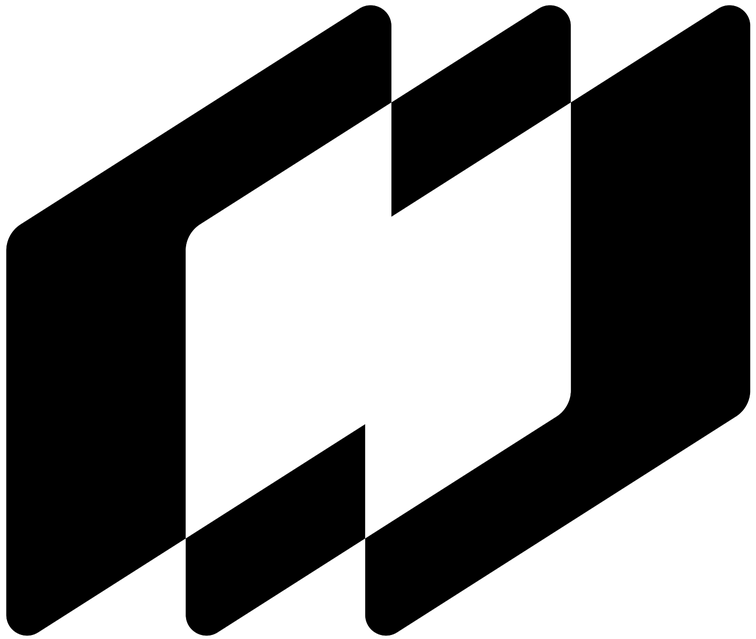
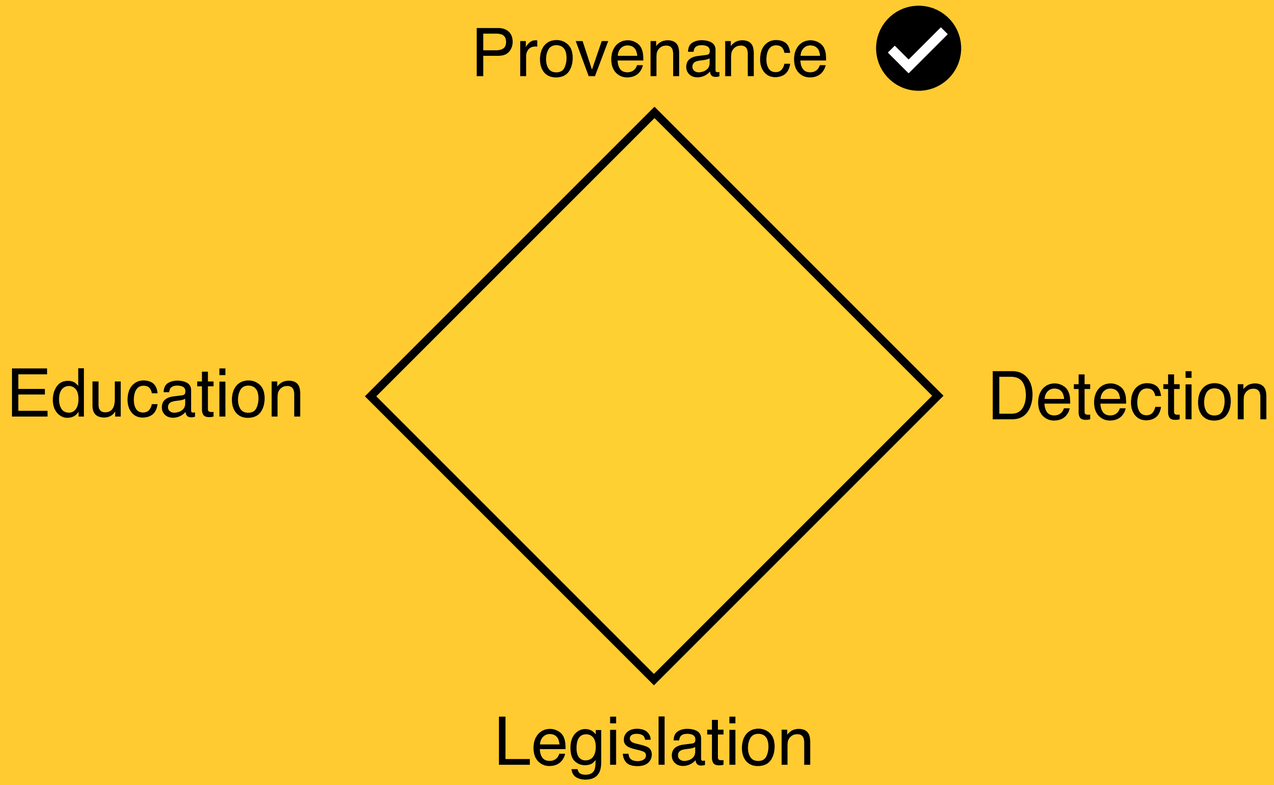


