



# Creator Assertions Working Group

Content Authenticity Summit

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## Topics for today

Who's who

C2PA conceptual overview

CAWG identity assertion overview

Presentation example:

CAWG with Verified news publisher



# Who's who?



**Content  
Authenticity  
Initiative**



**Coalition for  
Content  
Provenance  
and Authenticity**



**Creator  
Assertions  
Working Group**



## Who's who?



Content  
Authenticity  
Initiative

Outreach · Advocacy · Open Source

*\* also name of Adobe's team*



Coalition for  
Content  
Provenance  
and Authenticity

Technical Standards: **What / How**



Creator  
Assertions  
Working Group

Technical Standards: **Who**



## Who's who?



**Content  
Authenticity  
Initiative**

[contentauthenticity.org](https://contentauthenticity.org)



**Coalition for  
Content  
Provenance  
and Authenticity**

[c2pa.org](https://c2pa.org)



**Creator  
Assertions  
Working Group**

[cawg.io](https://cawg.io)



# C2PA data model



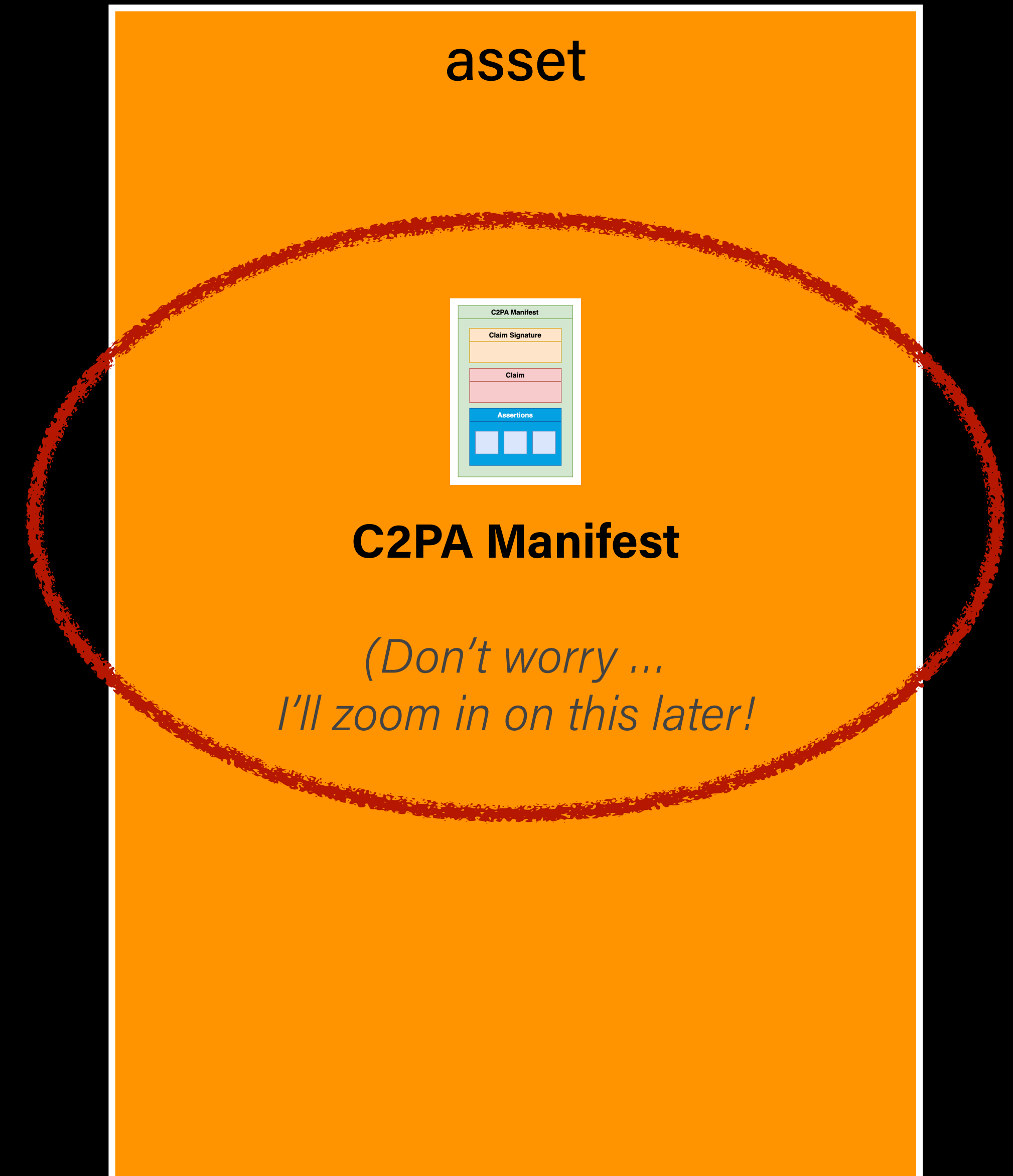
# C2PA data model

## Overview

An **asset** is any piece of digital media that we wish to describe.

Currently, we support still images, motion pictures, recorded, audio, documents (PDF), fonts, and more.

An asset is described by a **C2PA Manifest**.

