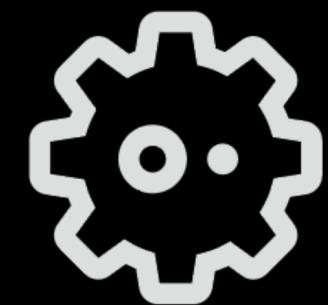




Creator Assertions Working Group

Content Authenticity Summit

Eric Scouten · Identity Standards Architect · Adobe
4 June 2025



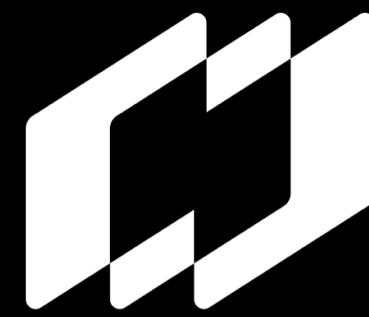
Topics for today

Who's who

C2PA conceptual overview

CAWG identity assertion overview

Presentation example:
CAWG with Verified news publisher



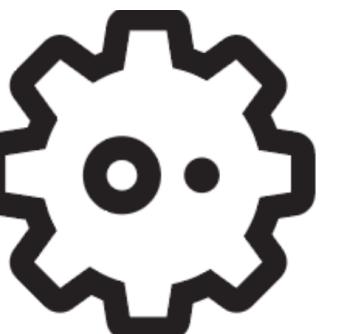
Who's who?



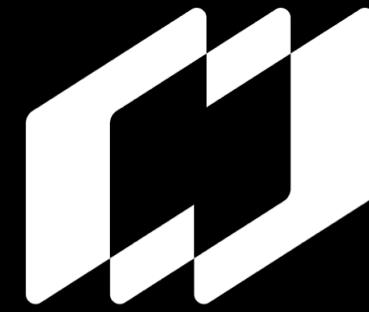
**Content
Authenticity
Initiative**



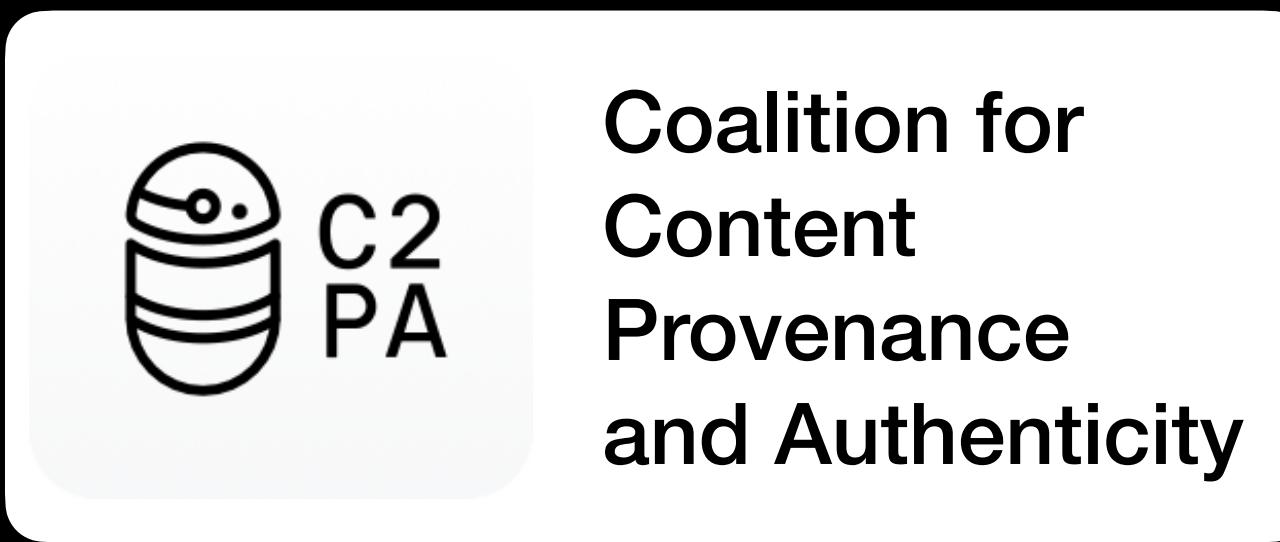
**Coalition for
Content
Provenance
and Authenticity**



**Creator
Assertions
Working Group**



Who's who?

