

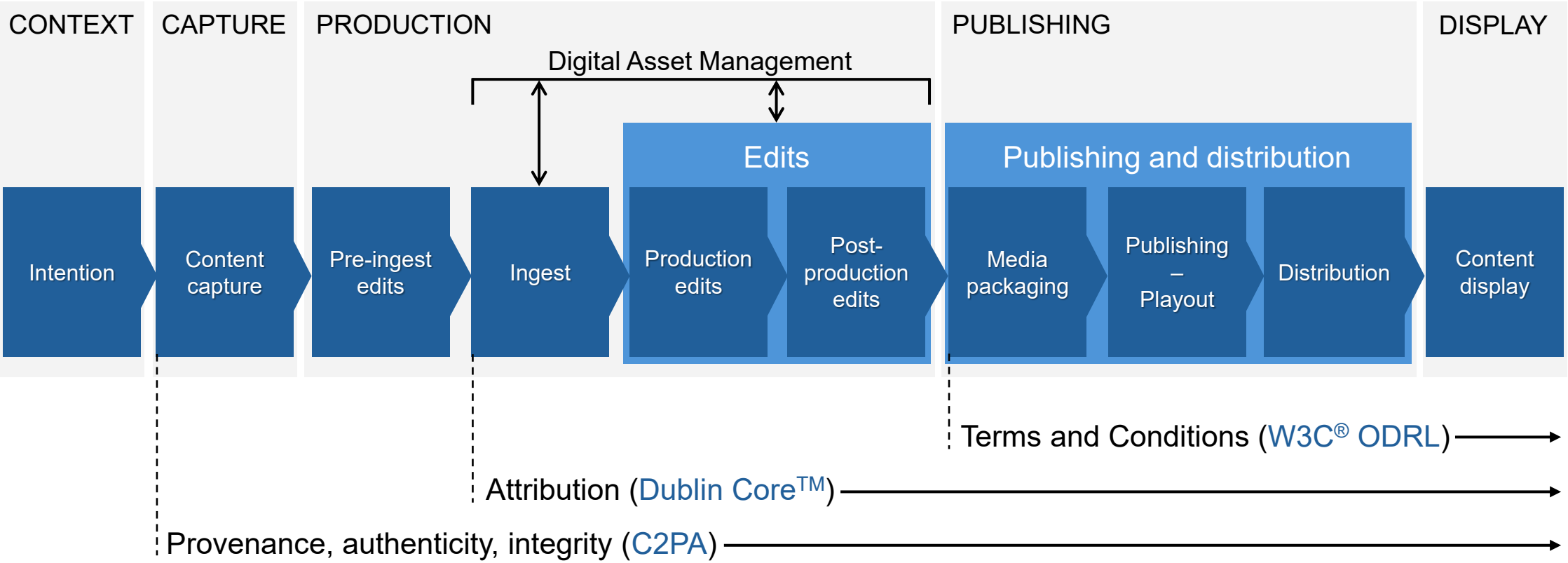
*W3C® Workshop on the Future of ODRL
Media Communities*

