



Press Release
The YOMIURI SHIMBUN

**To promote the use of information authenticity certification technology,
The Yomiuri Shimbun joins the “Content Authenticity Initiative (CAI)”**

May 20, 2025- The Yomiuri Shimbun (Tokyo, Japan) has joined the "Content Authenticity Initiative (CAI)", an international coalition aimed at promoting awareness of technology for verifying the authenticity of information on the internet.

The CAI accelerates adoption of the C2PA standard by providing open-source tools and community programming. The technology embeds provenance information—such as creation date, photographer information, and editing history—into a variety of media types including images and videos as tamper-evident metadata. It aims to suppress the spread of fake images, ensure content reliability, and improve transparency. Media companies, camera manufacturers, and technology companies worldwide participate in the CAI.

The spread of malicious fake and false information, including fake images and videos, has become a significant threat due to the misuse of generative AI. To contribute to the development of a healthy digital space, The Yomiuri Shimbun has supported the development and social implementation of a digital technology called the “Originator Profile (OP)”, to verify content creators and publishers on the internet.

By contributing to the spread of C2PA through activities in CAI and simultaneously advancing the social implementation of OP, we believe the safety of the digital space will be further enhanced.

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

About The YOMIURI SHIMBUN

With a history of 150 years since, its founding in 1874, The Yomiuri Shimbun is a Japanese national newspaper with the largest circulation in Japan.

The Yomiuri Shimbun Group is a comprehensive media conglomerate consisting of leading companies in various fields, including culture, sports, and leisure. It comprises about 140 diverse companies and organizations.

Contact information
The YOMIURI SHIMBUN Corporate Communications Department
Email: tkouhou@yomiuri.com