



The Problem

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It Can Be Subtle – Change of Context



Tell this news to a friend

We're giving schools a record £14 billion, levelling up per pupil funding across the country.



£14 billion pound cash boost for schools

Schools in England will benefit by more than £7bn over the next three years.

Learn More

WWW.BBC.CO.UK/NEWS

A screenshot of the BBC News website. The main headline is 'School spending: Multi-billion pound cash boost announced', with 'Multi-billion' circled in orange. The article is by Sean Coughlan, dated 30 August 2019. A red box highlights a 'New UK prime minister' link. The image from the article is visible at the bottom. On the right, there are sections for 'Top Stories' and 'Features' with various news items and a small image of a man in a dark jacket.

Another example – Manipulated Content



BBC Sign in Home News Sport Weather

NEWS

Home Coronavirus Brexit UK World Business Politics Tech Science Health

Asia China India

Black fungus: Indian scientist find link with cow urine 9,000 cases of rare infection

By Sonika Bhaswa
India correspondent

1 day ago

Coronavirus pandemic



Scientists in India have discovered a link of the Black Fungus infection with cow urine.

Doctors say there is a link with steroids used to treat Covid and reaction to cow urine and have urged the Government to make the public aware of the risks.

India has reported more than 8,600 cases of deadly "black fungus" in a growing epidemic and have urged the public to avoid cow urine.

Doctors have told the BBC it seems to strike 12 to 18 days after recovery from Covid.

The deadly "black fungus"

Hospitals overwhelmed

India's holiest river is swollen with bodies

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Asia China India

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Top Stories

Police and MIS failure a factor in terror killings

Saskia Jones and Jack Merritt were stabbed by Uman Khan less than a year after he left prison.
22 minutes ago

Janssen single-dose Covid vaccine approved by UK

2 hours ago

PM cleared of misconduct over Downing Street flat

20 minutes ago

Features



Could Fishmongers' Hall attacker have been stopped?

It's Everywhere



- Not limited to a particular platform
 - Weibo, Facebook, Twitter, Youtube, WhatsApp
- Wherever there's an open distribution platform, we see disinformation
 - And on closed ones too!
- Removing might be part of the solution, but...
- We feel that media education should play a big part
- We don't have enough "genuine" signals for consumers to use

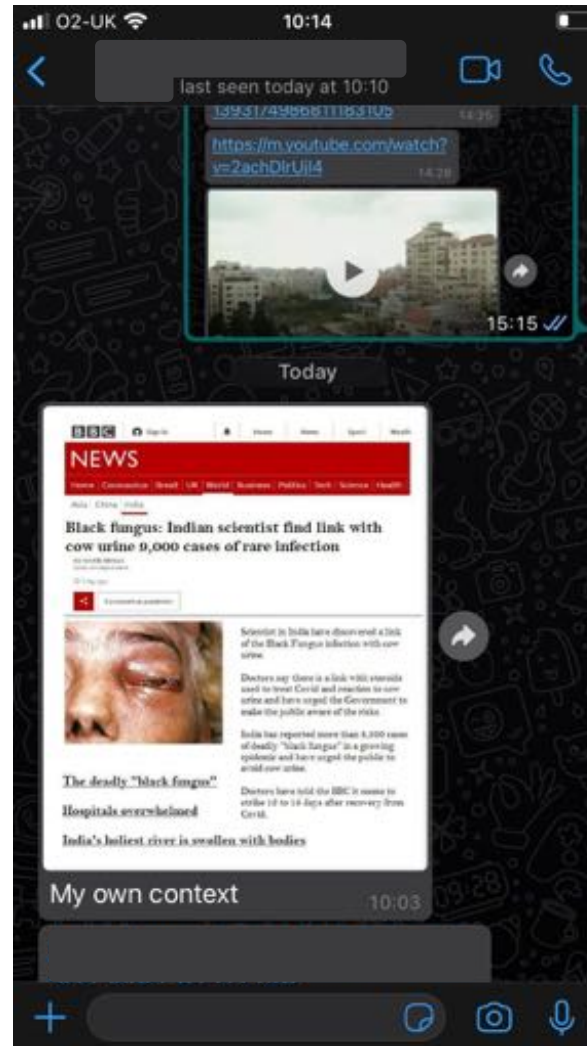
In a messaging app



If its genuine?

What if we don't have any
provenance information?

What context can we add to
help a consumer understand
the provenance of the image?



One part of a solution



- Tackling disinformation, we know provenance and additional consumer signals won't solve all everything
- We're hoping our solution can be a platform built on by others to solve more complex problems in this space – one example is reputation
- It's a “positive” signal, which means we'd want to encourage consumers to look for it when assessing whether they trust the information being conveyed in the media
 - However – missing provenance should not imply media is “bad” or untrustworthy, just that consumers have to do additional work to verify for themselves

Disinfo Requirements



- The consumer should be able to know if the media they are consuming came from a particular source
- They should be able to see the original metadata, including location, capture time, publication time, headline, caption etc.
- It should be possible to preserve the modification history of an asset, giving consumers more information
- Anonymous media producers should be protected, allowing their point-of-capture metadata replace their publisher reputation

UGC can reach huge audiences

**Coalition for
Content Provenance
and Authenticity**



We're Not



- Digital Rights Management
- Giving opinions on “truth”
- Giving opinions on who to trust

Industry Verticals



- News (dis/misinformation)
- Law Enforcement
- Insurance
- Creatives
- Everyone!