



# IBC Accelerator Programme 2025

Where innovation has no limits

stamping  
your content

C2PA Provenance

Google Cloud

Headline sponsor



AMD

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# Stamping Your Content (C2PA Provenance)

#IBCAccelerators2025

Champions:



**ASBU**  
Arab States Broadcasting Union  
*League of Arab States*



OPERATING EUROVISION AND EURORADIO



The Institution of  
Engineering and Technology



Media Cluster  
Norway



Participants:



**Castlabs**



trufo



VIDENTIFIER

A large Venn diagram composed of two overlapping circles is centered in the background. The top circle is red and the bottom circle is blue. The overlapping area in the center is a dark purple. The word 'TRUST' is written in white capital letters across the center of the diagram.

# 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?

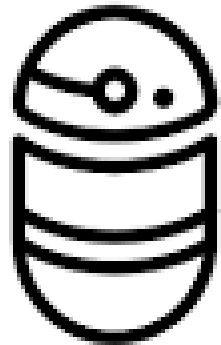




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A solution:



C2  
PA

**Coalition for  
Content Provenance  
and Authenticity**





FUTURE TECH

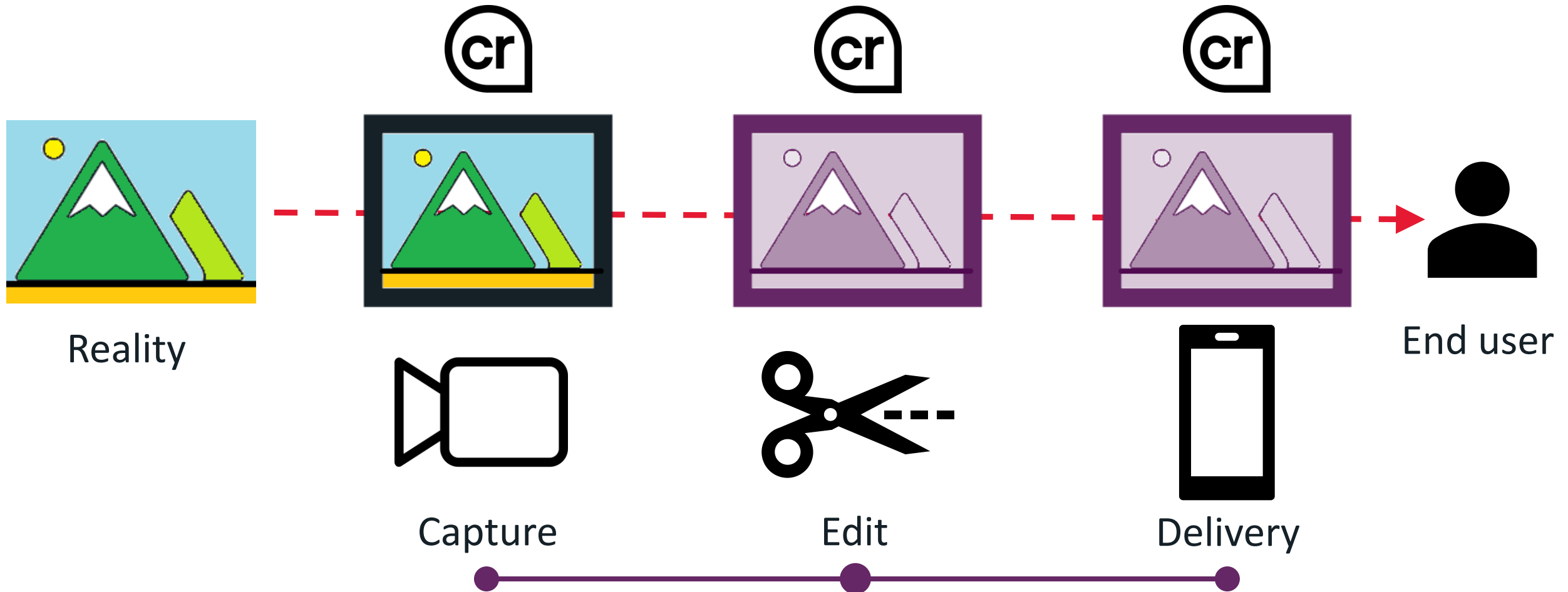


C2  
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Creates a data trail





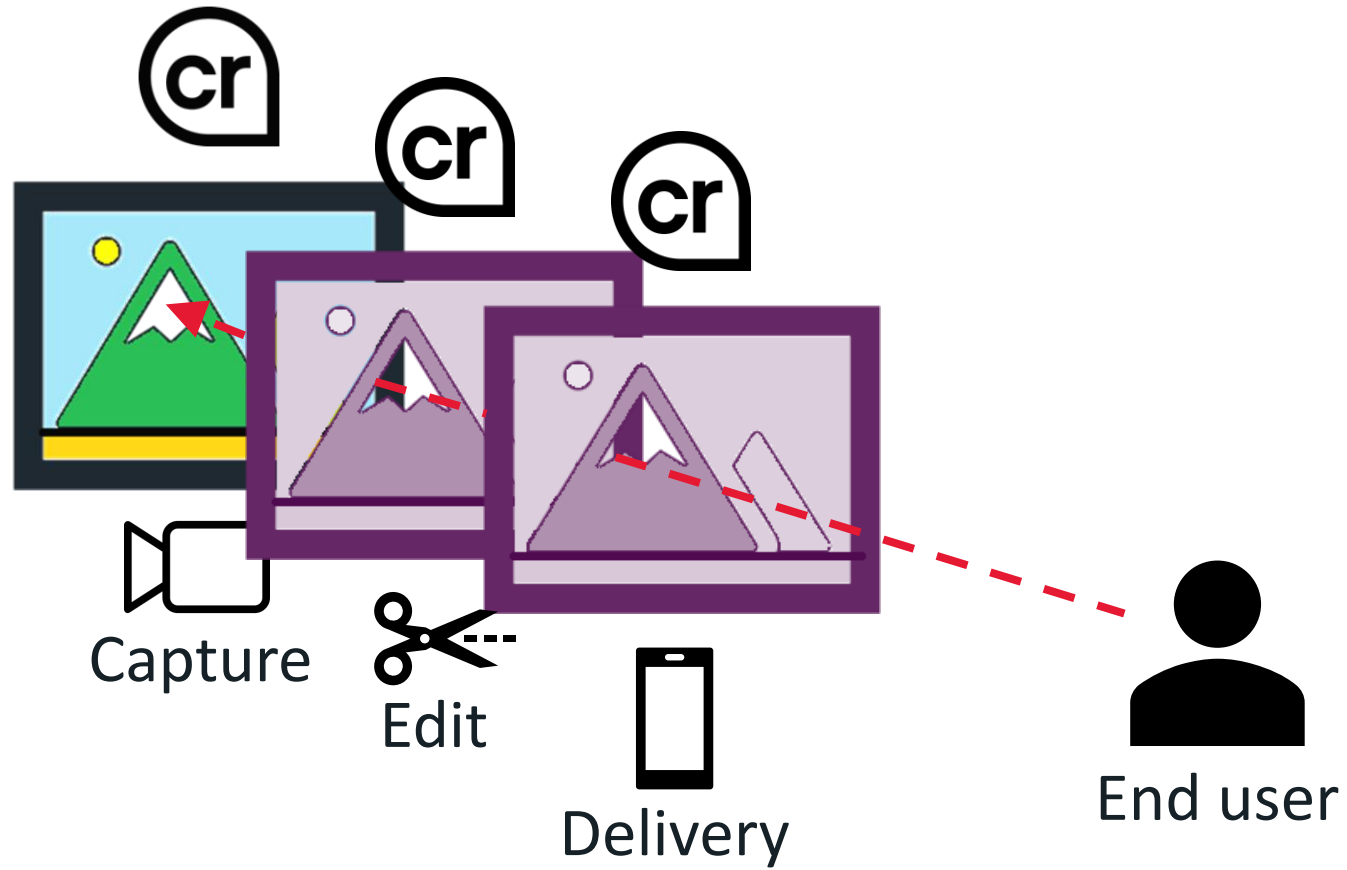


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## Developments: HANDSETS



Samsung Galaxy S25

Contains AI-generated content  
AI tool used: Photo assist



5.86 MB | 3000x4000 | 12MP  
