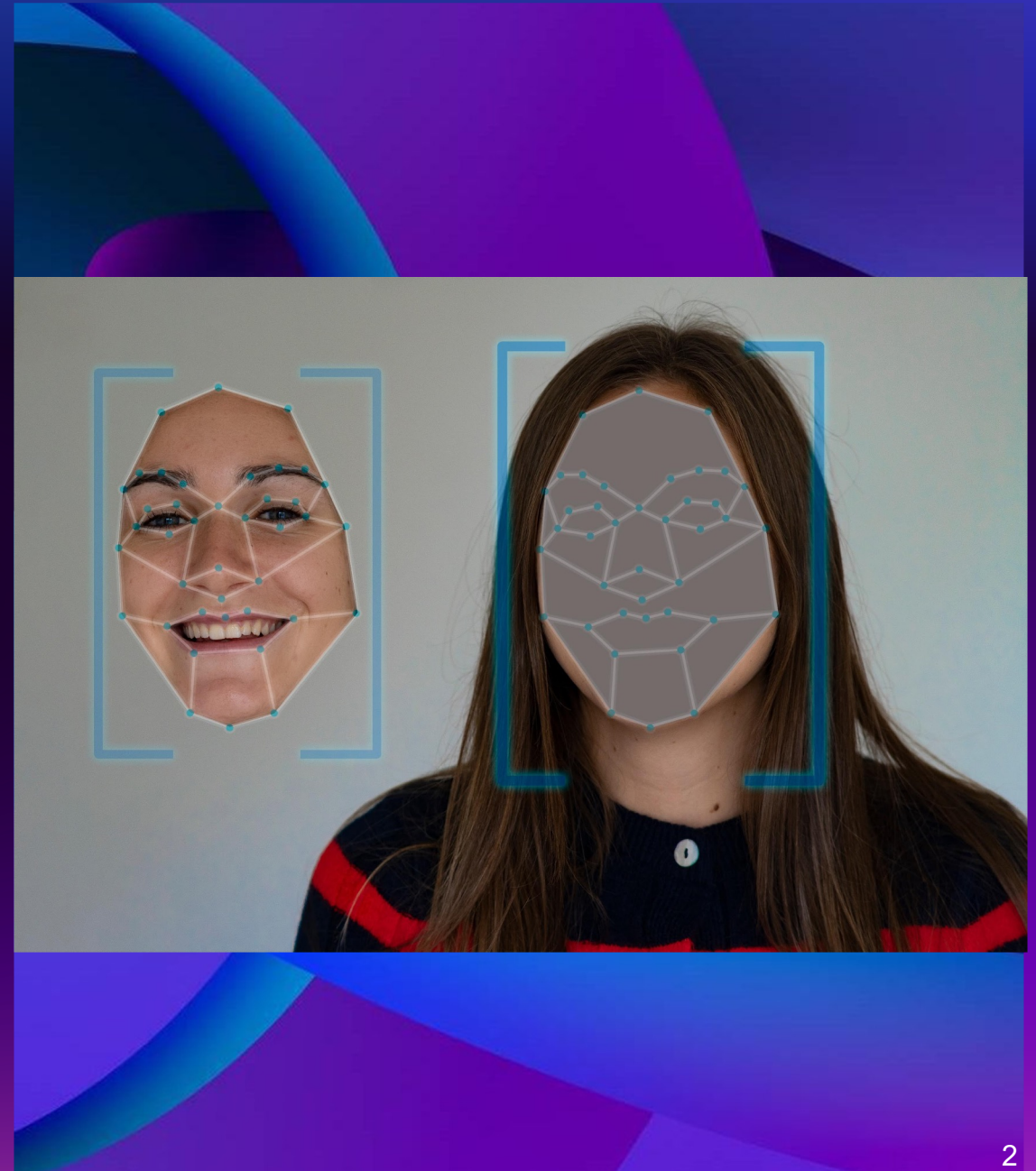# EIDR

CONTENT AUTHENTICITY AND PROVENANCE

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BENEFITS, CHALLENGES, AND OPPORTUNITIES

LOCALIZATION

DEEP FAKES

AI TRAINING

AI IN MEDIA: A DOUBLE-EDGED SWORD

Benefits

1. Improved localization

2. Quality experience for viewers

3. Speed to market

Challenges

1. Nefarious uses - Deep fakes, fraudulent activities.

2. AI training

3. Global regulation conflicts

LEGAL CONSIDERATIONS

United States

Copyright laws don't appear to protect content creators in training models

US law doesn't protect "data" unless it is redistributed

US law only protects human generated content

EUROPEAN UNION PARLIAMENT'S ARTIFICIAL INTELLIGENCE ACT

European Parliament's AI Act

Approved March 13, 2024

Protects EU citizens from untargeted scraping of images to create facial recognition databases, emotion recognition in workplace and schools, and social scoring systems.

Forbids law enforcement from using it for predictive policing and bans real-time biometric identification applications (narrow exceptions for missing persons and terrorism prevention)

Sets forth a regulatory framework to create transparency and oversight obligations for high-risk sectors like critical infrastructure, banking, and election systems.