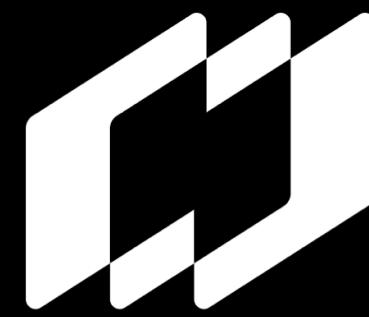


Outreach · Advocacy · Open Source

** also name of Adobe's team*

Technical Standards: **What / How**

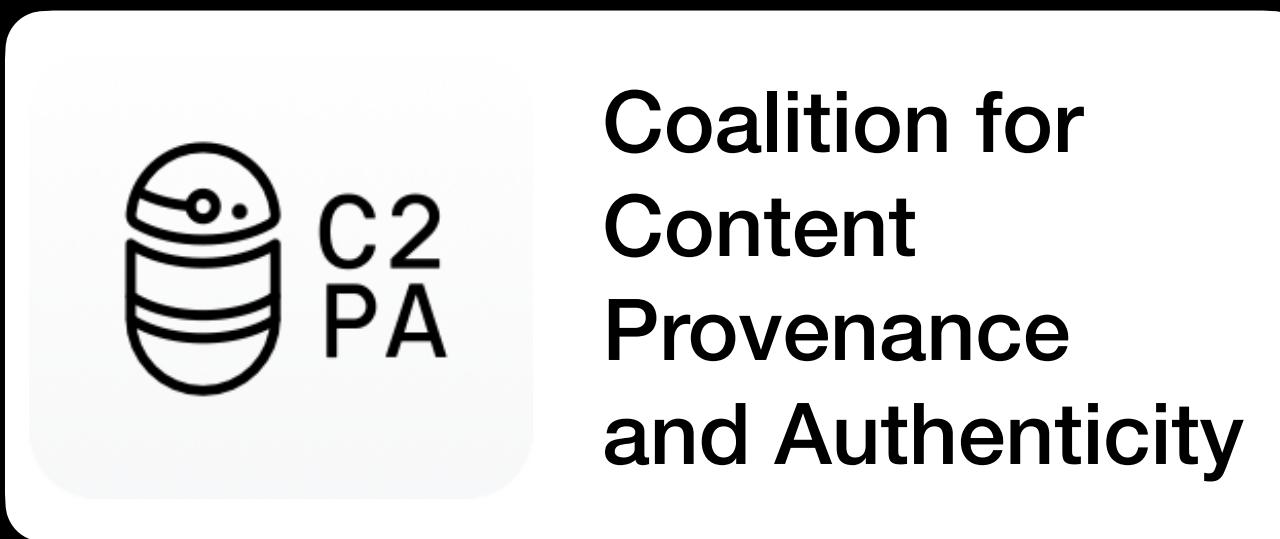
Technical Standards: **Who**



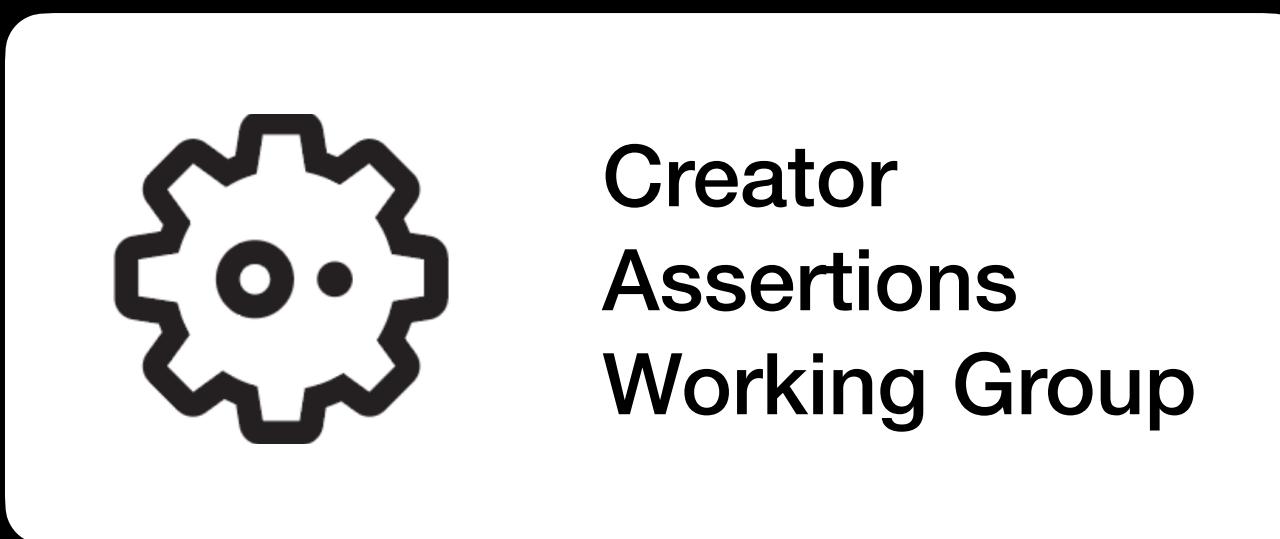
Who's who?



contentauthenticity.org



c2pa.org



cawg.io



C2PA data model



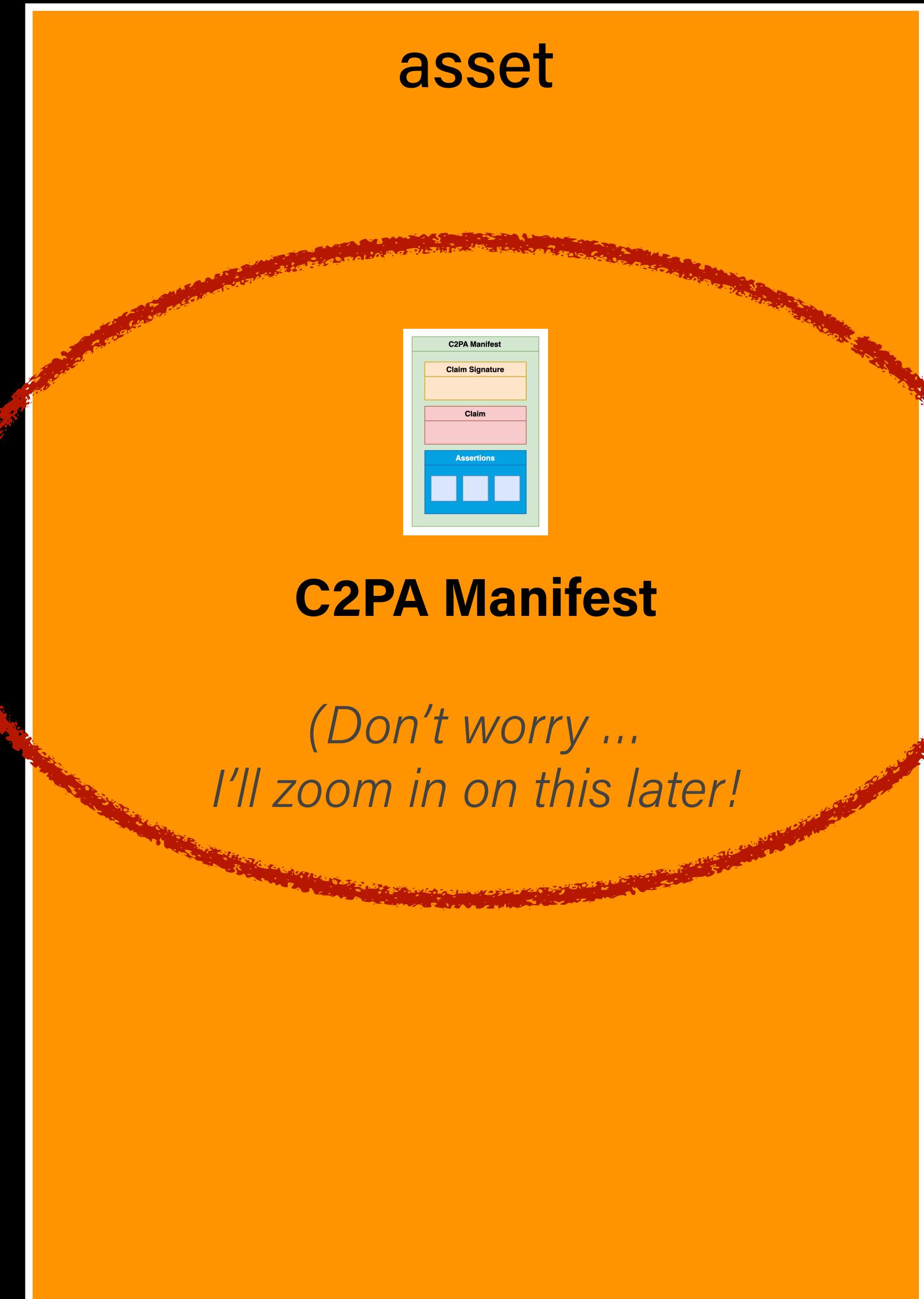
C2PA data model

Overview

An **asset** is any piece of digital media that we wish to describe.

Currently, we support still images, motion pictures, recorded audio, documents (PDF), fonts, and more.

An asset is described by a **C2PA Manifest**.

