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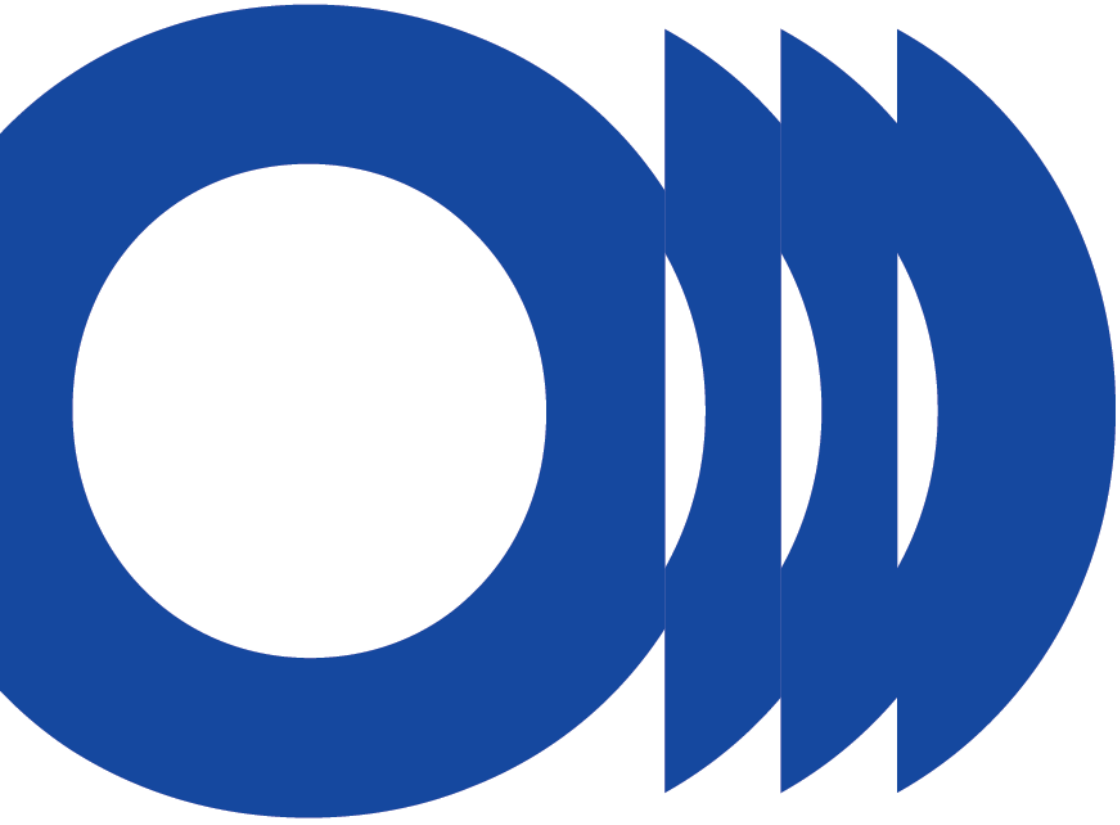
Internship offer

Content provenance and authenticity verifier for public service media



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CONTENT PROVENANCE & AUTHENTICITY

INTRODUCTION

Given the deluge of digital content and rapidly advancing technology, it is challenging for consumers to trust what they see online. Deceptive content, such as deepfakes generated by artificial intelligence or more traditionally manipulated media, can be indistinguishable from the real thing, so establishing the provenance of media is critical to ensure transparency, understanding, and trust. The C2PA specification provides platforms with an open standards-based method to define what information is associated with each type of asset (e.g., images, videos, audio, or documents), how that information is presented and stored, and how evidence of tampering can be identified.

The proliferation of content creation methods such as Generative AI has led to the easy spread of misinformation and fake content. This poses an important threat to individuals, countries, and even democracy. To remediate these challenges, the EBU's Technology and Innovation (T&I) department has been discovering, adopting, and researching the implications of using provenance technologies such as the C2PA technology. An important step in the fight against misinformation is to provide users with comprehensive tools to distinguish between content from trusted sources such as Public Service Media (PSM) and unknown parties.

Currently, there is a need for a C2PA PSM verifier that will be able to verify the authenticity of provenance information (credentials) as well as smartly display the information in a way to establish or revoke trust of the user in the content under inspection.

THE JOB

To this end, EBU (T&I) is seeking a very motivated front-end developer who takes the problem of content authenticity and web trust establishment seriously and would like to strongly contribute to the verification and display of C2PA provenance information coming from trusted public service media to the end-users.

It is worth noting that a general-purpose C2PA verifier exists at “contentcredentials.org/verify.” However, it is limited in terms of the contextual information it shows to the content consumer. Public service media would like to be able to parse and display without restrictions and in an interoperable fashion the valuable contextual journalistic information that may be included in the Content Credentials (i.e., C2PA metadata).

Therefore, the main requirements for a PSM verifier other than validating content are the display of the following in compliance with C2PA UX recommendation guidelines:

- A validation status of the content credentials for C2PA-spec supported media formats
- A chain of the manifests in a tree-like display
- Custom assertions/actions recorded in the C2PA manifests
    - Display of identity assertions
    - Time information

THE TOOLBOX

To build this, a well-documented open-source SDK is available and ready to be integrated in any JavaScript framework. Font-end technology stack to be determined with the team.

- C2PA website: https://c2pa.org/
- C2PA explainer: https://c2pa.org/specifications/specifications/1.4/guidance/Guidance.html
- C2PA UX recommendations: https://c2pa.org/specifications/specifications/2.0/ux/UX_Recommendations.html
- C2PA implementation by the Content Authenticity Initiative: CAI open source SDK

GET IN TOUCH

You want to get in touch? Please complete and send the form at:

https://docs.google.com/forms/d/e/1FAIpQLSfbIu8_mSoEI5CFZuSjsX2sHE77sU5UJAZ35HUs4M3cIQgByg/viewform?usp=head