

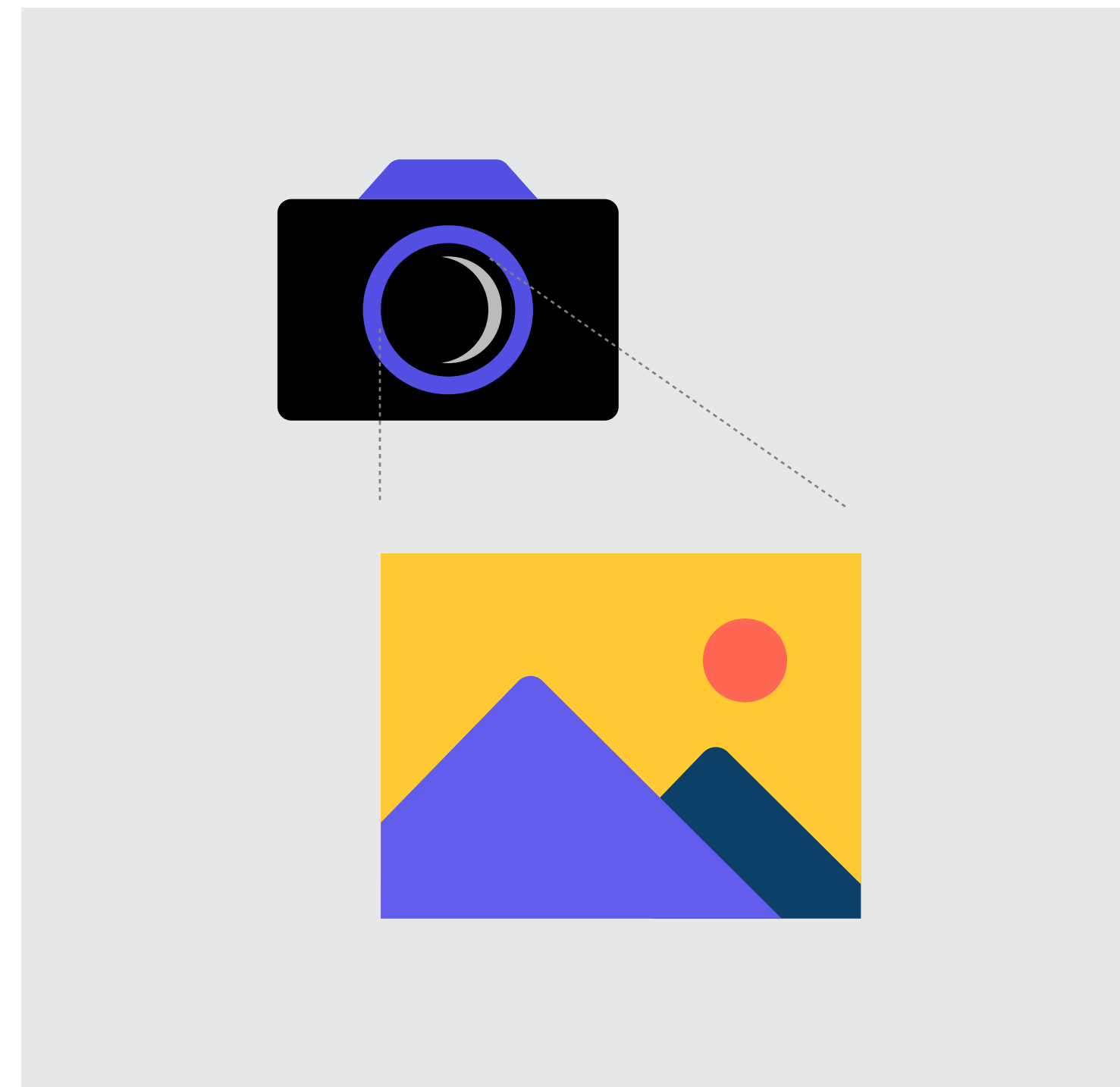


Combating misinformation through digital content provenance.

