{Total Minutes Booked})}{(\text{Monthly Subscription Fee} + \text{Setup Fee} + \text{Additional Fees for Extra Minutes})} \times \left(\frac{\text{Total Booked Time}}{\text{Available Time}} \right)$$

Example Calculation:

Let's say:

- **Client Fee per Minute:** \$2/min
- **Total Minutes Booked:** 10,000 minutes
- **Monthly Subscription Fee:** \$500
- **Setup Fee:** \$1000 (one-time)
- **Additional Fees for Extra Minutes:** \$200
- **Total Available Time:** 24 hours x 30 days = 720 hours
- **Total Booked Time:** 100 hours (scaleable to 300 hours through fill rate)

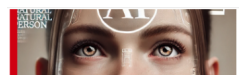
The calculation would be:

1. **Fill Rate (FR):** $\frac{300}{720} = 0.4167$ or 41.67%
2. **Revenue (R):** $2 \times 10,000 = 20,000$
3. **Platform Cost (PC):** $500 + 1000 + 200 = 1700$

Finally, the ROT:

$$ROT = \frac{20,000}{1700} \times 0.4167 = 4.90$$

**The values in the formulas are for educational purposes and do not portrair any real cases*



Mentors' Clones



Available at <https://www.delphi.ai/martin-varsavsky> | Excerpt from an audio conversation:

Question

- Hello, Martin. Good afternoon. Jose here. We spoke a couple times, and, I always found very interesting, your perspectives. This time, I have a couple questions. I would like to get the answers into a benchmark that talks about the AI driven avatars, and it's basically a market study. Um, the first question is um, how big do you think it is in this AI driven Avatars market? And how you know, do you think the size will be in 5 years' time?

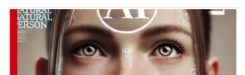
Answer

- AI-driven avatars are carving out a significant niche in the digital landscape. Currently, the market is valued at several billion dollars, driven by sectors like customer service, education, and entertainment. Looking ahead five years, I anticipate this market could easily double or triple. The growth will be fueled by advancements in natural language processing and increasing adoption across industries. Companies are recognizing the potential of AI avatars to enhance user experience and operational efficiency. It's an exciting space with immense potential for innovation and impact.

Full conversation:




“...Currently, the market is valued at several billion dollars...”





Available at <https://www.delphi.ai/tjwalker> | Excerpt from a video conversation:

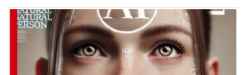
 | Your call with TJ Walker's Clone



Full Video conversation:



“...the Digital Clone really transforms the learning experience by bringing the personal touch...”



C-Level Clones:

Below are some excerpts from various conversations with clones of CEOs and other personalities who can provide the flavor of what is coming already and will take a stronger shape very soon.



Jodie AI

CEO, Coachvox - Available at <https://coachvox.ai/ai-business-coach/> | Excerpt from a text conversation

Question

- Hi Jodie, I am doing a benchmark on Digital Interactive clones and I thought it would be great to have your views about the biggest challenges today for the industry and especially for Coachvox.

Answer

- Ahh, okay. The digital interactive clones industry is indeed a fascinating one.

The biggest challenges today, I would say, are around authenticity and personalisation.

It's about creating AI that can truly understand and respond to users in a way that feels genuine and personalised.

For Coachvox, the challenge is to ensure that our AI coaches can provide the same level of insight and guidance as a human coach.

We're constantly working to improve our AI's ability to understand context, provide personalised responses, and carry out multi-turn conversations.

Would you like to know more about how we're tackling these challenges at Coachvox?



Dara Ladjevardian

CEO, Delphi- Available at www.delphi.ai/dara-ladje/ | Excerpt from an audio conversation:

Question

- Hi Dara, how are you? Listen, I am preparing a benchmark study on Ai-Driven avatars.

I would love to hear your opinion (if you want to include it in the paper), about the current limitations of Digital Interactive clones in general and specific to Delphi.