Images/JPEG Trust

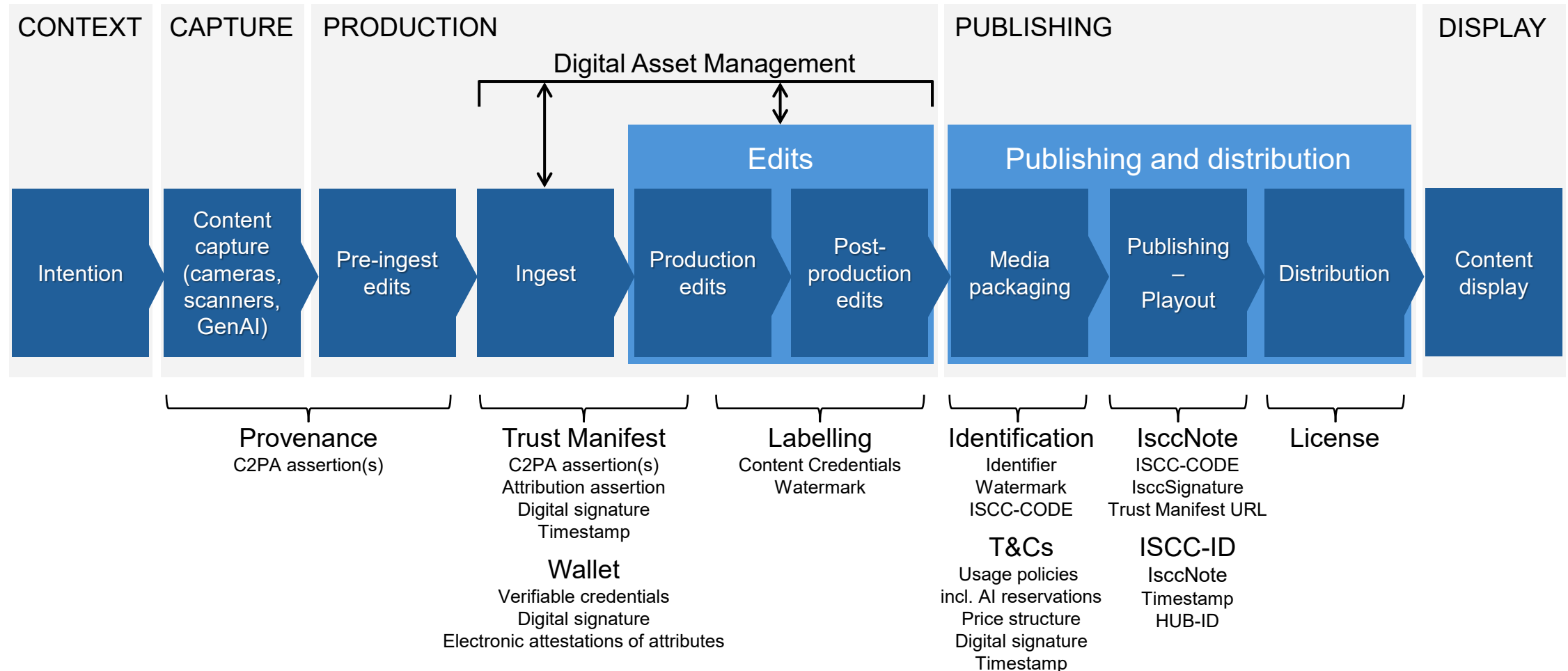
*Philippe Rixhon
20 July 2026*

valunode

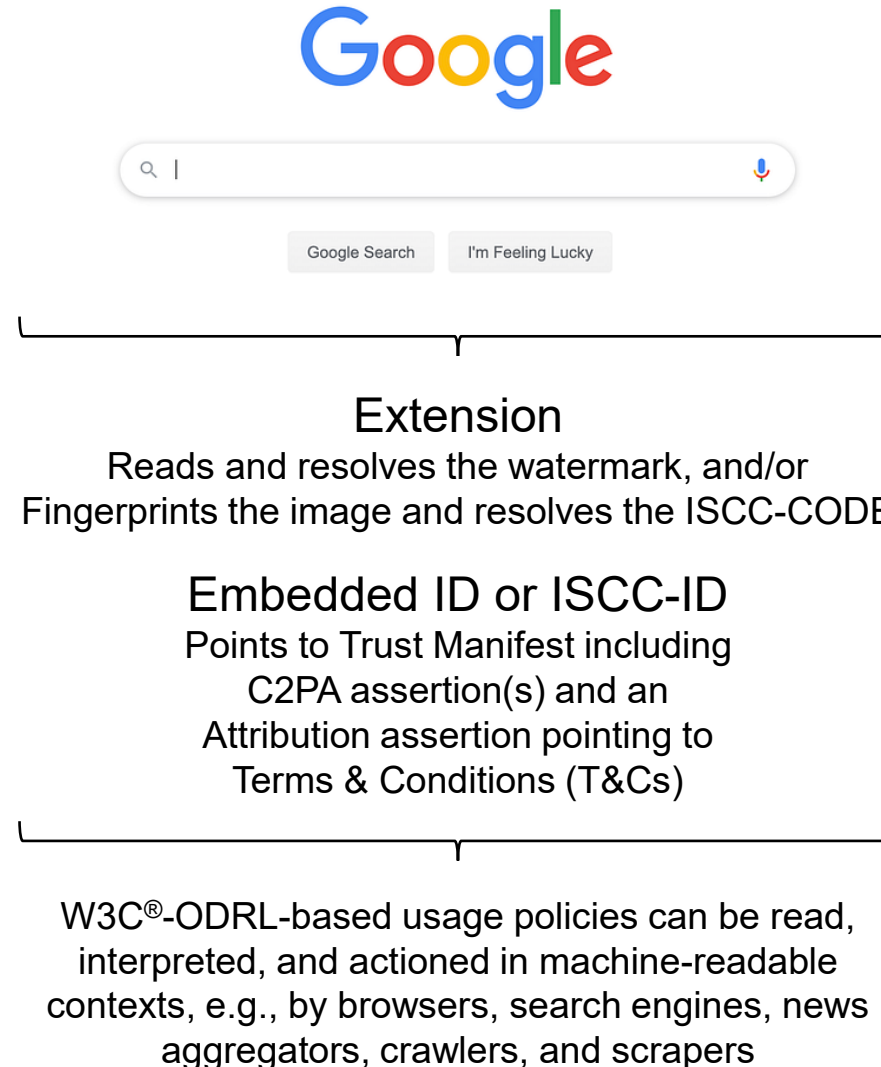
JPEG Trust supports the IPTC standardized media workflow.



