Coalition for Content Provenance and Authenticity (C2PA)

A joint development foundation project (501 c6)

500+
member organizations

2021
Founded

1 Open
Technical Standard

Creators of the open
content credentials
specification

c2pa.org

Charter

Develop technical specifications that can establish content provenance and authenticity at scale to give publishers, creators, and consumers the ability to trace the origin of media.

C2PA Membership

Steering Committee

Adobe, amazon, BBC, Google, Meta, Microsoft, OpenAI, Publicis Groupe, SONY, truepic

General Members

AD-ID, arm, Bloomberg Engineering, Canon, cybertrust, Deloitte., digicert, ElevenLabs, FUJIFILM Value from Innovation, FUTUREWEI Technologies, HUAWEI, Leica, logitech, NAGRA KUDELSKI GROUP, NHK, Nikon, Proof, Numbers, polygon, ProSiebenSat.1 Media SE, QUALCOMM, Reality Defender, SAMSUNG, SASHA, soundpatrol, SPRINGER NATURE, SSL.com, STORY PROTOCOL, AP, TikTok, TripleID, TRUSTASIA, Unified Streaming, vbrick, vivo, WDR, WITNESS SEE IT. FILM IT. CHANGE IT.

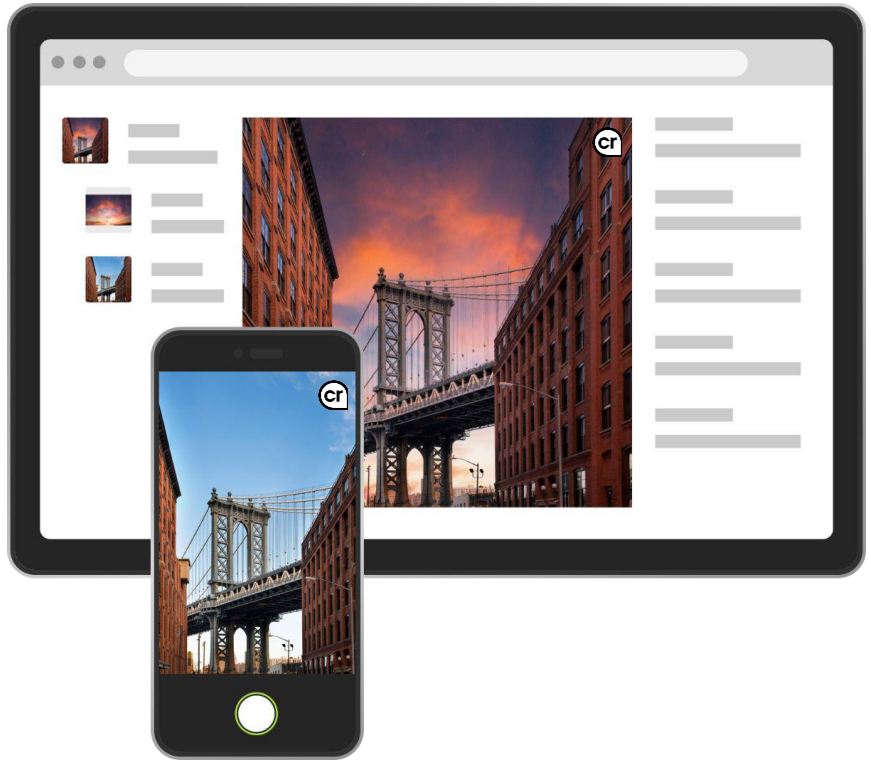
+ hundreds of Contributing Members

What is digital content provenance?

Provenance is a set of basic facts about digital content, cryptographically bound to the content and tamper-evident:

- How, when, where it was created
- How, when, where it was edited, or published
- Whether and how AI was used
- The chain of changes from creation to publication to the consumer

Preserving privacy is a core guiding principal



content credentials

An open standard for storing and accessing cryptographically verifiable and tamper-evident information whose trustworthiness can be assessed based on a defined trust model.

https://c2pa.org/specifications/



On its way to becoming an ISO standard (ISO 22144)

Core solution concepts



Cryptographically authenticate asset metadata and media content



Binding specifications for still images, video, audio and documents



Validate that content and metadata are unchanged at time of consumption



Offer a cryptographic guarantee that viewed content matches the original publication; does not state anything about the truth of content

