# 

# CONTENT AUTHENTICITY AND PROVENANCE

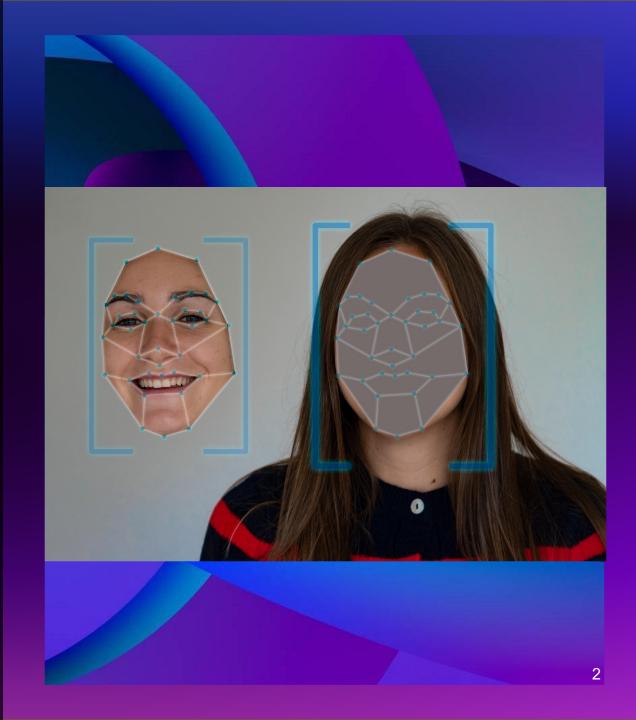
Hollie Choi Managing Director, EIDR hchoi@eidr.org

#### 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. Al training
- 3. Global regulation conflicts



# LEGAL CONSIDERATIONS

	0011100010001010102230
111110110000108010001011000001100110001001	00111000111100011100
	00110110100010110010010111
001100110011001100	010000000000000000000000000000000000000
btdt00010101011	001070111000000000000000000000000000000
2100011000110 4011001100 1000110 401100110	01101100111010100000
	0001100000001001011
	010 01011010010010000000000000000000000
	0111110110110010010010
	111011111001010111101
000101001111011 001111001101 001111001101 001111001101	01001000100010010000
	10610610101010100100100
	1 110001100001100000
01111001101010101010101010101010101010	0 01001101100110011010
	0100110110011010
00010101010 000001101001000108000964141500000119000	
00000110100 000000000000000000000000000	<i>1997010000001011</i>
<i>14944444</i> 9110101000000000000000000000000	01010101010011900
0100100011011000000 100001100001100001100001100001000000	<b>110100110011110</b>
	1010011001001001100
<b>DOIO1010011101</b> 0 000000001100000011000000000	1 1011001001110100
	1110101110001111
001011111000111010400011100010110011010011010000110000110000	010000010000011c
000000000000000000000000000000000000000	00000001010101000000
	10111111100100001
	1001000101111000
0000 1100 101011101101010101010101010000 01000000	00000110000101000
11100010 10 10 10 10 10 10 10 10 10 10 1	010100000000000000000000000000000000000
	TARIOTOTOTOTOTOT
	1101110001000101
10100011000100010001000100001000010000110000	010111011011001111
11001001100110100100111011100000000000	00101010101100000
	AAAA TOTO THTO AOTO
	0000011001110112

0

#### **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

4

### EUROPEAN UNION PARLIAMENT'S ARTIFICIAL INTELLIGENCE ACT

#### European Parliament's AI Act

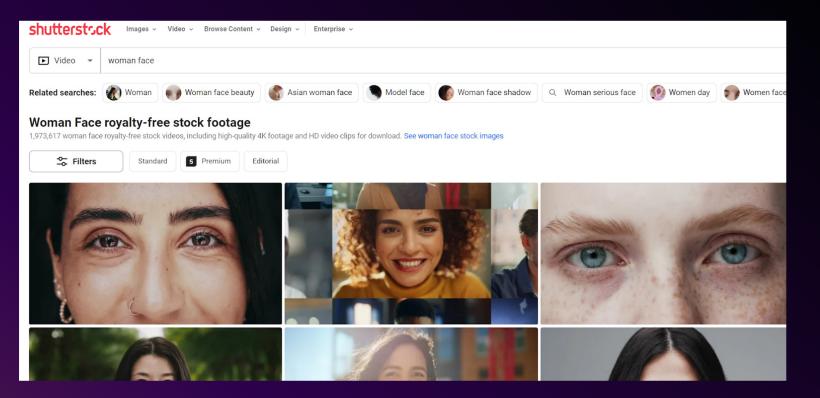
Approved March 13, 2024

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



Al Developers Could Bundle like images Provide Micropayments for licensed images for use in Al model training Allows for tracking and auditing

# HUMAN AND DIGITAL ID

0



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.



 $\mathbf{O}$ 



# FUTURE DIRECTIONS AND OPPORTUNITIES

Board of Directors Committee

0

Working Groups to establish standards for content tracking

Committed to enhancing trust and integrity

Collaboration with C2PA and HAND are critical

0

# 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

Hollie Choi hchoi@eidr.org www.eidr.org C2PA https://c2pa.org/

Human and Digital Identifier (HAND)

https://handidentity.com/