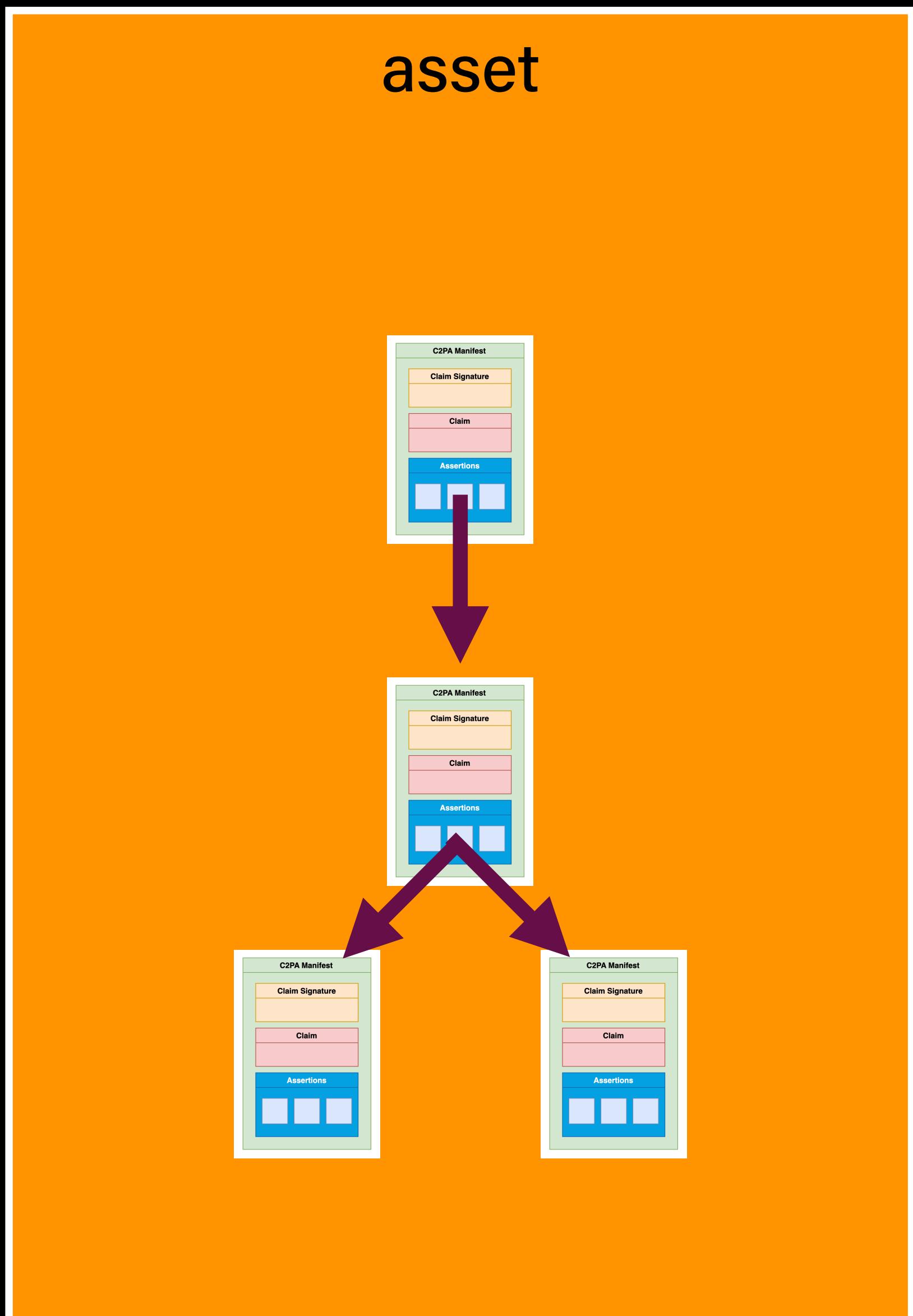




C2PA data model

Overview

A C2PA Manifest can refer to any number of *ingredient manifests* when earlier content is incorporated and composed into a new asset.



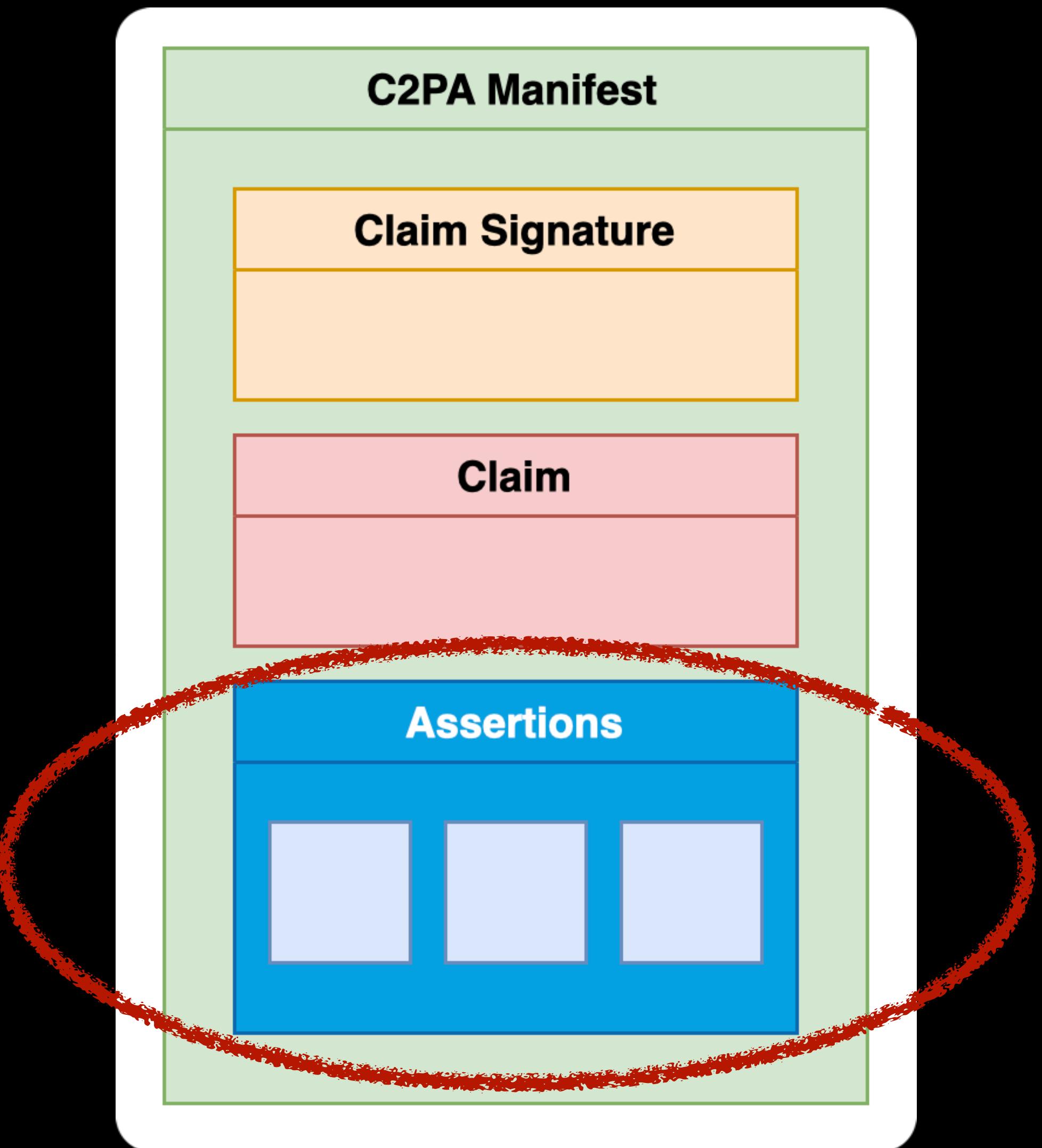


C2PA data model

Assertions

Assertions are opt-in statements that cover areas such as:

- hard binding to asset's binary content
- capture device details
- edit actions
- thumbnail of the content
- other content (ingredients) that were incorporated into this content



This mechanism is **extensible**.