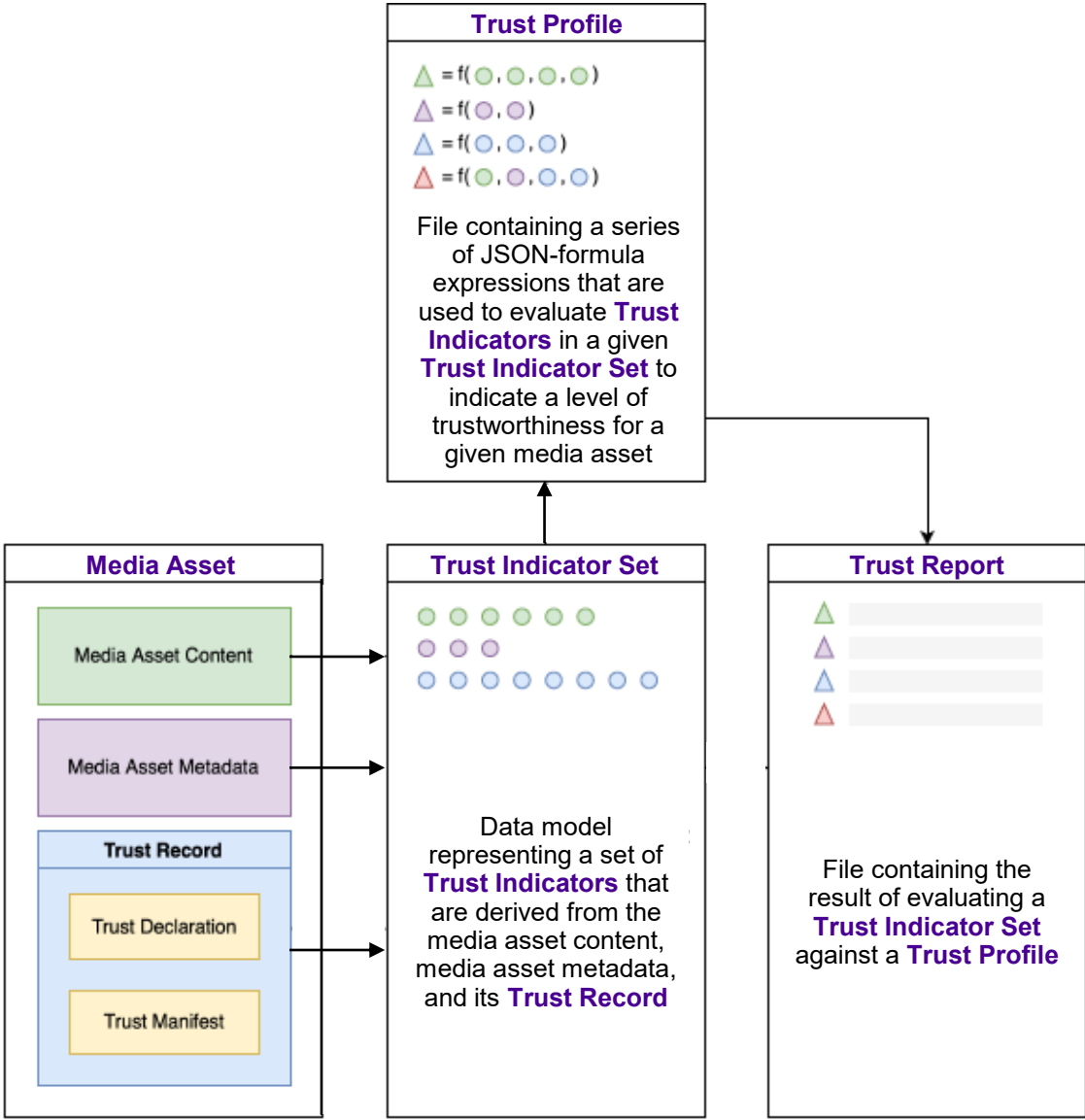
Trust Manifests aggregate, store, and point to metadata.



