IBC Accelerator Programme 2025

Where innovation has no limits

stamping your content

C2PA Provenance

Google Cloud

Headline sponsor

hp | AMD | SHURE

Associate sponsors

Stamping Your Content (C2PA Provenance)

#IBCAccelerators2025

Champions:

Participants:

TRUST
underpins our industry

Keep the sign the same and all the people in the same position but make them all black

It’s in front of our eyes

WITHOUT

TRUST

news is worthless

TRUST
issues

How can viewers trust our pictures?

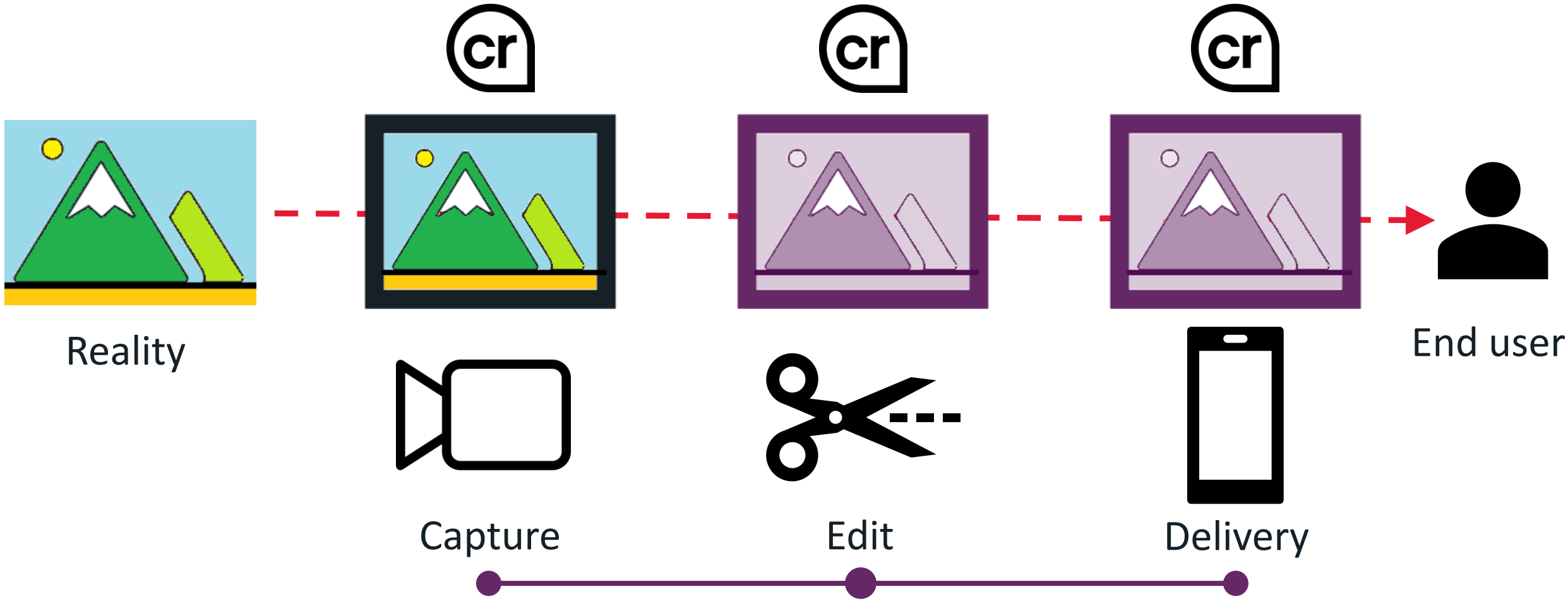
And how do we protect ourselves?

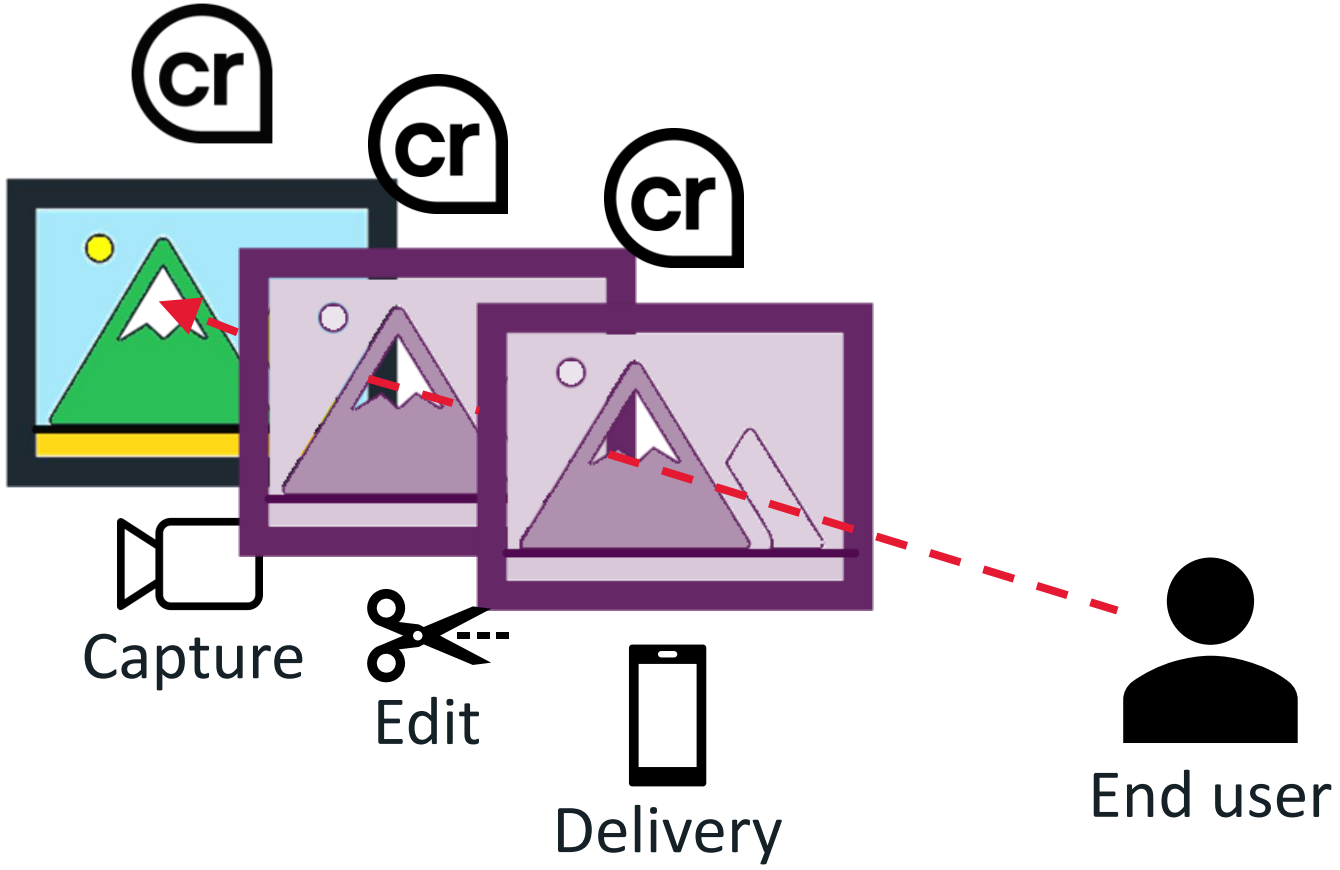
A solution:

