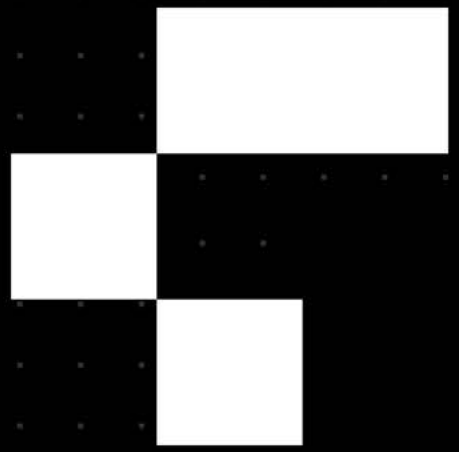
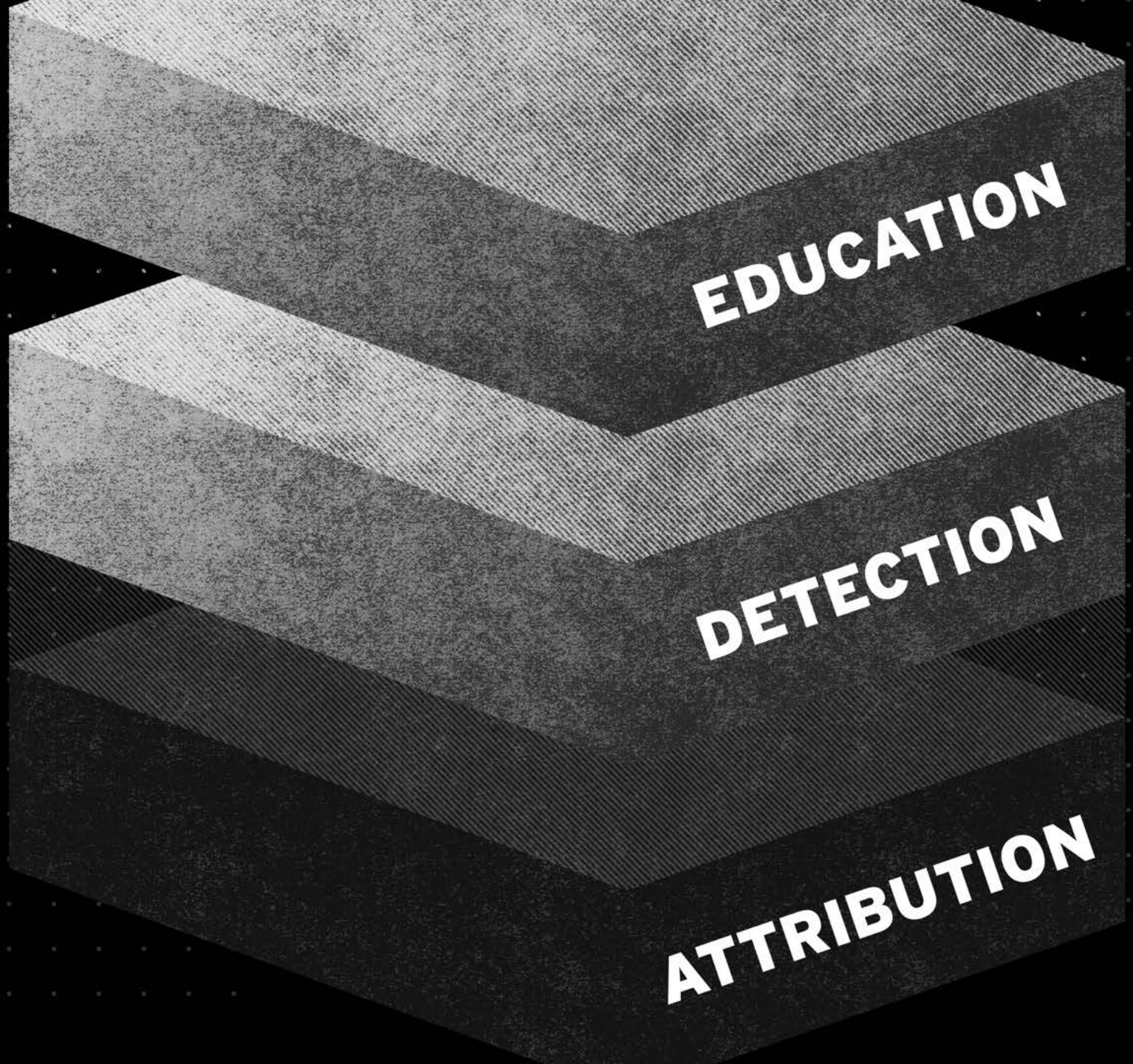


CONTENT AUTHENTICITY INITIATIVE



CONTENT AUTHENTICITY INITIATIVE

SETTING THE INDUSTRY STANDARD FOR DIGITAL CONTENT ATTRIBUTION

CONTENT AUTHENTICITY INITIATIVE

WHY ATTRIBUTION?