Please feel free to elaborate as much as possible so that you can inform properly to the readers

Answer

- Hey Jose, great to hear from you! When it comes to digital interactive clones, there are definitely some limitations to consider.

Generally, one of the big challenges is ensuring authenticity and trust.

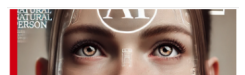
Clones need to be transparent about their nature to avoid any deception.

At Delphi, we've made it a priority to ensure our clones are upfront about being AI, and they always cite factual information to maintain transparency 15.

Another limitation is the potential for misuse, like deep fakes, which can be used to spread misinformation. We've seen cases where deepfakes have been used in scams, like the Musk crypto giveaways, which is why we focus on safeguarding identity and ensuring our clones don't contribute to these issues 5.

Specifically for Delphi, while our clones can scale a person's unique way of thinking and interacting, they are still limited by the data and training provided by the individual. This means they can't go beyond the knowledge and experiences they've been trained on. Also, privacy and security are crucial, so we give clone owners full control over their data and who can access their digital counterparts 4.

These limitations are part of the evolving landscape of AI, and we're constantly working to address them while pushing the boundaries of what's possible with digital clones. If you have more questions or need further details, feel free to reach out!





Dan Thomson
Travel

CEO, Sensay Ai - Available at <https://sensay.io/dan> | Excerpt from a text conversation:

Question

- Hi Dan, how are you? Listen, I am preparing a benchmark study on Ai-Driven avatars. I would love to hear from you (if you want to include it in the paper), about the current potential and limitations of Digital Interactive clones in general and specific to Sensay. Please feel free to elaborate as much as possible so that you can inform the readers properly.

Answer

- I'm doing well, thanks for asking! When it comes to AI-driven avatars and digital interactive clones, the potential is immense. They can revolutionize communication, education, and even healthcare by providing personalized, scalable interactions. Imagine having a digital version of yourself that can engage with people across the globe, in any language, 24/7. This opens up possibilities for teaching, customer service, and even companionship.

However, there are limitations to consider. The technology is still evolving, and while AI can simulate human-like interactions, it lacks genuine empathy and understanding. Ethical concerns also arise, particularly around privacy and the potential misuse of digital identities. Specific to Sensay, our focus is on creating digital twins that can act autonomously, maintaining consistency in communication and personalizing interactions at scale. Sensay aims to humanize brand interactions and build trust, all while navigating the ethical challenges involved. We're striving for digital immortality, where your digital self can continue to interact and engage long after you're gone. Feel free to include this in your study, and let me know if you have any more questions!

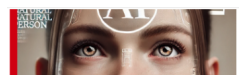
Question

- Thank you. What are your biggest challenges today to reach your goal?

Answer

- Reaching the goal of digital immortality with Sensay involves several challenges:

1. **Ethical Concerns**: Navigating privacy issues and ensuring ethical use of digital identities is paramount. We must safeguard against misuse and ensure users' control over their digital selves.
2. **Technological Limitations**: While AI has advanced, achieving true human-like interaction and understanding remains a hurdle. Continuous development is needed to enhance empathy and contextual awareness.
3. **Scalability**: Creating digital doubles that can operate globally and autonomously requires robust infrastructure and resources, which can be a significant challenge.
4. **Public Perception**: Gaining trust and acceptance from the public is crucial. People need to feel comfortable with the idea of digital replicas and understand their benefits.
5. **Regulatory Hurdles**: Navigating the legal landscape across different regions can be complex, especially as regulations around AI and data privacy evolve. Addressing these challenges is key to making digital immortality a reality. If you have more questions or need further insights, feel free to ask!



Conclusion

There is an ecosystem of companies being built as we hear news about Elon Musk landing a rocket after it has been launched.

