Coalition for Content Provenance and Authenticity (C2PA)

Agenda

o C2PA Overview

o Founding Members

o Key Activities

o Alignment with Project Origin and CAI

o Membership Opportunities

o Resources

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Who we are

C2PA Charter

The C2PA is a [Joint Development Foundation](#) project whose mission is to 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.

[Charter | C2PA](#)

C2 PA

February 2021

C2PA Key Activities

✓ Applying requirements from industry to the development of content provenance specifications

✓ Ensuring that the specifications can be used in ways that respect privacy and personal control of data, and promote tool availability for a wide range of organizations

✓ Ensuring that specifications meet appropriate security requirements

✓ Promoting selected specifications to become global standards

✓ The global adoption of digital provenance techniques by target industry devices, systems, and services, including social media and messaging platforms

✓ Ensuring that content accessibility is not negatively impacted by digital provenance techniques
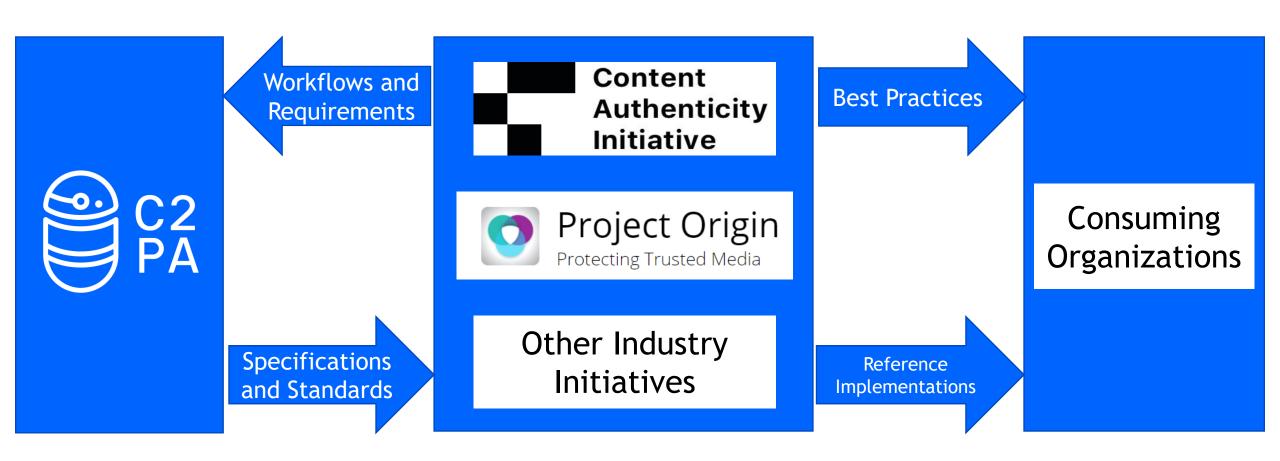
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Where we fit

Complementary Efforts

Content Authenticity Initiative

Building a system to provide provenance and history for digital media

Project Origin
Protecting Trusted Media

Developing a pipeline for signaling, certification and tracking the history of news content

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Working Together

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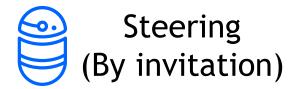# PA

How to join

Apply Now!

Various Member Levels

Steering
(By invitation)

General
(By Application)

Contributor
(Open to all)

Apply at membership@c2pa.org

Membership Level Rights

	Steering	General	Contributor
Manage the business, legal, and financial affairs of the Project	●		
Approve the specifications for public publications	●		
Approve new Working Groups	●		
Chair the WG	●	●	
Propose new work items in a WG	●	●	●
Vote to adopt new work items in a WG	●	●	
Propose technical contributions to a Specification	●	●	●
Vote on technical contributions	●	●	
Vote on procedural matters within a working group	●	●	
Membership Cost - Non-profit tier available - Cost not inclusive of Linux Foundation membership	$27,000	$5000	$0

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Visit C2PA website for more information

www.c2pa.org

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