C2PA | Coalition for Content Provenance and Authenticity

cr

Creates a data trail



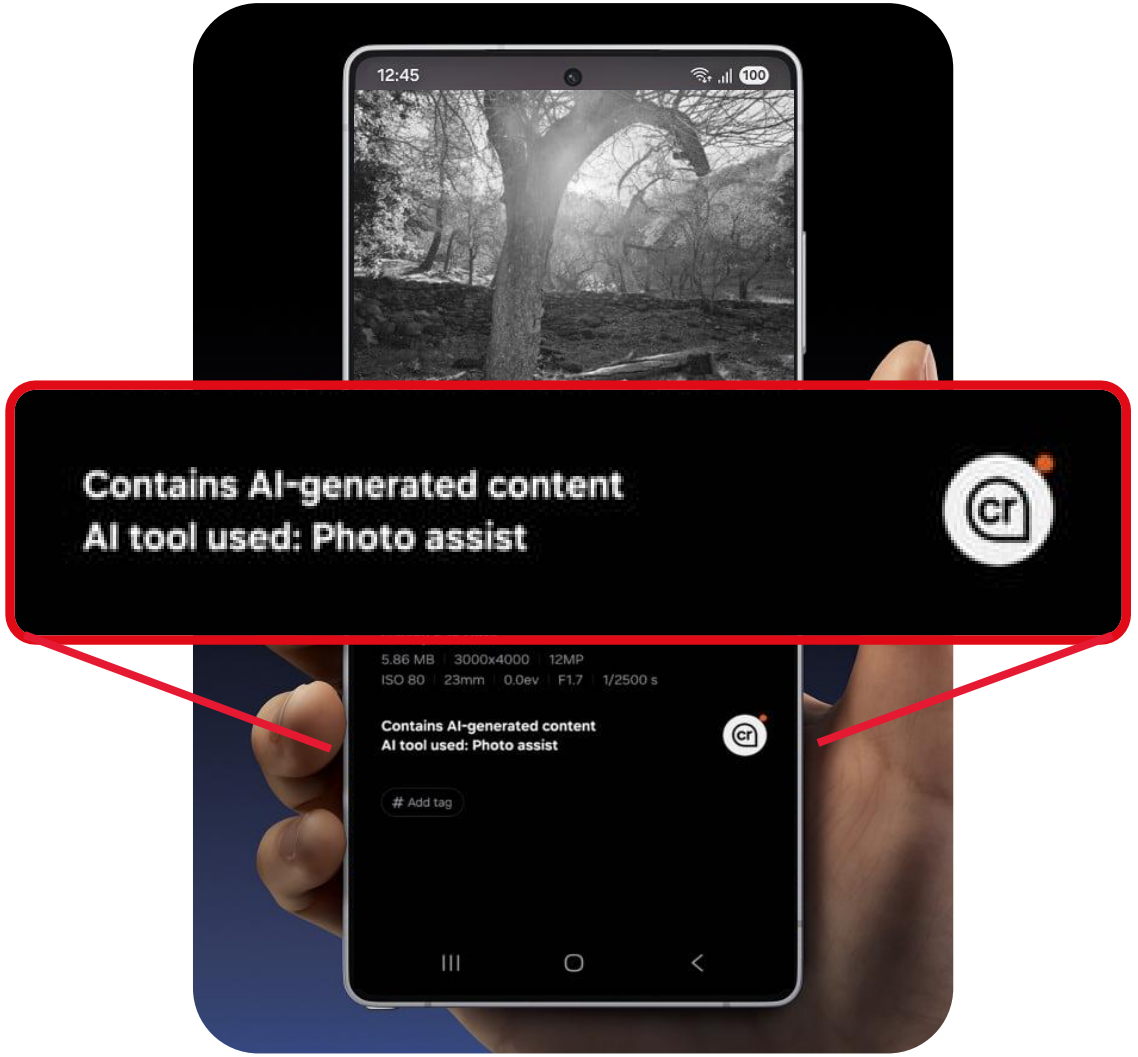

cr
cr
cr
Capture
Edit
Delivery
End user

FUTURE TECH

C2PA Coalition for Content Provenance and Authenticity

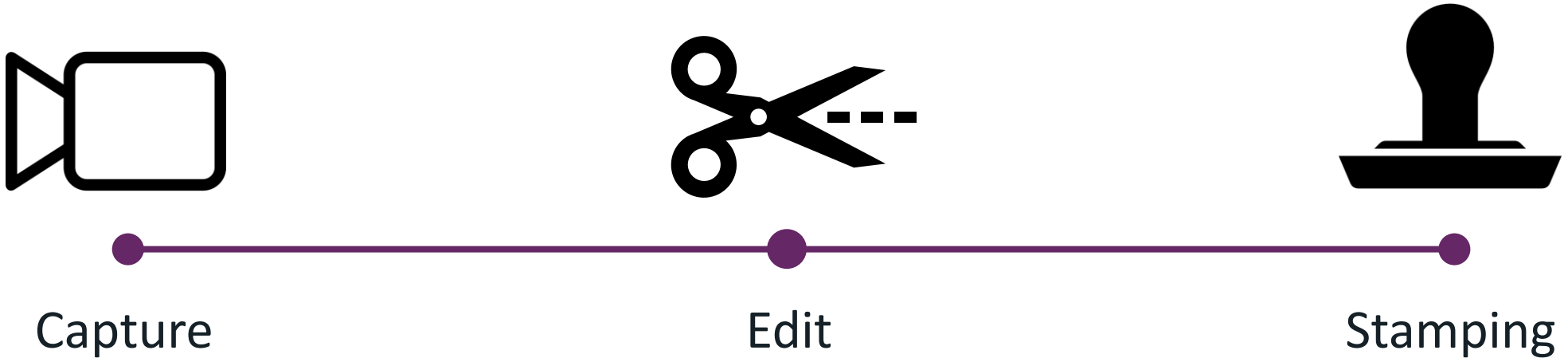
Developments: HANDSETS

Samsung Galaxy S25



Google Pixel 10

Developments:
NEWS VIDEO



Capture

stamping your content

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Capture

- The world's first camcorder[1] to embed digital signatures directly into video files, enabling content authentication.
- To address the evolving needs of the content creation industry, including the growing demand for content authenticity.