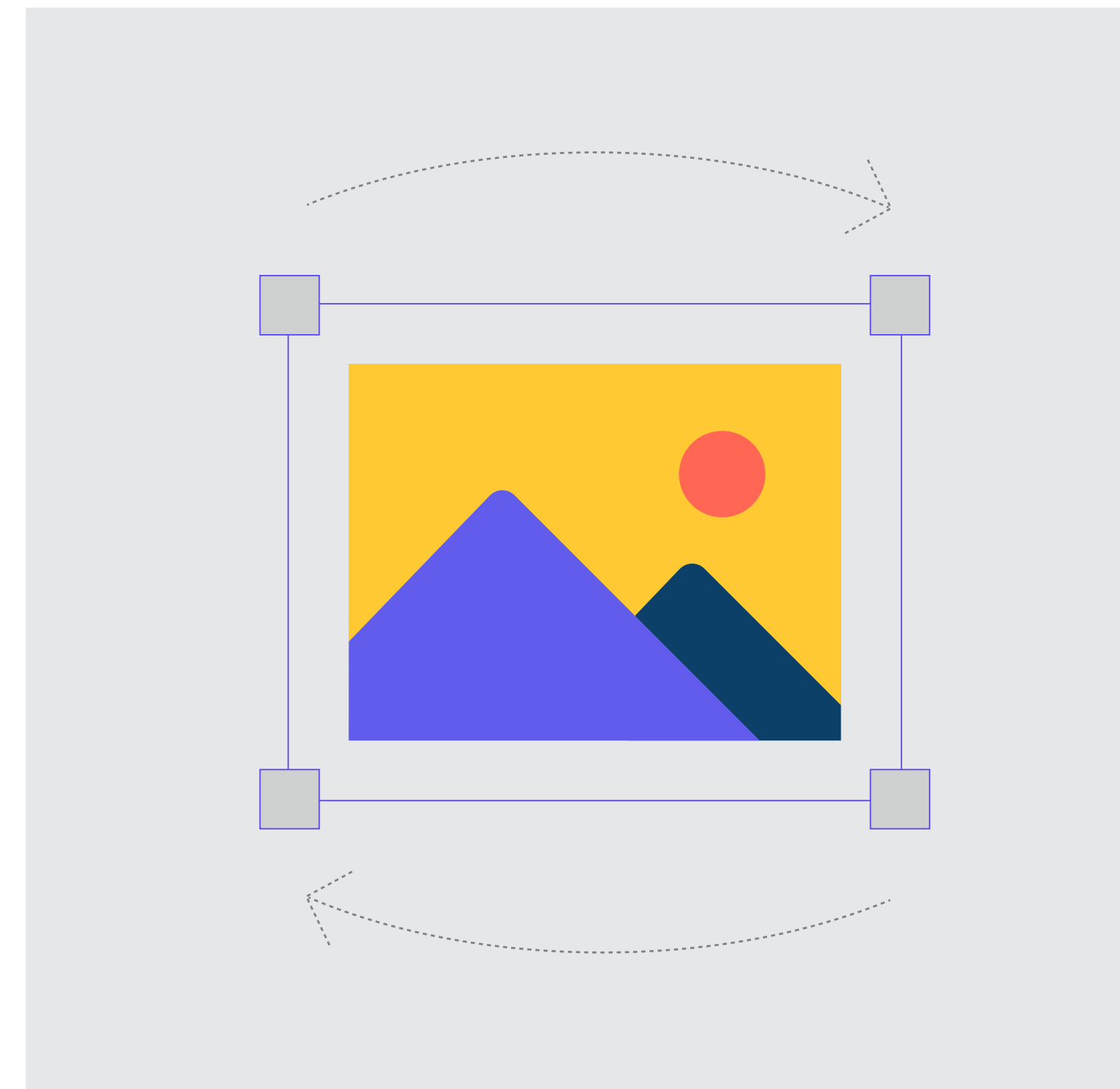
The CAI is a community of hundreds of media and tech companies (and others) developing the industry standard for provenance of digital imagery and other file types. It was founded by Adobe, The New York Times Co., and Twitter in 2019.