ISO 80 | 23mm | 0.0ev | F1.7 | 1/2500 s

Contains AI-generated content  
AI tool used: Photo assist



# Add tag



Google Pixel 10



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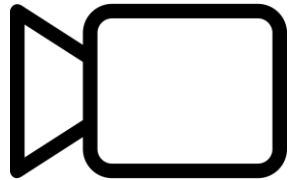


C2  
PA

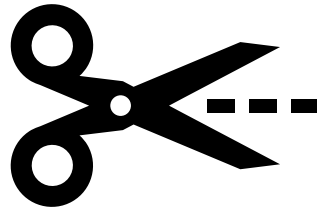
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## Developments: NEWS VIDEO



Capture



Edit



Stamping



# Capture

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## Capture

- The world's first camcorder<sup>1</sup> 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

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

**SONY**



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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

25

### Content Credentials

---

**Issued by** Sony Corporation

---

**App or device used**  
SONY\_CAMERA

---

**Current Validation Status**

### Content Credentials

---

**Issued by**  
British Broadcasting Corporation

---

**App or device used** bbc-dev-signer  
1.0

---

**Editor** BBC Production team

---

**Website**  
<https://tech.bbc.ch/events/ibc2024>

---

**Social Media** [LinkedIn](#)

---

**Current Validation Status** Passed



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A solution:



But not the whole solution

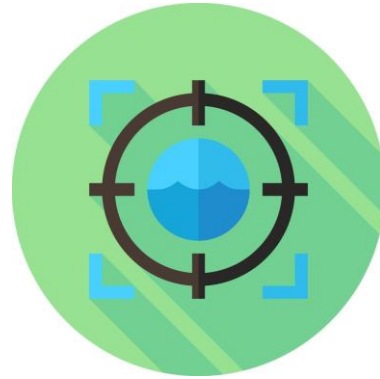




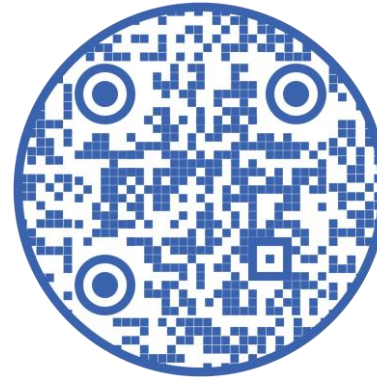
## Other provenance technologies play an important role too