New **PXW-Z300** camcorder

[1] Based on Sony's research, this is the first camcorder to support the C2PA standard for video content as of July 2025.

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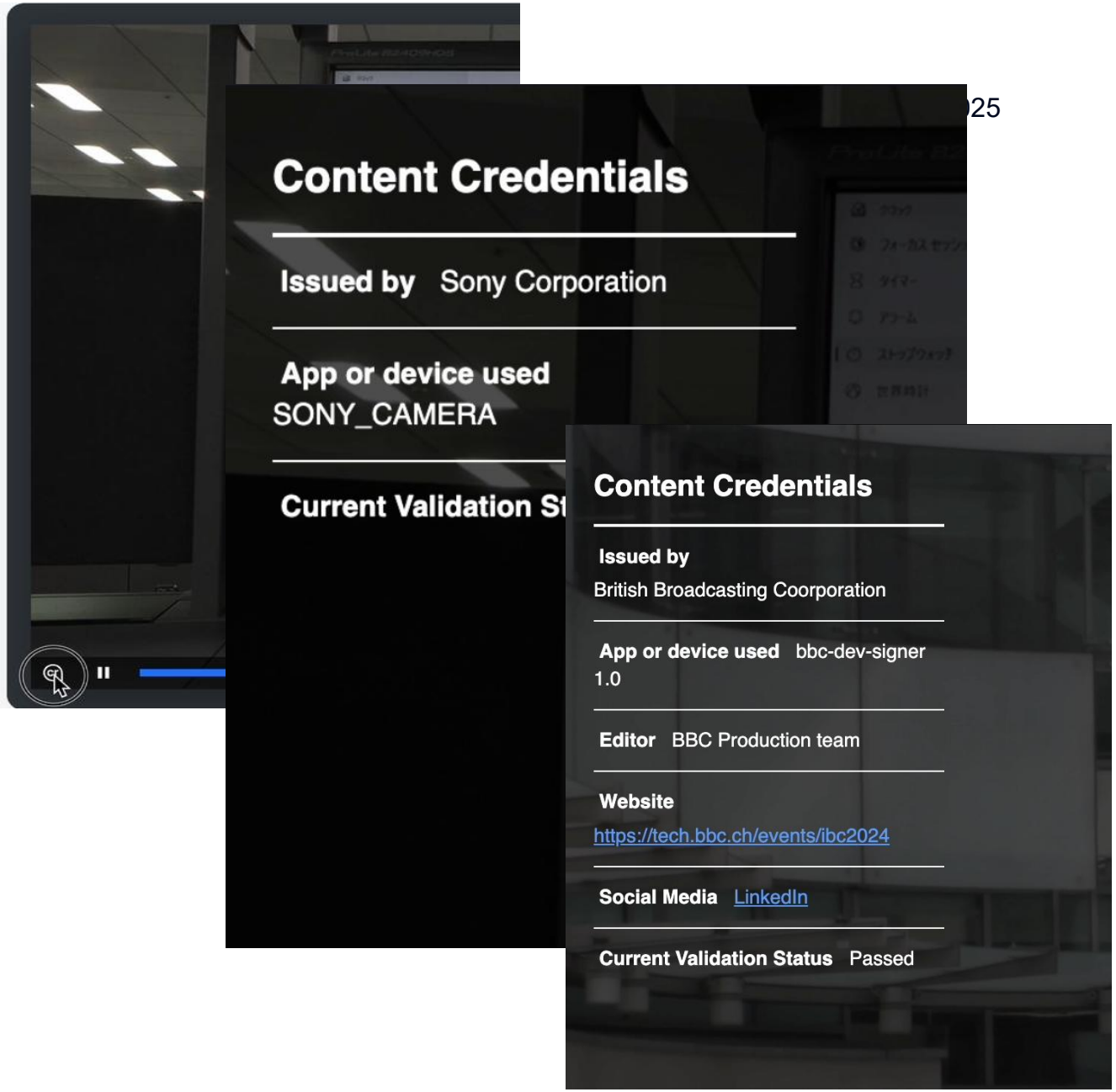
What we found

- The film has Sony Credentials
- There are some version compatibility issues which are being addressed but meant that we couldn’t carry them through the chain yet.
- We could sign the images with the Stamping Tool to chain the credentials



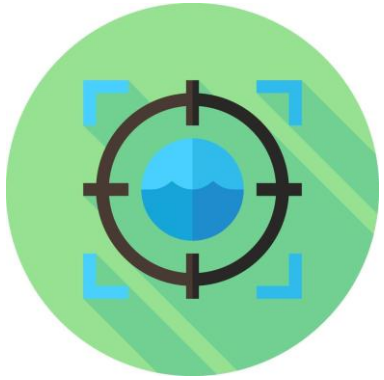
A solution:

C2PA

But not the whole solution

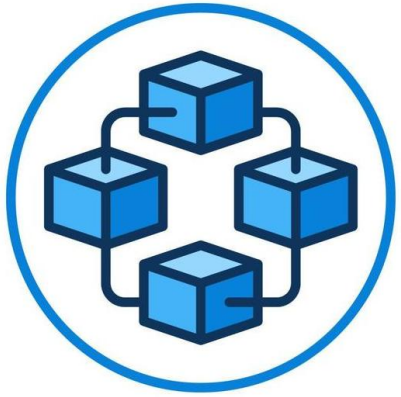
Other provenance technologies play an important role too