- It’s not an arms race
- Edits are good!
- It’s another signal for detection

CONTENT AUTHENTICITY INITIATIVE

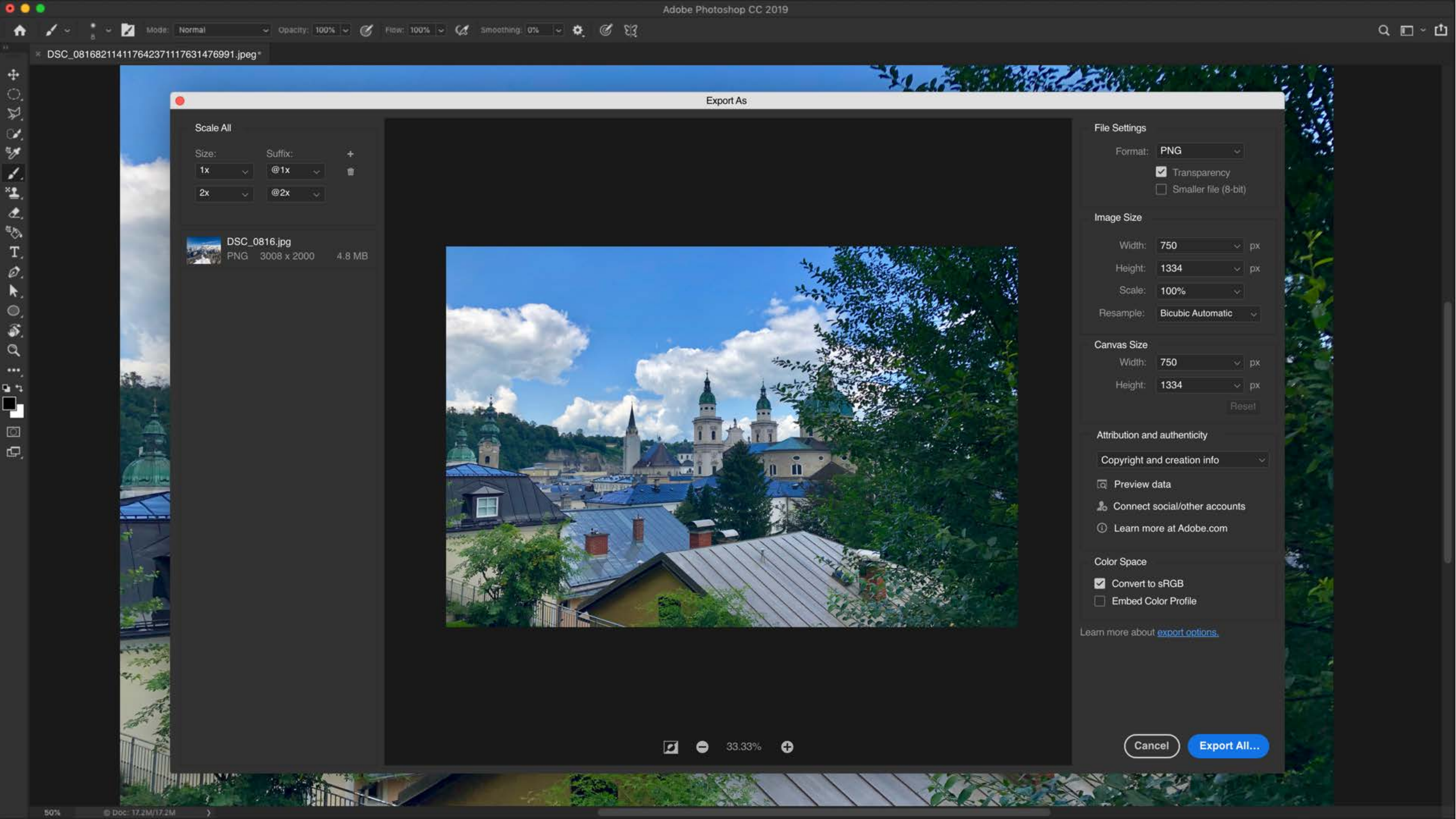
ATTRIBUTION IS THE WHO*, THE WHAT, THE WHEN AND THE HOW

CONTENT AUTHENTICITY INITIATIVE

AN ADOBE PERSPECTIVE

From Capture to Distribution

5:24
DNG
AUTO
W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Opacity: 100%
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DSC_0816821141176423711176314769 91.jpeg*
Export As
Scale All
Size:
Suffix:
1x
@1x
2x
@2x
DSC_0816.jpg
PNG 3008 x 2000 4.8 MB
33.33%
File Settings
Format: PNG
Transparency
Smaller file (8-bit)
Image Size
Width: 750 px