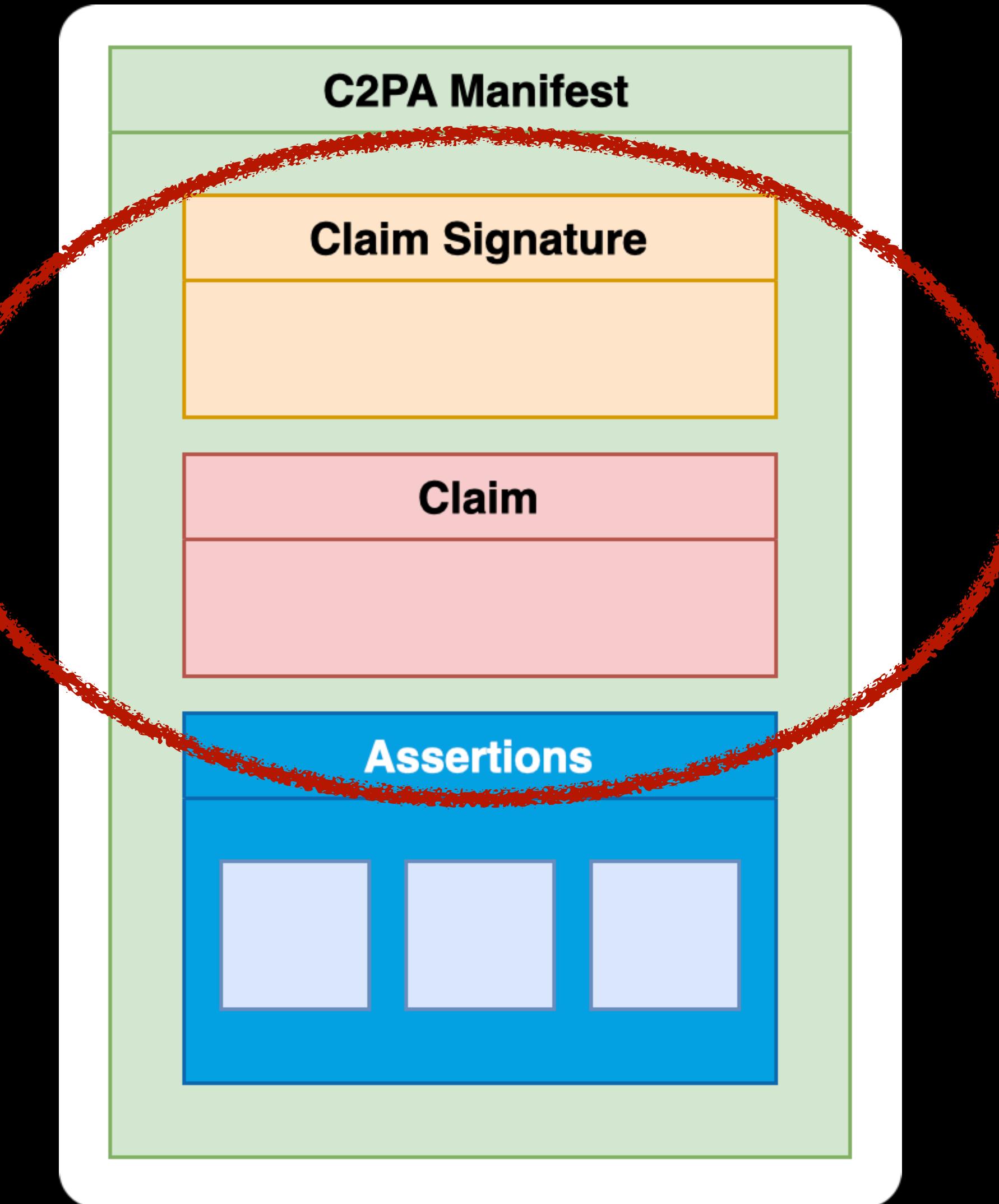


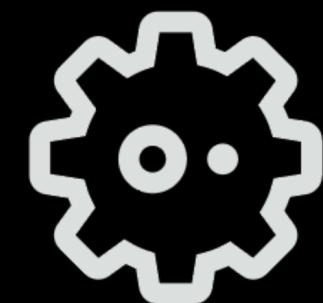
C2PA data model

Claim

Every C2PA Manifest has exactly one **claim**, which lists the assertions and describes the claim generator (tool that built the Manifest).

This claim is signed using an X.509 certificate, which provides evidence of who signed it and provides tamper evidence if a third party attempts to change the claim after the fact.





Introducing CAWG

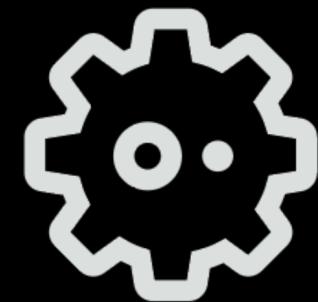
CAWG (Creator Assertions Working Group)

was created in early 2024 to create technical standards to house metadata sources from individual and organisational content creators.

CAWG became a working group within DIF in March 2025.



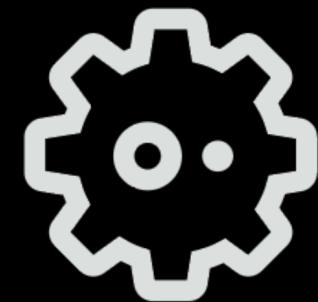
Decentralized
Identity
Foundation



What does CAWG do?

Four assertion standards, building on C2PA technical spec:

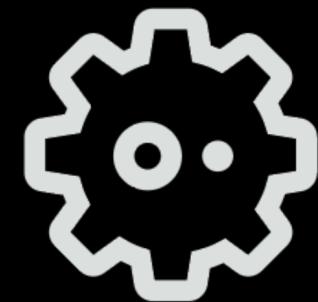
- **Endorsement** ► Forward permission for CDN-style renditions on C2PA assets
- **Identity** ► Binding digital identity credentials to C2PA assets
- **Metadata** ► Associate user-generated metadata with C2PA assets
- **Training and Data Mining** ► Express permissions regarding AI training and data mining usage



What does CAWG do?

Four assertion standards, building on C2PA technical spec:

