**Question1: Do you know of any already published or in-progress standards that could be added to those identified? If yes, please add with a reference.**

We recommend the following four standards, each published by a well-established and respected organization. These standards are highly relevant, representative, and influential in the context of AI and multimedia authenticity.

**Name:** Global Standards Body of the News Media  
**SDO/Group:** IPTC  
**Status:** Published  
**Link:** <https://iptc.org/themes/>  
**Recommended Reason:**  
This set of standards, developed by IPTC, supports metadata frameworks like IPTC Photo Metadata and NewsML-G2, which are widely used in journalism to ensure content provenance, proper attribution, and editorial transparency. It is essential for promoting authenticity in news media and aligns with the content provenance and rights declaration categories.

**Name:** Dynamic Adaptive Streaming over HTTP (DASH) Part 4: Segment Encryption and Authentication  
**SDO/Group:** ISO/IEC JTC 1/SC 29  
**Status:** Published  
**Link:** <https://www.iso.org/standard/73603.html>  
**Recommended Reason:**  
This standard introduces encryption and authentication mechanisms at the segment level for adaptive video streaming, which enhances content integrity and protects against tampering during media transmission. It complements existing watermarking and trust/authenticity standards, especially for streaming use cases.

**Name:** Recommended Practices for Levels of Artificial Intelligence Generated Content Technologies  
**SDO/Group:** IEEE SA  
**Status:** Published  
**Link:** <https://standards.ieee.org/ieee/3429/11490/>  
**Recommended Reason:**  
This recommended practice offers a structured framework for understanding and classifying Artificial Intelligence Generated Content (AIGC). It defines rules and levels of AIGC technologies, outlines recommended practices for their implementation, and provides real-world use cases. This standard is highly relevant to the trust and authenticity domain, as it supports transparent communication of the origin, nature, and reliability of AI-generated content—an increasingly critical aspect of digital media governance.

**Name:** Technological Approaches to Improving Credibility Assessment on the Web  
**SDO/Group:** W3C  
**Status:** Published  
**Link:** <https://www.w3.org/2018/10/credibility-tech/>  
**Recommended Reason:**  
This document outlines technologies and strategies to help promote trust and accuracy, especially on the web and involving news reporting. It is relevant to the trust and authenticity category and supports complementary mechanisms for media validation on the open web.

**Question2: Do you see any gaps or overlaps in standardization of AI & multimedia authenticity?**

**Identified Gaps:**

* Limited Interoperability

For instance, content provenance standards may not seamlessly integrate with each other, such as C2PA, JPEG Trust, and China’s standards on mandatory AIGC labelling.

* Lack of Focus on Real-World Adoption & Awareness

Lacks standardization effort on implementation guidelines for specific scenarios, and policy-level integration, which are necessary to drive adoption and enforceability.