Height: 1334 px
Scale: 100%
Resample: Bicubic Automatic
Canvas Size
Width: 750 px
Height: 1334 px
Reset
Attribution and authenticity
Copyright and creation info
Preview data
Connect social/other accounts
Learn more at Adobe.com
Color Space
Convert to sRGB
Embed Color Profile
Learn more about export options.
Cancel
Export All...
50%
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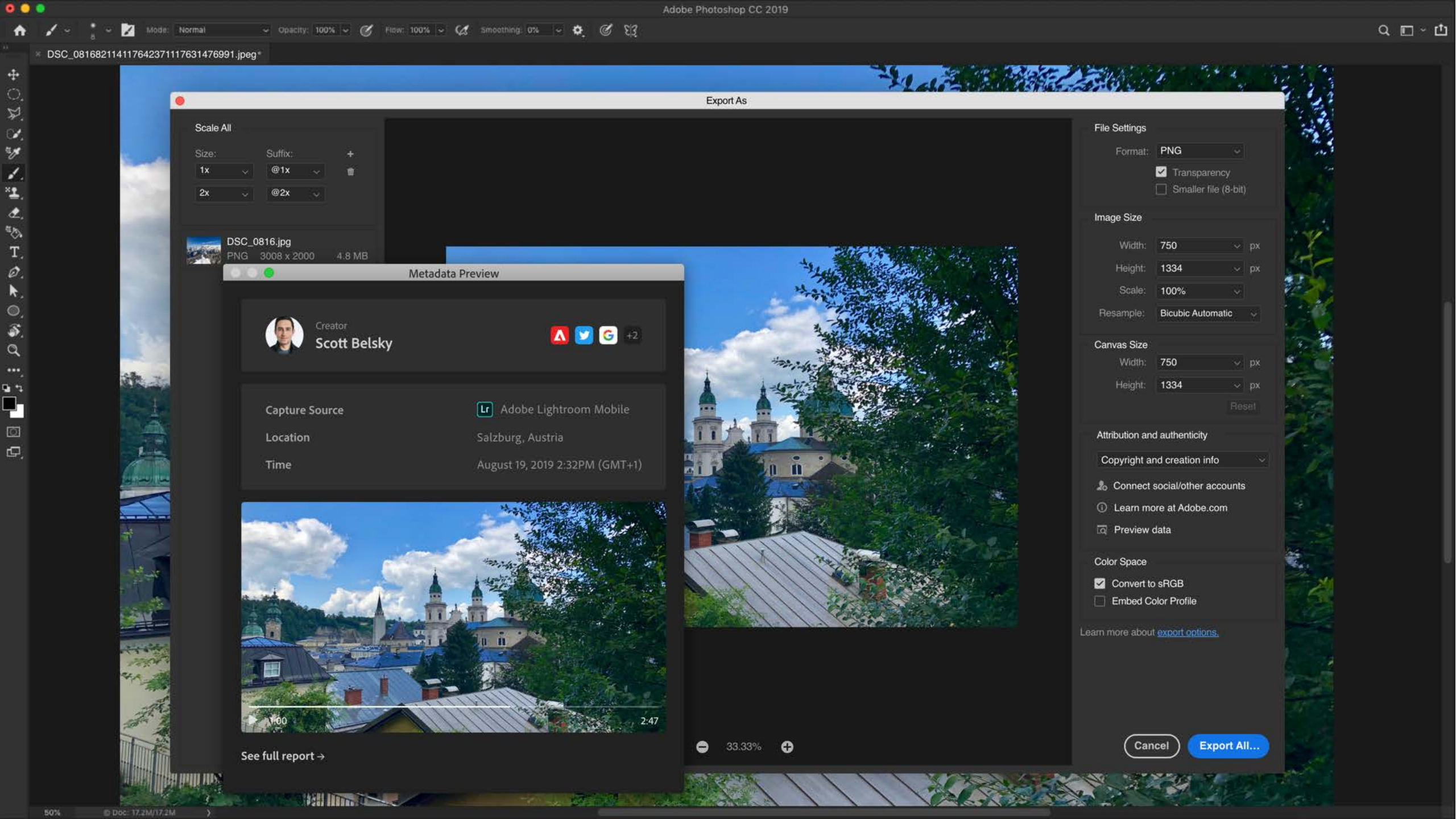
Adobe Photoshop CC 2019
DSC_0816821141176423711176314769 91.jpeg*
Export As
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@1x
2x
@2x
DSC_0816.jpg
PNG 3008 x 2000 4.8 MB
Metadata Preview
Creator
Scott Belsky
+2