Content Authenticity Initiative

The fight against misinformation



Major media and technology companies

promoting and driving

the open industry standard

for content authenticity & provenance

Over 375 members, including:

Our Mission

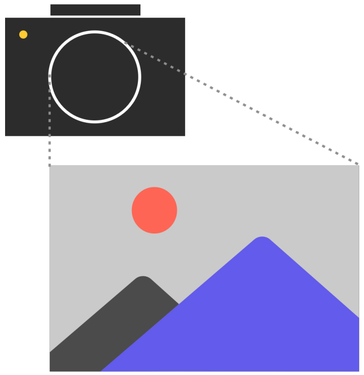
To bolster **trust** in media

through robust, tamper-evident provenance data

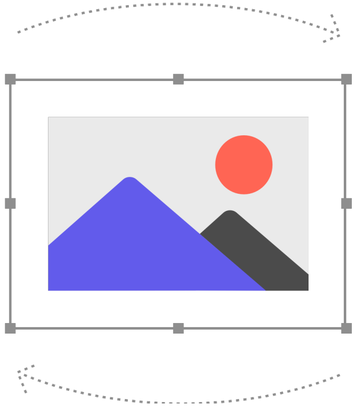
showing how content is

produced, edited & published.

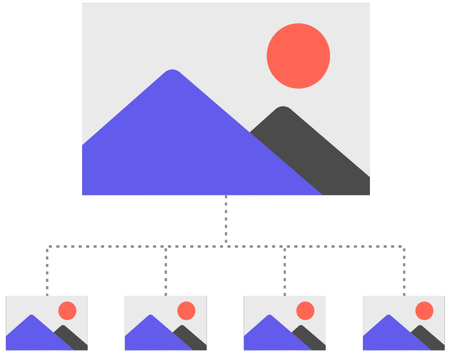
Capture
Work w/manufacturers to integrate CAI into smartphones/cameras.



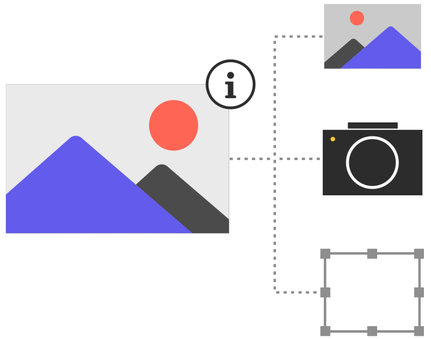
Edit
Integrate CAI into editing tools, both Adobe products *and* others.



Publish
Publishing systems maintain CAI metadata throughout their platforms.



Trust
Clear & universal user experience reveals provenance information.



Viewing **content credentials** at any point in the content's journey shows what (if anything) was done to change the asset.

Creation

=

Creation date,
Created with,
Creator

Editing

=

Creation date,
Created with,
Creator

+

Edit date,
Edits made,
Edits with,
Editor

Publishing

=

Edit date,
Edits made,
Edits with,
Editor

+

Review,
Publish date,
Published by

Sharing

=

Review,
Publish date,
Published by

+

Optimized for
delivery

Viewing

=

Creation date,
Created with,
Creator

+

Edit date,
Edits made,
Edits with,
Editor

+

Review,
Publish date,
Published by

+

Optimized for
delivery

Secure Metadata

Securing EXIF, IPTC, XMP & CAI Content Credentials with:

- Assertions - What was done to an image, by whom, when etc.
- Asset Hashes - Used to cryptographically secure assertions
- Claims - Bundles of assertions & their asset hashes