### Our Approach

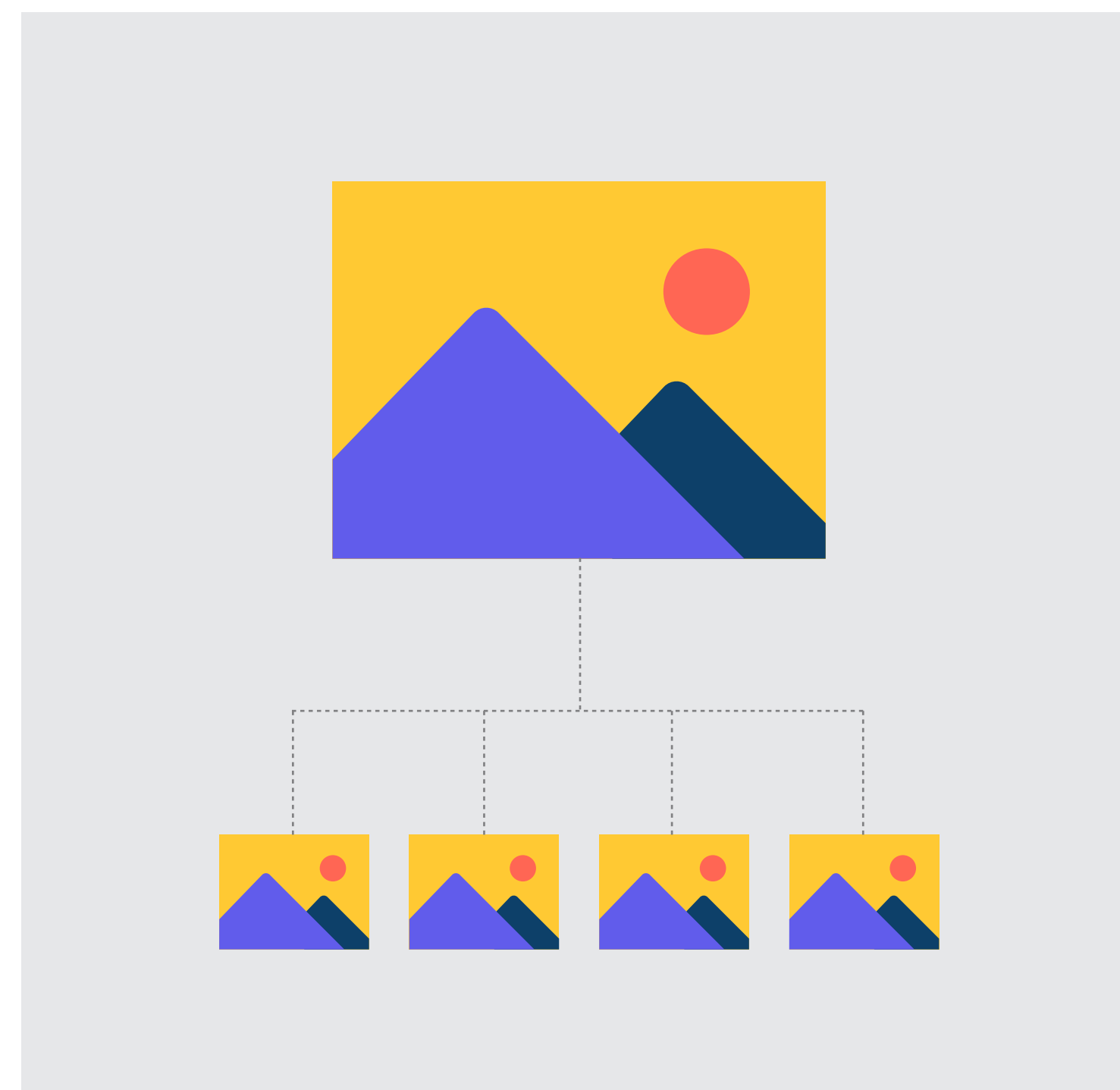
Faced with increasing challenges to media integrity, the CAI provides creators and consumers with a simple, reliable method to determine the authenticity of content to bolster trust. We are creating the open industry standard using tamper-evident metadata to verify content authenticity.