Fingerprinting



Watermarking

QR

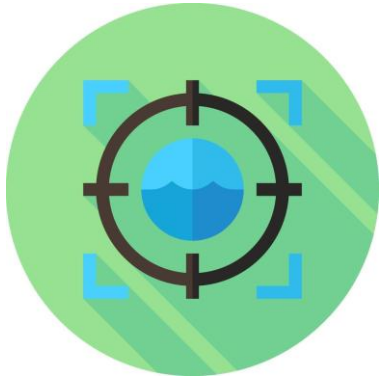


Blockchain

An industry for Trust

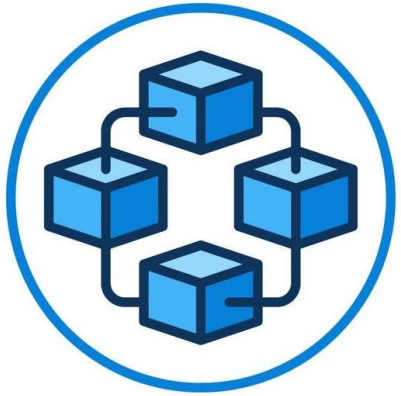
C2PA

Fingerprinting



Watermarking

QR



Blockchain

Edit
stamping
your content
C2PA Provenance
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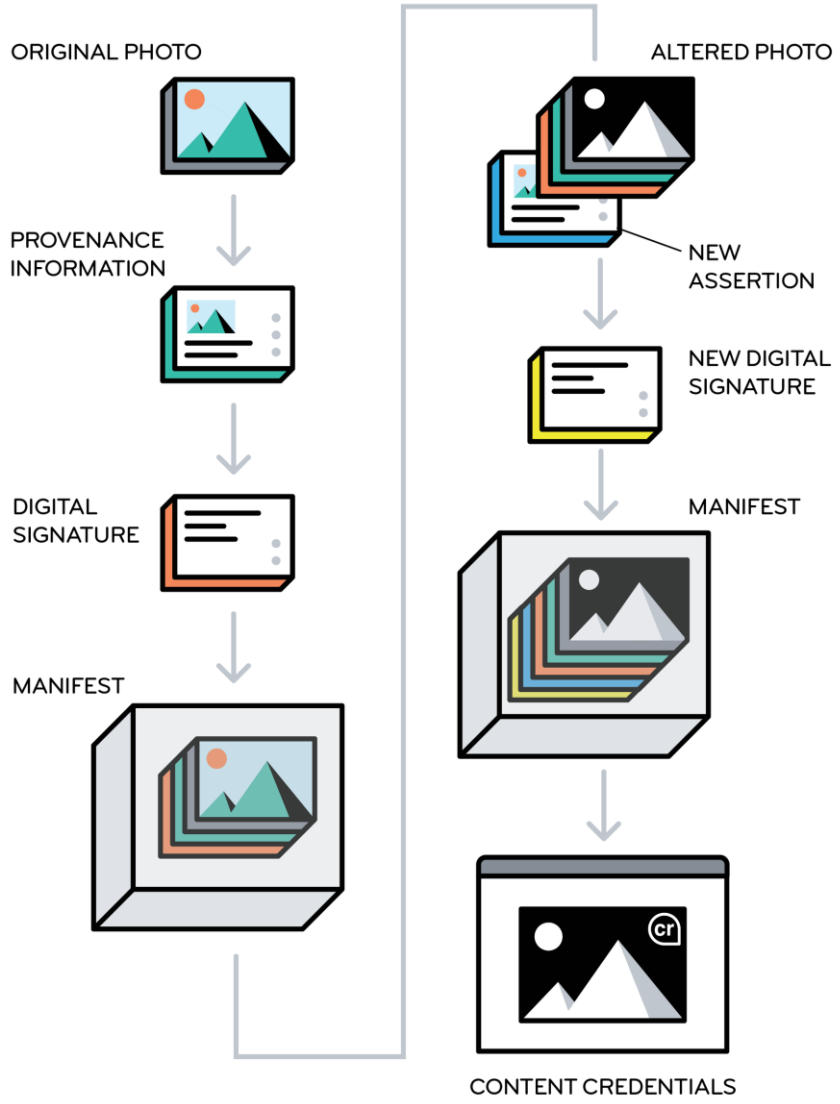
- Raw media assets usually require editing prior publication

- A typical C2PA compliant editing process can record:
  - Actions of modification on content
    - Editorial changes: Cropping, resizing...
    - AI enhancement: audio speech enhancer noise reduction, generated background..
  - Tools and methodologies used

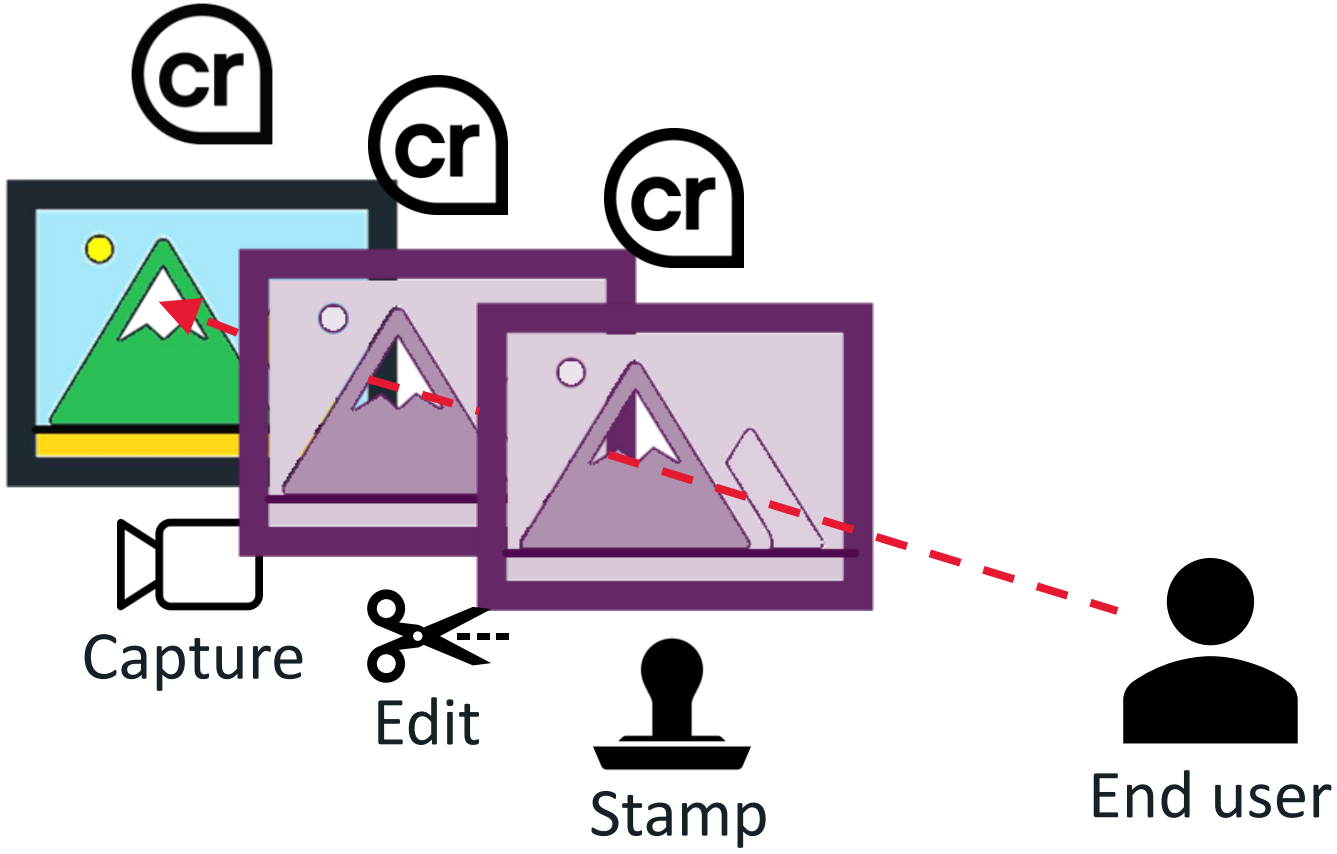
  - Combination of multiple media assets to produce a new one, e.g.:
    - Image compositions
    - Video montage, subtitle overlays
    - Audio dubbing and translations