Guiding Principles

- Privacy
- Global Accessibility
- Protections Against Misuse
- Fit with Existing Workflows
- Simplicity & Minimal Cost
- Performance
- Interoperability
- Extensibility

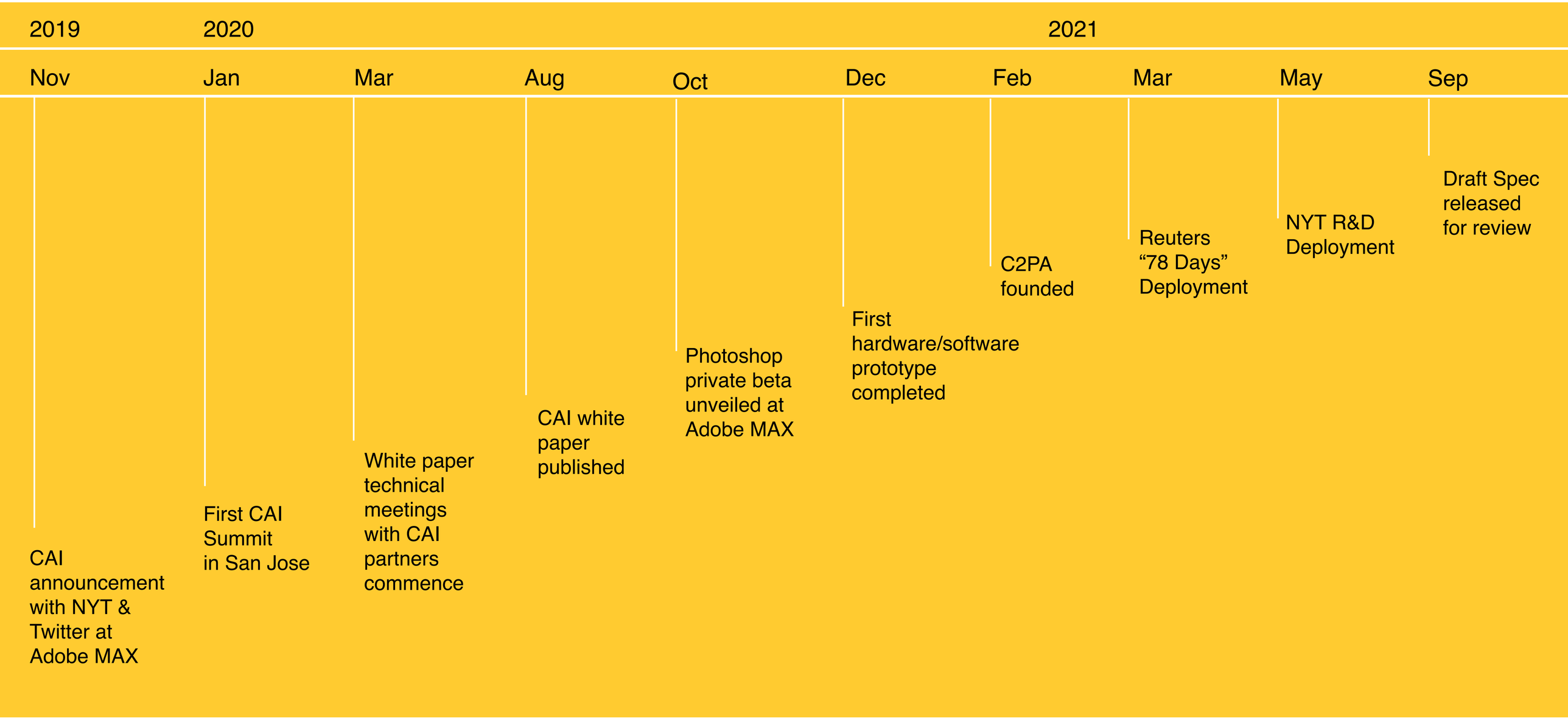
The open industry standard is being set by
The Coalition for Content Provenance and Authenticity (C2PA)

- Within the Linux Foundation
- Adobe is on the Steering Committee and Chairs the TWG
- Specs for public review are now available
- v1.0 releasing in early 2022