The future is now. The companies and individuals, aiming to conquer their space, whether developing a solution, building the assets for others and promoting them as an agency, becoming influencers, or expanding their reach as a communicators in whatever role they might be in today, all those will be the “Future Hackers” of tomorrow; without a doubt, and which is by the way coming extremely fast, much faster than any other “future” has come in our history.

The role of these companies, beyond the obvious, is to democratize the access to such tools in order to help everyone reach their goals, whether abundance, transcension in time and space, or others of their own.

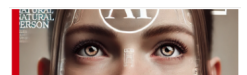
That said, amongst the companies who develop the Digital Clones who interact with users in real time, it seems there is a tighter race between a handful of companies - HeyGen, Delphi and a couple more- who are gunning, not only to conquer but to dominate their space and be the founding pillars for that very ecosystem.

Their leaderships are built by charismatic visionaries and extremely talented entrepreneurs who with their teams are focused to provide the best experience to their clients, whether that is doing customer support, developing code, running marketing or any aspect that the challenge may require.

It is still unclear which vertical will take off and accomplish the desired exponential growths, but certainly there are enough ingredients in order to disrupt conventional paradigms that were the basis for many of several industries we have seen develop throughout the years.

The legislative chapter along with the supply of tech infrastructure will play essential roles for the system to be developed within the scale and potential that lies ahead of itself. Both topics are extremely complex, not only for the possible consequences of building global solutions that touch on global ethics, privacy rights and responsibilities but also because in many cases there is no prior jurisprudence to be applied and most likely only best judgment and best information available at the time will be their compass.

Even if some regions have built an initial canvas to prevent abuse, and to safeguard some citizen rights, the order of magnitude, bandwidth and capacity of the new technologies will be extremely hard to tame, thus making it truly mighty. Evangelisation, awareness and kindness need to be at the very core of the builders, as well as the ones who decide to use it.



Final Remarks

There are certain periods of time in human history when the convergence of forces ignites a shift so profound that it reshapes our understanding of what's possible. Over the past decade, we've been living through one of those periods. Technological milestones have not only challenged the status quo but have begun to rewrite the very rules by which we live.

The rise of Artificial Intelligence (AI) and Machine Learning (ML) has unlocked the potential of data on an immense scale, providing insights beyond human capability. Blockchain has redefined industries, from finance, art to real estate, decentralizing power and disrupting traditional models. Generative AI now equips machines with the ability to create—texts, images, audios and voices, videos—while self-driving cars, human-computer neural interfaces, and satellite innovations are pushing the boundaries of our physical world.

Each of these innovations, on their own, has broken barriers. But more importantly, together, they've catalyzed a greater shift—challenging how we think, how we work, and how we measure time. As our most precious resource, time is increasingly intertwined with technology, and this convergence allows us to harness it in ways that amplify both comfort and creativity.

In this landscape, Ai-Driven Avatars or Digital Clones (DCs), for short, stand as a synthesis of these disruptive forces. They merge AI, generative technology, and soon blockchain to extend human capability—creating a tool not just for individual efficiency, but for collective empowerment. The era of digital clones is not simply about automation; it's about creating a multiplier effect on human potential and expanding access to wisdom in an almost unlimited manner.

As we stand on the edge of this transformation, it's clear: we are not passive spectators. We are the architects of this new world, shaping the future with our decisions. The innovations of today are just the beginning, and the possibilities they unlock—individually and collectively—will continue to evolve. The future isn't waiting for us; it's here, and it's in our hands.

Jose Larrucea
Founder & Researcher



Frequently Asked Questions (FAQs)

1. What are Digital Interactive Avatars?

Digital Interactive Avatars, or AI-driven Avatars, are digital versions of individuals that can think, speak, and interact in real-time, embodying one's knowledge, personality, and style. They serve as virtual twins, enabling engagement without physical presence, thus scaling one's impact and accessibility.

2. How do digital clones enhance productivity and efficiency?

Digital clones automate repetitive tasks, such as customer support and content creation, allowing individuals to focus on more strategic activities. They provide consistent, 24/7 support, enhancing productivity and efficiency across various sectors.