Capture Source
Adobe Lightroom Mobile
Location
Salzburg, Austria
Time
August 19, 2019 2:32PM (GMT+1)
1:00
2:47
See full report →
33.33%
File Settings
Format: PNG
Transparency
Smaller file (8-bit)
Image Size
Width: 750 px
Height: 1334 px
Scale: 100%
Resample: Bicubic Automatic
Canvas Size
Width: 750 px
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Reset
Attribution and authenticity
Copyright and creation info
Connect social/other accounts
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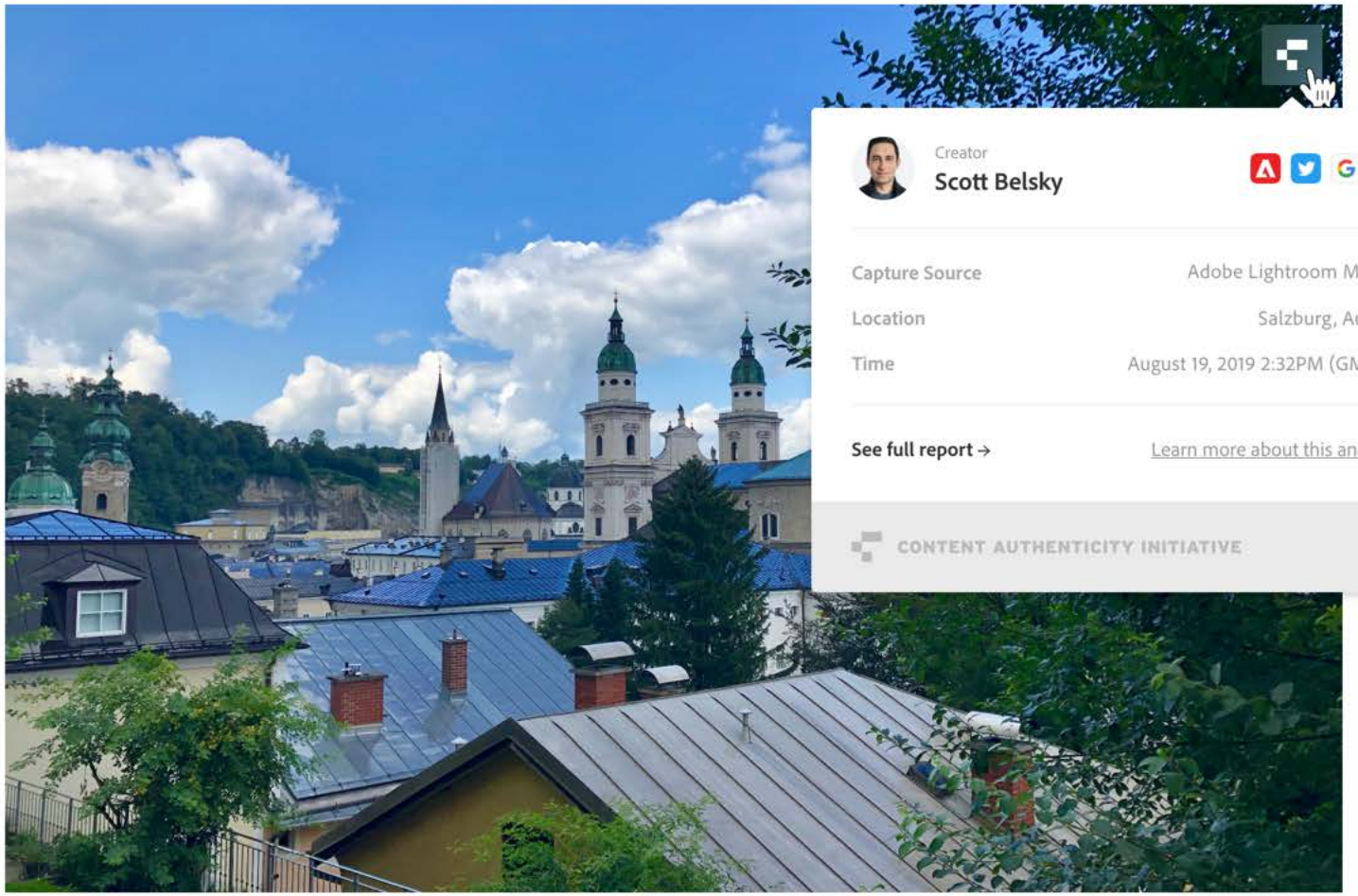
Color Space
Convert to sRGB
Embed Color Profile
Learn more about export options.
Cancel
Export All...