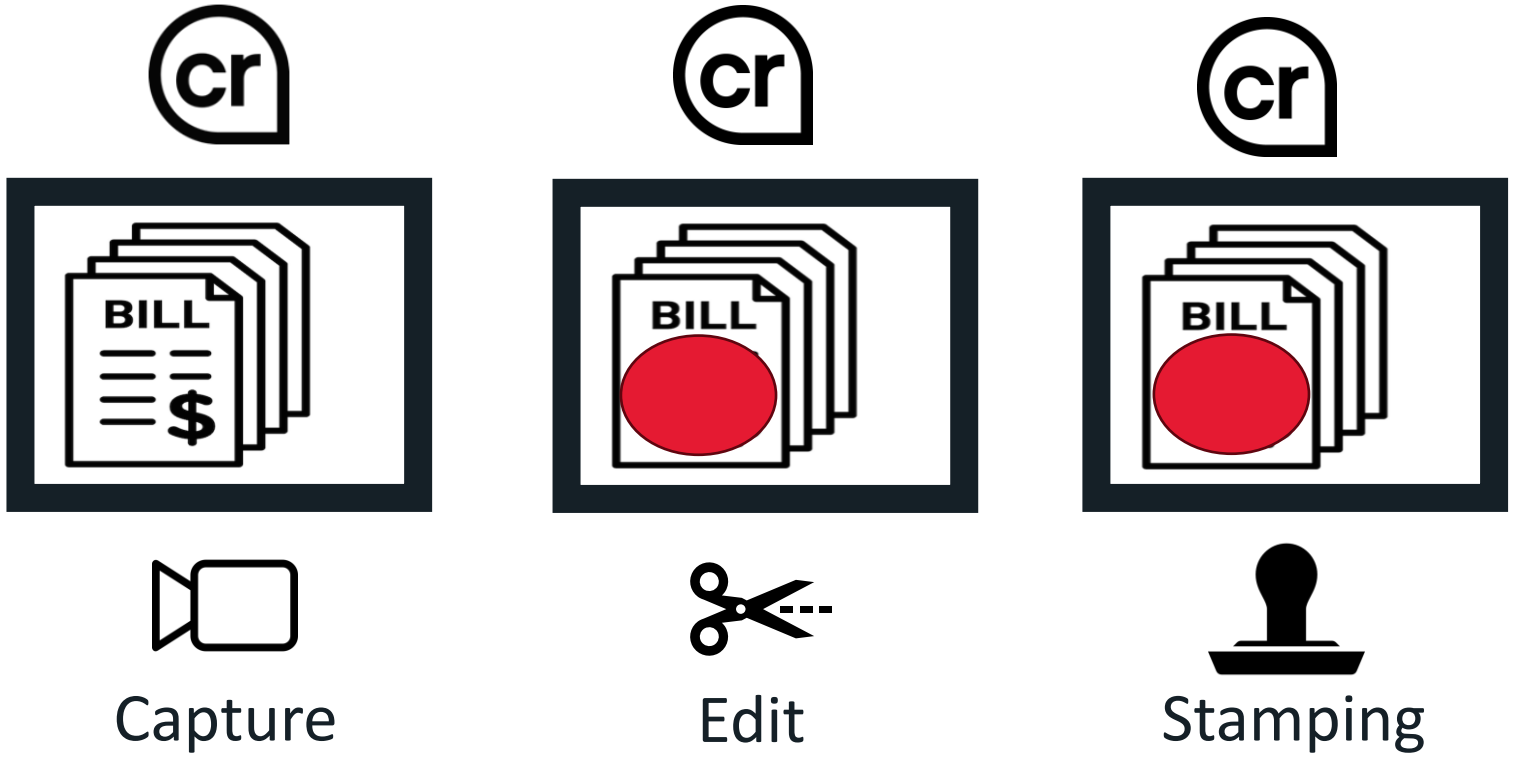
Camera captured source content

Software edited (blurred) content

The case for stamping your content



Transparency isn’t always possible