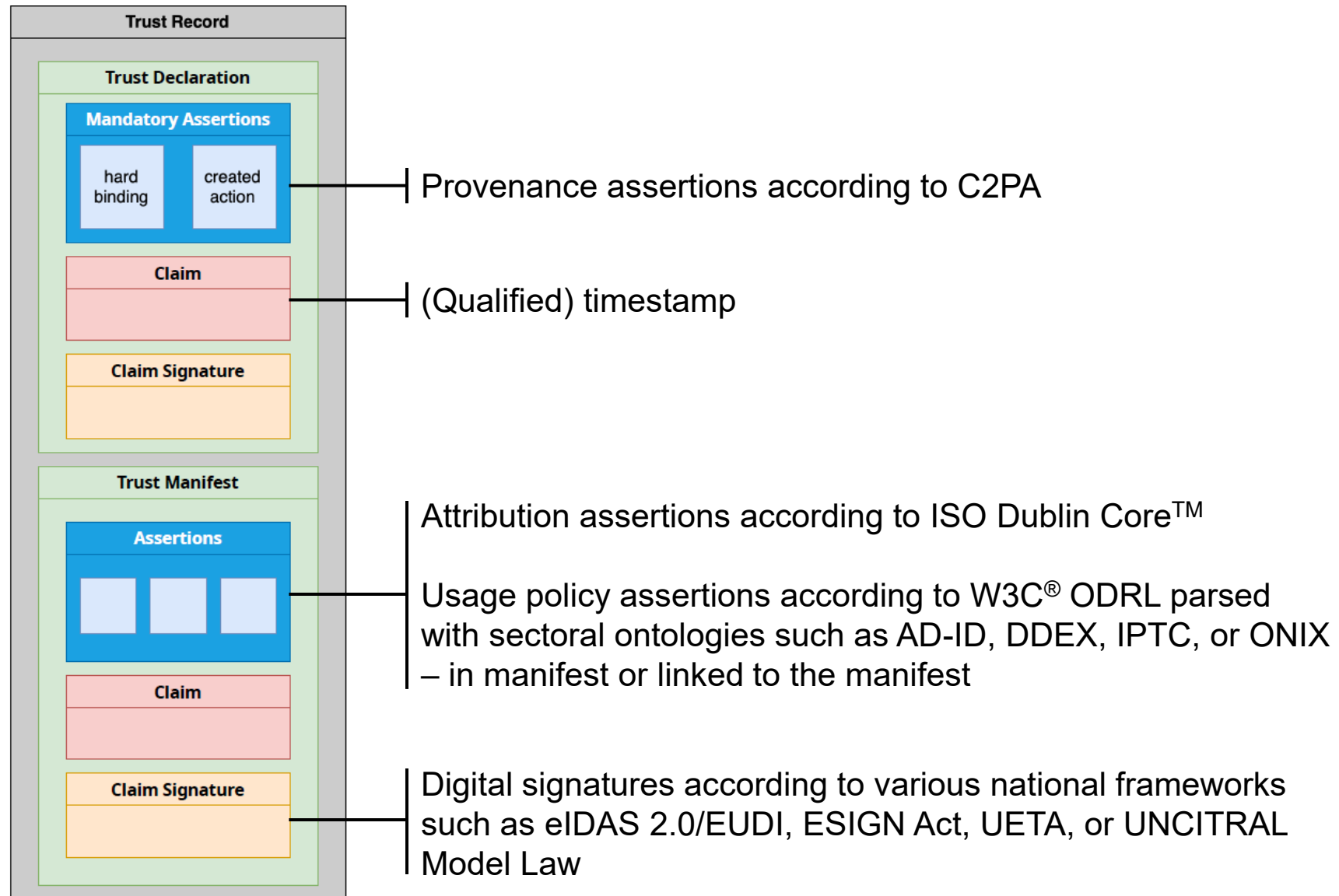
Ultimate objective: automated licensing and remuneration



The Trust Manifest is a component of the Trust Framework.



W3C® ODRL is JPEG Trust rights language of choice.



The case for WIZARDS

```
"assertions": {
  "c2pa.actions.v2": {
    "actions": [
      {
        "action": "c2pa.edited",
        "when": "2026-06-04T07:28:17.368+00:00",
        "softwareAgent": {
          "name": "Adobe Photoshop"
        },
        "digitalSourceType": "https://cv.iptc.org/newscodes/digitalsourcetype/compositeWithTrainedAlgorithmicMedia"
      }
    ]
  },
  "cawg.data_mining": {
    "use": "notAllowed"
  },
  "cawg.ai_training": {
    "use": "notAllowed"
  },
  "cawg.ai_generative_training": {
    "use": "notAllowed"
  },
  "cawg.ai_inference": {
    "use": "allowed"
  },
  "stds.schema-org.CreativeWork": {
    "@context": "https://schema.org",
    "@type": "CreativeWork",
    "copyrightNotice": "2026",
    "author": [
      {
        "@type": "Person",
        "name": "Abdu"
      }
    ],
    "license": "CC0"
  },
  "iptc.digitalSourceType": {
    "digitalSourceType": "https://cv.iptc.org/newscodes/digitalsourcetype/trainedAlgorithmicMedia"
  }
},
```