3. What ethical considerations are crucial in deploying AI-driven Avatars?

Key ethical considerations include transparency, privacy, and consent. Ensuring users are aware of how their data is used and obtaining explicit consent for likeness use are paramount to ethical deployment.

4. How do digital clones address language barriers in global communication?

Digital clones can communicate in multiple languages, enabling seamless multilingual interactions. This capability enhances global reach and facilitates cross-cultural communication.

5. What role do digital clones play in education and training?

In education, digital clones can offer personalized learning experiences, providing students with tailored content and real-time feedback. They can simulate real-world scenarios, enhancing training effectiveness.

6. How do companies ensure the authenticity of digital avatars?

Companies use advanced AI algorithms and data integration to ensure avatars accurately reflect the individual's knowledge and personality. Regular updates and user feedback help maintain authenticity.

7. What are the potential challenges in achieving digital immortality with clones?

Challenges include data privacy concerns, ethical implications of digital immortality, and the need for continuous updates to reflect the individual's evolving knowledge and personality.

8. How do AI-driven Avatars contribute to content creation and marketing?

Avatars generate personalized content, engage audiences through interactive experiences, and provide insights into consumer preferences, enhancing marketing strategies.

9. What is the significance of collaboration with regulators in the AI space?

Collaboration ensures compliance with legal standards, addresses ethical concerns, and fosters trust in AI technologies. It is crucial for sustainable AI development.

10. How do digital clones democratize access to knowledge and expertise?

By making expert knowledge accessible to a wider audience, digital clones break down barriers to education and professional development, promoting inclusivity.



11. What are the key components of AI-driven avatars?

Key components include data input, personality modeling, interaction capability, security, and customization, each contributing to the avatar's functionality and user experience.

12. How do companies like Synthesia and HeyGen ensure content authenticity?

These companies use AI-driven video animation and motion capture technologies to create lifelike avatars, ensuring content authenticity through rigorous quality control.

13. What pricing strategies do companies adopt for digital clone solutions?

Pricing strategies vary, often based on subscription models, usage tiers, or custom solutions tailored to specific business needs.

14. How do digital clones impact the music and entertainment industries?

Clones create immersive experiences, such as virtual concerts and interactive storytelling, transforming audience engagement and content delivery.

15. What is the future outlook for the AI-driven avatars market?

The market is poised for significant growth, driven by advancements in AI technology, increasing demand for personalized experiences, and expanding applications across industries.

16. How do AI-driven avatars redefine the concept of customer service?

Avatars provide instant, personalized support, enhancing customer satisfaction and loyalty. They handle inquiries efficiently, freeing human agents for complex tasks.

17. How do digital clones enhance educational experiences?

By offering interactive, personalized learning environments, digital clones cater to diverse learning styles and accelerate knowledge acquisition.

18. What ethical considerations are paramount in the deployment of digital clones?

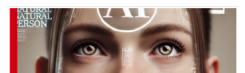
Paramount considerations include ensuring user consent, protecting data privacy, and maintaining transparency in AI interactions.

19. How do digital clones overcome language barriers?

Through multilingual capabilities, digital clones facilitate communication across different languages, promoting inclusivity and global collaboration.

