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## 2025's Most-Viewed Videos about Donald Trump are Mostly AI

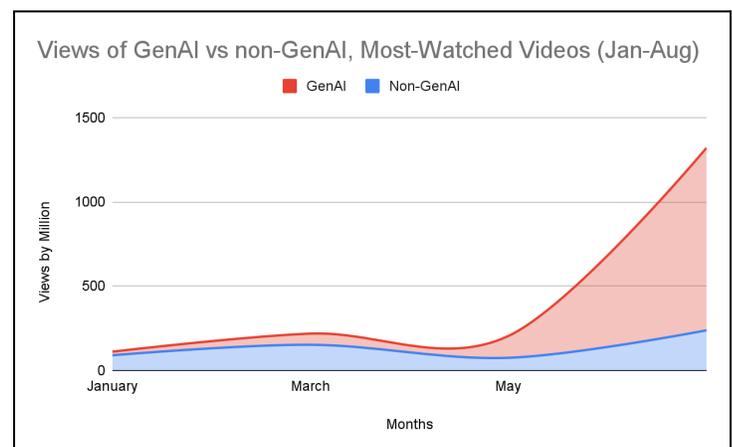
*Analysis shows 57% of the most-viewed videos in 2025 (and 61% of the views) mentioning Trump were generated by Artificial Intelligence*

### Introduction:

For this study, we used the ClarifyAI platform to identify 50,896 YouTube videos that have received more than 14 billion views in aggregate. Each video mentions Donald Trump (or otherwise contains a visual). All videos in this study were posted between Jan. 1, 2025 and Sept. 9, 2025. Videos identified as being generated by Artificial Intelligence were self-declared on the YouTube platform to be AI-generated.

### Key Findings

- We found that 57% of the 80 most-viewed videos on Trump are AI-generated, including the [most-viewed video](#) about Trump in 2025.
- The 80 most-viewed videos have more than 2.1 billion views - and 61% of those views were of videos generated by AI.
- AI-generated content among most-viewed videos surged in July and August, driving more than 4x more views of AI content than non-AI content during those two months.
- All of the top 40 most-watched videos about Trump are vertical-style shorts.
- The YouTube channels [Global Presidents](#) (301 million views) and [Make AI Great Again](#) (133 million views) drove the highest number of views in the study.
- In September both YouTube and OpenAI released built-in tools for AI video generation, this is one reason we expect this trend to continue.



### ABOUT CLARIFYAI

ClarifyAI is the first strategic intelligence platform for YouTube. It works by “watching” all the YouTube videos that mention a brand, candidate, or issue and delivers actionable insights on media consumption, sentiment and trends. We identify audiences exposed to narratives and empower brands and candidates to reach them with advertising.

### ABOUT GROUND TRUTH AI

[Ground Truth AI, LLC](#) is a nonpartisan AI Research Lab that produces technology to give the public access to reliable information. Our 2024 research in AI accuracy was featured on [MSNBC's Morning Joe](#). GroundTruthAI's founders, CEO Andrew Eldredge-Martin and CTO Brian Sokas, were named Campaign & Elections 2024 AI Pioneers of the Year for their work on accuracy and political bias in AI systems.