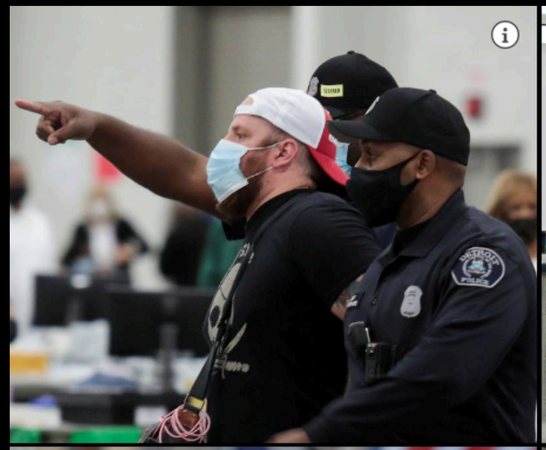
CAI

Where We Are

Timeline


2019
2020
2021
Nov
Jan
Mar
Aug
Oct
Dec
Feb
Mar
May
Sep
CAI announcement with NYT & Twitter at Adobe MAX
First CAI Summit in San Jose
White paper technical meetings with CAI partners commence
CAI white paper published
Photoshop private beta unveiled at Adobe MAX
First hardware/software prototype completed
C2PA founded
Reuters “78 Days” Deployment
NYT R&D Deployment
Draft Spec released for review

Reuters
78 Days

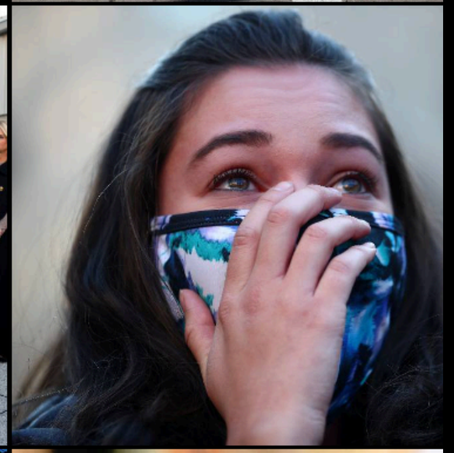


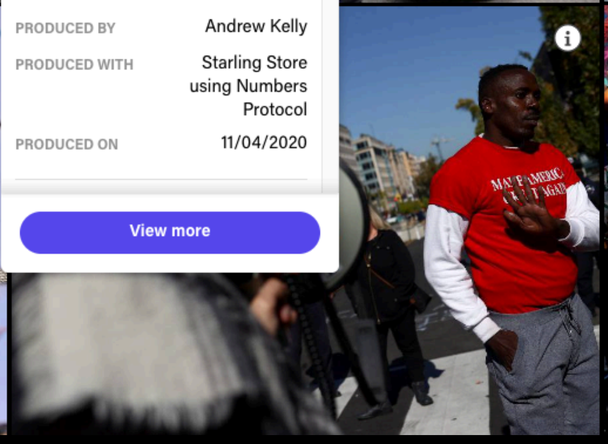
Content record Beta

Content producer

PRODUCED BY	Andrew Kelly
PRODUCED WITH	Starling Store using Numbers Protocol
PRODUCED ON	11/04/2020