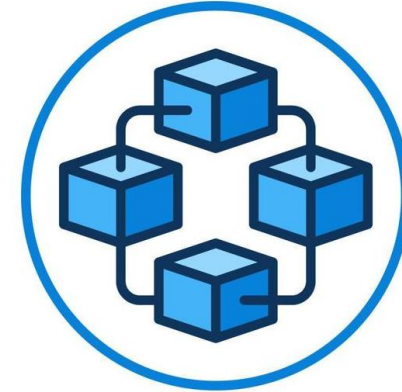
Fingerprinting



Watermarking



QR



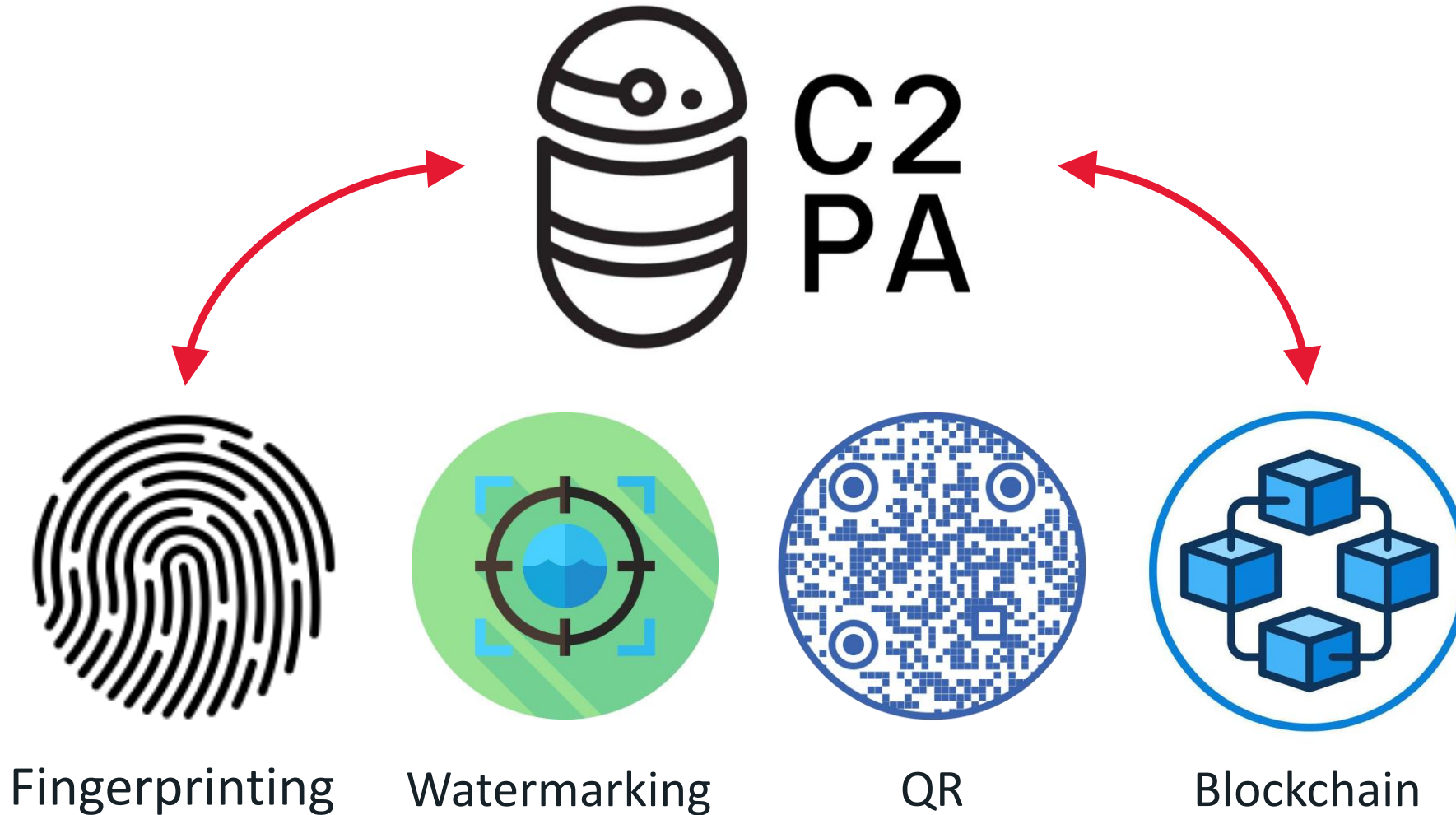
Blockchain

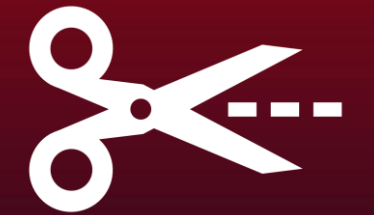


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# An industry for Trust

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Edit

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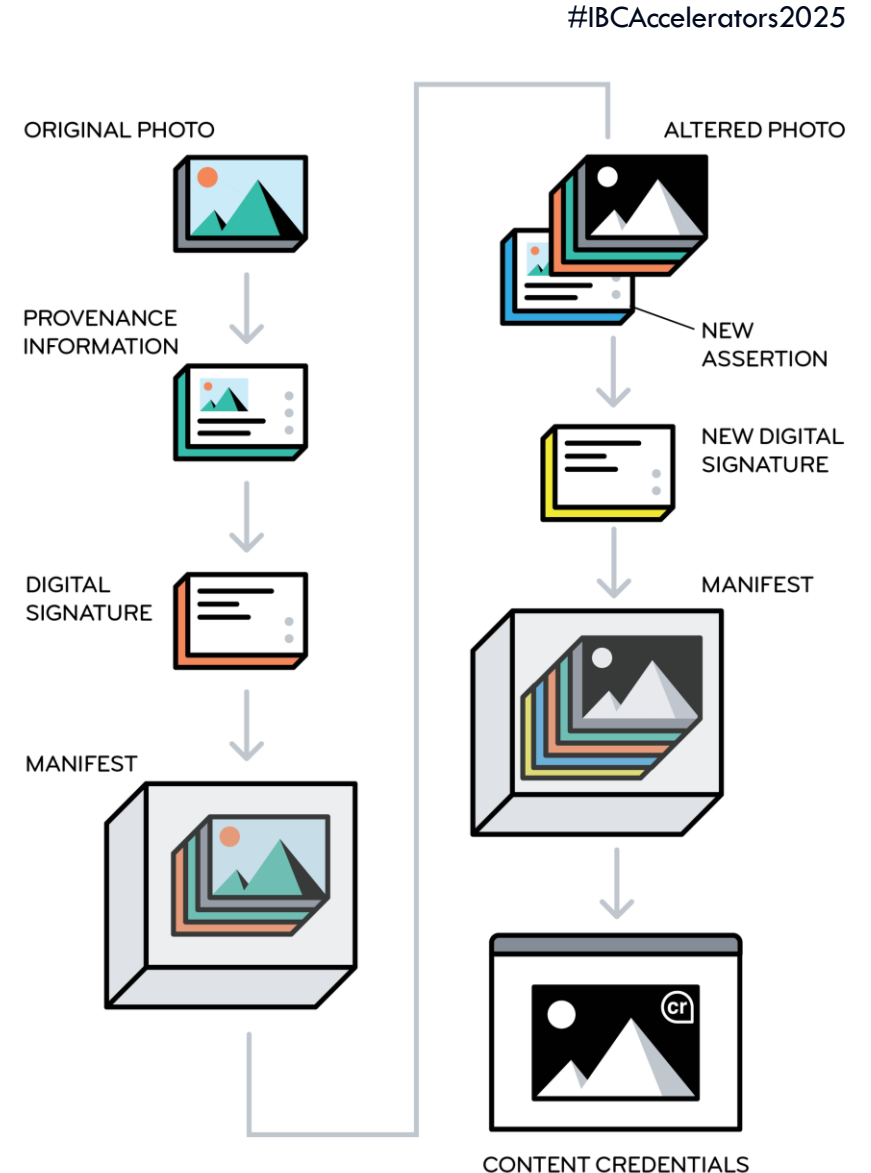
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- Raw media assets usually require editing prior publication