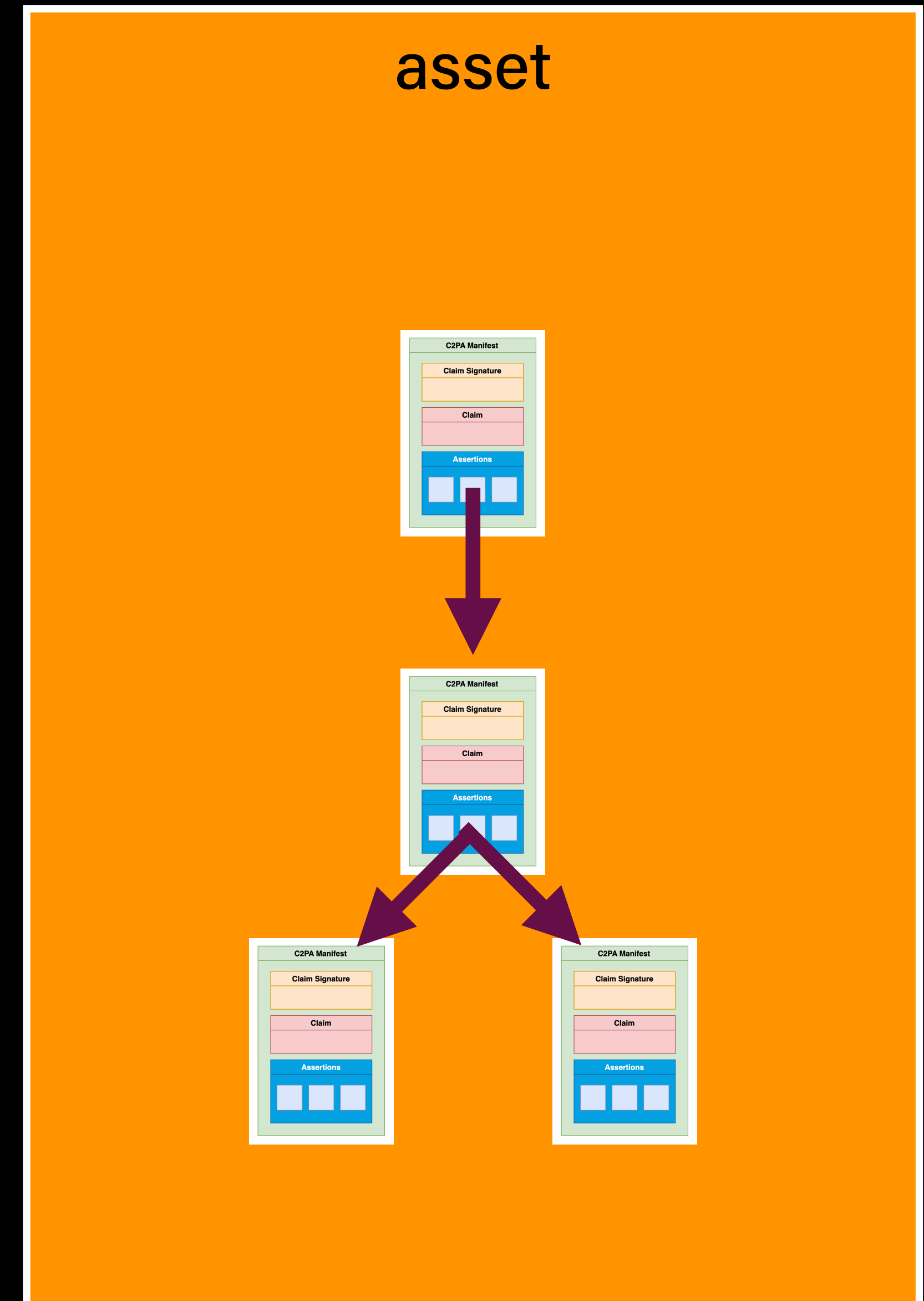




# C2PA data model

## Overview

A C2PA Manifest can refer to any number of *ingredient manifests* when earlier content is incorporated and composed into a new asset.







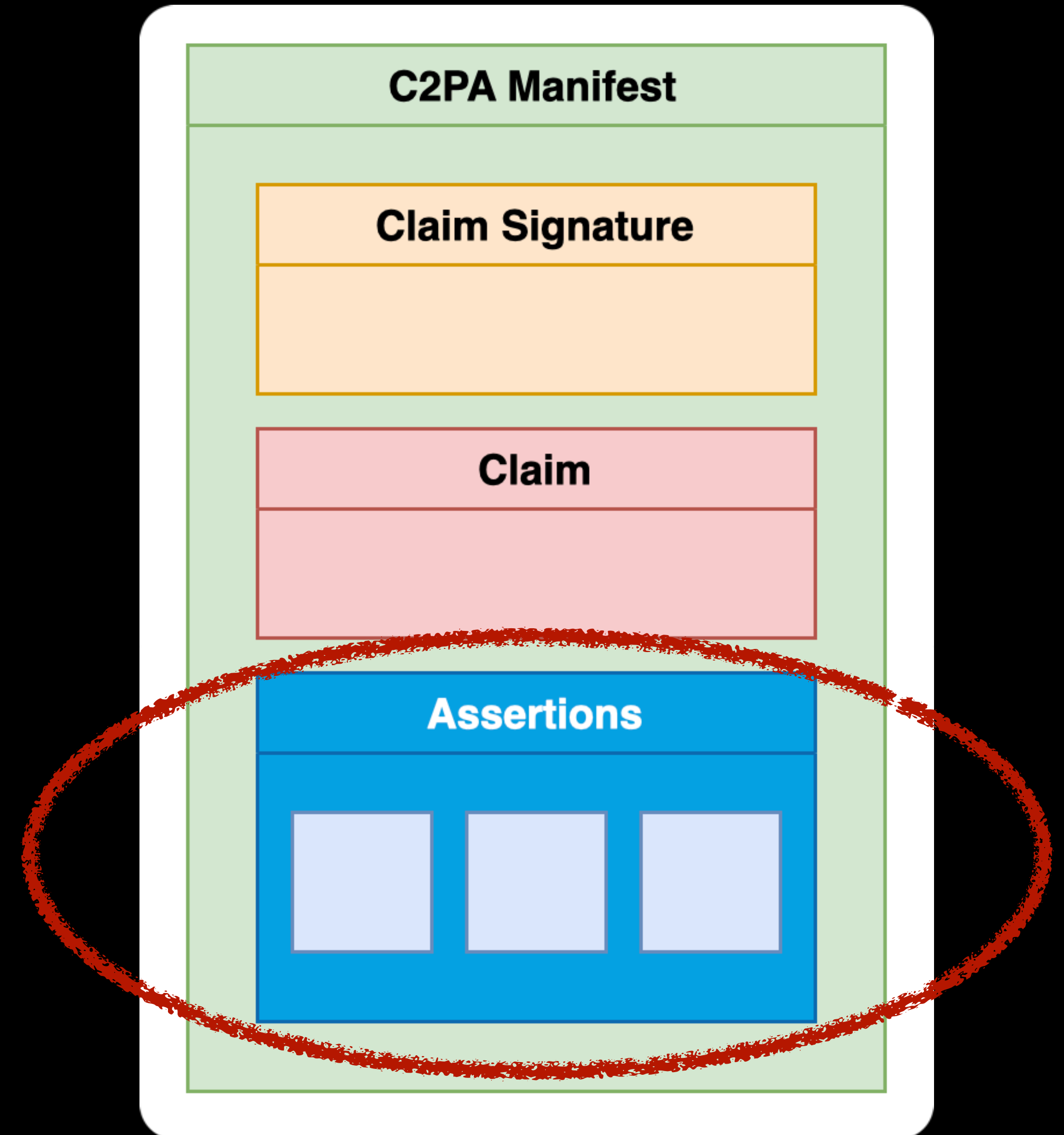
# C2PA data model

## Assertions

**Assertions** are opt-in statements that cover areas such as:

- hard binding to asset's binary content
- capture device details
- edit actions
- thumbnail of the content
- other content (ingredients) that were incorporated into this content

This mechanism is **extensible**.