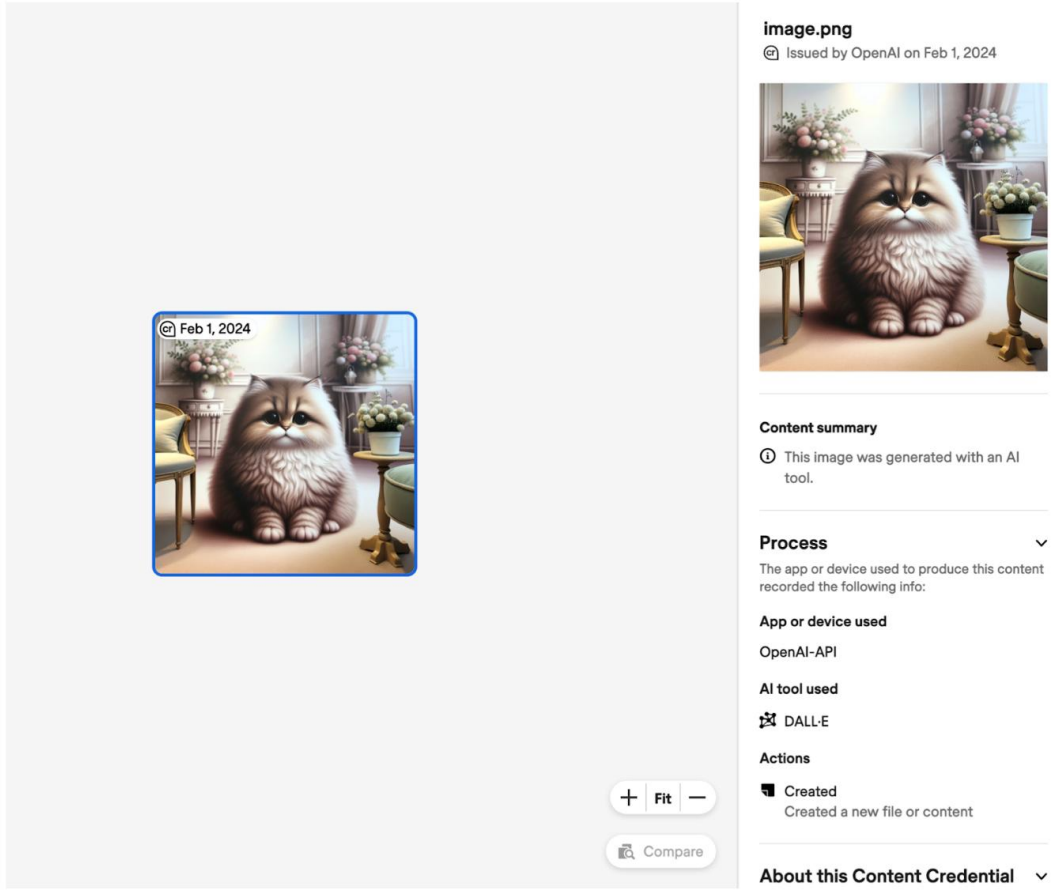


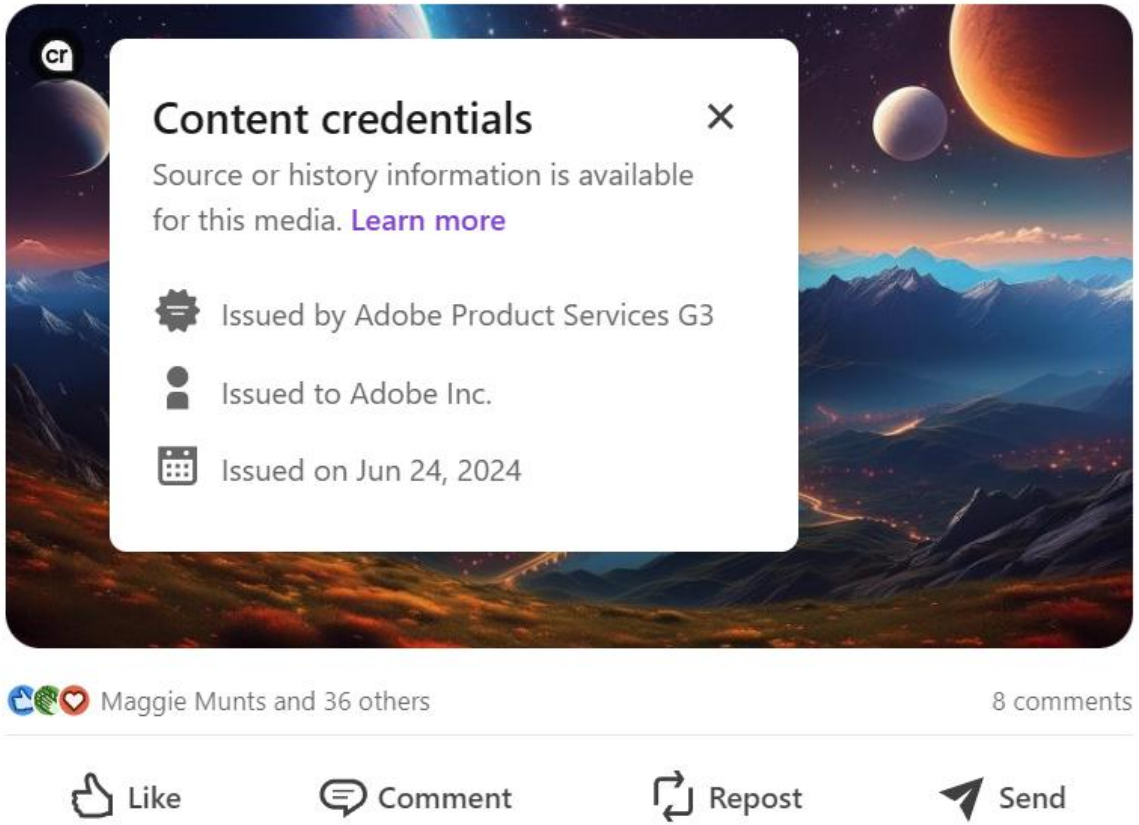
Works in the media space with standards-compliant media asset containers



