



# Content provenance technologies to fight online disinformation

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AI video of Sheldon Keefe ripping Leafs has fans laughing, others tear into Mitch Marner for 'gods' comment

Dan Bilicki  
Published May 07, 2024 • Last updated May 07, 2024 • 2 minute read



TORONTO SUN

AI and deepfakes blur reality in India elections

BBC

14 hours ago  
By Meryl Sebastian, BBC News, Kochi

Share

CNN Politics SCO

Fake Joe Biden robocall urges New Hampshire voters not to vote in Tuesday's Democratic primary

AP The Associated Press - Business News + Follow 9.2K Followers

Athletic director used AI to frame principal with racist remarks in fake audio clip, police say





# Coalition for Content Provenance and Authenticity



**Project Origin**  
Protecting Trusted Media



CBC Radio-Canada



**Content Authenticity Initiative**

## General Members



## Contributor Members



## Steering Committee Members





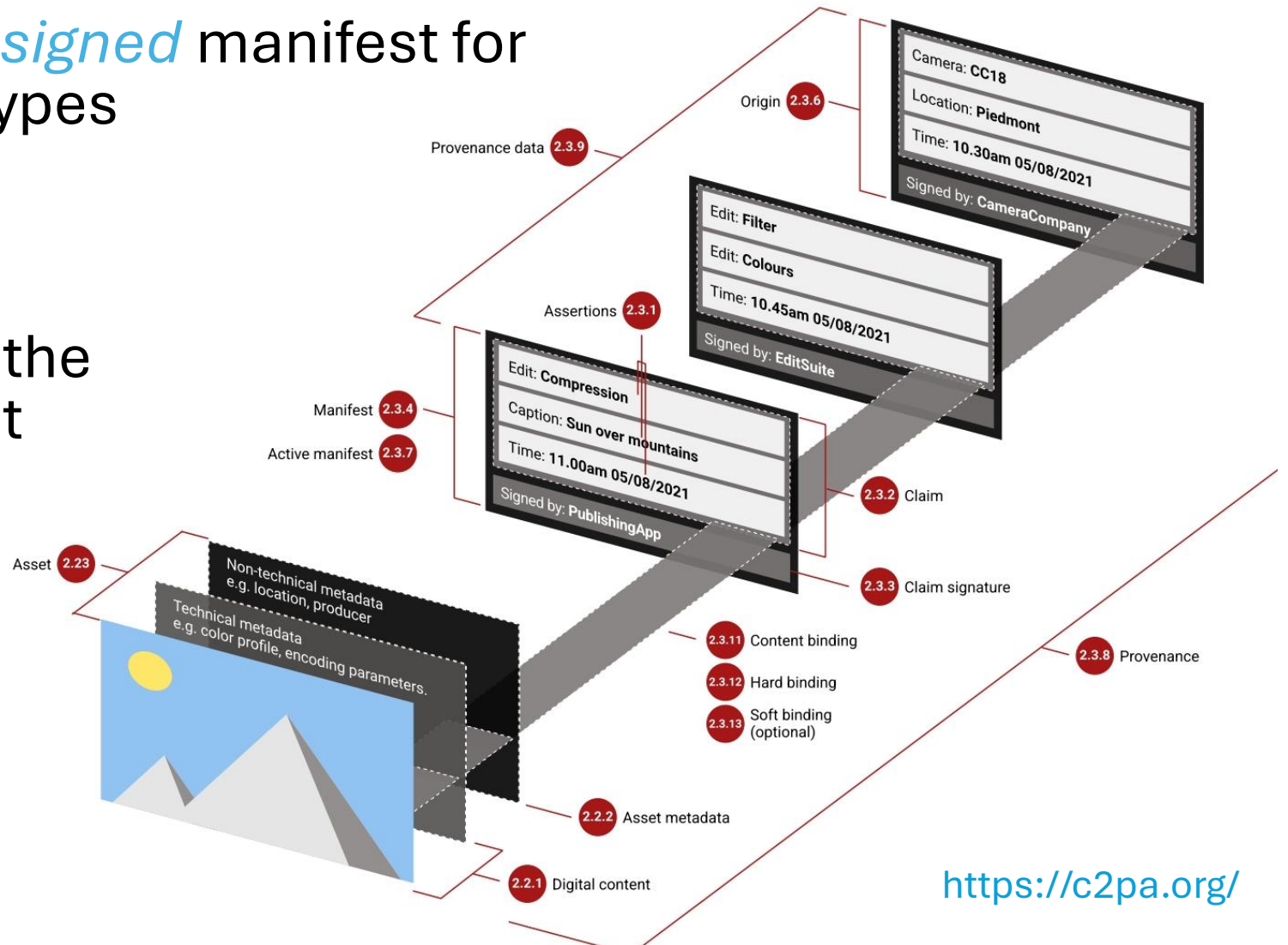
# Open specification for Content Credentials