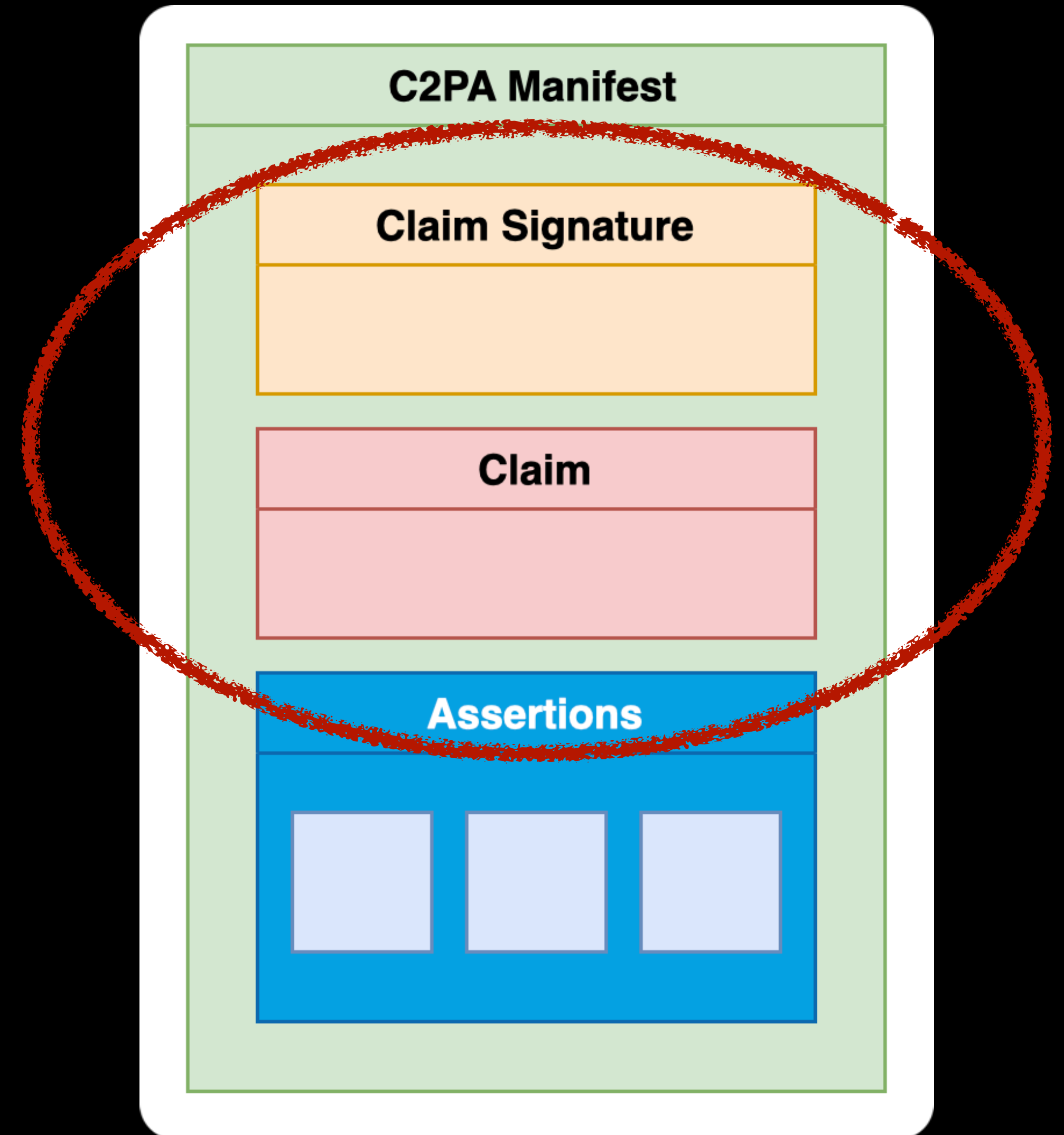


# C2PA data model

## Claim

Every C2PA Manifest has exactly one **claim**, which lists the assertions and describes the claim generator (tool that built the Manifest).

This claim is signed using an X.509 certificate, which provides evidence of who signed it and provides tamper evidence if a third party attempts to change the claim after the fact.



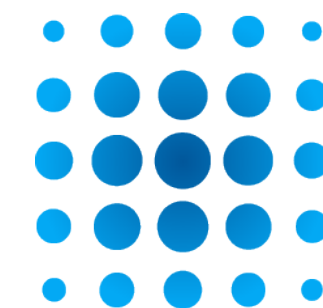


## Introducing CAWG

CAWG (Creator Assertions Working Group)

was created in early 2024 to create technical standards to house metadata sources from individual and organisational content creators.

CAWG became a working group within DIF in March 2025.