Although initial investigation has focused on images, videos, audio and PDFs, theoretically can be built for use with any digital data type and active explorations for other content types

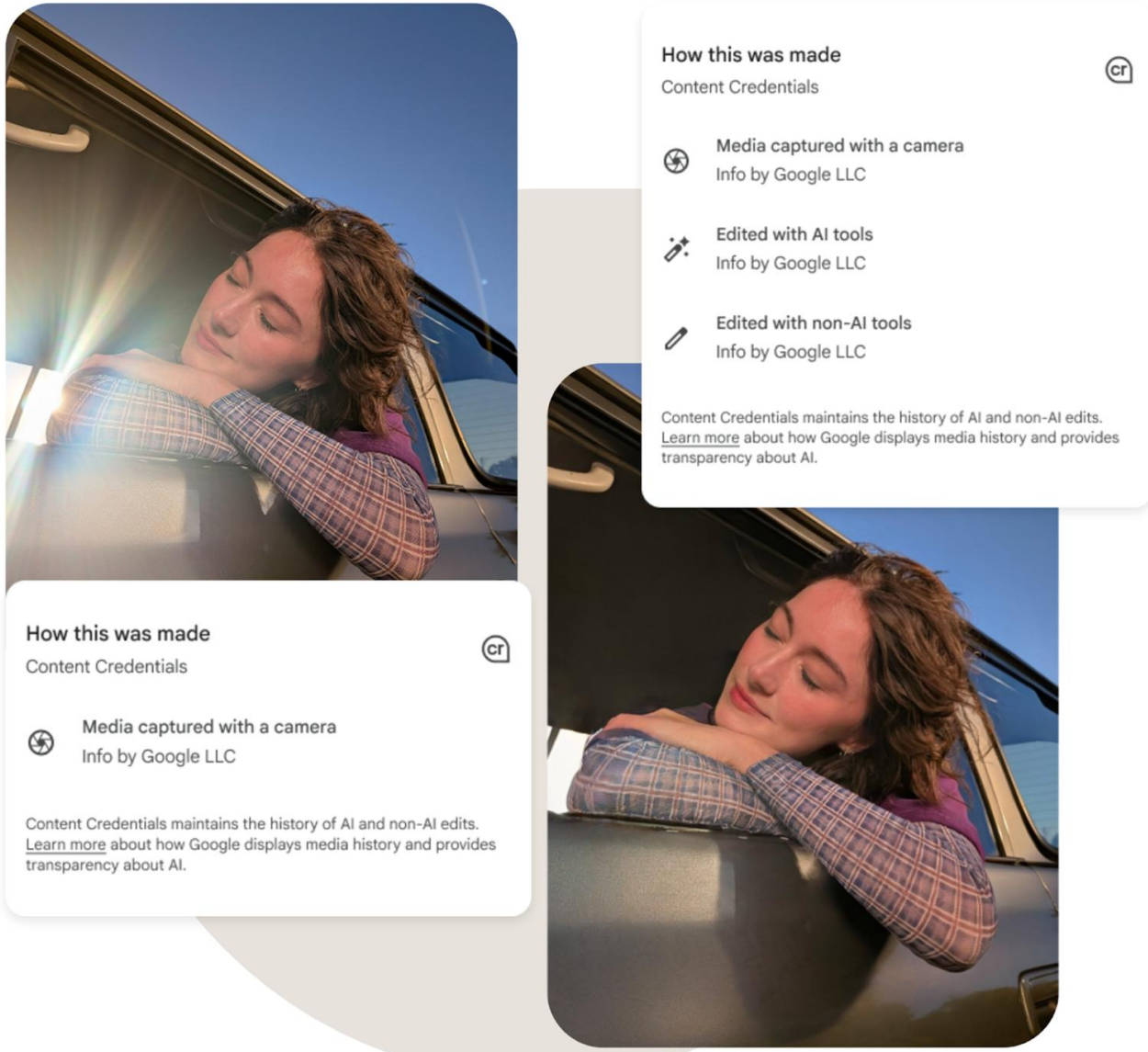
C2PA Standard in Action
AI-generated image