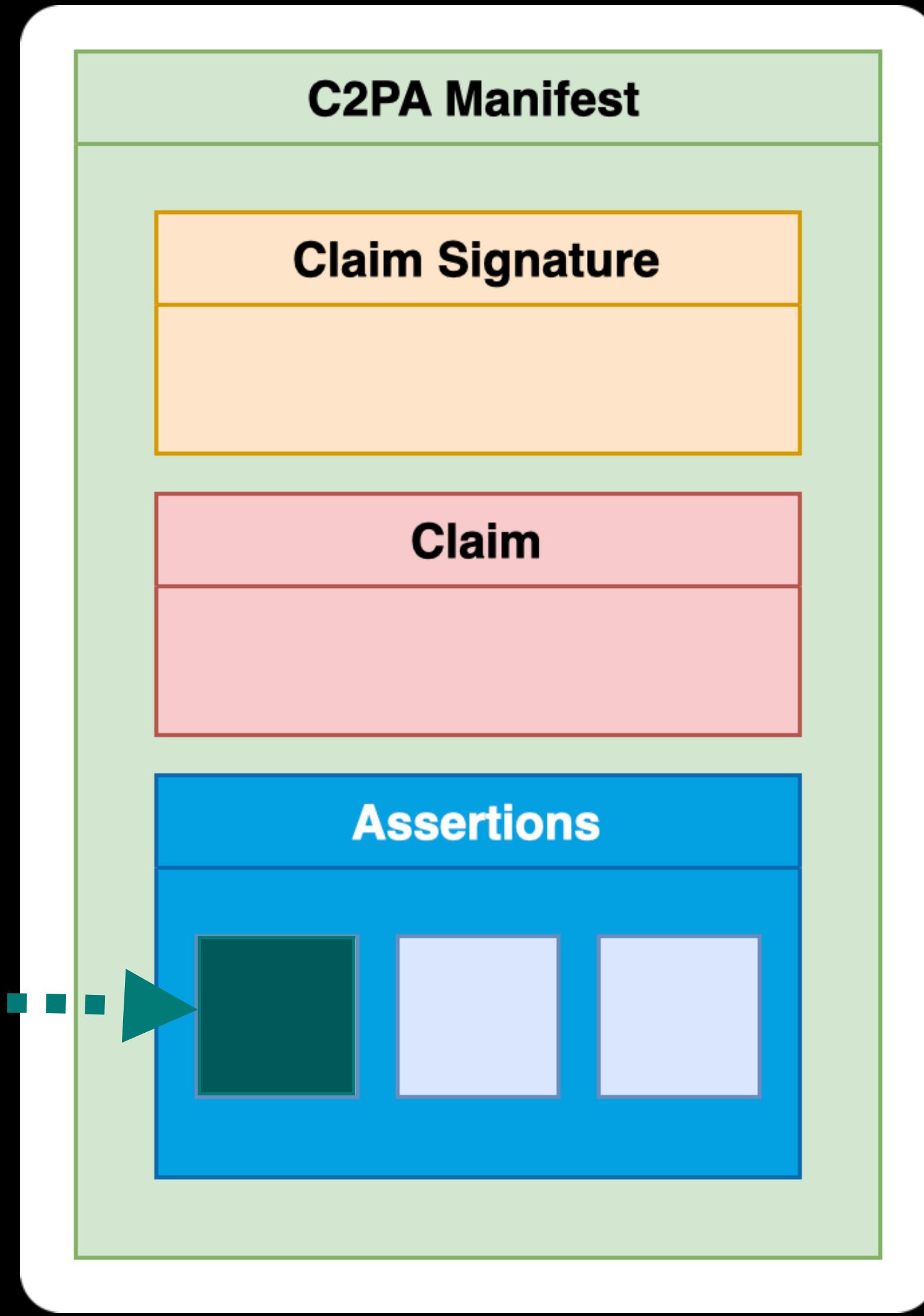
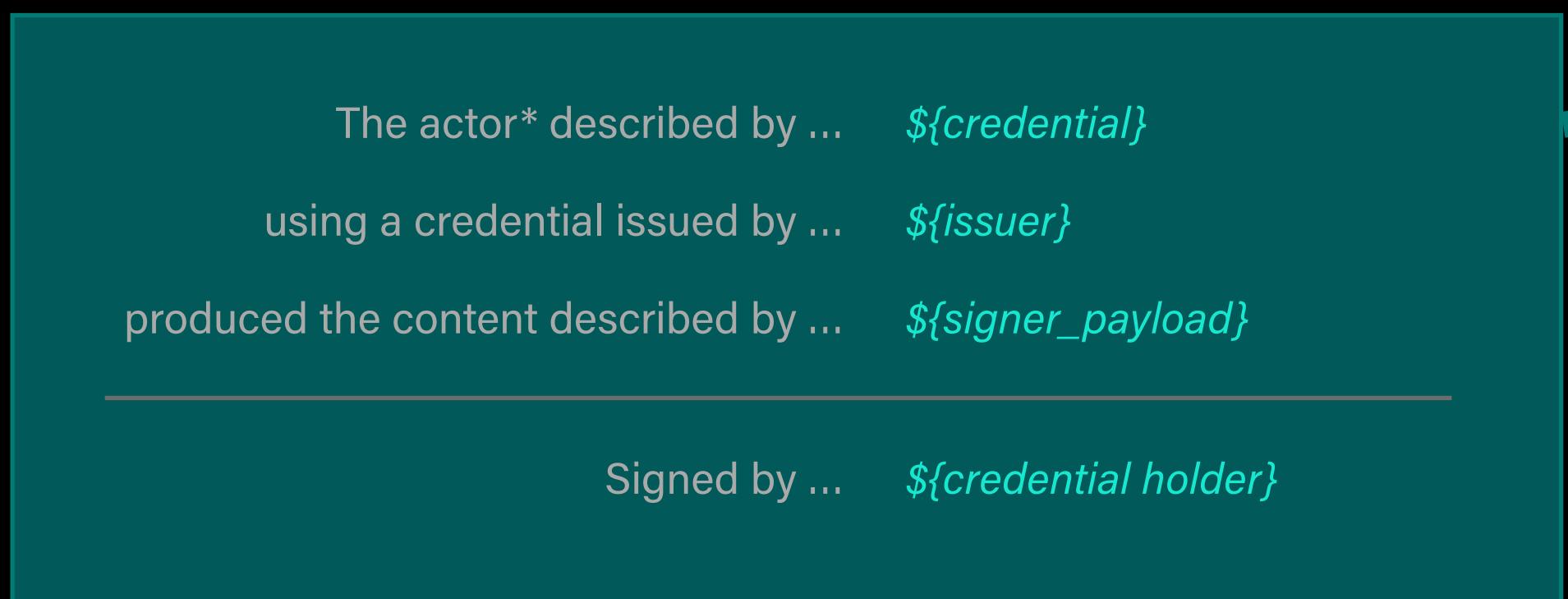
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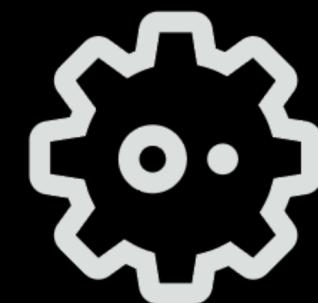


Identity assertion in the C2PA data model

A **CAWG identity assertion** is typically meant to indicate subject's **authorization** of or **active participation** in production of the asset.

It provides a **tamper-evident binding** between a digital credential and the asset described by the C2PA Manifest *and* potentially other assertions in the same C2PA Manifest.