AI TRAINING: SHUTTERSTOCK MODEL
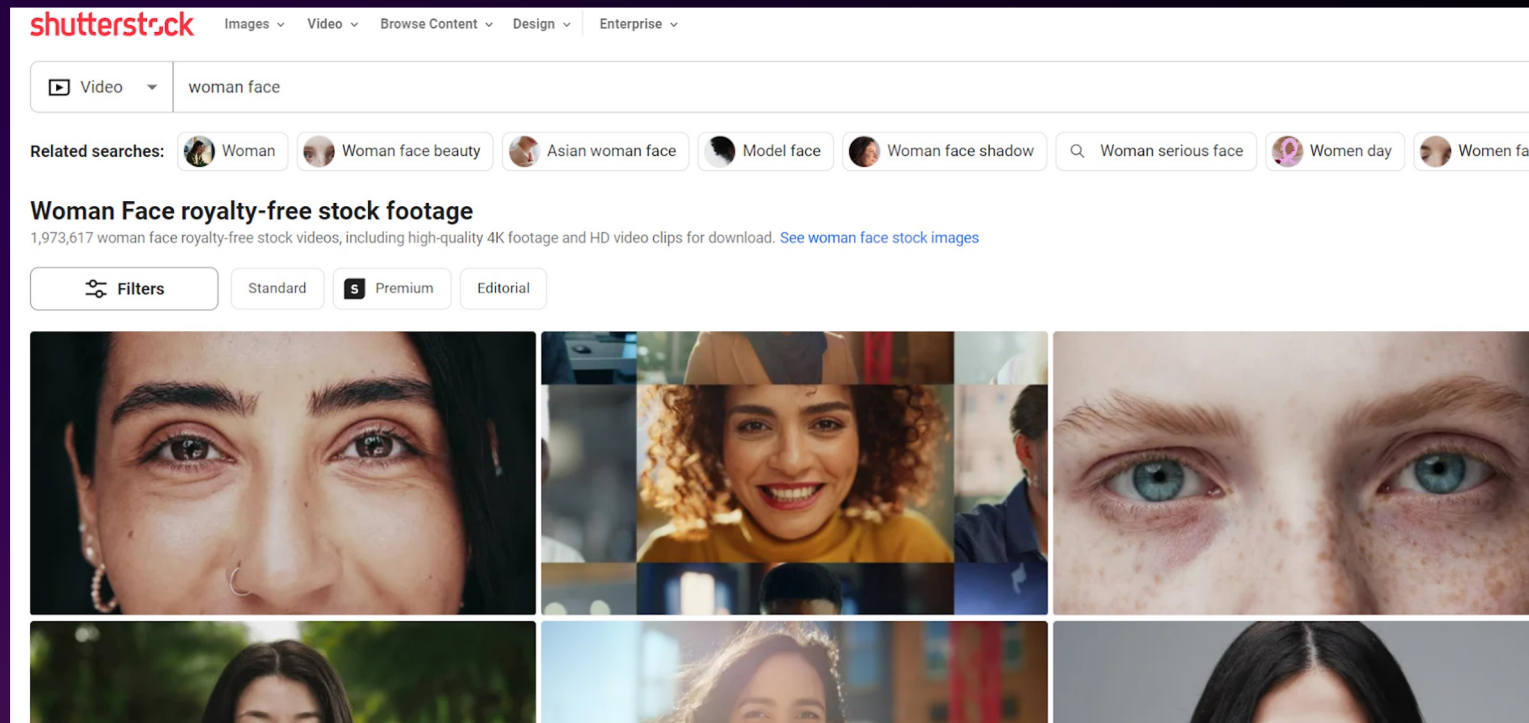
AI Developers Could

Bundle like images

Provide Micropayments for licensed images for use in AI model training

Allows for tracking and auditing

HUMAN AND DIGITAL ID

Human Idris Alba licensed his digital replica to be used in NBA 2K20 video game.

Human and Digital Identifier (HAND ID) seeks to identify people and their digital replicas so that associated content can be tracked.

INDUSTRY INITIATIVES
C2PA & CONTENT AUTHENTICITY INTITIATIVE

The Coalition for Content Provenance and Authenticity (C2PA) addresses the prevalence of misleading information online through the development of technical standards for certifying the source and history (or provenance) of media content. C2PA is a Joint Development Foundation project, formed through an alliance between Adobe, Arm, Intel, Microsoft and Truepic.

C2PA unifies the efforts of the Adobe-led Content Authenticity Initiative (CAI) which focuses on systems to provide context and history for digital media, and Project Origin, a Microsoft- and BBC-led initiative that tackles disinformation in the digital news ecosystem.

FUTURE DIRECTIONS AND OPPORTUNITIES

Board of Directors Committee

Working Groups to establish standards for content tracking

Committed to enhancing trust and integrity

Collaboration with C2PA and HAND are critical

FINAL TIPS & TAKEAWAYS

- We are at a crossroads with AI

- Benefits are great!

- Risks must be taken seriously

- Do your part –
  - Join working groups
  - Contribute to the success of authenticity and provenance initiatives
  - Support the responsible use of content in training AI models

THANK YOU

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C2PA

https://c2pa.org/

Human and Digital Identifier (HAND)

https://handidentity.com/