- A typical C2PA compliant editing process can record:
  - Actions of modification on content
    - Editorial changes: Cropping, resizing...
    - AI enhancement: audio speech enhancer noise 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





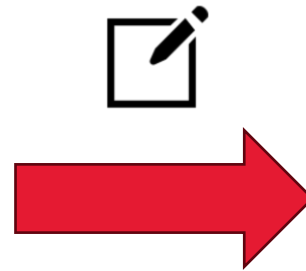


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Camera captured source content



Software edited (blurred) content



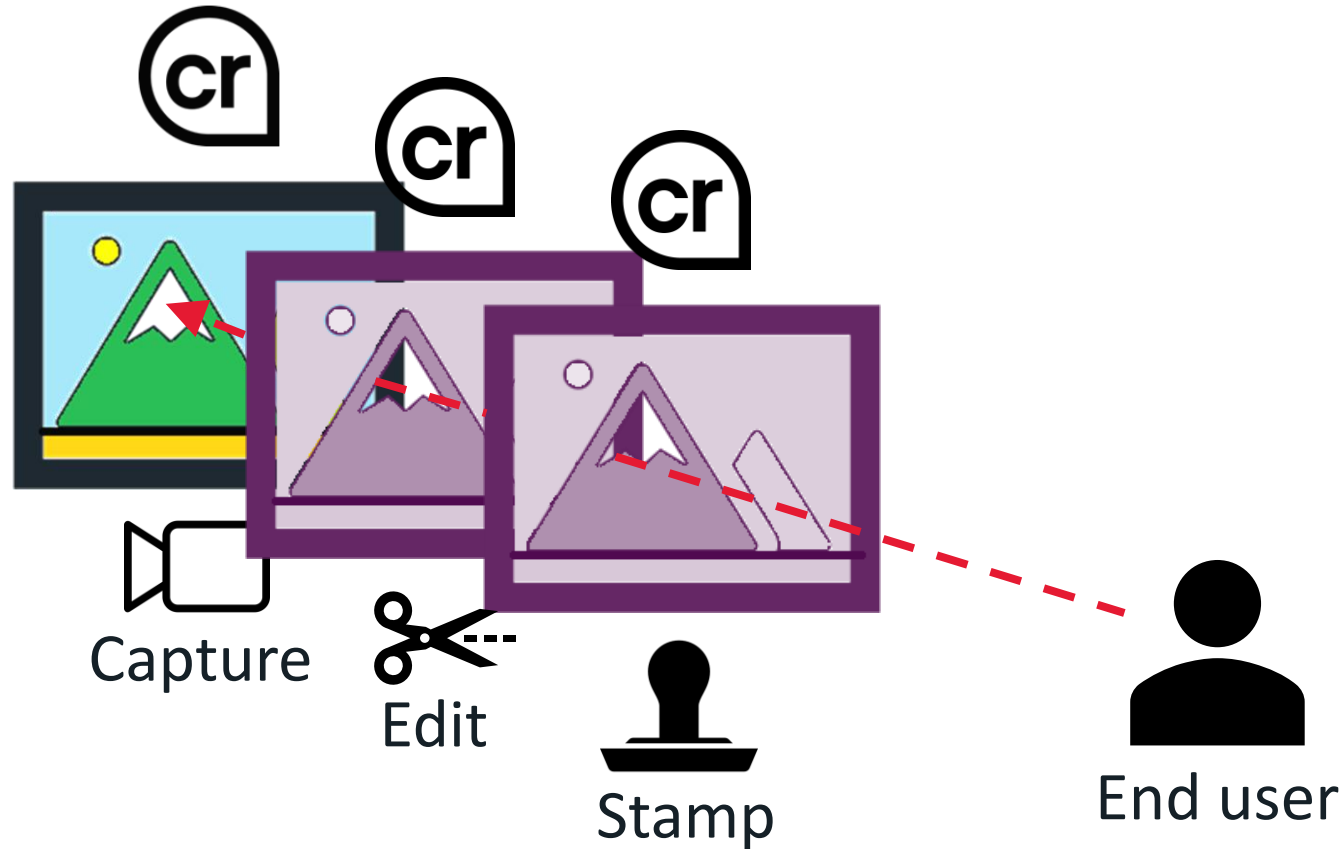
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## The case for stamping your content