Create *cryptographically signed* manifest for digital assets of various types

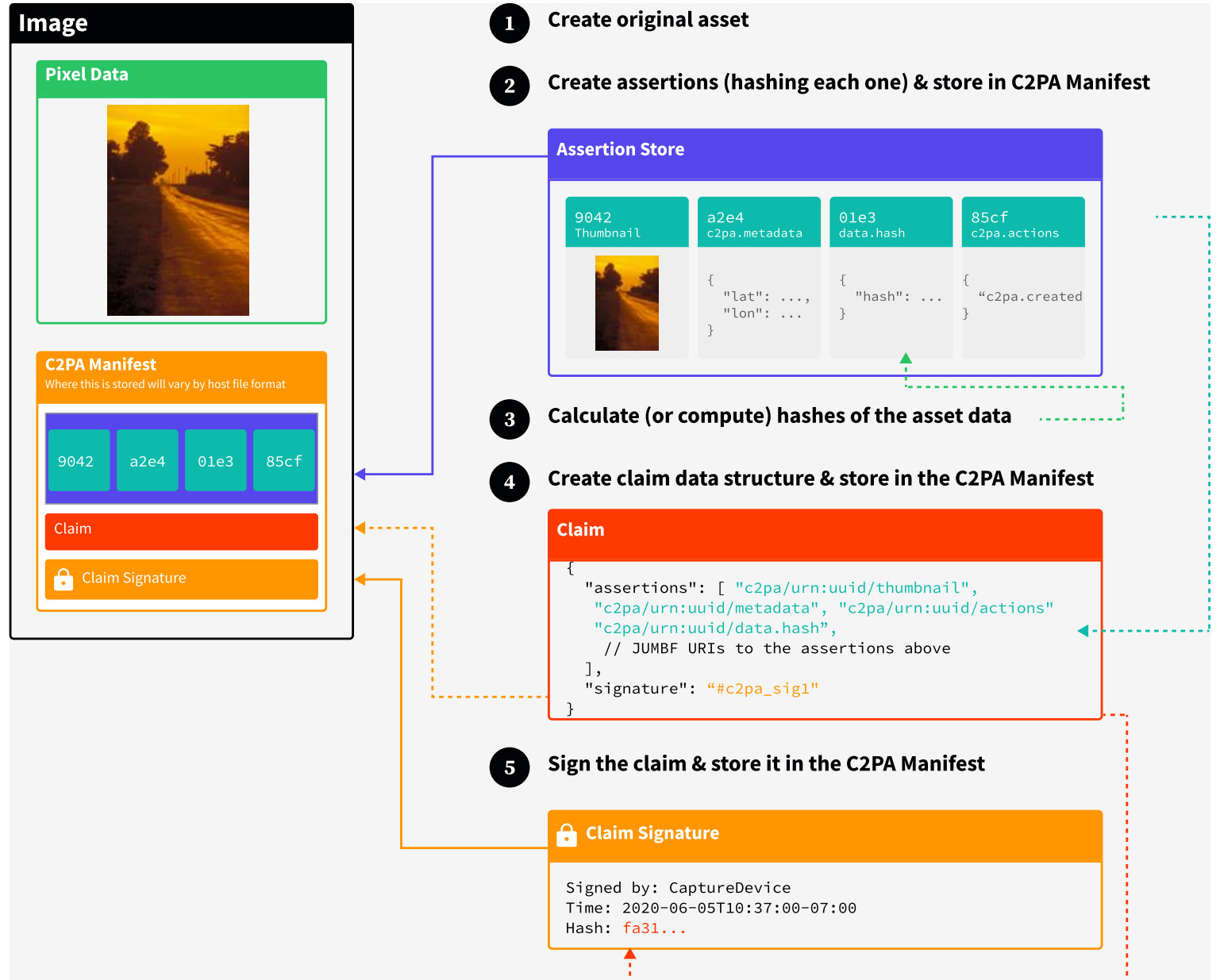


Each manifest describes