Decentralized  
Identity  
Foundation



## What does CAWG do?

Four assertion standards, building on C2PA technical spec:

- **Endorsement** ► Forward permission for CDN-style renditions on C2PA assets
- **Identity** ► Binding digital identity credentials to C2PA assets
- **Metadata** ► Associate user-generated metadata with C2PA assets
- **Training and Data Mining** ► Express permissions regarding AI training and data mining usage



## What does CAWG do?

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# Identity assertion

## in the C2PA data model

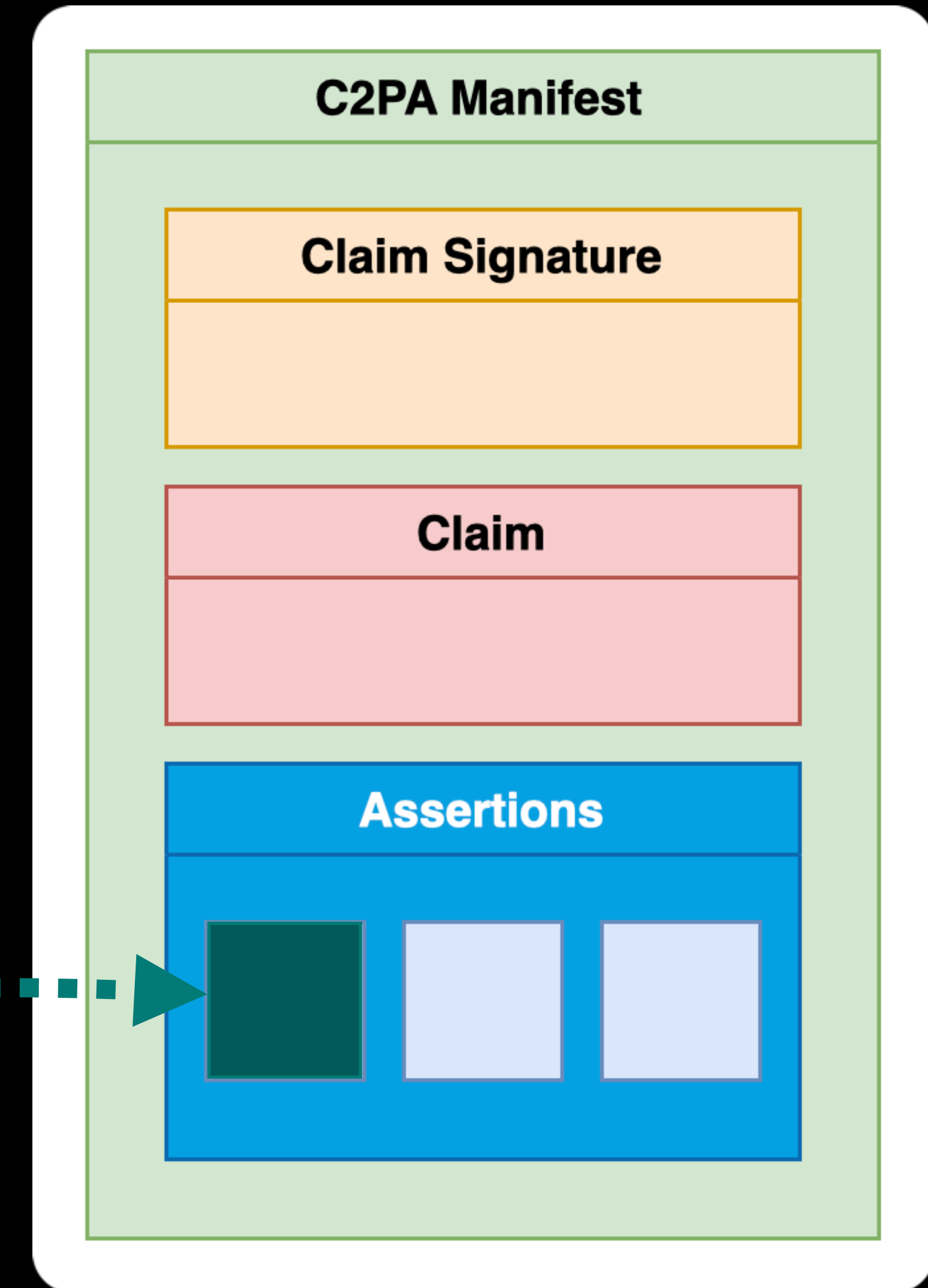
A **CAWG identity assertion** is typically meant to indicate subject's **authorization** of or **active participation** in production of the asset.

It provides a **tamper-evident binding** between a digital credential and the asset described by the C2PA Manifest *and* potentially other assertions in the same C2PA Manifest.

The actor\* described by ... `${credential}`  
using a credential issued by ... `${issuer}`  
produced the content described by ... `${signer_payload}`