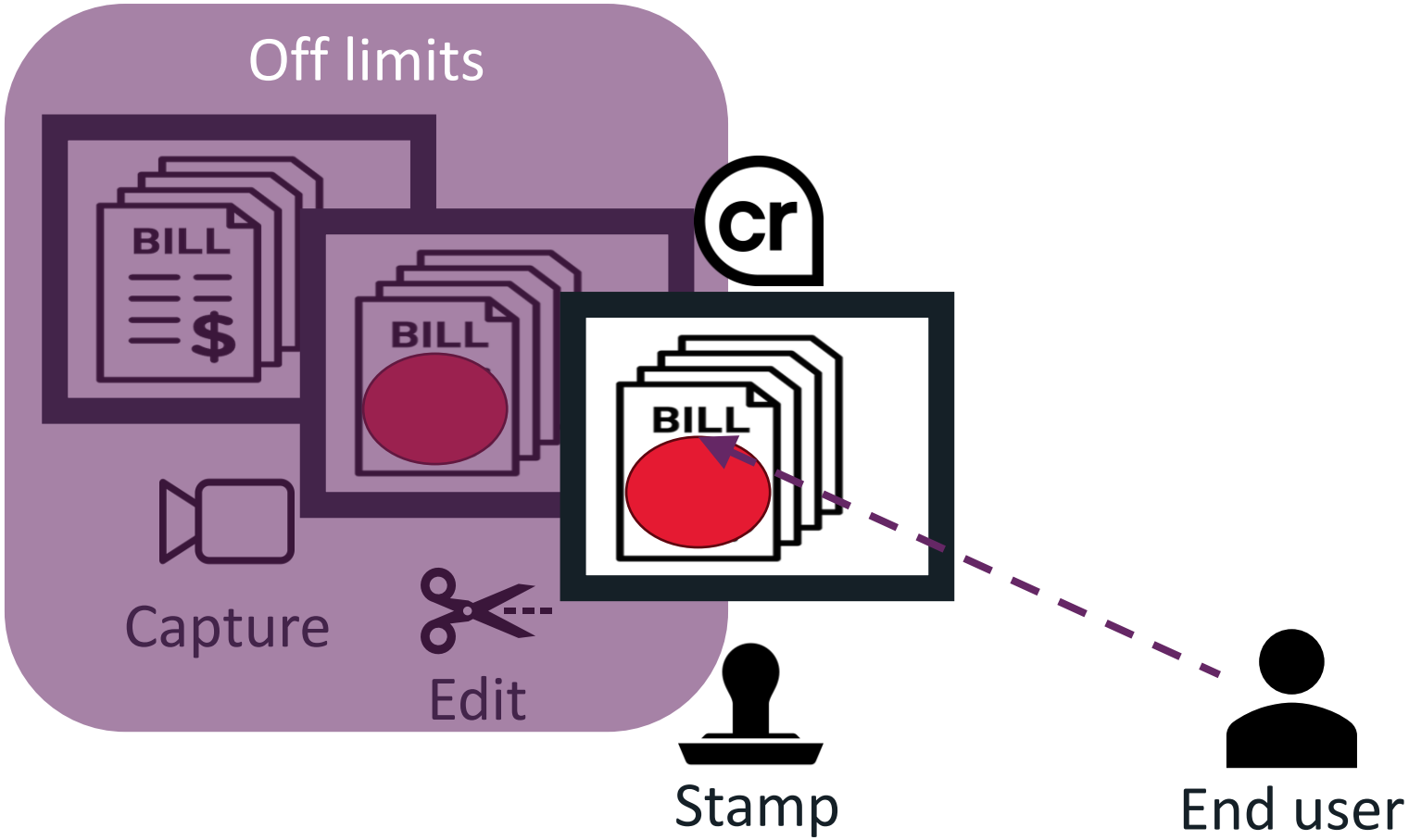


Capture

Edit

Stamping

Stamping creates a ‘Trust’ point



Stamping

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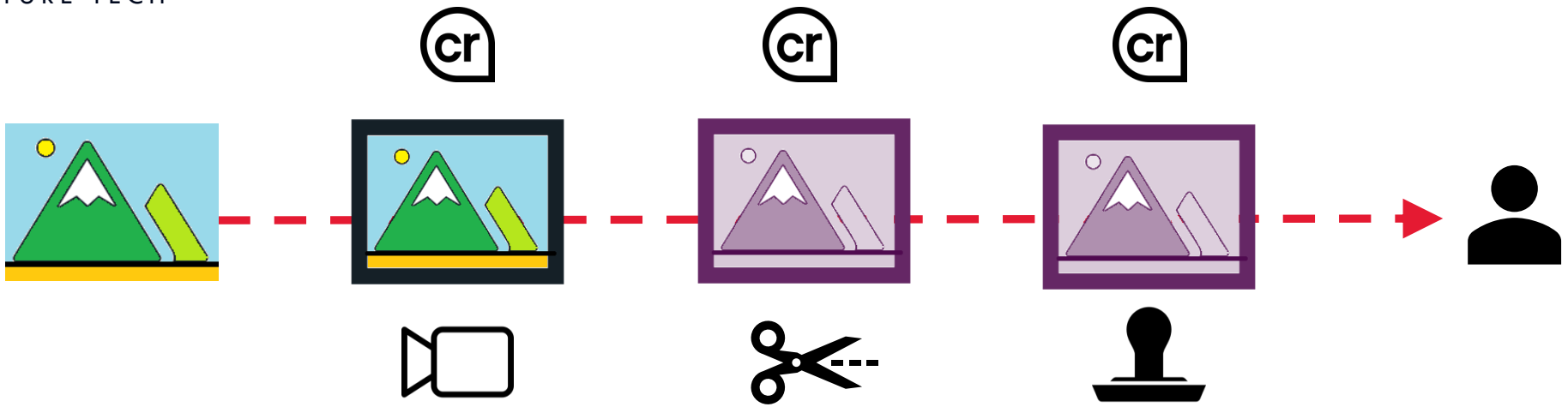