the *modifications* to the asset

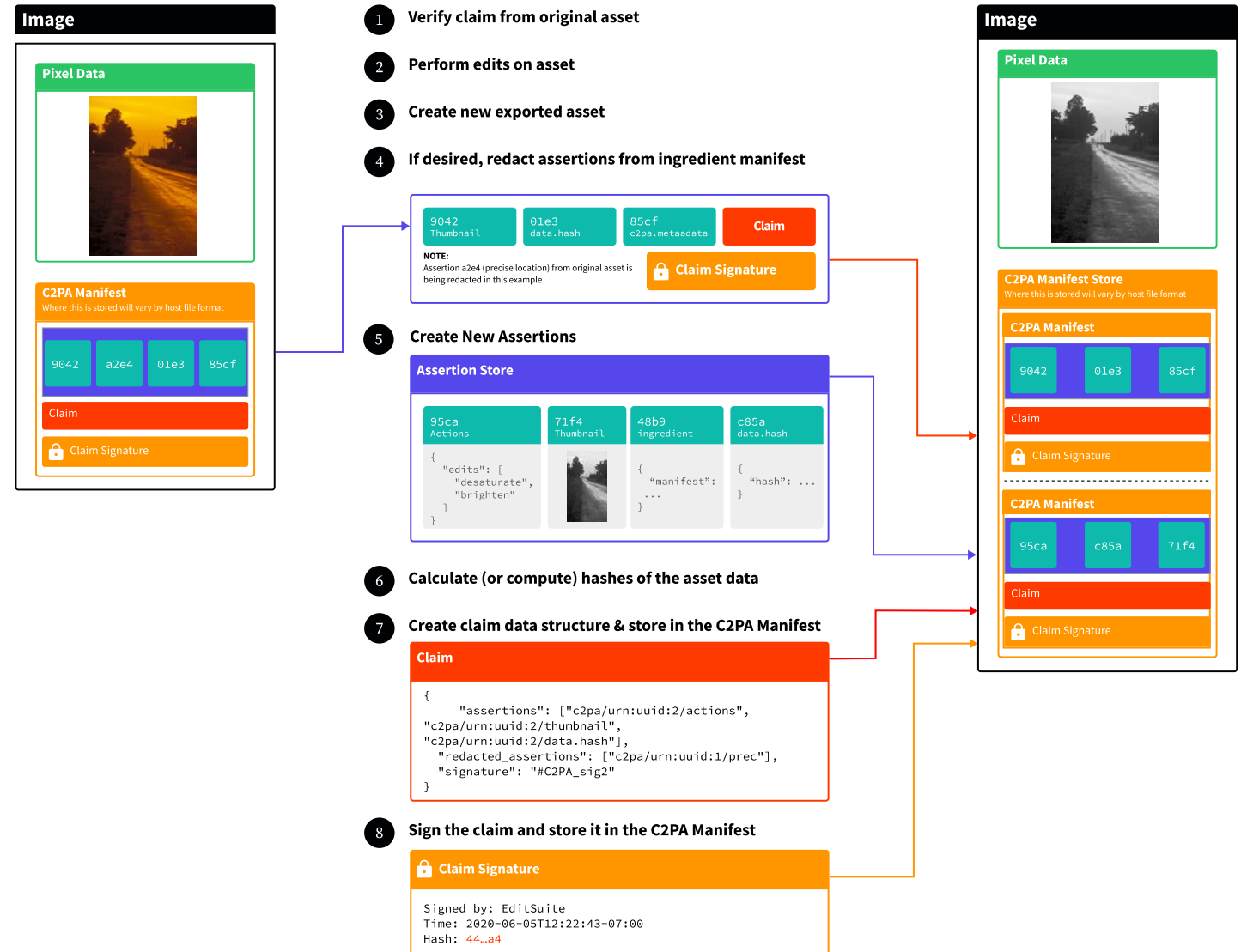
- Signer info & signature
- Actions
- Metadata
- Ingredients
- ...



