

In Russia, the demand for “revitalization” of photographs with the help of AI has grown

The Avito Service service recorded an increase in interest in processing photographs using artificial intelligence (AI). In July 2025, the number of requests for “revival” pictures increased by 28% compared to the previous month.

In parallel with the increase in demand by 52%, the number of proposals from specialists and online services has grown. The average cost of the service was 400 rubles, which is 20% less than in June.

The technology works on the following principle: artificial intelligence algorithms analyze a static image, determine key points on the face and body, then create intermediate shots that mimic natural movements. When music is added, the system synchronizes animation with the rhythm of the composition, creating the effect of a revived photograph.