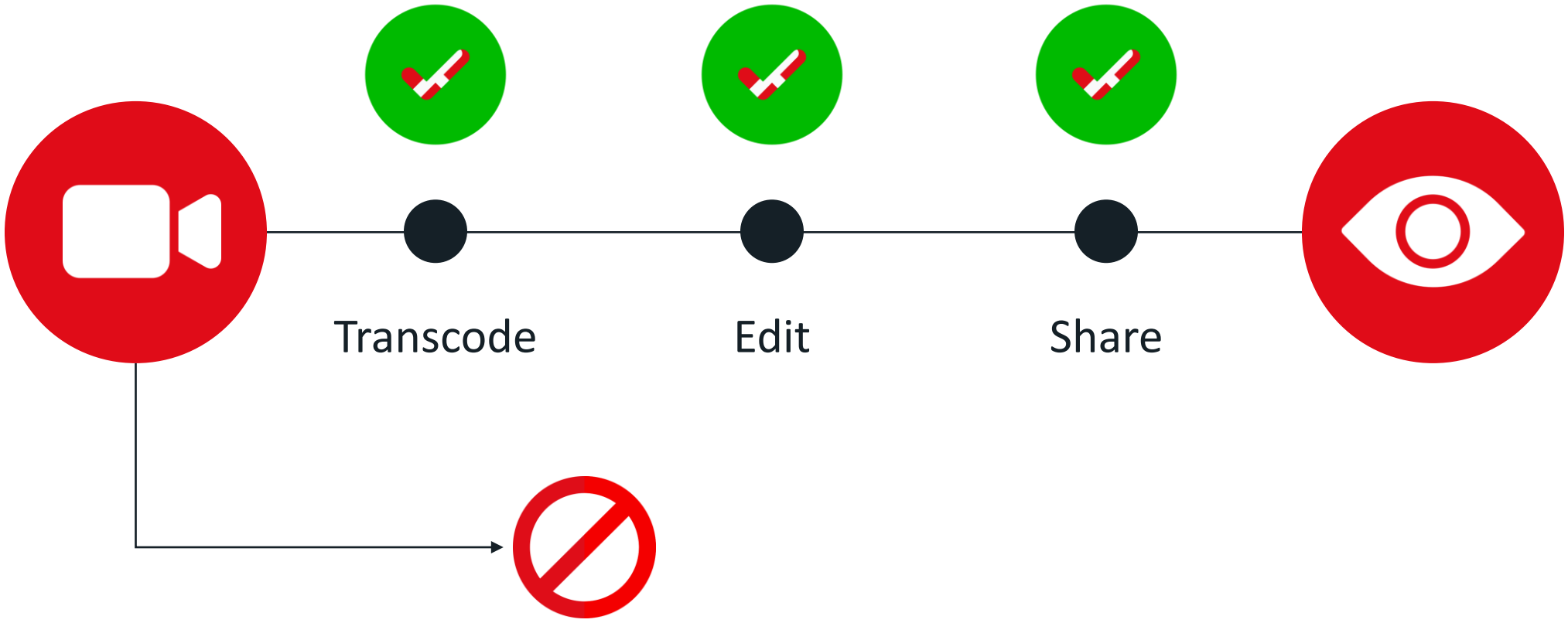
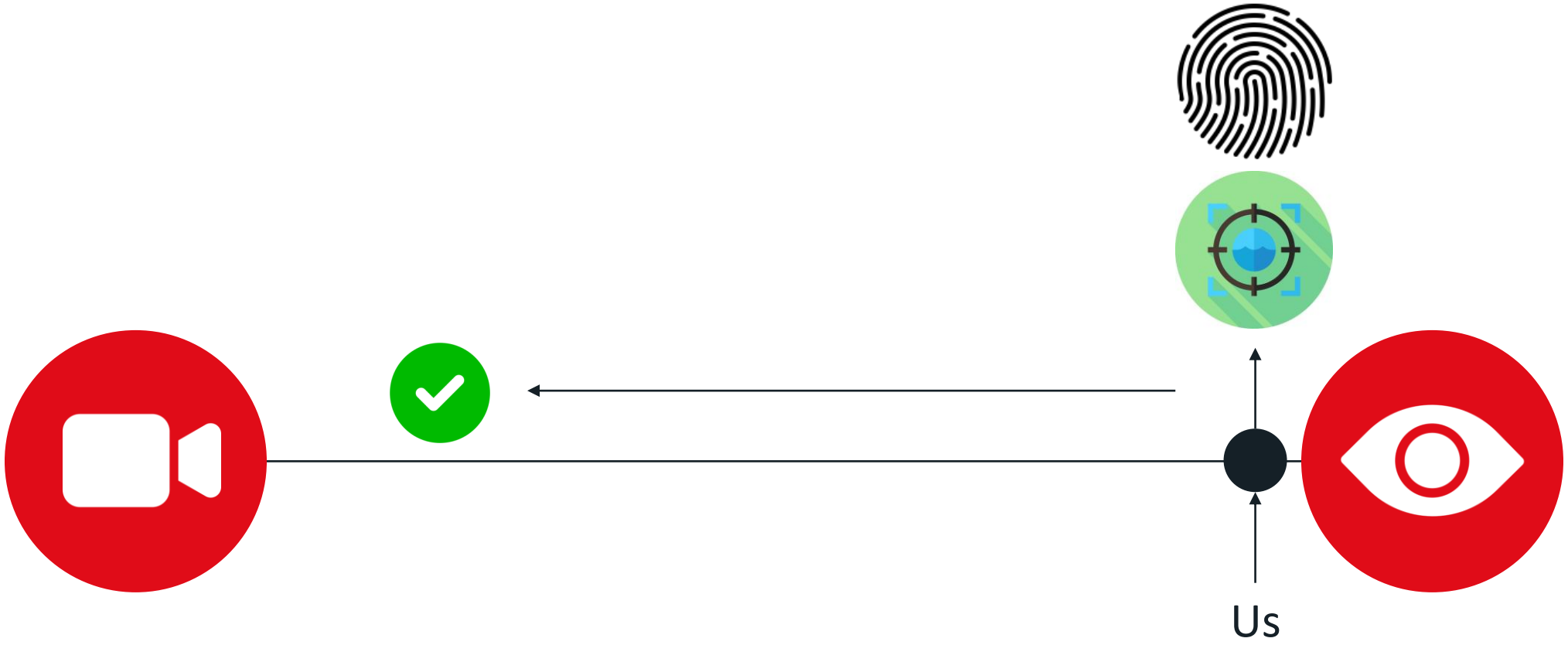


OpenOrigins SONY TCS TATA CONSULTANCY SERVICES Castlabs

VIDENTIFIER Google Cloud trufo

Why “Last Mile?”




