Content Authenticity Initiative
The fight against misinformation

- Provenance
- Education
- Legislation
- Detection

Provenance ✅
Major media and technology companies promoting and driving

the open industry standard

for content authenticity & provenance
Over 375 members, including:

BBC  Twitter  arm  Adobe  Truepic  USA TODAY


Microsoft  Qualcomm  Nikon  GANNETT

gettyimages  camera bits  VII  WITNESS
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.
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
Where We Are
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2019</td>
<td>CAI announcement with NYT &amp; Twitter at Adobe MAX</td>
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<td>First CAI Summit in San Jose</td>
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<td>White paper technical meetings with CAI partners commence</td>
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<td>2020</td>
<td>CAI white paper published</td>
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<td>Photoshop private beta unveiled at Adobe MAX</td>
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<td>First hardware/software prototype completed</td>
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<td>2021</td>
<td>C2PA founded</td>
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<td>Reuters “78 Days” Deployment</td>
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<td>NYT R&amp;D Deployment</td>
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<td>Draft Spec released for review</td>
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Reuters
78 Days
The New York Times
Using Secure Sourcing to Combat Misinformation
### 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