

Trusted Media



Stream content your viewers can trust by dynamically attaching C2PA authenticity information to your live, VOD, and virtual channels.

Establish provenance

Create a record and traceable history for content, to distinguish between authentic and potentially manipulated media.

Include channel and station branding, source attribution, and responsible AI disclosures that support editorial reviews, audit trails, dispute resolution, and compliance with regulations like the EU AI Act.

Connect ecosystems

Adopt an industry-standard approach for maximum interoperability throughout the content supply chain, end-to-end.

Provide CAWG assertions and C2PA-aligned data to downstream platforms, players, and media management systems.

Scale authentication

Minimize repeated metadata traffic to conserve bandwidth as provenance information increases.

Sign content dynamically and deliver the C2PA manifest once, verifying smaller media segments in real time during playback.

Without impacting the viewer experience.

Learn more:



Just-in-time provenance for your media