---

Signed by ... `${credential holder}`







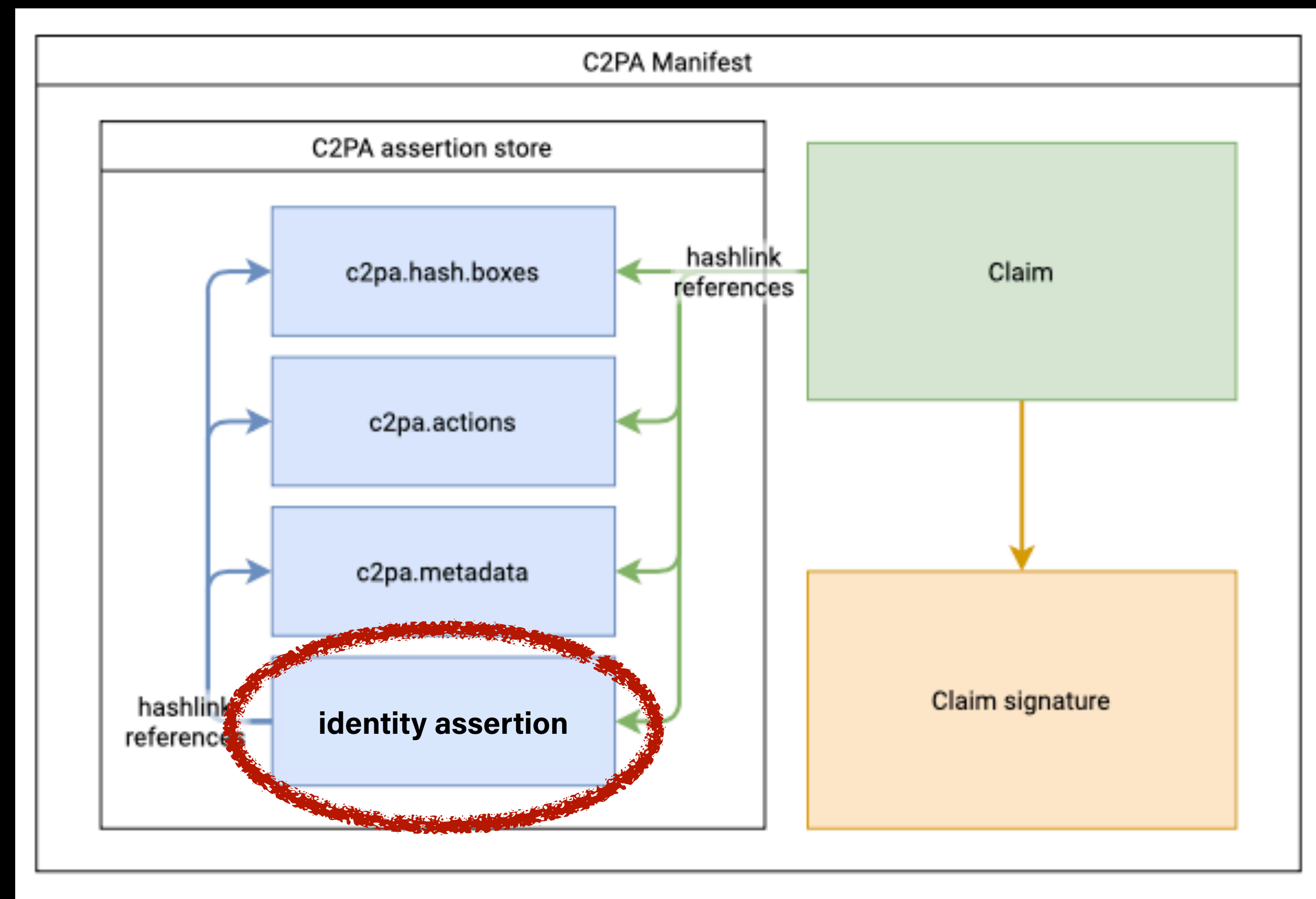
# Identity assertion

## Overview

Identity assertion allows a credential holder to sign a **signer\_payload** data structure which contains:

- Tamper-evident references to one or more other assertions in the same C2PA Manifest (including hard-binding assertion)
- Role of credential subject with regard to the content

New trust signal separate from C2PA claim generator.





# Identity assertion

Two flavors (so far)

- **X.509 certificate**

*Typically used for institutional content creators such as news media.*

- **Identity claims aggregation**

*Targeted for individual content creators; contains links to social media, web site, etc.*

- **Extensible**

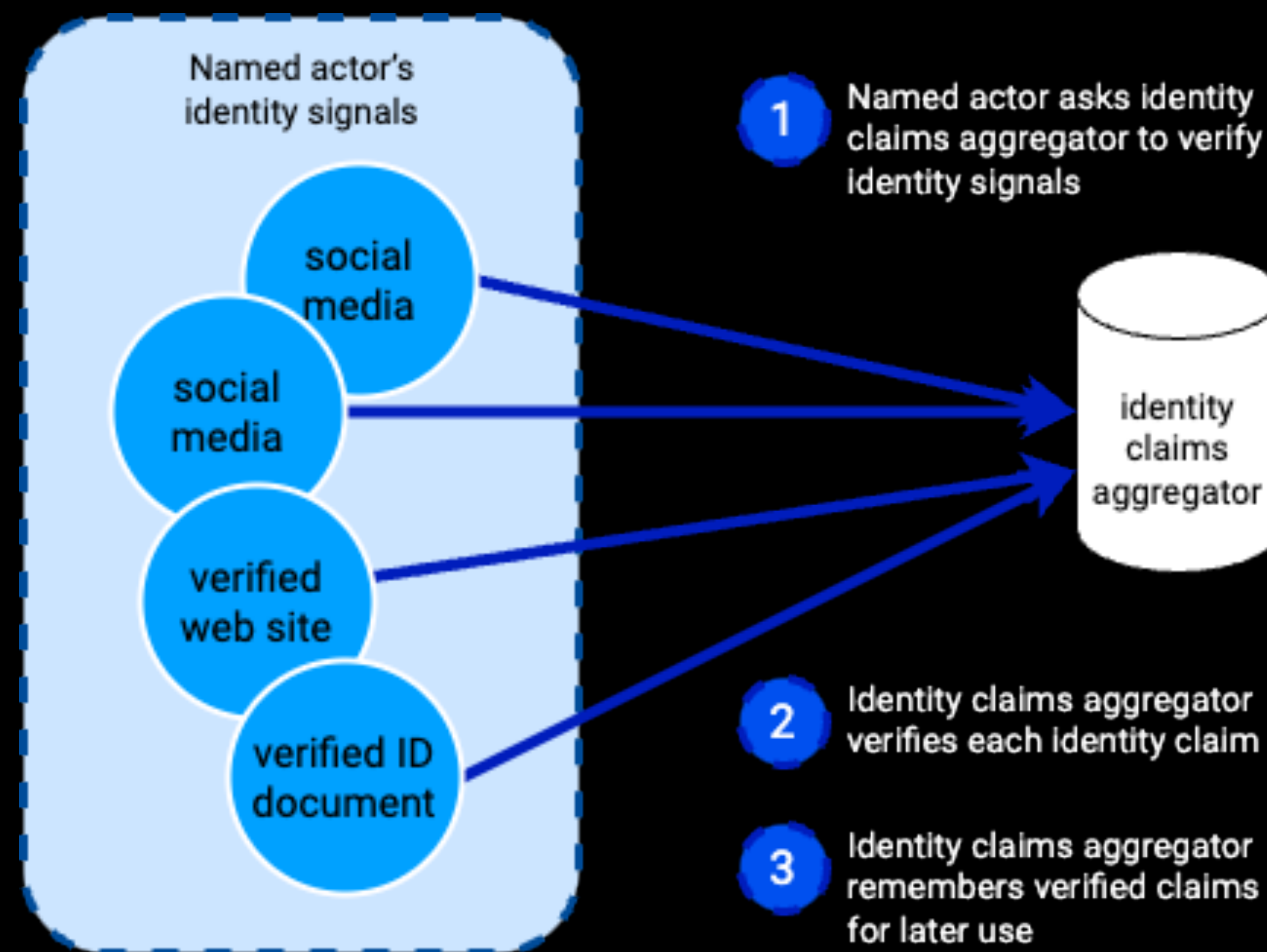
*Are there other credential formats we should consider?*