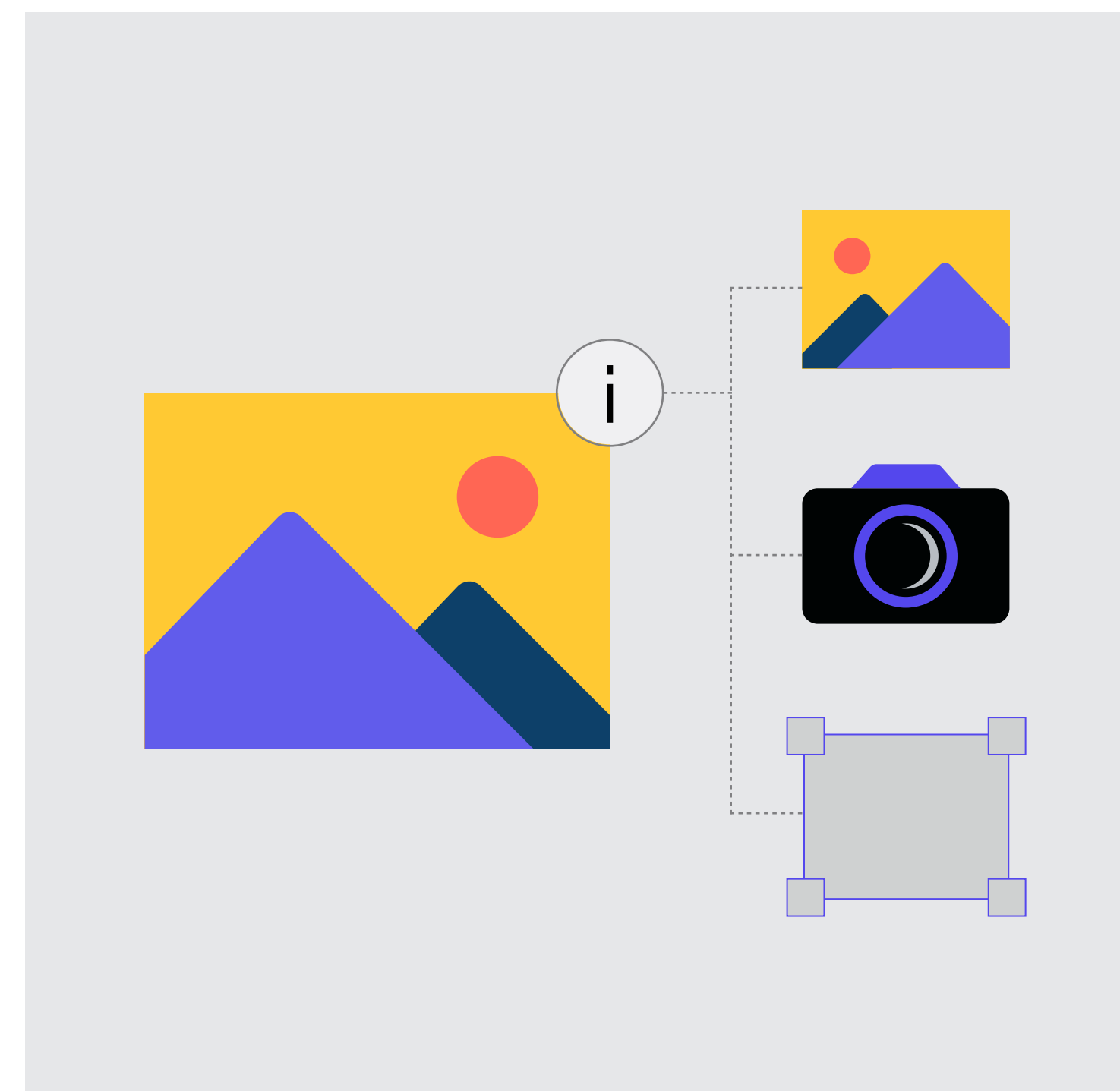
**1. Capture** CAI capability in smartphones and cameras secures EXIF, XMP and IPTC metadata



**2. Edit** CAI capability in editing tools captures any changes made to an image during editing



**3. Publish** CAI metadata showing changes made to an image will remain intact and display on content platforms



**4. Trust** Clear interactive user experience reveals image provenance

### Featured Members



### Join Us

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contentauthenticity.org