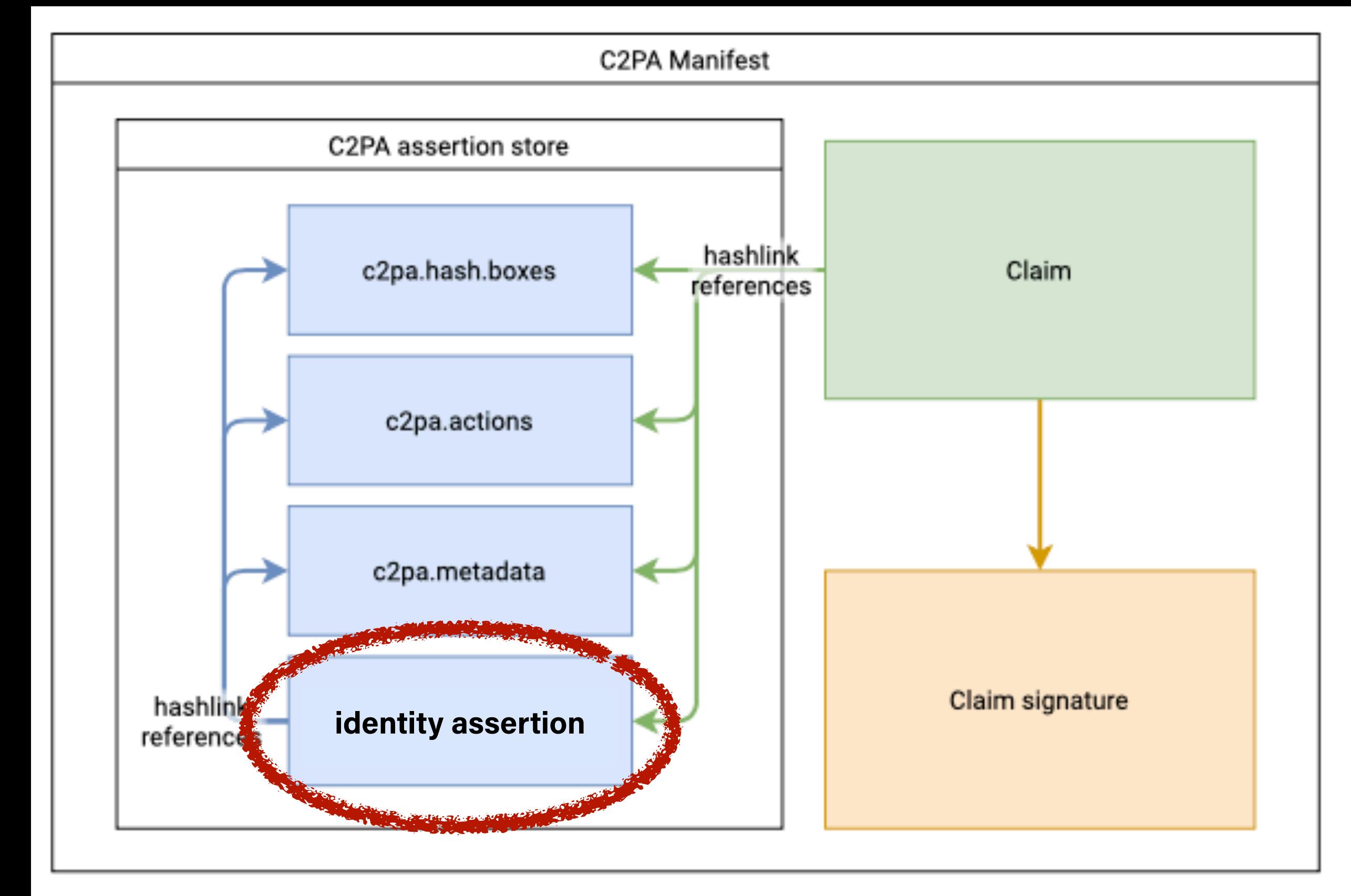


Identity assertion

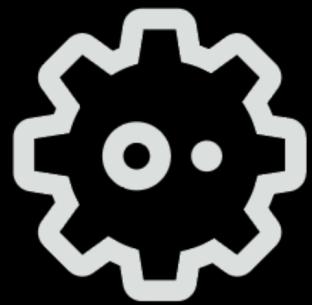
Overview

Identity assertion allows a credential holder to sign a **signer_payload** data structure which contains:

- Tamper-evident references to one or more other assertions in the same C2PA Manifest (including hard-binding assertion)
- Role of credential subject with regard to the content



New trust signal separate from C2PA claim generator.



Identity assertion

Two flavors (so far)

- **X.509 certificate**

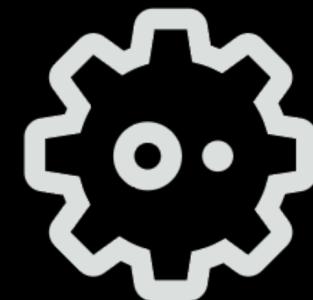
Typically used for institutional content creators such as news media.

- **Identity claims aggregation**

*Targeted for individual content creators;
contains links to social media, web site, etc.*