# Identity assertion

Identity claims aggregation – for individual content creators

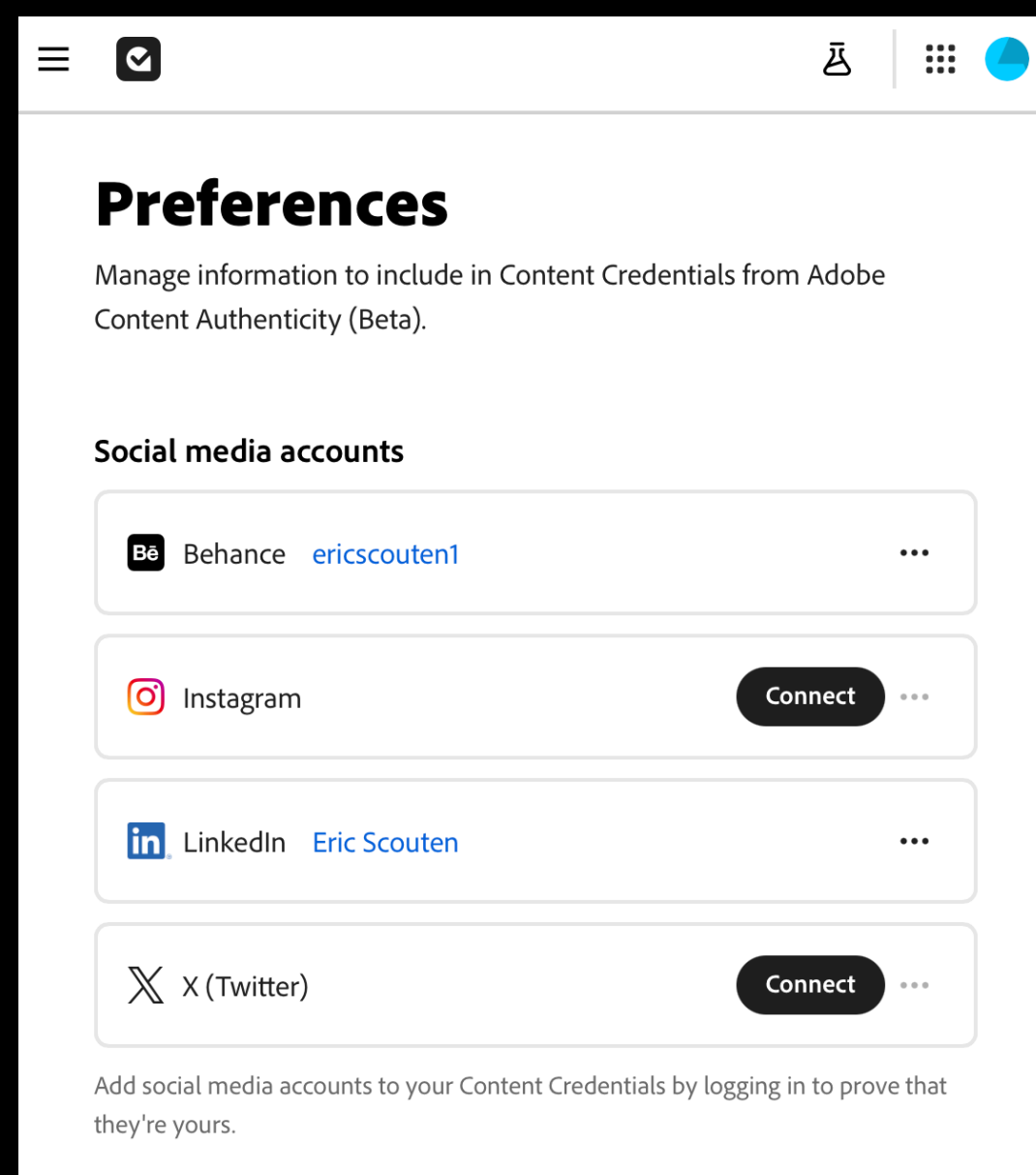




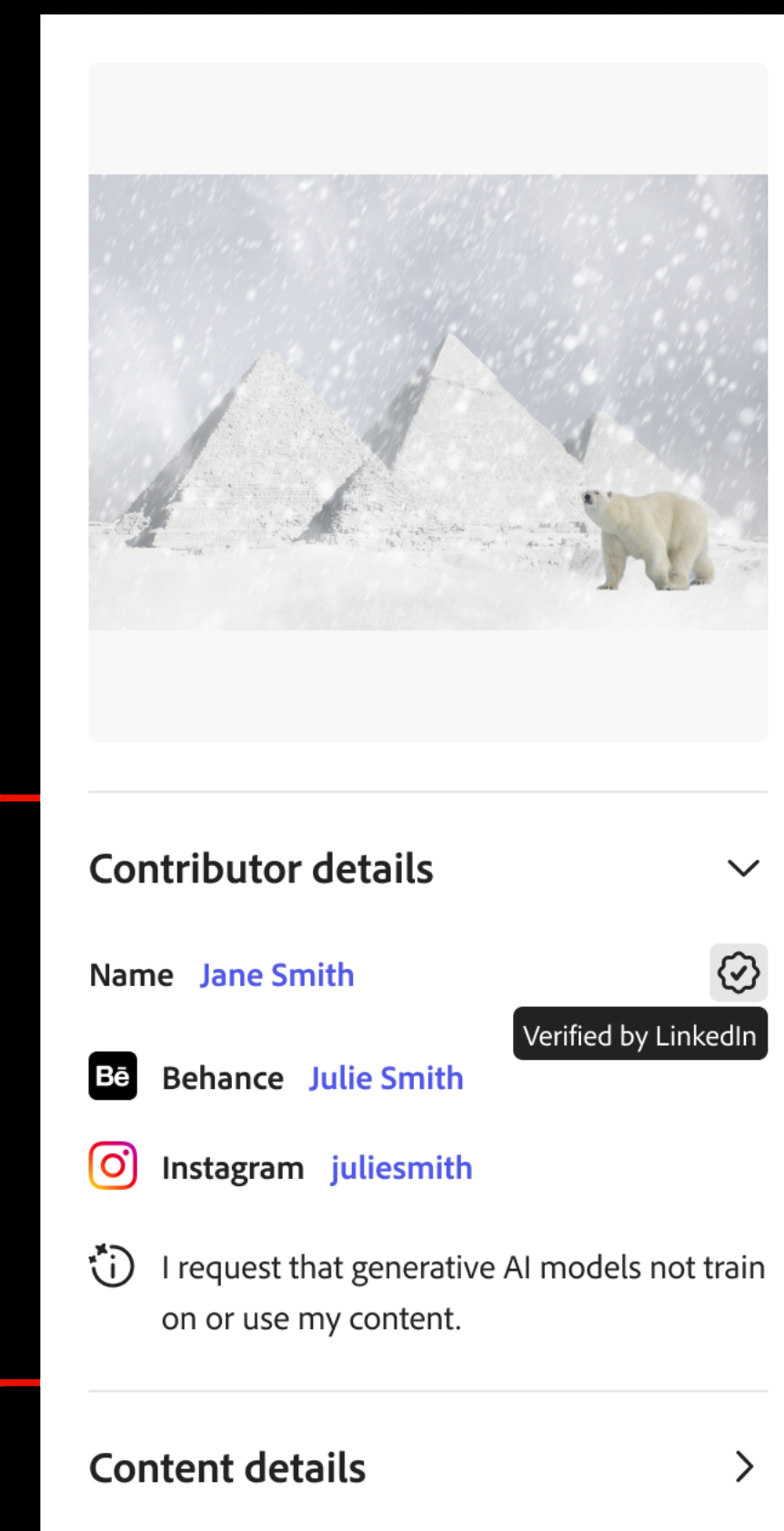
# Adobe Content Authenticity

## Current UX for CAWG identity claims aggregation