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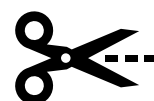
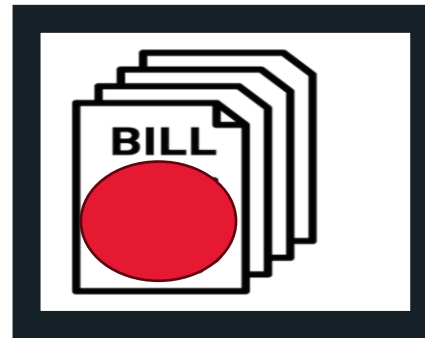
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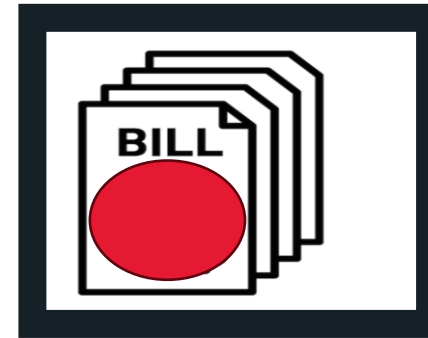
Transparency isn't always possible



Capture



Edit



Stamping



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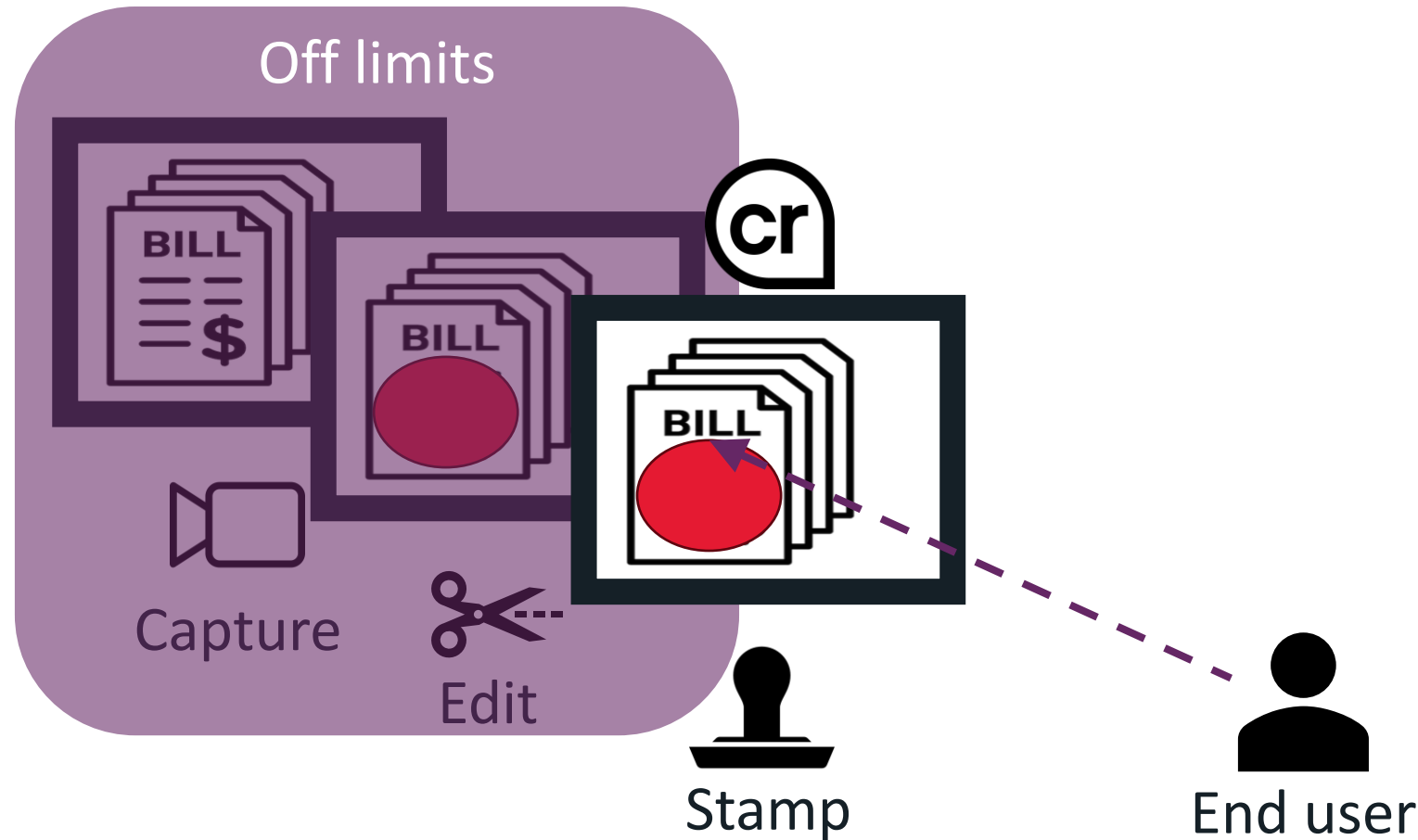