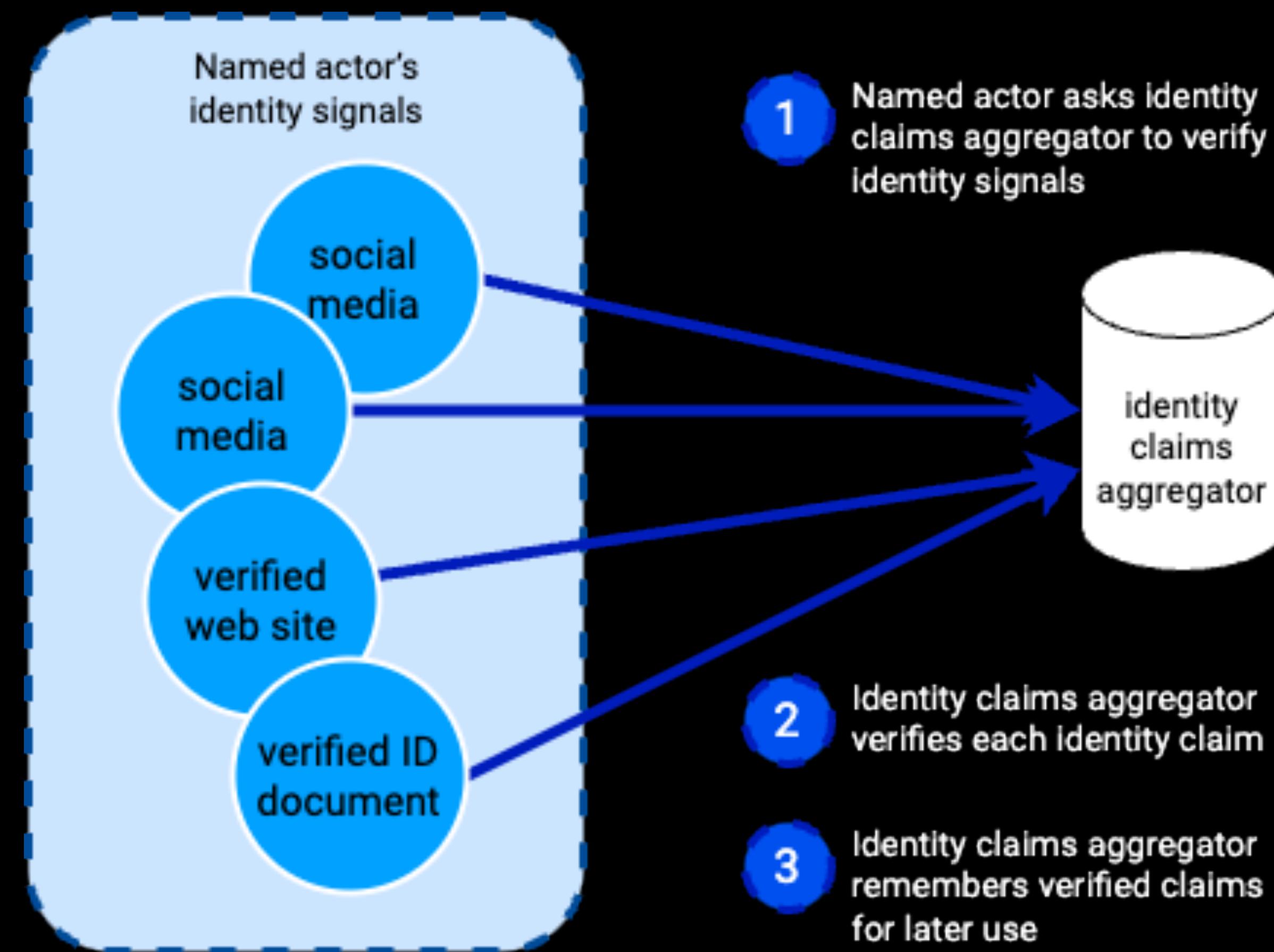
- **Extensible**

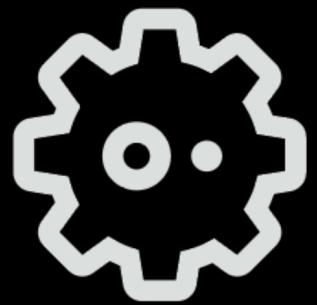
Are there other credential formats we should consider?



Identity assertion

Identity claims aggregation - for individual content creators





Adobe Content Authenticity

Current UX for CAWG identity claims aggregation

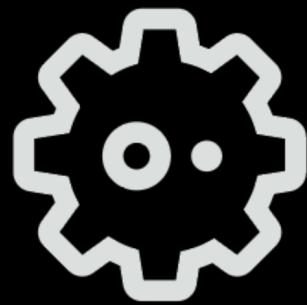
contentauthenticity.adobe.com/preferences

The screenshot shows the 'Preferences' page for managing social media accounts. It includes sections for Behance, Instagram, LinkedIn, and Twitter, each with a 'Connect' button and a three-dot menu. A note at the bottom encourages users to add social media accounts to prove ownership.

contentauthenticity.adobe.com/inspect

The screenshot shows the 'inspect' page displaying aggregated identity claims. It features a large image of a polar bear in a snowy environment, followed by sections for 'Contributor details' (listing Jane Smith, Julie Smith, and Juliesmith with verified links to Behance and Instagram) and 'Content details' (with a note about AI requests). A red bracket on the left points to the 'Contributor details' section, labeled 'Data sourced from CAWG identity assertion'.

Data sourced from
CAWG identity
assertion



Adobe Content Authenticity

Proposed UX for Origin verified publisher content

contentauthenticity.adobe.com/inspect
(for individual-created content)

A screenshot of the Adobe Content Authenticity interface for individual-created content. It features a large image of pyramids and a polar bear at the top. Below it is a 'Contributor details' section. A red bracket on the left side groups the 'Contributor details' and 'Content details' sections under the heading 'CAWG identity'. The 'Content details' section includes a link to 'contentauthenticity.adobe.com/inspect'.

Contributor details

Name Jane Smith

Bē Behance Julie Smith

Instagram juliesmith

I request that generative AI models not train on or use my content.

Content details >

contentauthenticity.adobe.com/inspect
(for news media content)

A screenshot of the Adobe Content Authenticity interface for news media content. It features a large image of cows in a field at the top. Below it is a 'Publisher details' section. A red bracket on the right side groups the 'Publisher details' and 'Content details' sections under the heading 'Data sourced from CAWG identity assertion'. The 'Content details' section includes a link to 'contentauthenticity.adobe.com/inspect'.

Publisher details

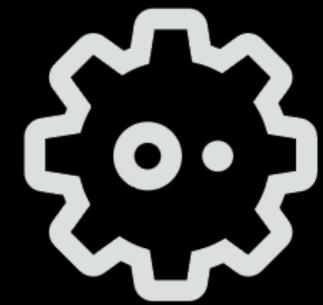
BBC BBC.co.uk

Verified news media organization

Origin Verified Publisher

Content details >

Links to
information about
Origin Verified Publisher



Adobe Content Authenticity

Publisher provides additional metadata



Publisher details ▾

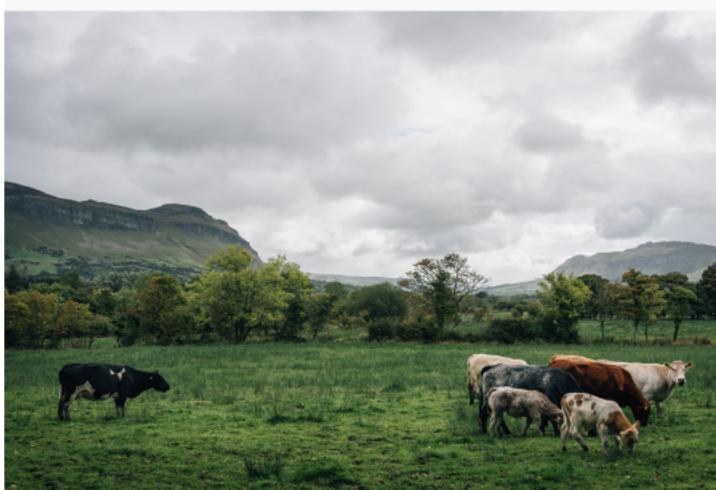
 BBC
bbc.co.uk

Verified news media organization

 Origin Verified Publisher ↗

Content details >

Data sourced from
CAWG metadata
assertion



Publisher details ▾

 BBC
bbc.co.uk

Title
Cattle Grazing Beneath Stormy Skies in County Sligo

Description
A group of cows graze in a green pasture surrounded by rolling hills and cloudy skies in a rural landscape, likely in a temperate region.

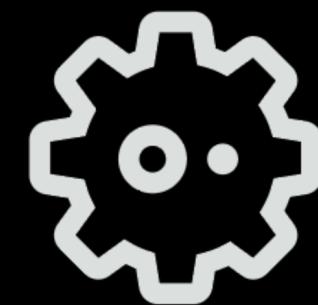
Credit
Photo by Jane McConnell / Reuters

Published on September 15, 2012

Verified news media organization

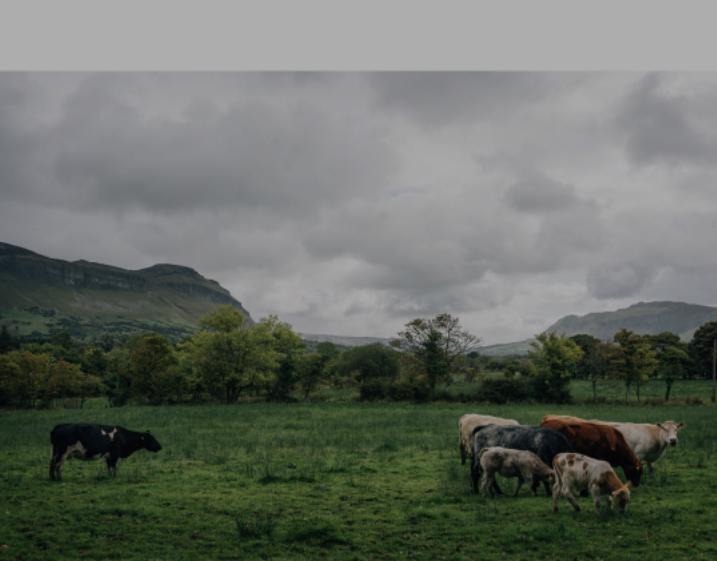
 Origin Verified Publisher ↗

Content details >



Adobe Content Authenticity

Claim generator detail (hidden by default)