[contentauthenticity.adobe.com/preferences](https://contentauthenticity.adobe.com/preferences)



[contentauthenticity.adobe.com/inspect](https://contentauthenticity.adobe.com/inspect)



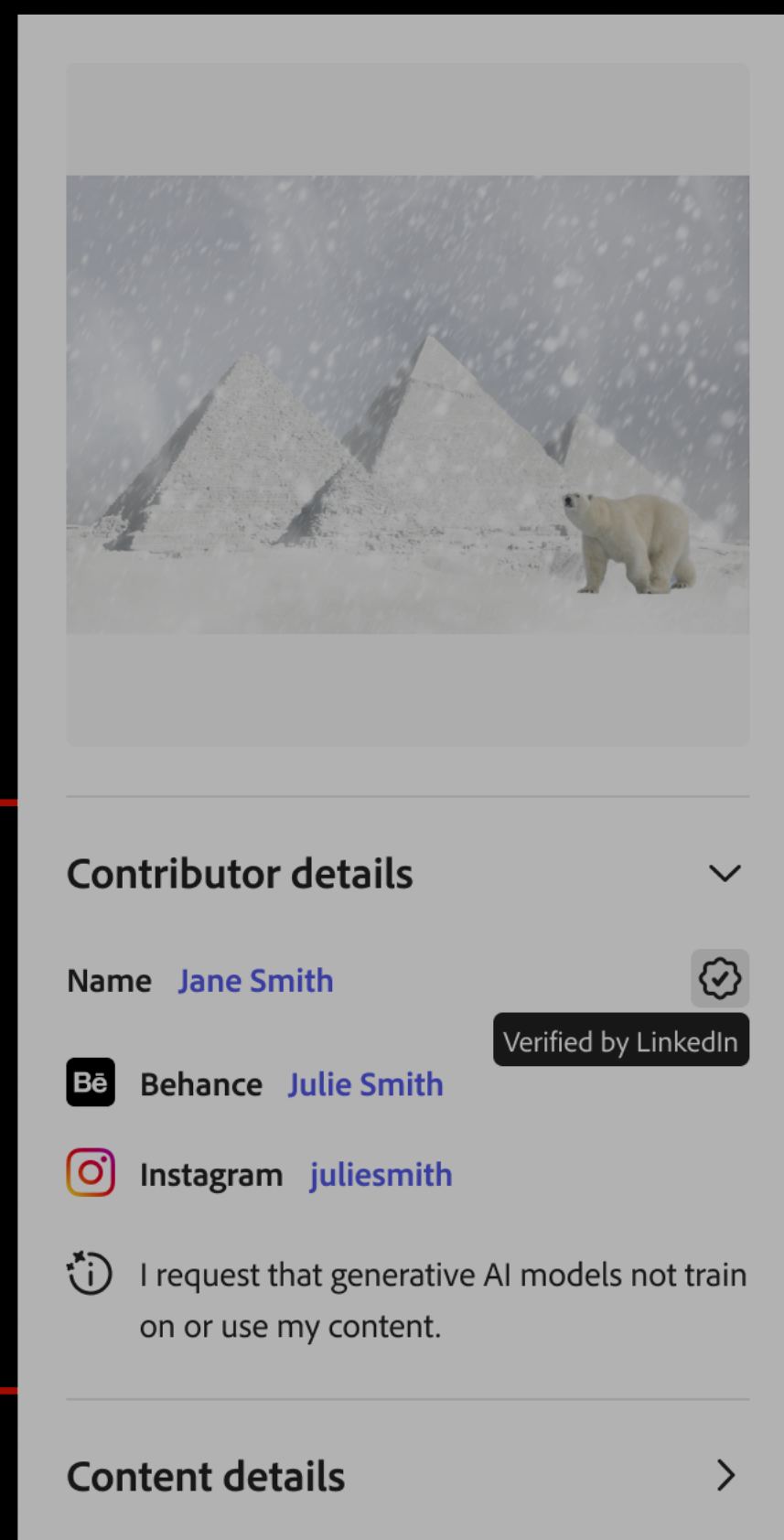
Data sourced from  
CAWG identity  
assertion