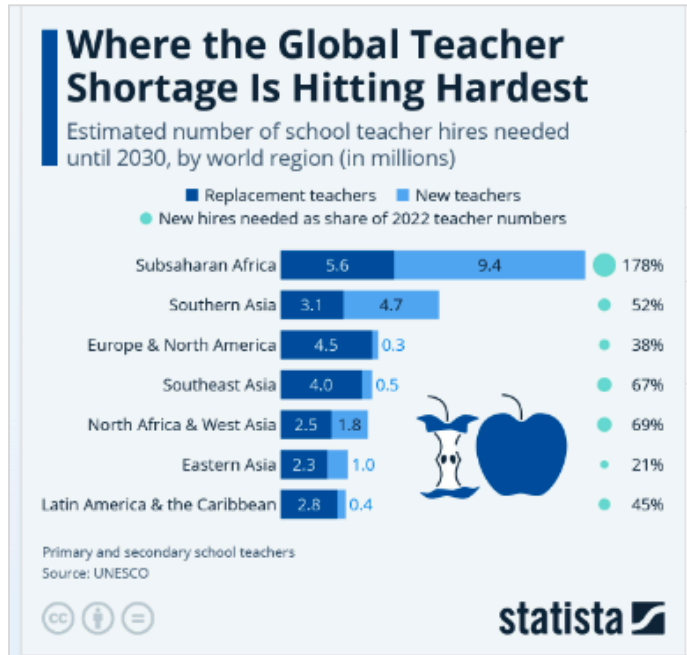
20. How are companies addressing the potential misuse of AI avatars?

Companies implement strict ethical guidelines, robust security measures, and continuous monitoring to prevent misuse and ensure responsible AI deployment.



Annexure 1: School Teachers

According to Unesco, there are **93,7MM** teachers available around the world (2022). The same source in a different study highlights the need for **44MM** teachers by 2030 detailed by Statista the most affected regions in such need.



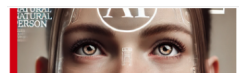
Institutions can prepare content, lessons, languages and propagate them in the regions of choice.

Digital clones can hold the classes, spread the content in the needed languages.

Digital Interactive Clones in real time could answer questions about those lessons.

Minimal or basic infrastructure (internet access, common display and some personal devices to interact with) is needed either as a broadcast to the class, similar to the conventional way, or as one on one if IT allows it in those regions.

* https://teachertaskforce.org/sites/default/files/2024-02/2024_TTF-UNESCO-Global-Report-on-Teachers_EN.pdf
<https://www.statista.com/chart/31722/global-teacher-shortage/>



Annexure 2: Online Tutors

Platforms like Udemy, Coursera, EdX, SuperProf, Khan Academy and others welcome tutors, online teachers, education professionals to share their know-how and career experience.

Historically the ways of engagement for those professionals were physical classes as in one on one formats or speaking events, or others alike.

Now the formats have evolved moving to virtual scenarios like remote virtual classes in real time, or recorded videos with interactivity via tests after consuming the recorded video content, or more recently via Digital Interactive clones in real time.

A few global and regional platforms like Udemy, Superprof, Preply and Profes in Brazil gather more than 30MM online tutors, instructors and teachers who can profit from the latter option of Digital Interactive Clones in real time.

Physical Class

- Real Time - Depending on discipline, but it could range for 20 - 40 USD / Hour

Remote Class for German Language Learning

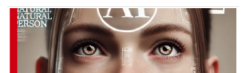
- Real Time - 30 USD / Hour

Recorded Videos / Recorded Videos of Digital Clones / Recorded Videos of Digital Interactive Clones

- Asynchronous (Udemy, Coursera, EdX, etc) - 5 USD per course

Digital Interactive Clones

- Real Time - ???



Annexure 3: Professionals

Platforms like LinkedIn and other social networking for business host employee profiles, freelancers, executives and other people selling their knowledge for money. In the latter case, they receive a community of 1Bi people around the world.

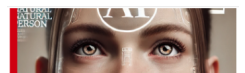
Let us imagine that 25% of them could sell access to their knowledge globally, for as little as 0.47 usd / minute of interactive and real time conversations via their digital clones.

Initiatives like this could unlock new streams of financial resources in unprecedented ways.

See example below with assumptions on potential population using and fill rates and hourly fees.