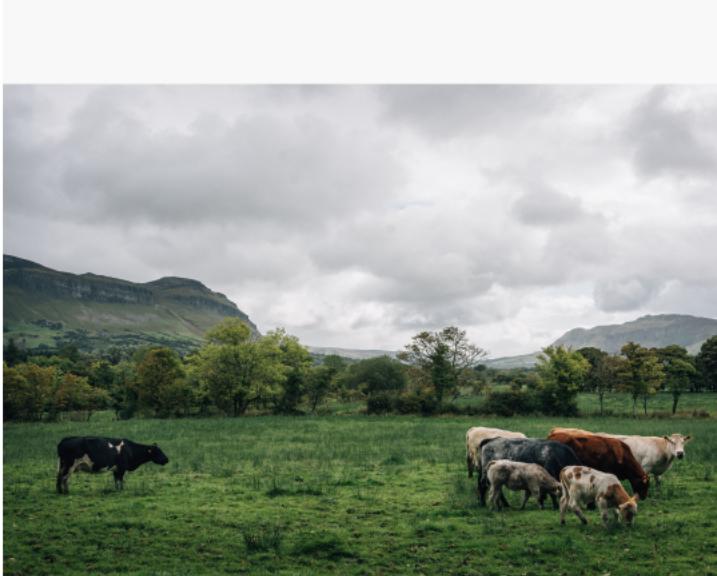
Publisher details

BBC
bbc.co.uk

Verified news media organization

Origin Verified Publisher

Content details



Publisher details

BBC
bbc.co.uk

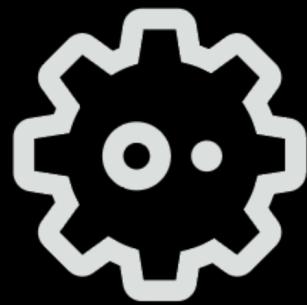
Verified news media organization

Origin Verified Publisher

Content details

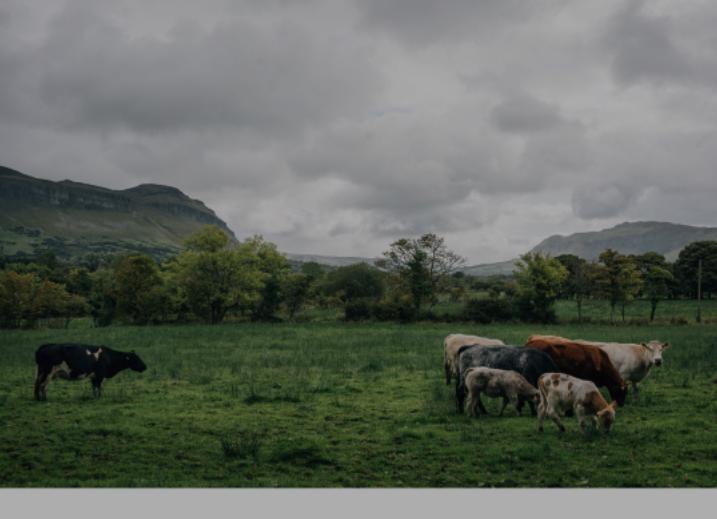
Content Credentials recorded by
BBC Workflow Tool
Mar 1, 2025 at 12:12 PM GMT+5.00

Data sourced from
C2PA claim signer
X.509 certificate



Adobe Content Authenticity

Link to key capture device information



Publisher details

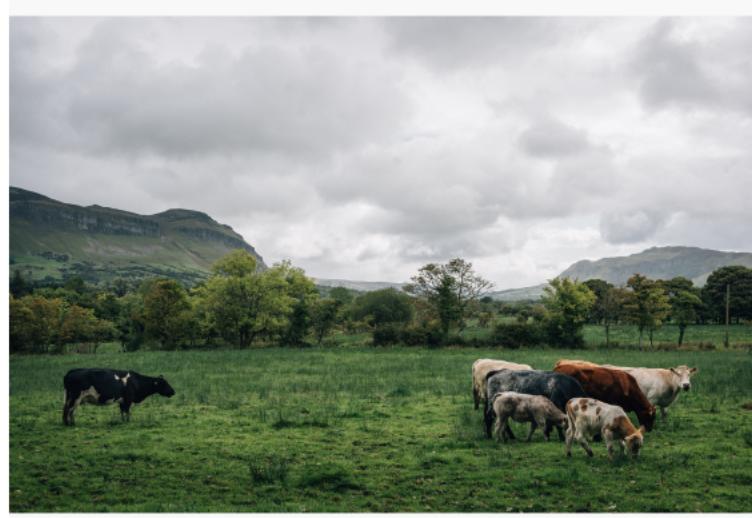
BBC
bbc.co.uk

Verified news media organization

Origin Verified Publisher

Content details

Highlight key data provided by capture device in earlier manifest



Publisher details

BBC
bbc.co.uk

Verified news media organization

Origin Verified Publisher

Content details

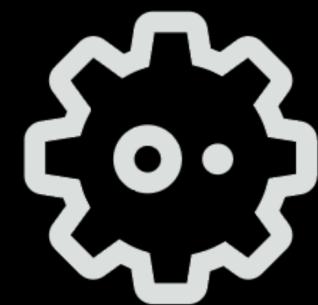
Source

Camera-captured media

Content Credentials recorded by BBC Workflow Tool

Mar 1, 2025 at 12:12 PM GMT+5.00

Links to capture device manifest



Adobe Content Authenticity

Annotation for CDN-packaged content



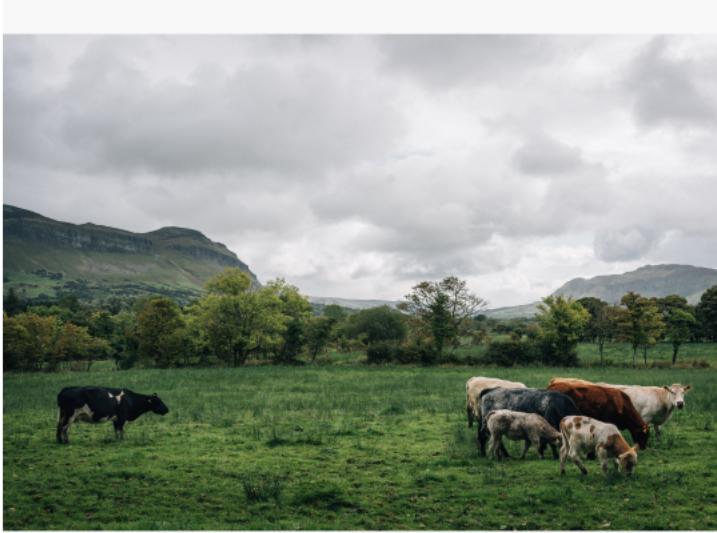
Publisher details

BBC
bbc.co.uk

Verified news media organization

Origin Verified Publisher

Content details



Publisher details

BBC
bbc.co.uk

Verified news media organization

Origin Verified Publisher

Content details

Content Credentials recorded by

BBC Workflow Tool Mar 1, 2025 at 12:12 PM GMT+5.00

CloudFlare distributed content

CDN provider's manifest