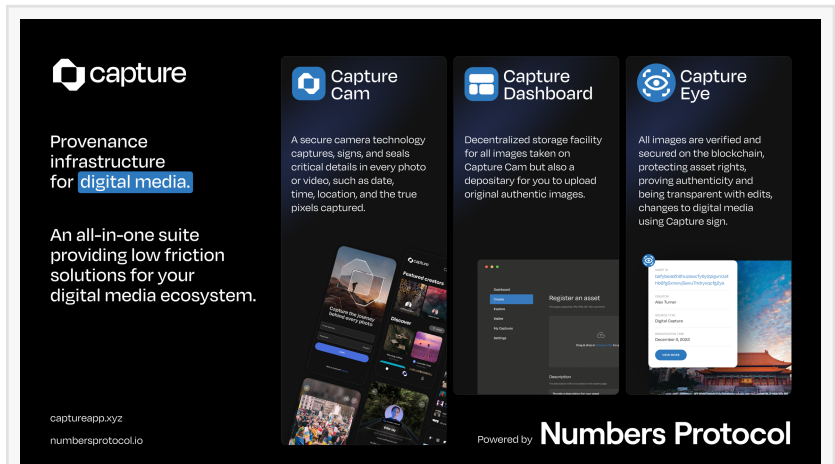


Provenance: The Antidote to AI-Driven Misinformation in News Media

*Revolutionizing News Integrity:
Provenance Technology Fights AI
Misinformation*

TAIPEI, TAIWAN, March 20, 2024

[/EINPresswire.com/](https://EINPresswire.com/) -- In an age where the rapid spread of misinformation through sophisticated artificial intelligence (AI) technologies threatens the fabric of trustworthy journalism, the emergence of provenance technology offers a ray of hope. This press release highlights the innovative use of provenance, including groundbreaking initiatives such as the [Taiwan election project](#) by [Numbers Protocol](#), alongside the adoption of standards like the Coalition for Content Provenance and Authenticity (C2PA) and Ethereum Improvement Proposal (EIP) 7053, to restore authenticity and trust in news media.

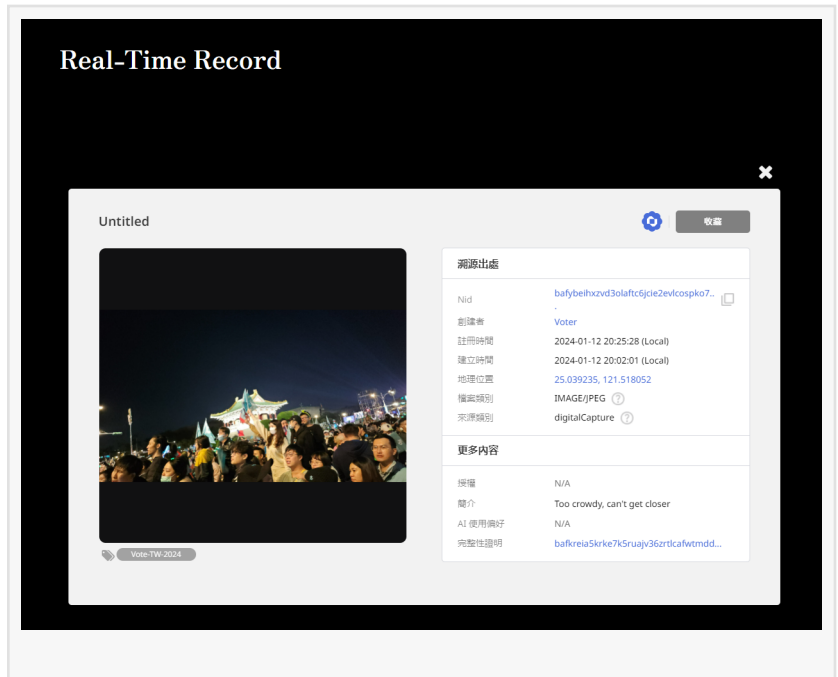


Misinformation, powered by AI, including fake news, deepfakes, and manipulated content, has significantly eroded public trust in media. In response, provenance technology presents a robust solution by ensuring transparent and verifiable records of news content's origin, evolution, and ownership. This not only reinforces the credibility of news outlets but also empowers audiences to distinguish factual information from falsehoods.

Numbers Protocol's [Capture platform](#) showcases the potential of blockchain in verifying the provenance of digital media. Through Asset Contracts, news media can authenticate sources, validate the accuracy of information, and trace the lineage of content, thereby fostering transparency and trust. Additionally, the platform supports the development and

implementation of standards like C2PA and EIP-7053, enhancing interoperability and consistency across digital content provenance.

The Taiwan election project serves as a prime example of how provenance technology, combined with industry standards such as C2PA and EIP-7053, can safeguard election integrity by documenting and verifying each moment of the electoral process with blockchain technology. This collaborative effort underscores the necessity of partnership among media organizations, technology providers, and regulatory bodies to combat misinformation effectively.



The future of provenance technology holds promising advancements for the news media industry, including the introduction of novel digital asset types and blockchain-based

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We aim to rebuild trust in media through provenance, setting new transparency benchmarks.”

Sofia, co-founder of Numbers Protocol

marketplaces. These developments, along with the adoption of C2PA and EIP-7053 standards, pave the way for innovative content consumption models and enhanced audience engagement while ensuring the credibility of digital media.

In conclusion, the fight against AI-driven misinformation is challenging, but with provenance technology at the forefront, supported by standards like C2PA and EIP-7053,

there is a viable path forward. By ensuring content transparency and authenticity, provenance technology stands as a pivotal element in reestablishing media integrity and public trust.

About Numbers Protocol

Numbers Protocol is committed to rebuilding confidence in digital media through blockchain technology. Its Capture platform is pivotal in the fight against misinformation, offering news media the tools to authenticate, trace, and validate digital content. Incorporating standards such as C2PA and EIP-7053, Numbers Protocol leads the way in transforming digital media integrity.

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