TOOLS

- Home
- Read metadata
- + Add metadata**
- Verify trust
- Create profile
- Batch verify
- Examples

MORE

- Preferences
- Developer docs
- FAQ
- EU AI Act
- Team
- Give feedback
- LEGAL
- Cookie Settings
- Privacy policy
- Terms of service

Add metadata to an image

step 1 of 2

Form input JSON file

Image file

Required

↓ Browse

No file selected

Author name

e.g. Elena Rivera

Copyright

e.g. © 2026

License

e.g. CC BY-NC 4.0

DIGITAL SOURCE TYPE

How was this image created?

Not specified

AI & DATA MINING DECLARATIONS

Data mining

Not specified

AI training

Not specified

AI generative training

Not specified

AI inference

Not specified

Not specified

Allowed

Not allowed

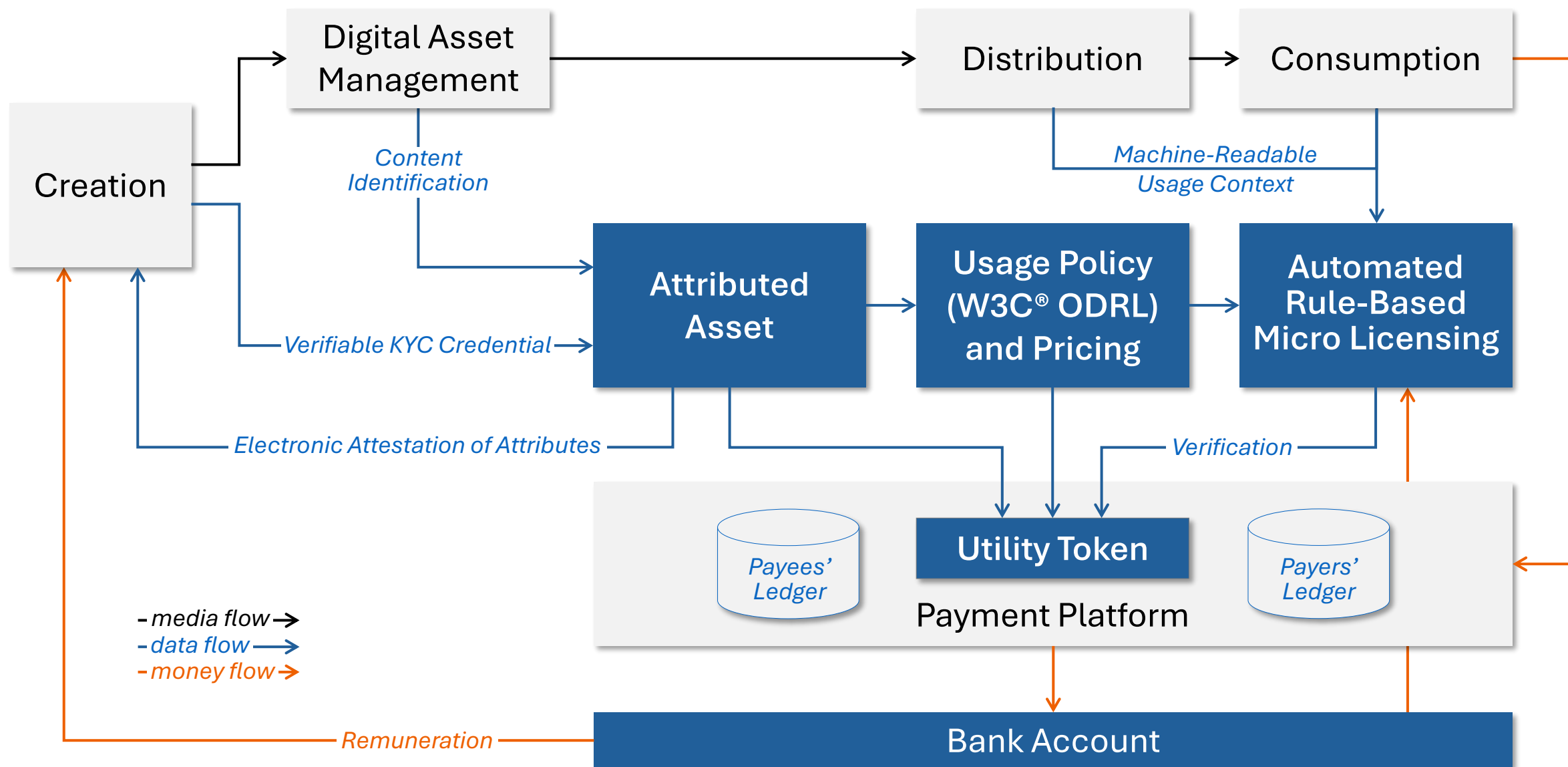
Constrained

ACTION / EDIT HISTORY

☐ Add an action entry

✓ Sign & embed

The case for TOKENISATION



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Music & DDEX