# Adobe Content Authenticity

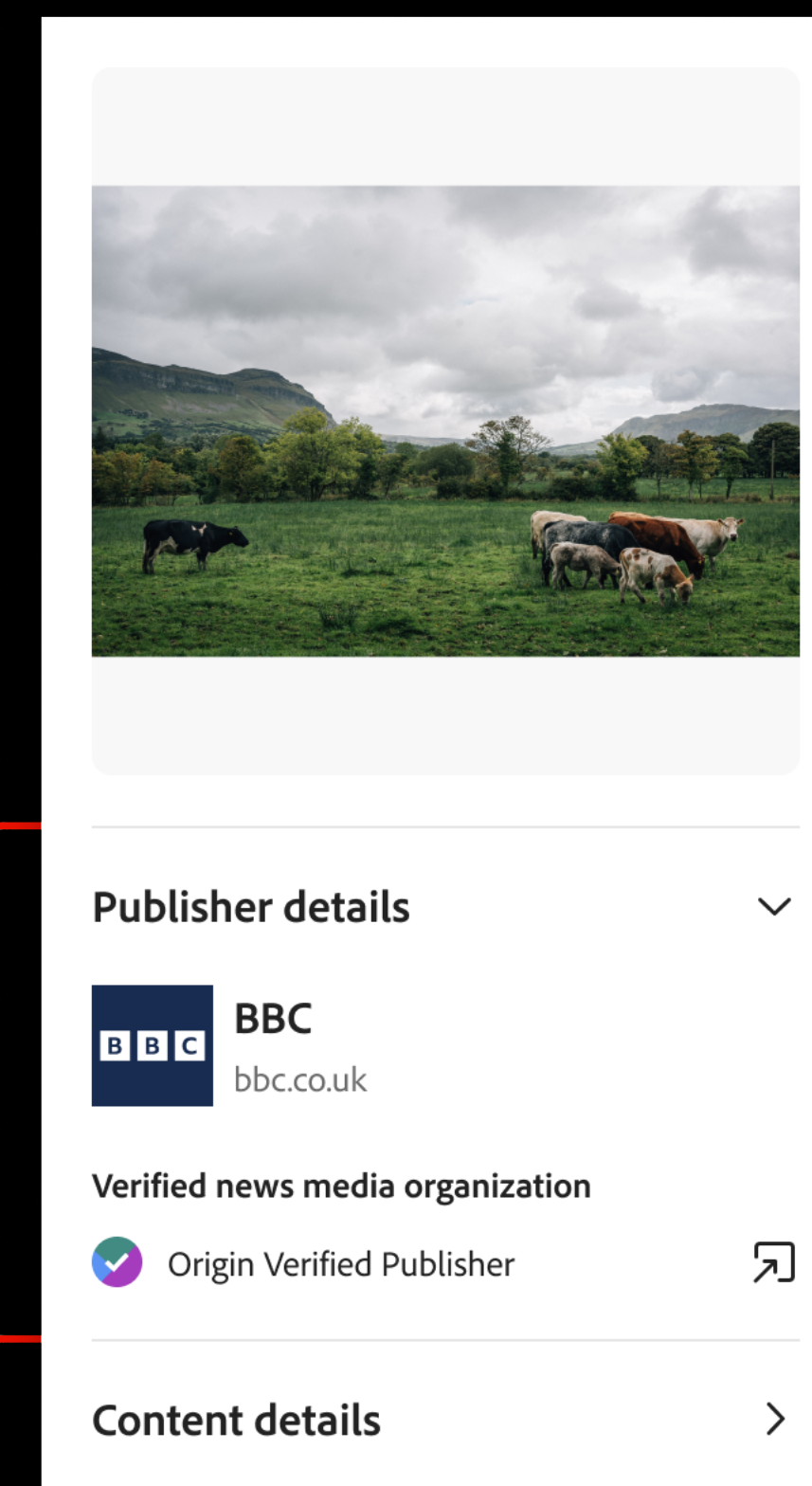
## Proposed UX for Origin verified publisher content

contentauthenticity.adobe.com/inspect  
(for individual-created content)



CAWG identity

contentauthenticity.adobe.com/inspect  
(for news media content)



Data sourced from  
CAWG identity  
assertion


Links to  
information about  
Origin Verified Publisher






# Adobe Content Authenticity



Publisher provides additional metadata



**Publisher details** ▾


 **BBC**  
bbc.co.uk

Verified news media organization


 Origin Verified Publisher 

**Content details** >

Data sourced from  
**CAWG metadata**  
assertion



**Publisher details** ▾

 **BBC**  
bbc.co.uk



**Title**  
Cattle Grazing Beneath Stormy Skies in County Sligo

**Description**  
A group of cows graze in a green pasture surrounded by rolling hills and cloudy skies in a rural landscape, likely in a temperate region.

**Credit**  
Photo by Jane McConnell / Reuters

**Published on** September 15, 2012

**Verified news media organization**


 Origin Verified Publisher 

**Content details** >




# Adobe Content Authenticity


Claim generator detail (hidden by default)



Publisher details


 **BBC**  
bbc.co.uk

Verified news media organization


 Origin Verified Publisher

Content details


Data sourced from  
C2PA claim signer  
X.509 certificate



Publisher details

 **BBC**  
bbc.co.uk

Verified news media organization

 Origin Verified Publisher

Content details


Content Credentials recorded by  
BBC Workflow Tool

Mar 1, 2025 at 12:12 PM GMT+5.00




# Adobe Content Authenticity



Link to key capture device information



**Publisher details** ▾


 **BBC**  
bbc.co.uk

Verified news media organization


 Origin Verified Publisher 

**Content details** >



Highlight key data  
provided by  
capture device  
in earlier manifest



**Publisher details** ▾


 **BBC**  
bbc.co.uk

Verified news media organization

 Origin Verified Publisher 

**Content details** ▾

**Source**

 Camera-captured media →

**Content Credentials recorded by** ⓘ

BBC Workflow Tool

Mar 1, 2025 at 12:12 PM GMT+5.00


Links to  
capture device manifest






# Adobe Content Authenticity


Annotation for CDN-packaged content



Publisher details


 **BBC**  
bbc.co.uk

Verified news media organization


 Origin Verified Publisher

Content details


CDN provider's  
manifest



Publisher details

 **BBC**  
bbc.co.uk


Verified news media organization

 Origin Verified Publisher

Content details

Content Credentials recorded by  
BBC Workflow Tool

Mar 1, 2025 at 12:12 PM GMT+5.00

 **CloudFlare** distributed content