behance.net

Scenes of Austria

Scott Belsky



Creator

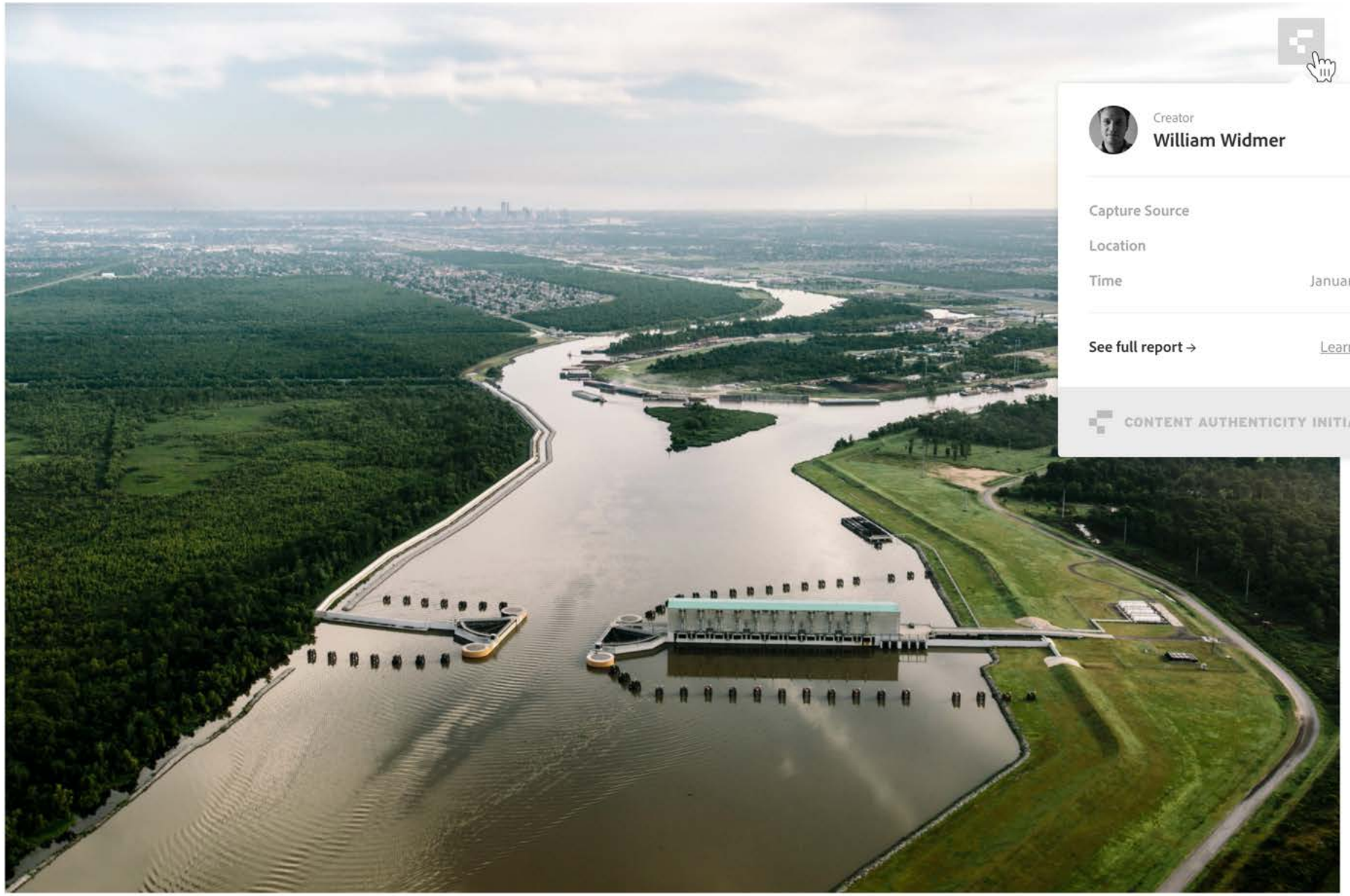
Scott Belsky

Capture Source	Adobe Lightroom Mobile
Location	Salzburg, Austria
Time	August 19, 2019 2:32PM (GMT+1)