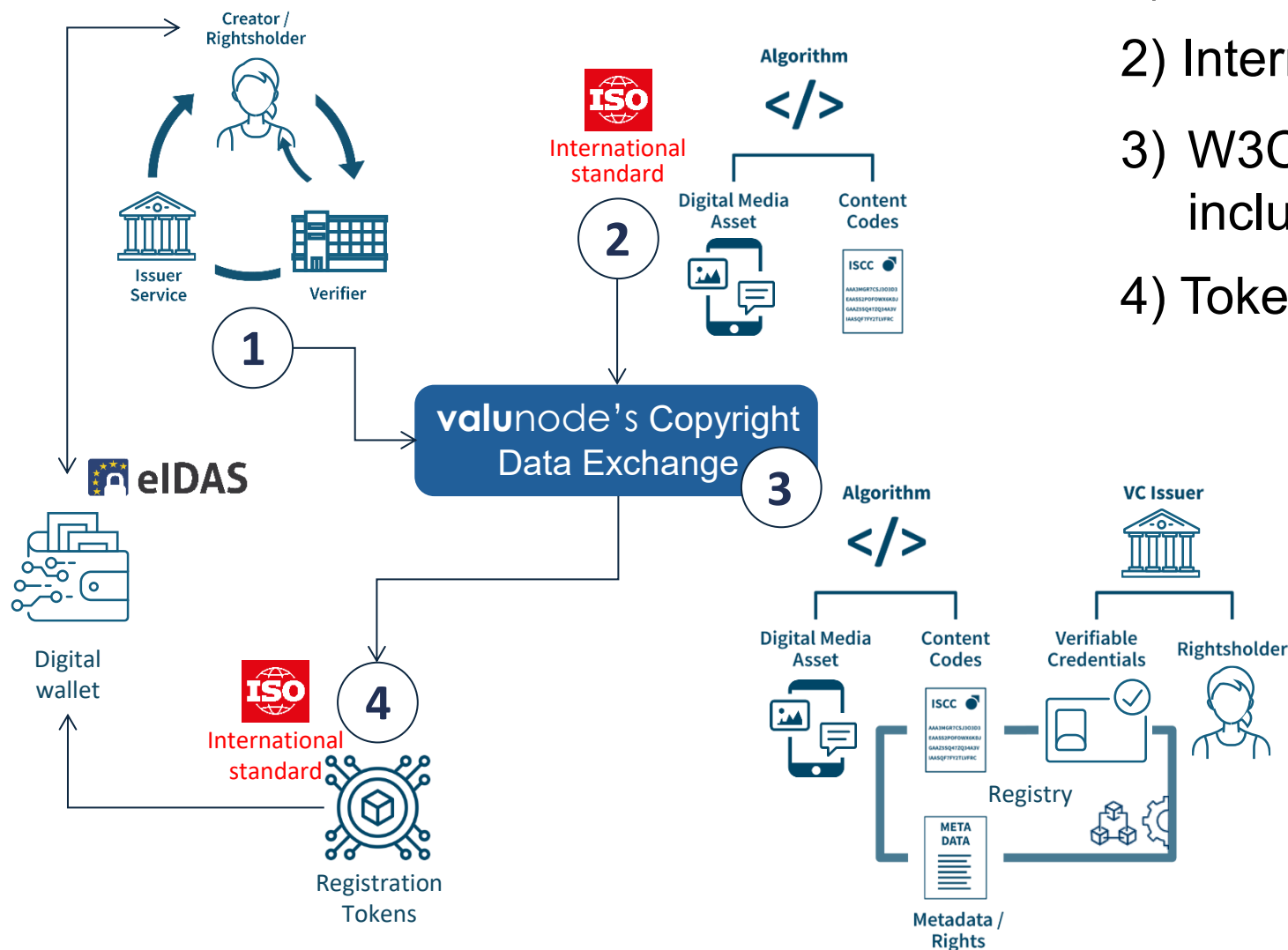
The case for PARSERS

Philippe Rixhon
20 July 2026

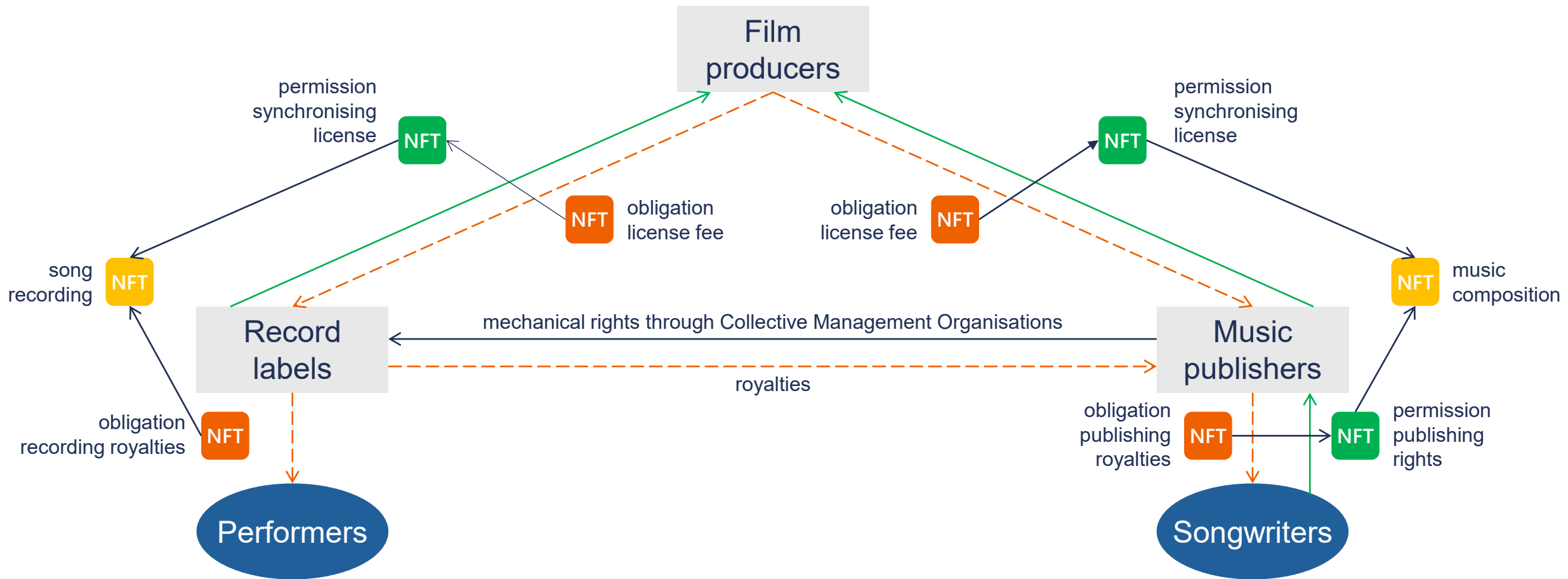
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The Copyright Data Exchange at Musika Peripherika

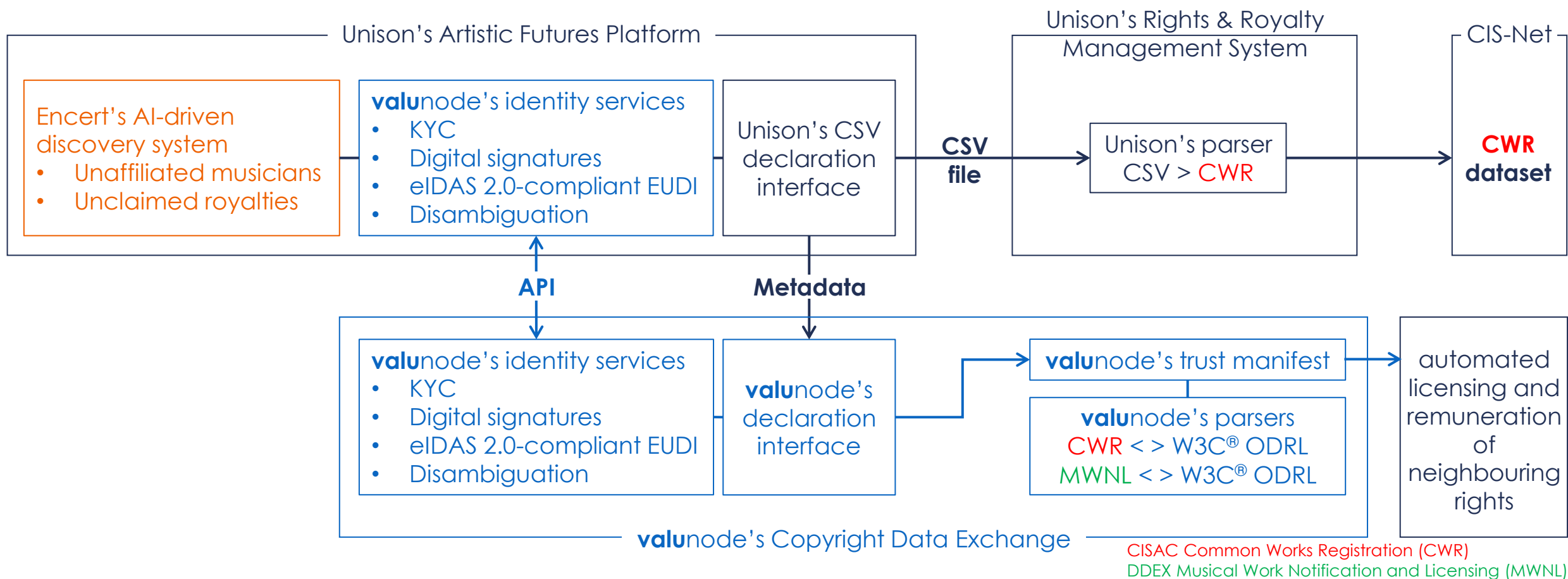
- 1) W3C® verifiable credentials
- 2) International Standard Content Code
- 3) W3C® verifiable usage policies including opt-out expressions
- 4) Tokenisation of rights registration