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## Stamping creates a 'Trust' point







# Stamping

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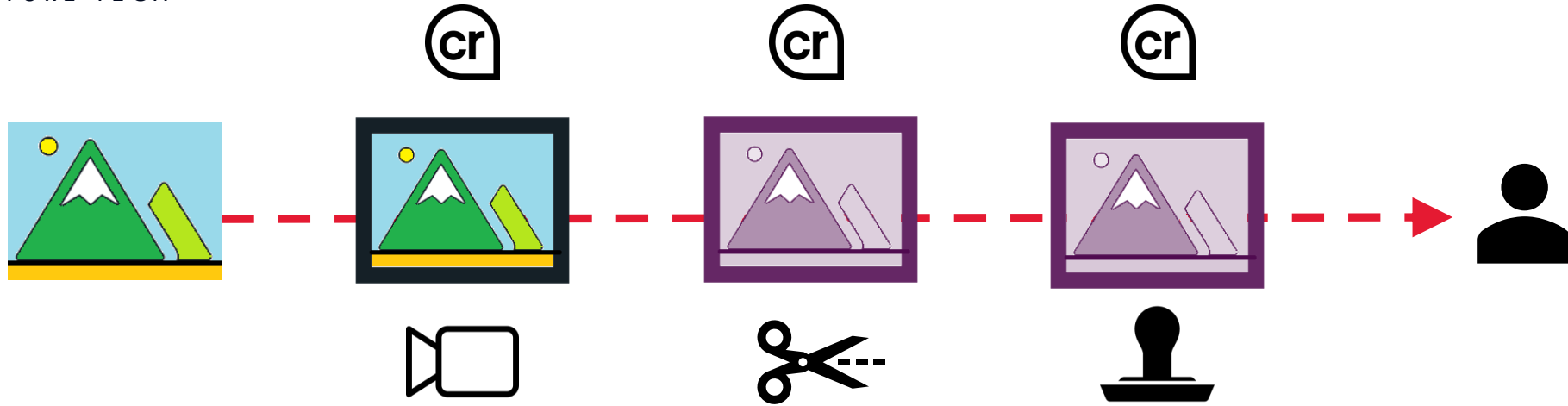
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 OpenOrigins

