

## Content Authenticity with C2PA

### Key Use Cases for Broadcasters and News Agencies

C2PA enables content producers and publishers to build trust with their audiences by ensuring that the media they distribute is verifiable and authentic.

#### 1. Image Signing for Websites

Given the broad support of image formats like JPEG, PNG, and WebP, using C2PA to sign all images published on a website is a simple yet impactful first step. By signing images with the content owner's C2PA certificate, broadcasters can guarantee that their images are verifiable as their own, reinforcing audience trust in the integrity and authenticity of their content.

**Note:** While tools like Adobe Photoshop and Firefly already support C2PA, they sign content with Adobe's certificate. With G&L's solution, broadcasters can sign content with their own certificates to reinforce their brand's trustworthiness.

#### 2. Monolithic Video Files (MP4)

Monolithic MP4 files (standard downloadable video files) are another immediate application for C2PA in broadcasting. Signing and distributing these video files with C2PA credentials ensures broadcasters can guarantee authenticity from production to distribution. These files are already fully supported by C2PA, and integration into existing workflows is straightforward.

#### 3. Fragmented MP4 & Segmented Formats (HLS & DASH)

More advanced use cases include fragmented video formats, such as HLS (HTTP Live Streaming) and DASH (Dynamic Adaptive Streaming over HTTP). These formats, which break media into smaller chunks for adaptive streaming, are supported by C2PA but currently require static packaging. This ensures the provenance of on-demand streaming content that uses fragmented formats.

#### 4. Near Future Use Case: Live Streaming

Live streaming is one of the most exciting areas currently under development. The ability to sign and verify live video will enable broadcasters to provide real-time verification for live news broadcasts, sports events, and other time-sensitive content.