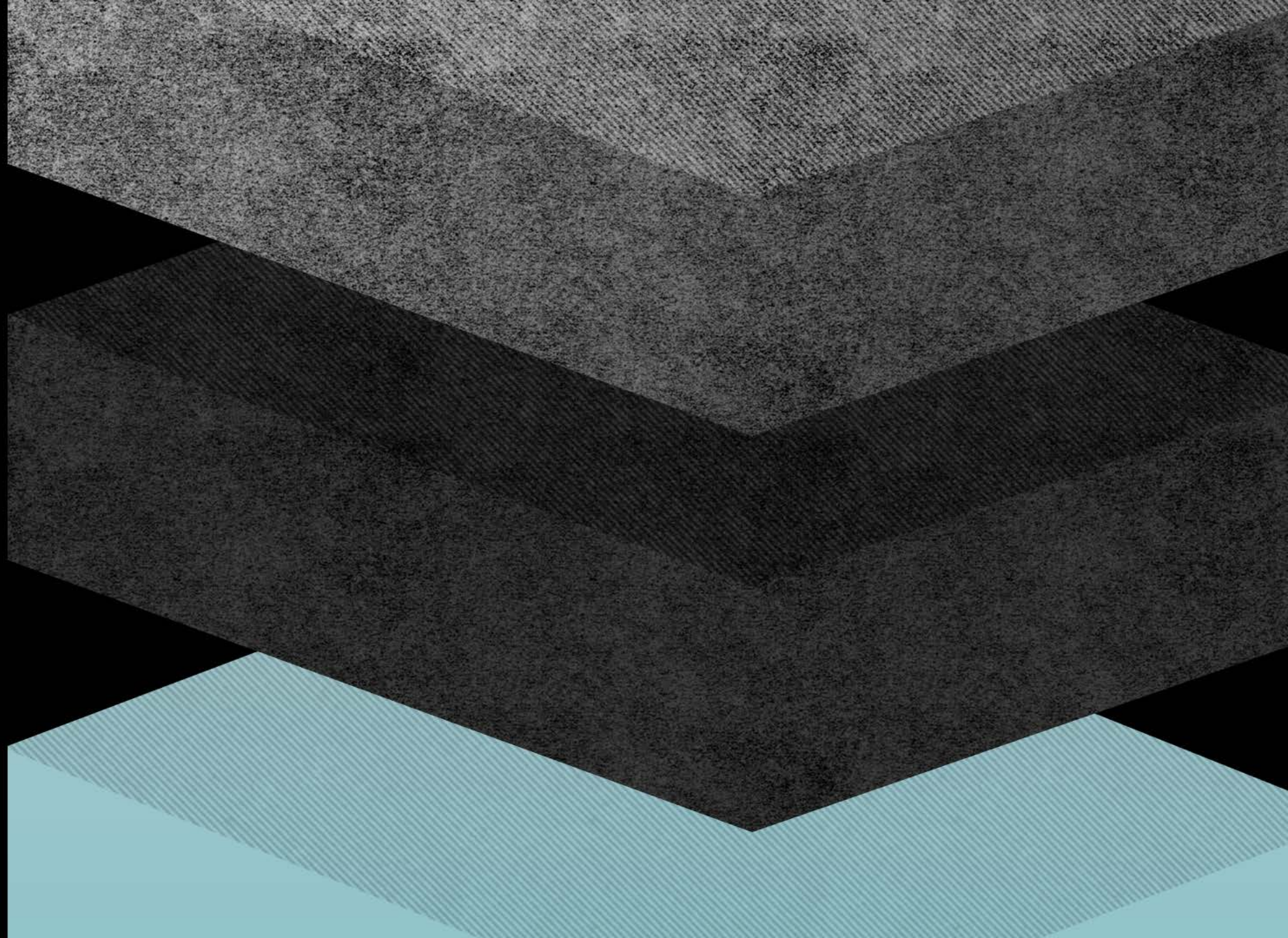
See full report →

Learn more about this analysis

CONTENT AUTHENTICITY INITIATIVE



The Gulf Intracoastal West Closure Complex is a part of the New Orleans Drainage System. It consists of a



It’s all about Open Standards: **XMP (ISO 16684)**

- Developed by Adobe in 2001
- Open Source implementation in 2007
- ISO Standard in 2012
- Embedded metadata format used by all common media types & formats
  - Images (JPG, PNG, WebP, etc.)
  - Video (MOV, M4V, AVI, etc.)
