Coalition for Content Provenance and Authenticity (C2PA)
Agenda

- C2PA Overview
- Founding Members
- Key Activities
- Alignment with Project Origin and CAI
- Membership Opportunities
- Resources
C2PA Charter

The C2PA is a Joint Development Foundation project whose mission is to develop technical specifications that can establish content provenance and authenticity at scale to give publishers, creators, and consumers the ability to trace the origin of media.

Charter | C2PA
What we do
C2PA Key Activities

- Applying requirements from industry to the development of content provenance specifications
- Ensuring that the specifications can be used in ways that respect privacy and personal control of data, and promote tool availability for a wide range of organizations
- Ensuring that specifications meet appropriate security requirements
- Promoting selected specifications to become global standards
- The global adoption of digital provenance techniques by target industry devices, systems, and services, including social media and messaging platforms
- Ensuring that content accessibility is not negatively impacted by digital provenance techniques
Where we fit
Complementary Efforts

**Content Authenticity Initiative**
Building a system to provide provenance and history for digital media

**Project Origin**
Developing a pipeline for signaling, certification and tracking the history of news content
Working Together

Workflows and Requirements → Content Authenticity Initiative

Specifications and Standards → Other Industry Initiatives

Best Practices → Project Origin

Reference Implementations → Consuming Organizations
How to join
Apply Now!

Various Member Levels

- Steering (By invitation)
- General (By Application)
- Contributor (Open to all)

Apply at membership@c2pa.org
# Membership Level Rights

<table>
<thead>
<tr>
<th>Membership Cost</th>
<th>Steering</th>
<th>General</th>
<th>Contributor</th>
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<tr>
<td>- Non-profit tier available</td>
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<tr>
<td>- Cost not inclusive of Linux Foundation membership</td>
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<th>Steering</th>
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<tr>
<td>Manage the business, legal, and financial affairs of the Project</td>
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<td>Approve the specifications for public publications</td>
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<td>Approve new Working Groups</td>
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<td>Chair the WG</td>
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<td>Propose new work items in a WG</td>
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<td>Vote to adopt new work items in a WG</td>
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<td>Propose technical contributions to a Specification</td>
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<td>Vote on technical contributions</td>
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<td>Vote on procedural matters within a working group</td>
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Cost:
- **Steering**: $27,000
- **General**: $5000
- **Contributor**: $0

- Non-profit tier available
- Cost not inclusive of Linux Foundation membership
Visit C2PA website for more information

www.c2pa.org