# C2PA Manifest




# C2PA Manifest

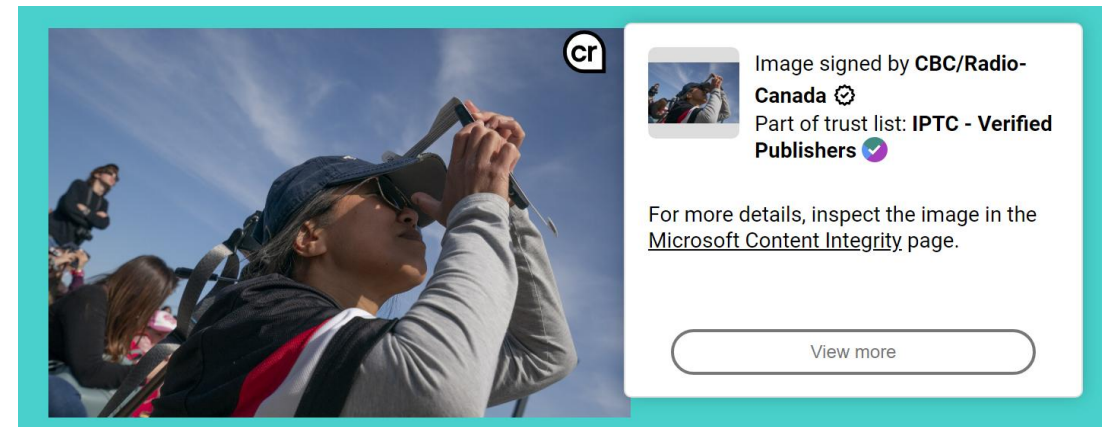




# Project Origin

Protecting Trusted Media

- Composed of news media and technology organizations
- Follows the C2PA standard
- Created a trust list of  **Origin Verified Publisher** hosted by the International Press Telecommunications Council (IPTC)



<https://www.originproject.info/>

CBC  Radio-Canada

# Demo



@alice

Peeking through the looking glass!

Taylor Swift was lit last night!



2h

9 5

Check out this video posted by the BBC... insane! ([source](#)):



1 day

3 3



Video signed by **British Broadcasting Corporation**   
Part of trust list: **IPTC - Verified News Publishers**

For more details, inspect the image in the [Microsoft Content Integrity](#) page.

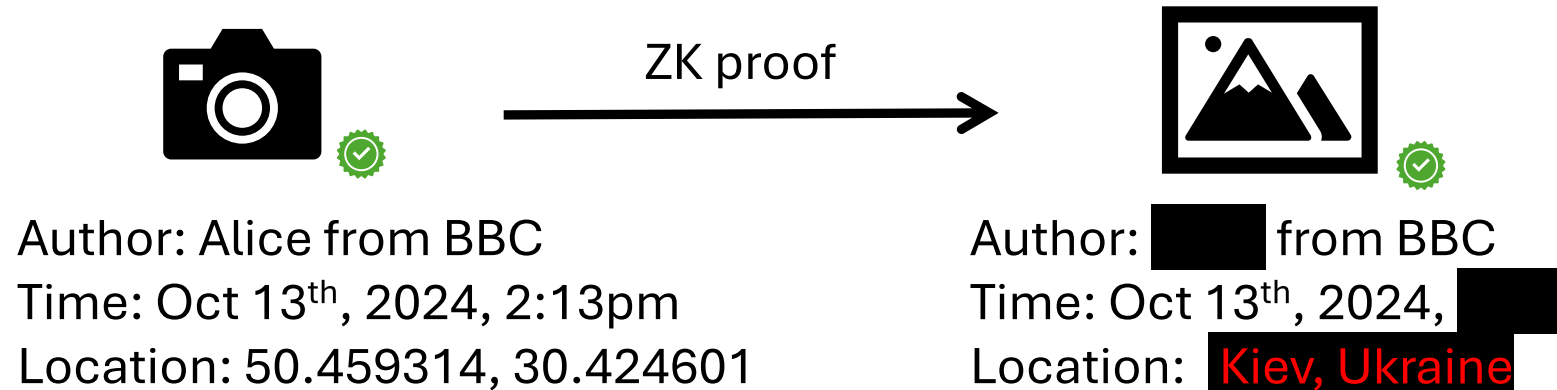
[View more](#)