CATEGORY	#	TYPE
Linkedin Population	1,000,000,000	People
Potentially Using Clones to sell knowledge	0.50%	%
Potential Population Generating Revenue	5,000,000	People
Available hours / Day	24	Hrs
Fill Rate of hours Booked	5.0%	%
Active Hours / Day	1.20	Hrs
Active Minutes / day	72	Mins
Active Minutes / Month	2,190	Mins
Active Minutes / year	26,280	Mins
Avg Price / Minute	0.47	USD
Price / Year	12,352	USD
New Revenue from Scaled Access to Knowledge	40,818,000,000	USD

**The above table is a simulation of potential upsides of the use of the technology and it is not an advice on financial resources allocation nor financial consultancy of any sort, especially since some areas will define their billables much higher than in the example.*

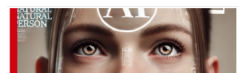


Annexure 4: Authors & Books

In 2023, according to ISBNDB, around 2,2MM books were published and more than a billion books were sold globally and from the same source they list 18MM authors listed in their database.

Although the statistics about books read in the same period is not clear nor compiled in a public source, estimates suggest a significant increase in book sales and reading interest worldwide, with the global book market valued at around \$132.4 billion in 2023, indicating a substantial amount of books being read globally.

If for every book published, a digital interactive clone of the author was released as a support to the book, it could certainly enhance the understanding of content, spark of ideas and new conclusions, or even further engagement and new sales from same authors or even related literature.



Annexure 5: Movies & TV Series

Further³ to a study* conducted by Francisco Parata from Endless.io, there are about 18K unique titles among the main streaming platforms such as Netflix, Apple TV Plus, Max, Disney Plus, Amazon Prime, Paramount Plus, and according to Researgate and other sources there are about a few thousands of movies released each year.

For illustration, here is the ranking from 2009, detailing main country contributors ordered by movie production.

Super producers	No. of films (over 400)	Perc. natl market share	No. of natl films in country's top 10
India	1288	92.0	10
USA	751*	91.8	10
China	456	56.6	6
Japan	448	56.9	5
<i>N</i> = 4		Mean: 74.3	
Major producers	No. of films (101–400)		
France	230*	36.8	3
Spain	186*	16.0	1
United Kingdom	154	16.5	3
Germany	149*	27.4	2
South Korea	138	48.8	6
Italy	133*	24.4	3
Argentina	101	16.0	1
<i>N</i> = 7		Mean: 26.6	
Medium producers	No. of films (51–100)		
Canada	98	3.3	–
Brazil	84	14.3	2
Indonesia	80	–	–
Switzerland	80	3.4	0
Russian Federation	76	23.9	5
Hong-Kong	70	21.0	1
Philippines	70	25.7 (2011)	–
Turkey	68	51.0	–
Mexico	66*	7.5	0
Iran	62	99.7 (2011)	–
Belgium	52*	7.9	–
<i>N</i> = 11		Mean: 25.7	
Minor producers	No. of films (26–50)		
Poland	42*	21.5	2
Netherlands	40*	17.4	2
Sweden	37*	32.7	4
Czech Republic	33*	25.6	3
Australia	38*	5.0	0
Thailand	37	37.5	–
Egypt	35	80.0	5
Denmark	28*	17.3	4
Taiwan	28	2.3	–
Malaysia	28	13.7	–
Hungary	27*	9.3	0
Norway	27	20.6	3
<i>N</i> = 12		Mean: 23.6	

Notes: *Based on statistics contained in European Audiovisual Observatory (2010). Figures have been adjusted on the basis of subsequent information appearing in European Audiovisual Observatory (2012a). Includes documentaries unless otherwise indicated with an asterisk.
The following countries produced fewer than 26 films in 2009: Africa: Morocco, South Africa, Tunisia; Asia: Singapore; Europe: Austria, Bulgaria, Croatia, Estonia, Finland, Greece, Iceland, Ireland, Latvia, Lithuania, Luxembourg, Portugal, Romania, Slovakia, Slovenia; Latin America: Chile, Colombia, Peru, Uruguay; Venezuela; Middle East: Bahrain, Israel, Jordan, Lebanon, Palestine, Qatar, Syria, the UAE.

