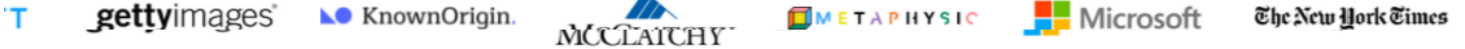
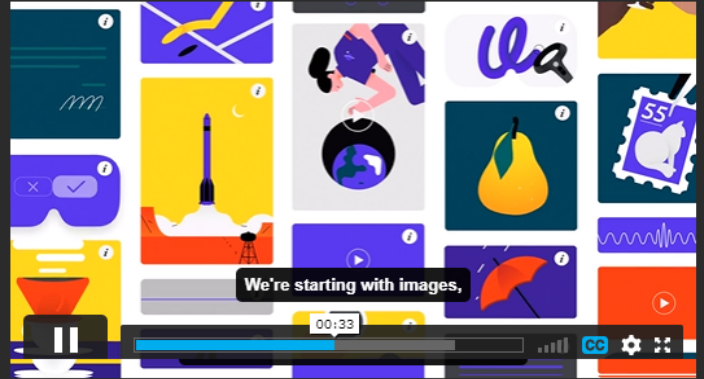




Addressing misinformation through digital content provenance.

We are a [community of media and tech companies, NGOs, academics, and others](#) working to promote adoption of an open industry standard for content authenticity and provenance.



How it works

The CAI is building a system to securely preserve provenance and attribution data for digital content to counter the rise of misinformation. Take a closer look at the technology behind our end-to-end system, which adds a layer of verifiable trust to the internet.

[Learn more](#)

Become a member

Join our growing community of [CAI members](#), including AFP, Arm, BBC, Getty, Microsoft, The New York Times, Qualcomm, Synthesia, Truepic, Twitter, VII, WITNESS and many others. Membership is free and includes invites to regular member events and prototype development support.

[Join us](#)

Content Authenticity Initiative

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HOW IT WORKS

The Content Authenticity Initiative is a group working together to fight misinformation and add a layer of verifiable trust to all types of digital content, starting with photo and video, through provenance and attribution solutions. We're creating a secure end-to-end system for digital content provenance through open-source development, cross-industry collaboration, and interoperability of tools. Learn more about our secure workflow, following a piece of content from capture to edit to publish or sharing on social media below.

Tap the **info icon** on the top right corner of the image to see its attribution and history data.



Content journey

Follow a piece of content and its provenance metadata from creation to viewing.

[Go to Verify](#)

We are focused on cross-industry participation, with an open, extensible approach for providing media transparency to allow for better evaluation of content.

The Content Authenticity Initiative (CAI) was announced by Adobe in 2019 in partnership with Twitter and the New York Times. We are now a group of hundreds of creators, technologists, journalists, activists, and leaders who seek to address misinformation and content authenticity at scale. We are focused on cross-industry participation, with an open, extensible approach for providing media transparency that allows for better evaluation of content provenance. This group collaborates with a wide set of representatives from software, publishing, and social media companies, human rights organizations, photojournalism, and academic researchers to develop content attribution standards and tools.

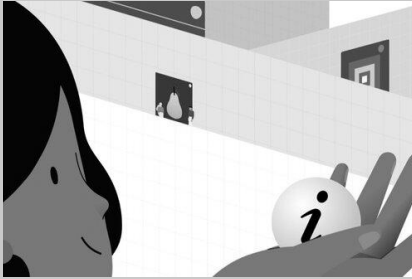
In February 2021, Adobe, Arm, BBC, Intel, Microsoft, and Truepic launched a formal coalition for standards development: The Coalition for Content Provenance and Authenticity ([C2PA](#)). It is a mutually governed consortium created to accelerate the pursuit of pragmatic, adoptable standards for digital provenance, serving creators, editors, publishers, media platforms, and consumers.

