

MEDIA/PUBLISHING

New York Times Co., Adobe and Twitter, seeing dire need, debut Content Authenticity Initiative

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Cri de coeur: Is the Content Authenticity Initiative from The New York Times Co., Adobe and Twitter an answer to the plummeting trust in online news and information? Image credit: Adobe Creative Cloud ps_zeus

By STAFF REPORTS

LOS ANGELES The New York Times Co. and Twitter have joined forces with tech platform Adobe to launch a new standard for attributing digital content.

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Announced today at the Adobe Max conference, the Content Authenticity Initiative is intended to offer content attribution for creators and publishers to ensure trust and transparency online even as those qualities are currently highly lacking on the Internet.

"Discerning trusted news on the Internet is one of the biggest challenges news consumers face today," said Marc Lavalée, head of research and development at The New York Times Co., at the event.

"Combating misinformation will require the entire ecosystem creators, publishers and platforms to work together," he said. "This initiative lays the groundwork for doing that through open standards and protocols."

The New York Times Co. is the publisher of its eponymous newspaper and Twitter is best known for its withering commentary and postings. Equally invested in the world of content, Adobe's most-used tool is Photoshop.

Trust to the max

Adobe showed a prototype of its content attribution technology embedded in Photoshop at **Adobe Max**, styled as the world's largest creativity conference.



Adobe Max has gone beyond an Adobe client conference to making news of its own with attendance from marketers and tech specialists. Image credit: Adobe Max 2019

The New York Times Co., Adobe and Twitter in the coming months aim to launch the **initiative** at a summit in conjunction with other technology and media firms.

Adobe is working on an opt-in system that will let creators and publishers to securely attach attribution data to content that they choose to share.

The framework is designed to let authors verify their content so that they receive proper attribution and provide consumers with an attribution trail to give them greater confidence about the authenticity of the content they are consuming, Adobe said.

"With the proliferation of digital content, people want to know the content they're seeing is authentic," said Dana Rao, Adobe's executive vice president and general counsel, at the event.

"While this is a formidable challenge, we are thrilled to be championing the adoption of an industry-wide content attribution system, along with The New York Times Company and Twitter," she said.

"It is critical for technology and media companies to come together now in order to empower consumers to better evaluate and understand content online."

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