Us

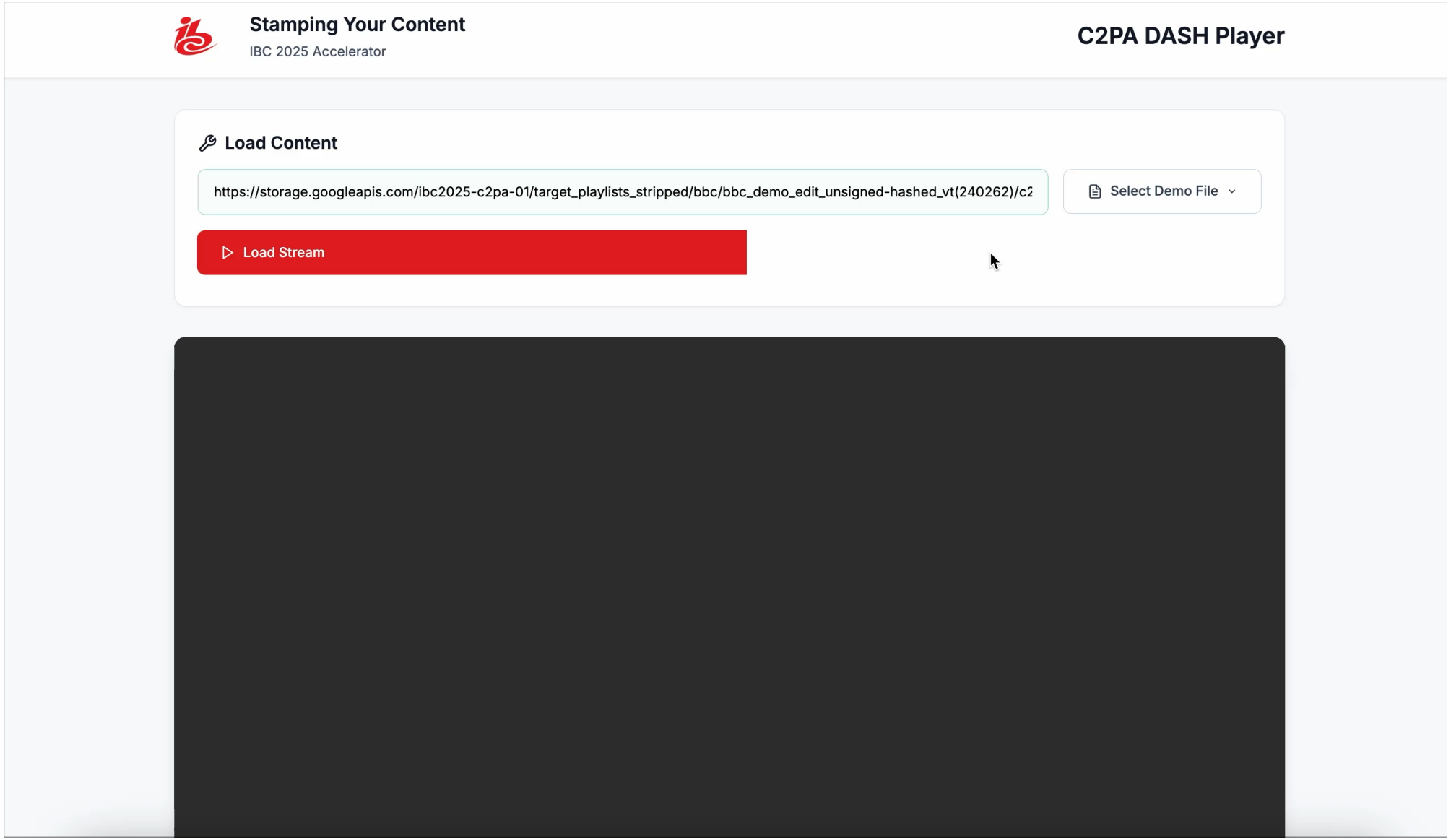
Other tech in action

1

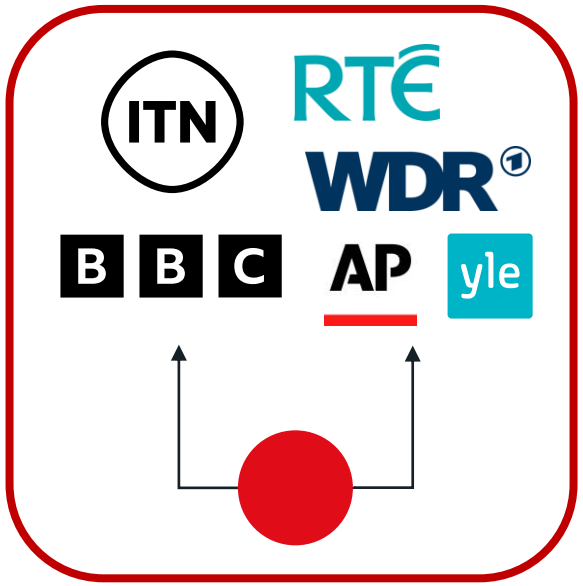
1

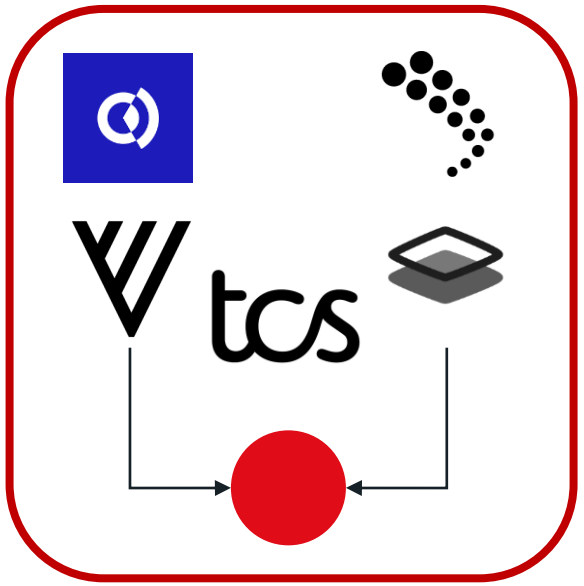
2

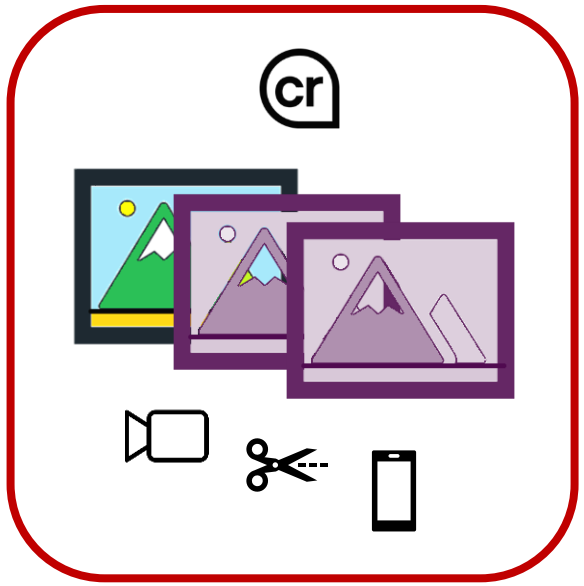
3


Stamping Your Content
IBC 2025 Accelerator
C2PA DASH Player
Load Content
https://storage.googleapis.com/ibc2025-c2pa-01/target_playlists_stripped/bbc/bbc_demo_edit_unsigned-hashed_vt(240262)/c2
Select Demo File
Load Stream

Next Steps







Key learnings + Getting involved

INTEROPERABILITY
Version issues and catch-up

PACE OF ITERATION
Collaborative testing and learning

SIMPLICITY
Leverage existing tools; focus on one problem

EARLY DISCOVERY
How to use this technology and best applications

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