As standards specification work is taken up by the C2PA, the CAI continues its mission to foster a broad and diverse community of stakeholders through three areas of focus: education and advocacy, prototype



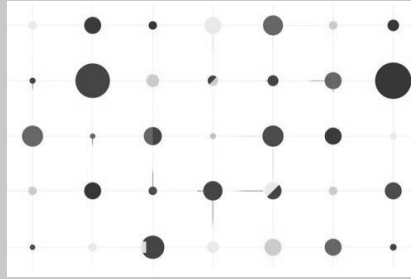
[Go to Verify](#)

Join the [Content Authenticity Initiative member community](#) by filling out the form below. Membership is free and open to all.



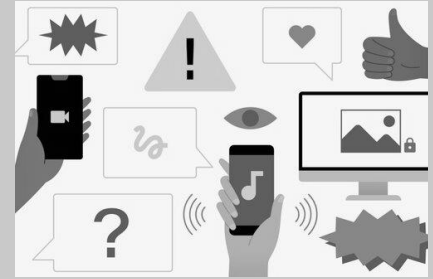
Prototype support

We encourage members to build prototypes to expand the reach of the CAI. You'll have access to collaborate with our team on your projects.



Events

Members are invited to join quarterly events, including panels, meetings with the CAI team, and prototype demos from the member community.



Community

Members get access to forums with the broader CAI community. Members can also utilize the CAI logo and brand assets to indicate their involvement.

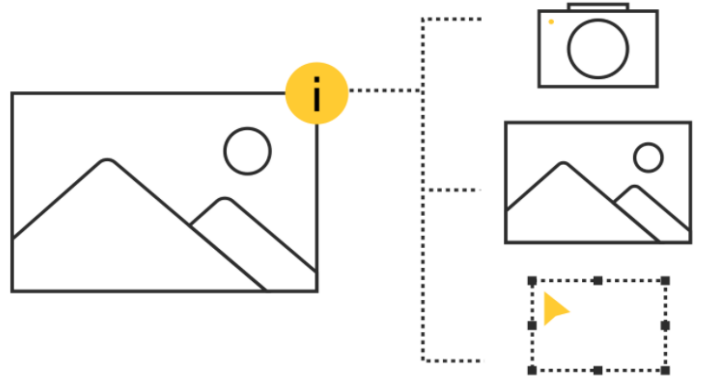
Membership Application

You agree that the following terms and conditions govern your membership:

1. You will have access to CAI materials prior to release of such materials to non-members.

You decide what content to trust

View reliable records of how images on the internet came to be.



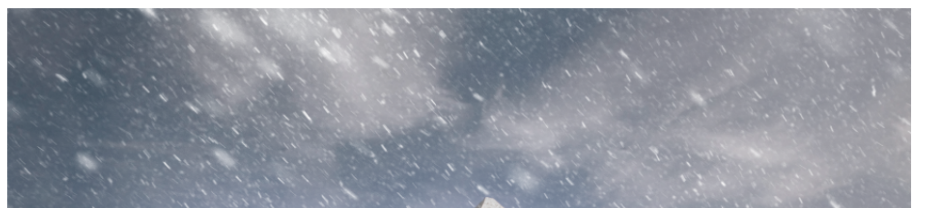
Introducing content credentials

Content credentials are the history and identity data attached to images. With Verify, you can view this data when a creator or producer has attached it to an image to understand more about what's been done to it, where it's been, and who's responsible.

Content credentials are public and tamper-evident, and can include info like edits and activity, assets used, identity info, and more.

Inspect image →

View histories and compare changes



Verify gives you an overview of an image and its ingredients to view the connection and history of each asset that makes up the latest file.

You can also inspect ingredients more directly and compare changes between different files and content credentials.

Inspect image →



Tools and data you can trust

Verify is a tool created by the Content Authenticity Initiative (CAI) to help make content transparency a standard across the internet, and make content credentials accessible to everyone.

The CAI is working toward a future where informative, public, and tamper-evident data is attached to all content — no matter where it goes — so you can clearly and reliably assess it yourself.

Inspect image →