View more



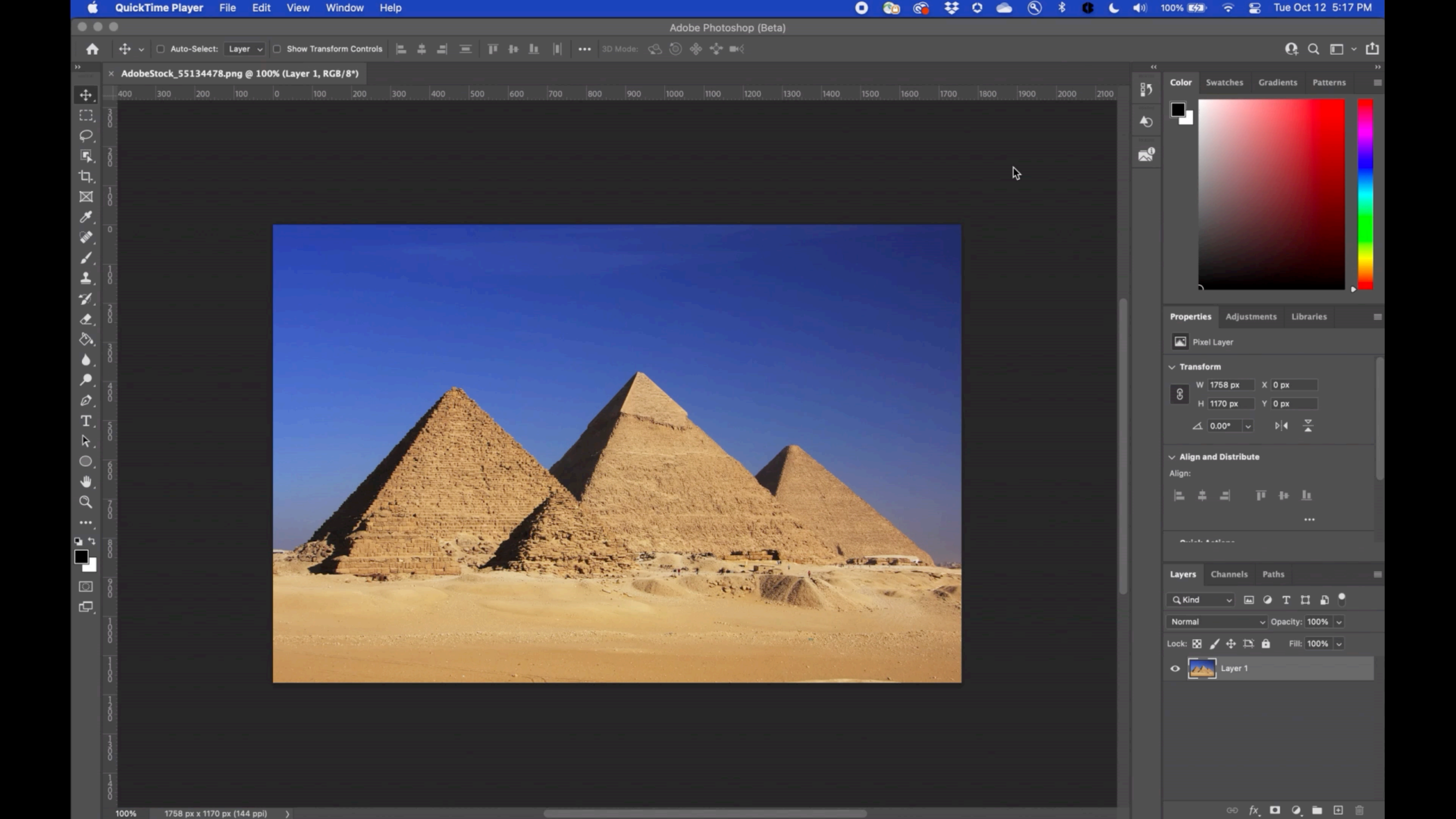


The New York Times Using Secure Sourcing to Combat Misinformation

Signed By: Truepic
Produced With: Truepic Foresight Firmware For QRD8250 V0.01

Signed By: Adobe
Produced By: Niko Koppel
Produced With: Photoshop
Changes Made: Color Adjustments, Compositing, Import, Transform

