

# Nikkei joins the Content Authenticity Initiative, which promotes technologies to authenticate digital content

July 3, 2024 - Nikkei Inc. has joined the Content Authenticity Initiative (CAI), an international effort to combat the proliferation of fake images and other harmful content on the Internet.

The CAI is a coalition of media and technology companies that aims to improve the reliability and transparency of digital content by embedding information on source—such as time and date, location, and creator—as well as a record of editing history. The information is embedded as tamper-resistant metadata called content credentials\*. The content credentials can be readily accessed by all consumers.

Since its establishment in 2019, more than 3,000 organizations have joined the CAI, including the world's leading media companies, camera manufacturers, and technology companies.

The flood of fake images and videos misusing generative AI poses a major threat to the media, making it a matter of urgency to take measures to maintain the credibility of news reports. By participating in the CAI, Nikkei Inc. will continue to enhance the transparency of the photos and videos it publishes and pursue news coverage that is trusted by readers.

For more information on the CAI <https://contentauthenticity.org/>

\* Content Credentials are based on the open standards announced in 2022 by the Coalition for Content Provenance and Authenticity (C2PA), an organization focused on the development of technical standards for certifying the source and provenance of media content.

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**About Nikkei**

Nikkei Inc. is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the UK-based Financial Times in 2015. Our combined digital and print circulation totals about 2.3 million, and we are continually deploying new technologies to increase our readership.

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