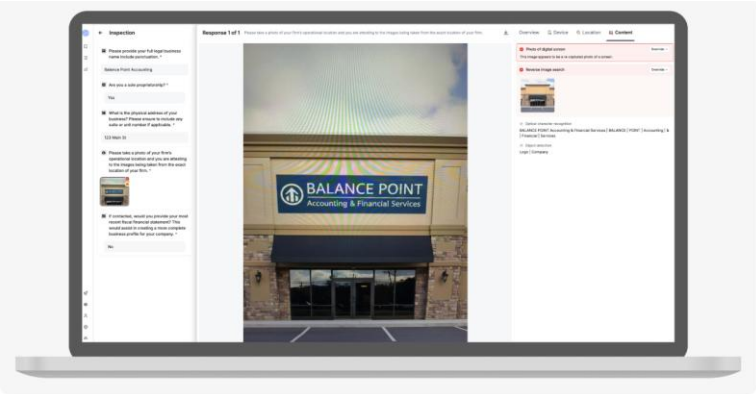
C2PA Standard in Action
AI-edited photo

C2PA data on photo from Pixel phone



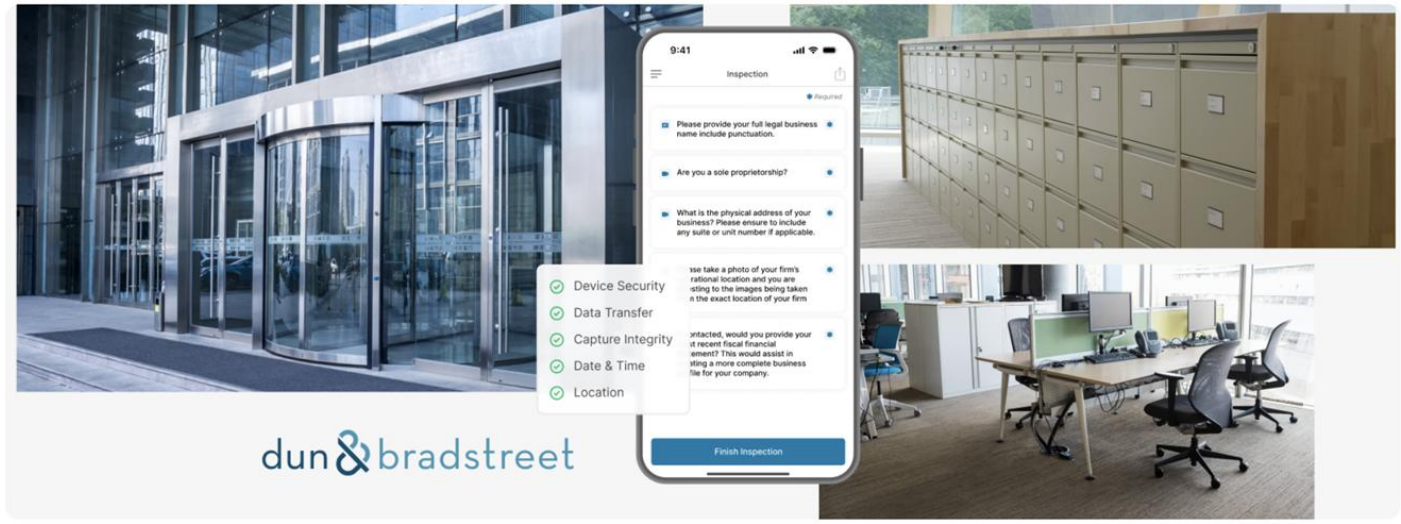
C2PA Standard Critical Piece to Business Authenticity

C2PA critical piece of Truepic's Vision platform, powering critical business processes



50+ fraud checks are performed on each of the applicant's image and video submissions.

Dun & Bradstreet and Truepic: Securing business identity at scale with visual risk intelligence



EQUIFAX | INVESTOR RELATIONS

NEWS & EVENTS | COMPANY INFO | RESPONSIBLE BUSINESS PRIORITIES | FINANCIAL INFO | STOCK INFO | SEC FILINGS | GOVERNANCE

Equifax and Truepic Partner to Enhance Trust and Transparency in Insurance Underwriting and Claims

Government has a role to play

- Public-private collaboration to advance consensus, interoperable provenance standards
- Consider piloting and using Content Credentials
- Adoption and implementation of C2PA compliant provenance technologies and open-source toolkits to authenticate official government media and content
- Education and consumer awareness on digital content transparency best practices
- Support and fund research on benefits, efficacy and use

Thank you