  - Audio (MP3, WAV, etc.)
  - Documents (PDF, EPUB)
- Supported natively by web & platform search engines (Google, Cortana/Bing, Spotlight, etc.)

ISO 16684-3 is introducing a JSON-LD serialization of XMP (which we plan to leverage in CAI)

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XMP supports the Who, What, When & How

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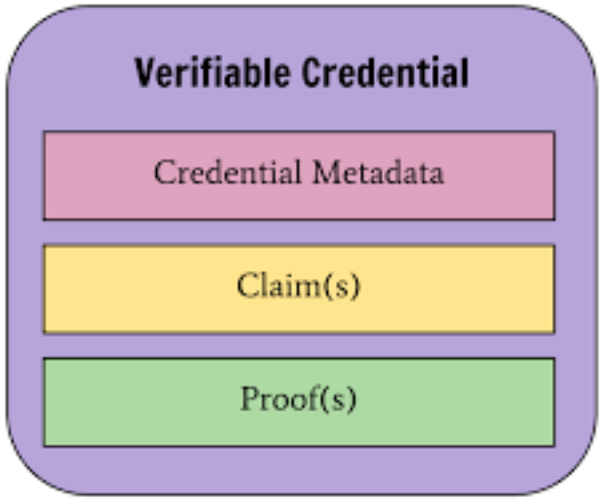
Open Standard: **Verifiable Claims/Credentials + JWT**