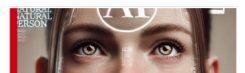
Global film market: number of films produced by country, national market shares, and number of national films in country's top 10, 2009. a

Already allowing viewers of the streaming services to engage and connect with directors, film characters will exponentially grow user traction and retention.

On the same token, hearing viewers show their likes, specific questions, perceptions, misunderstandings will create a vast amount of rich data that the streaming services could utilize to create new content in line with their viewership longings.

The potential uses for this data will need to be clearly stated and transparent to the users so that they can feel safe as well as connected to their favorite celebrities.

*https://docs.google.com/spreadsheets/d/1sTBOT0ExT_S8SDSEcRgiH9TNcW0MhESlwh1TuH0HZ40/edit?gid=1889953471#gid=1889953471



Annexure 6: Music

It was published on SearchLogistics.com*, a study detailing the number of artists and creators on Spotify who every month make the world rock with their vibes. The number is an astonishing 11MM creators.

If we apply the pareto 80-20, we could guess that 2,2MM are driving 80% of the revenue (wild guess) and thus, if we apply a 10% creator adoption of clones, the Clone population would be around 220K.

The engagement through this new channel can certainly lead to higher connection with the artist and many new entertainment possibilities.

For starters ecommerce opportunities like the ones available today at Delphi.ai where a clone owner can register products for its clone to show. This could certainly be to channel directly from the creator to the fan or listener, merchandise, future concerts, events, etc.

In a new future it could mean personalized songs, customized concerts etc, especially if we think this technology could mingle with those of companies like Suno.com and Udio.com to mention a few.

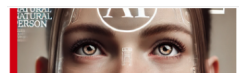
* <https://www.searchlogistics.com/learn/statistics/spotify-statistics/>



Annexure 7: Companies using Ai Video Solutions

Bayer
Beiersdorf
Benzinga
Berlitz
BestSeller
Bts
Chegg
Continental
Criteo
Dupont
Electrolux
Fox8
Heineken
Hewlett Packard Enterprise
Latam Airlines
MarketInsider
MarketWatch
MBN
MorningStar
NordScreen
Novartis
Paramount
Reckitt
Reuters
RystadEnergy
Teleperformance
Unite Ai
WSP
Xerox
Zoom

* The list of companies is a compilation based on the logos displayed on the websites of the companies researched in September 2024



Annexure 8: Sources

Source	URL
Company Websites	Business websites
Crunchbase	https://www.Crunchbase.com
Pitchbook	https://pitchbook.com/profiles/company/519801-76#faqs
Speechify	https://speechify.com/blog/heygen-vs-synthesis/
CBInsights	https://www.cbinsights.com/company/synthesis-technologies
Linkedin	https://www.linkedin.com/company/elai-io
SimilarWeb	https://www.similarweb.com/website/heygen.com/#traffic
Statista	https://www.statista.com/chart/31722/global-teacher-shortage/
The Guardian	https://www.theguardian.com/global-development/2023/oct/04/world-needs-44m-more-teachers-in-order-to-educate-every-child
Teachers Task Force	https://teachertaskforce.org/sites/default/files/2024-02/2024_TTF-UNESCO-Global-Report-on-Teachers_EN.pdf
Udemy.com	https://about.udemy.com/es/
SuperProf.com	https://www.superprof.com.br/quem-somos.html
Preply.com	https://preply.com/
Profes.com.br	https://profes.com.br/info/quem-somos/
Napkin.ai	https://app.napkin.ai/



Glossary of Terms

AI Developers

Professionals responsible for creating the algorithms and machine learning models that power AI-driven avatars. They ensure the avatar understands user inputs and provides appropriate responses.

AI-Driven Avatar

A digital character powered by artificial intelligence that mimics human behavior, expressions, and speech. These avatars are used for personalized interactions in various sectors like customer service, education, and marketing.