# Privacy Concerns

- Some signers need “verified anonymity”
  - Journalists reporting in authoritarian regimes
  - Journalistic sources, whistle blowers
  - Banksy-style anonymous artists
- Zero-Knowledge Proofs can help

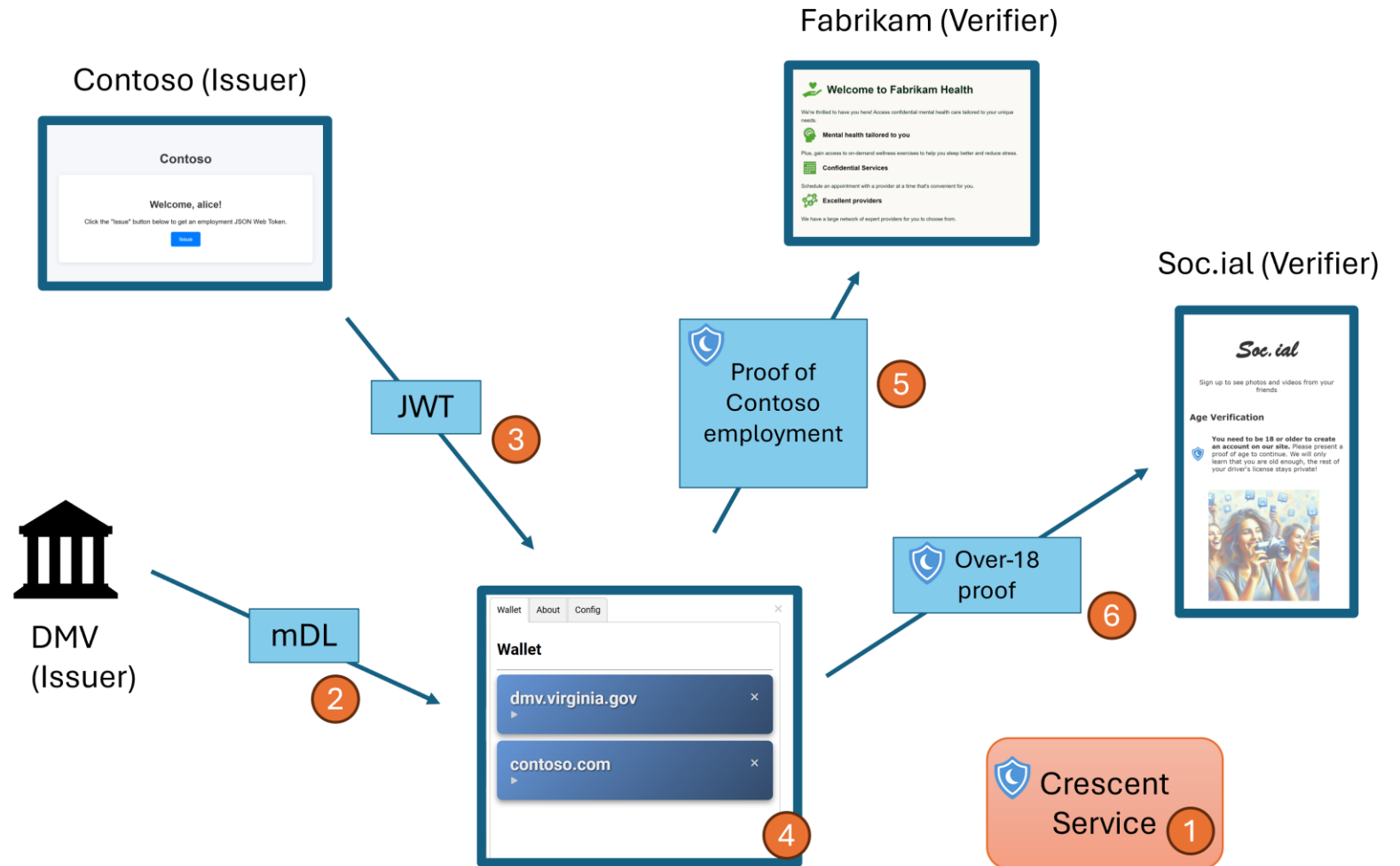




# Crescent Credentials



A system to present identity credentials with strong privacy using zero-knowledge proofs



# Questions?

<https://christianpaquin.github.io>