SONY

tcs **TATA**  
CONSULTANCY  
SERVICES

 Castlabs

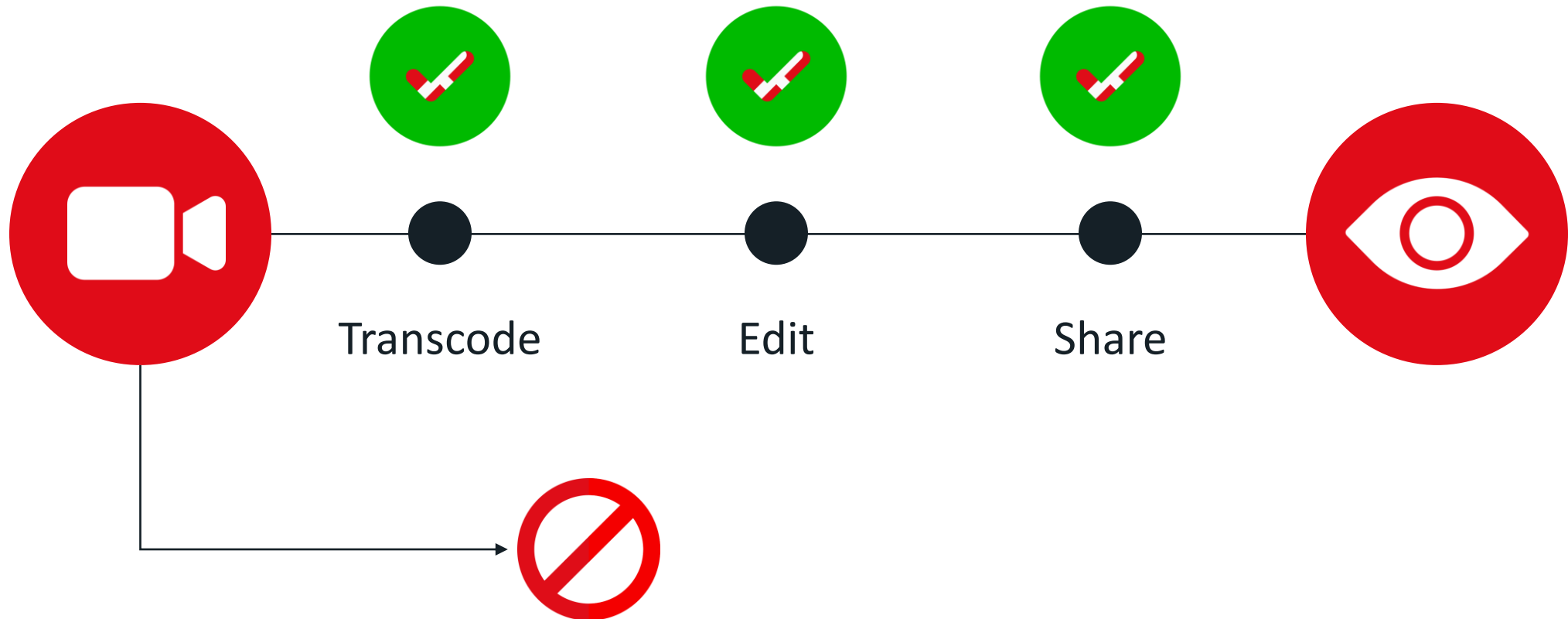
 VIDENTIFIER

Google Cloud

 trufo



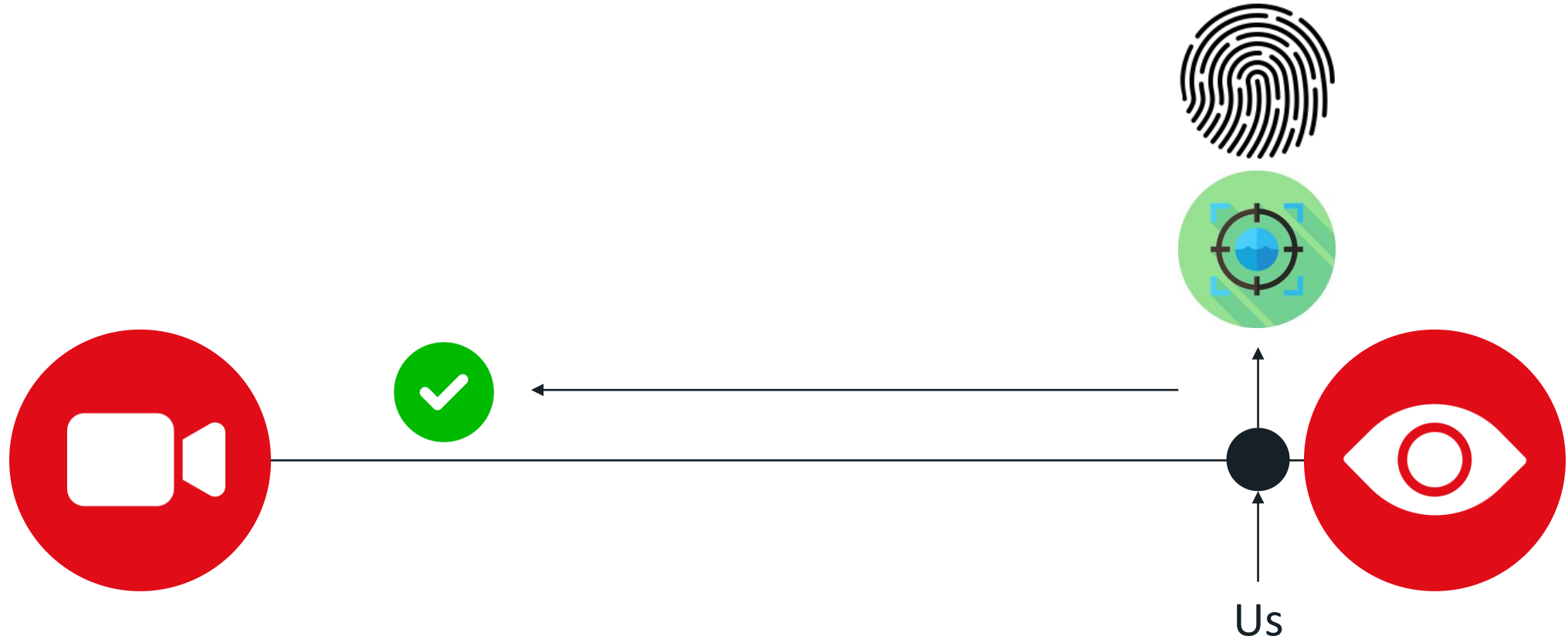
# Why “Last Mile?”