AI Trainers

Experts who refine and optimize the behavior of AI avatars by feeding them quality data and correcting mistakes during the learning process. They ensure avatars improve over time.

Avatar Video

A digital video where AI avatars deliver content, often used for marketing, education, or corporate communication. It adds a personalized touch to digital content.

Content Moderation

The process of monitoring and controlling user-generated content to ensure it meets platform standards. In AI-driven avatars, moderation prevents the creation of harmful or unauthorized deep fakes.

Customization

The ability to adjust the appearance, voice, and behavior of an AI avatar based on specific use cases. It allows for tailoring the avatar to suit different environments, such as corporate, customer service, or entertainment settings.

Data Analysts

Professionals who analyze and update the knowledge base of AI avatars to improve their accuracy and interaction quality. Their work ensures avatars remain effective in real-time applications.

Data Input

The foundational component of AI-driven avatars, consisting of text, audio, and visual information. This data is used to train the avatar in understanding user interactions and delivering appropriate responses.



Data Privacy

The protection of personal information that AI avatars may process during interactions. Maintaining confidentiality and adhering to privacy regulations are crucial in AI ecosystems to prevent unauthorized use of personal data.

Deep fake

AI-generated videos or audio that imitate real people, often indistinguishable from reality. In the context of avatars, deep fakes can be both a powerful tool and a potential ethical concern if used improperly.

Digital Clone

A highly advanced form of AI avatar that replicates not just the appearance but also the voice, personality, and knowledge of a person. These clones are used in high-profile settings like leadership coaching or educational platforms.

End Users and Clients

People who directly interact with AI avatars in real-world applications like customer service, marketing, or education. Their feedback is critical for refining the avatar's functionality and improving user experiences.

Ethics

Guidelines governing the responsible use of AI technology, focusing on transparency, privacy, and consent. In AI avatars, ethical concerns include obtaining permission for likeness use and avoiding deceptive practices.

Interaction Capability

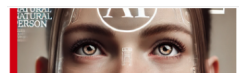
The ability of AI avatars to engage in human-like conversations using natural language processing. This feature allows avatars to provide interactive, real-time responses to users.

Likeness

The digital representation of an individual's physical appearance in the form of an AI-driven avatar. Ethical use of likeness requires consent to prevent misuse of someone's digital identity.

Legal and Ethical Advisors

Professionals who ensure AI avatars are deployed ethically and within legal frameworks. Their guidance helps prevent privacy violations and other legal risks associated with the use of AI avatars.



Marketing and Promotion Agencies

Agencies that specialize in the creation and marketing of AI avatars, helping businesses deploy avatars effectively and ensuring their acceptance by target audiences.

Performance Metrics

Quantifiable data points that measure how well AI-driven avatars perform in various applications, such as customer satisfaction, engagement rates, and conversation quality. These metrics guide improvements.

Personality Modeling

The component that enables an AI avatar to exhibit human-like personality traits such as empathy or humor. This enhances the avatar's interaction quality by tailoring responses to specific situations.

Real-Time Engagement

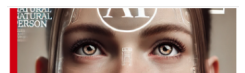
The ability of AI avatars to respond instantly to user inputs, facilitating dynamic interactions in real-time. It's especially beneficial in customer service, live marketing, and educational contexts.

Security and Privacy

Critical components ensuring the safety of user data and the integrity of the avatar system. AI avatars must adhere to strict privacy protocols to prevent unauthorized data access and misuse.

Transparency

The practice of clearly indicating when users are interacting with an AI avatar. Transparent communication builds trust and prevents deception, making the technology more acceptable to end users.



Ai-Driven AVATARS

Contact Us

For more information, or any queries regarding the contents of this paper, contact:

Email: info@eclonomy.com

Phone: +55.11.99792.2595

Website: www.Eclonomy.com

Address: Rua Diego de Castilho, 05704-070, Sao Paulo, SP, Brazil





NATURAL
NATURAL
PERSON

ETHICAL
AI
2024-2028
2024-2028