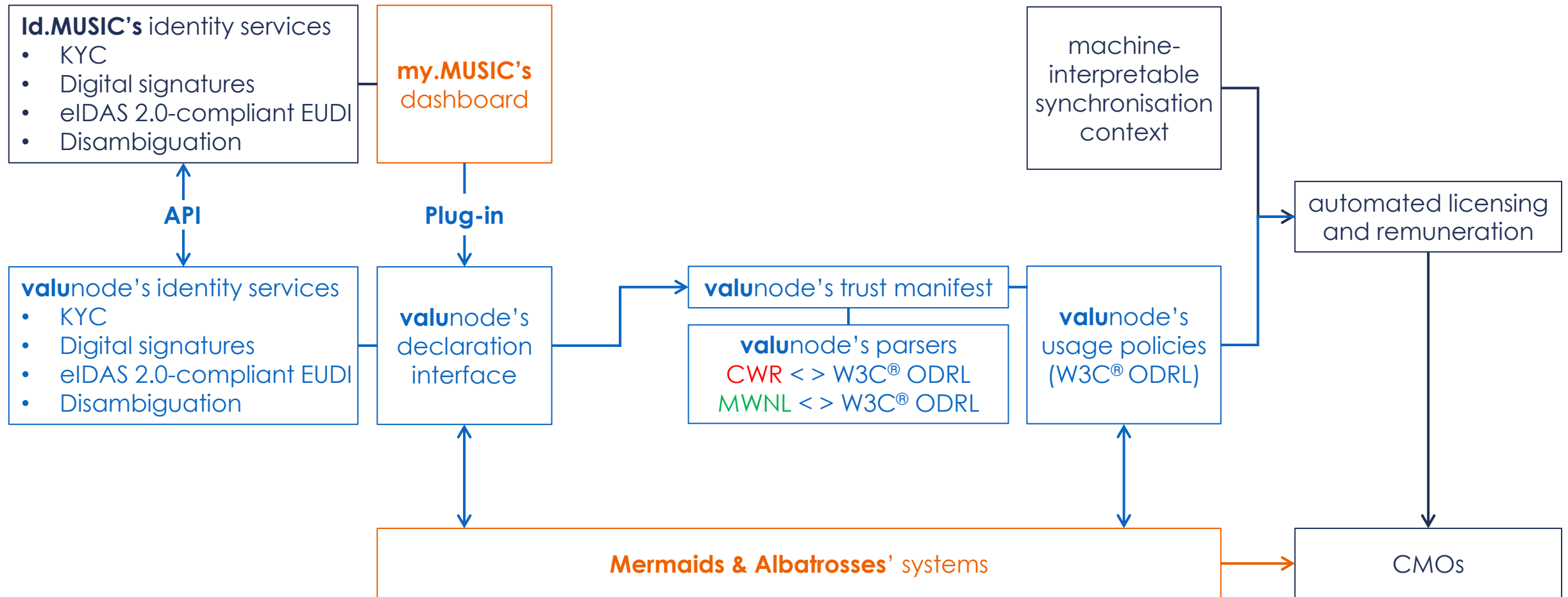
MPEG Smart Contracts for Media based on usage policies from the Copyright Data Exchange



The Copyright Data Exchange at Artistic Futures



The Copyright Data Exchange at Crescendo



CISAC Common Works Registration (CWR)
DDEX Musical Work Notification and Licensing (MWNL)

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