Signed On: Wed Apr 07 2021
Signed By: Nytimes
Produced With: Prismic CMS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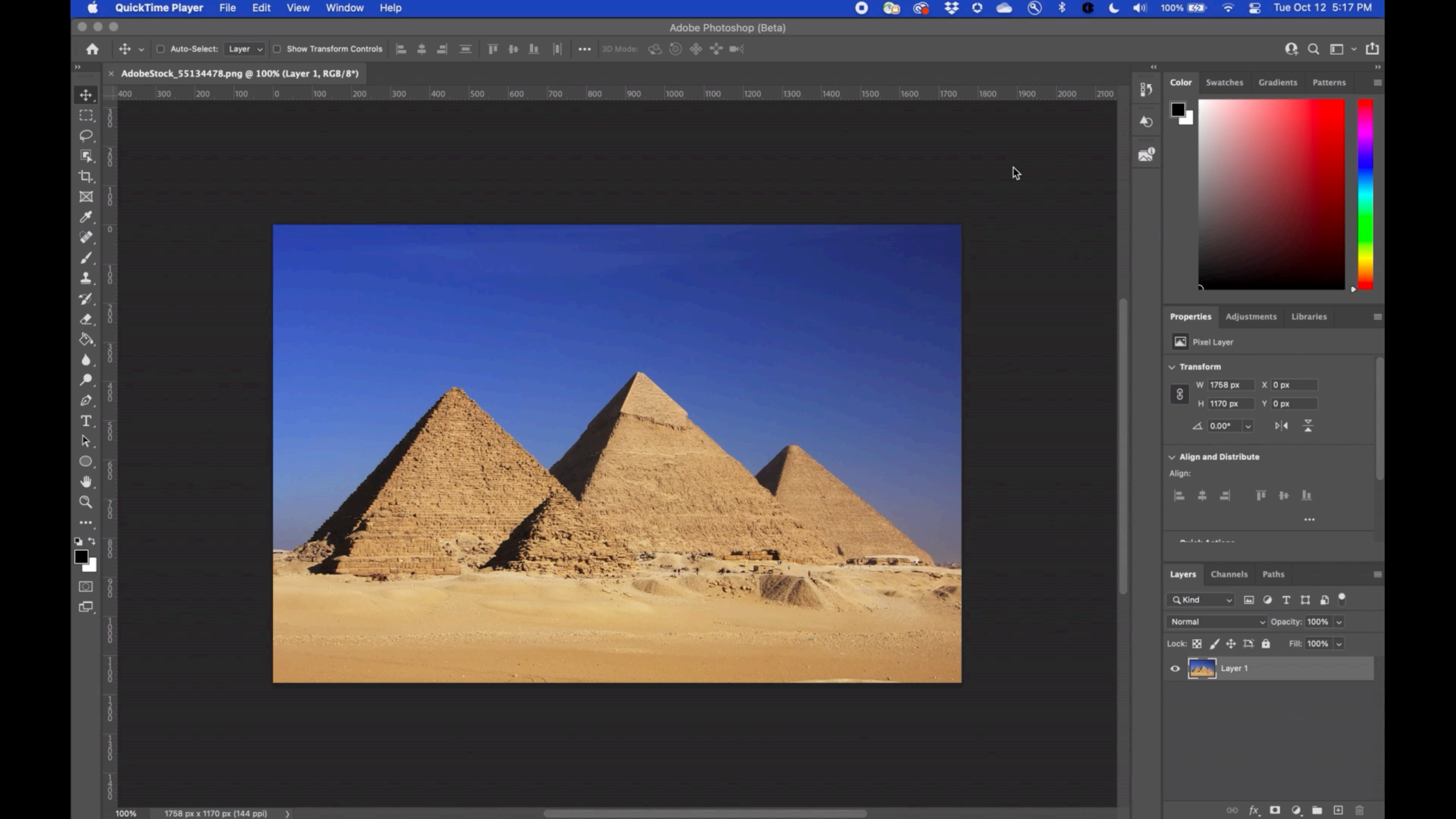
Tue Oct 12 5:17 PM
Adobe Photoshop (Beta)
Auto-Select: Layer
Show Transform Controls
3D Mode:
AdobeStock_55134478.png @ 100% (Layer 1, RGB/8*)
Color Swatches Gradients Patterns
Properties Adjustments Libraries
Pixel Layer
Transform
W 1758 px X 0 px
H 1170 px Y 0 px
0.00°
Align and Distribute
Align:
Layers Channels Paths
Kind
Normal Opacity: 100%
Lock: Fill: 100%
Layer 1
100% 1758 px x 1170 px (144 ppi)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Lock: Fill: 100%
Layer 1
100% 1758 px x 1170 px (144 ppi)

Content Authenticity Initiative

3 key areas of focus:

- Open Standards Specifications - C2PA
- Implementation - Member Collaboration
- Education & Advocacy

What’s the ask?

- Consider joining the CAI - no cost involved

Why?

- A large & robust community will effect meaningful change
- Be involved in prototyping and implementing CAI technology
- Strong networking/collaboration/business opportunities between members

Thank you