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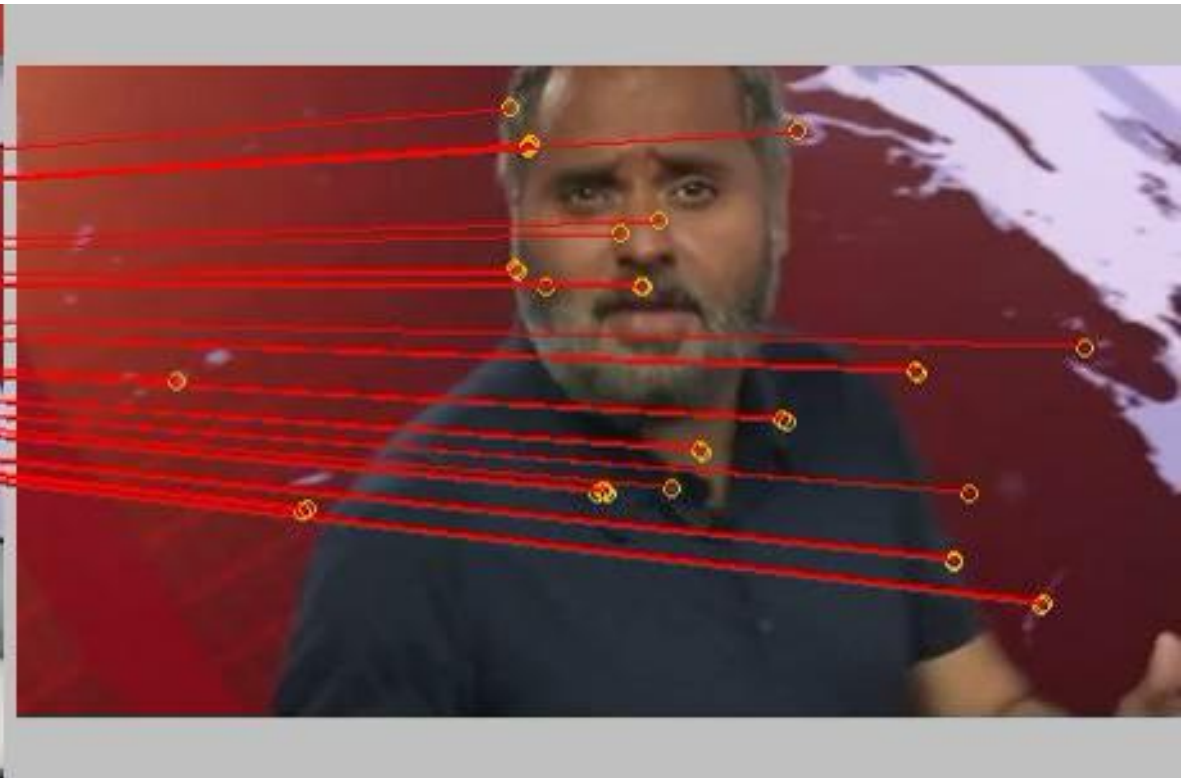




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# Other tech in action







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1





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1







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2





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**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](https://storage.googleapis.com/ibc2025-c2pa-01/target_playlists_stripped/bbc/bbc_demo_edit_unsigned-hashed_vt(240262)/c2)

 Select Demo File ▾

 Load Stream

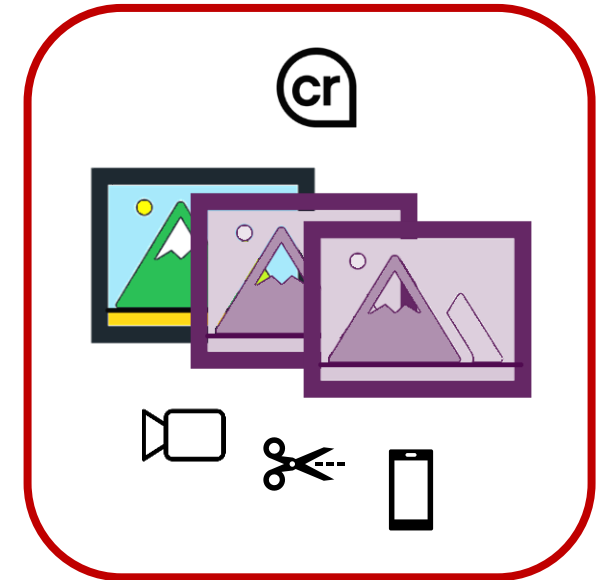
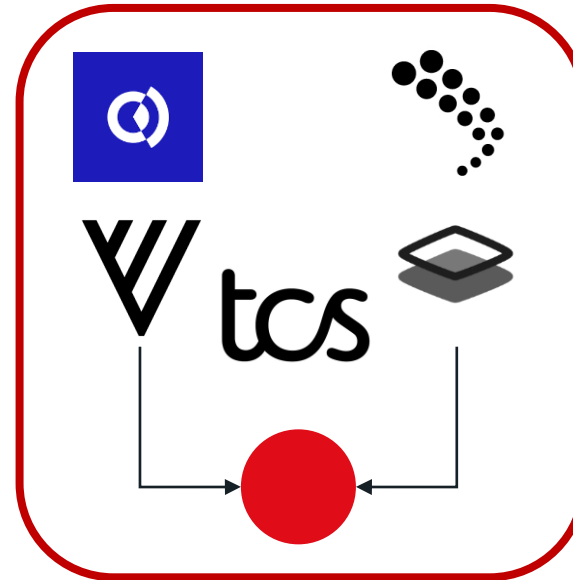
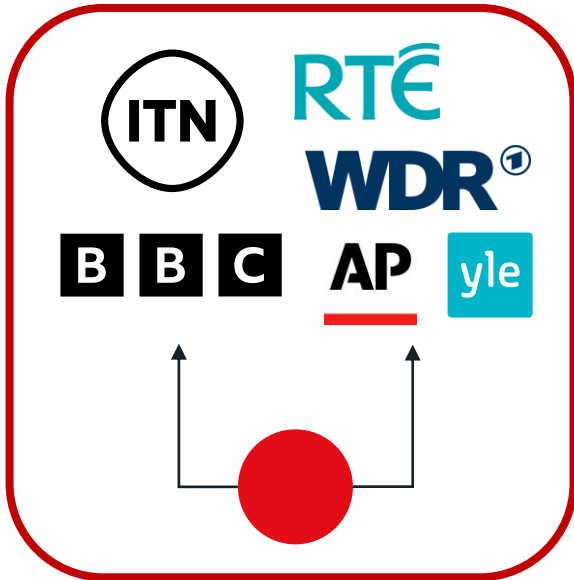
3



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# 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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