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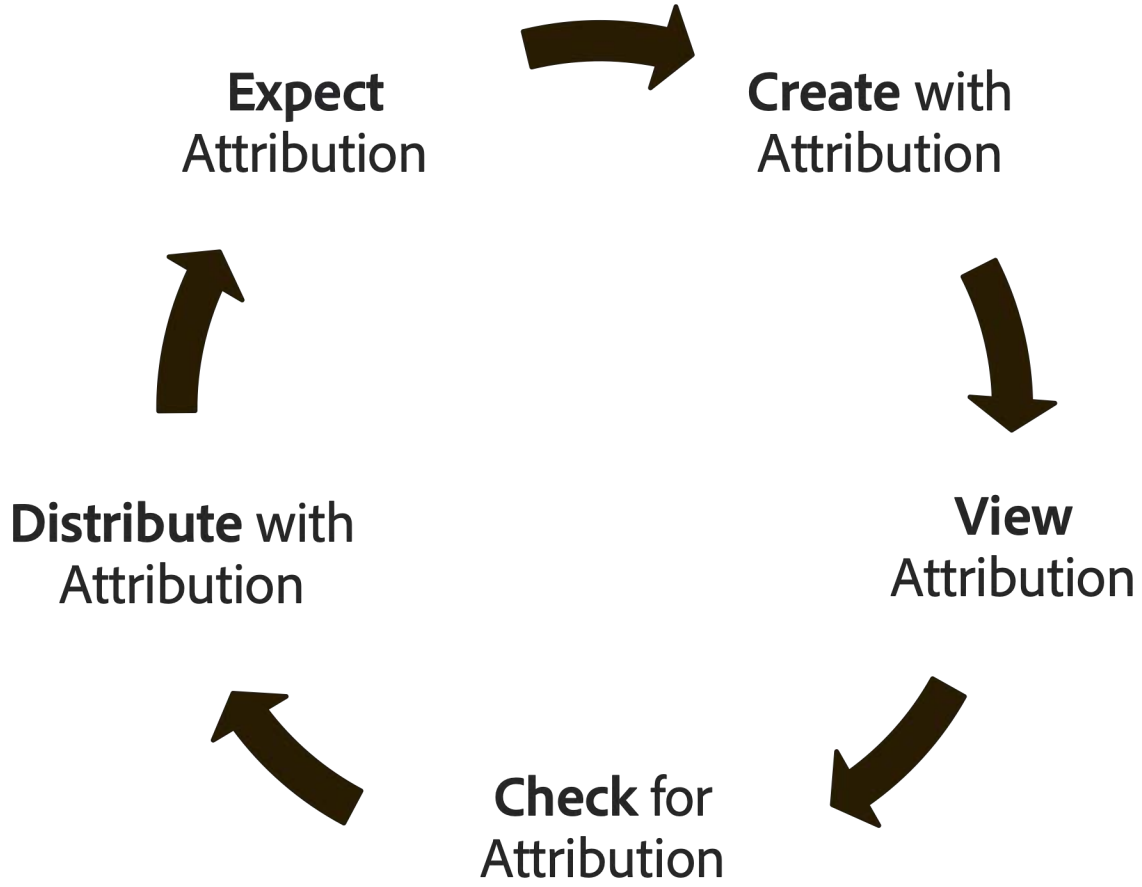

A virtuous cycle

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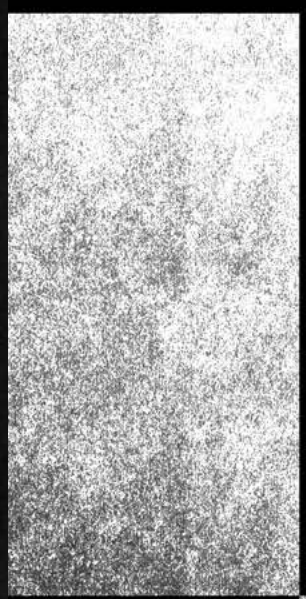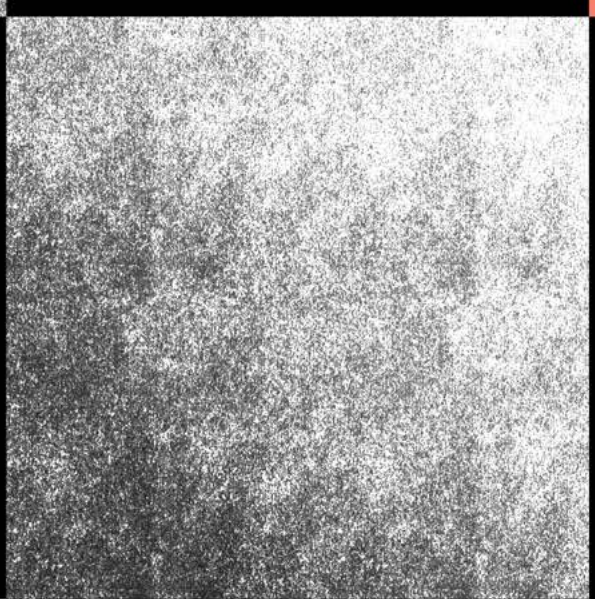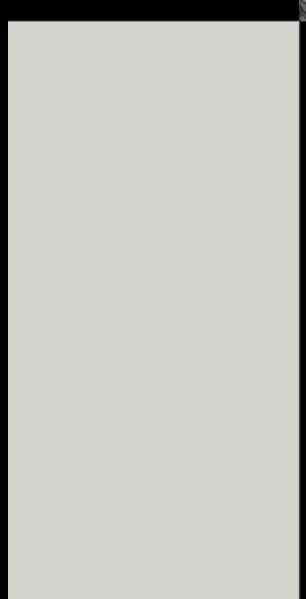
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