Wiztrust joins the Content Authenticity Initiative to strengthen digital transparency

Paris, Monday 18th August –

Wiztrust announces its membership in the **Content Authenticity Initiative (CAI)**, an international consortium founded by **Adobe in 2019** and now including key players such as **Google, Reuters, Intel, and Adobe**, among others. The CAI is committed to fighting disinformation by promoting content authenticity and traceability through open and interoperable standards. The initiative aims to enable anyone to verify the origin, modifications, and context of digital content—photos, videos, and text—through verifiable metadata embedded directly in the files.

This move aligns with **Wiztrust's mission to enhance the reliability and transparency of corporate and media communications**. It also positions **Wiztrust Protect** in line with global technical standards, especially the **C2PA (Coalition for Content Provenance and Authenticity)** standard developed by the CAI to track the origin and edits of all types of digital content (text, images, videos, PDFs, etc.).

"Joining the CAI is both a strategic step and a strong commitment to verifiable information. We are now part of a global ecosystem working to restore trust in digital content."
 — **Raphaël Labbé, Co-founder of Wiztrust**

A first step toward C2PA integration in Wiztrust Protect

This initial (Level 1) membership in the CAI marks the beginning of a gradual integration of the **C2PA standard** into **Wiztrust Protect**. Ultimately, the goal is for content certified through Wiztrust to be recognized as trusted by platforms such as **LinkedIn** or **Google**, depending on the evolution of technical integrations and partnerships. It also lays the groundwork for increased interoperability with systems adopting this standard—whether in the media, institutional, or AI technology sectors.

Added value for clients

By joining the CAI, **Wiztrust** anticipates the expectations of platforms and regulators, while offering clients a **pioneering position in content authentication**. Real-world use cases are already being developed to provide each brand with increased visibility and enhanced traceability.

Next steps: technical integration and global collaboration

Wiztrust's technical teams are currently working on **C2PA integration**. In the medium term, Wiztrust also plans to participate in **CAI technical working groups**, actively contributing to the evolution of the standard.

Certified with **wiztrust**

www.wiztrust.com

About Wiztrust

Wiztrust (formerly known as Wiztopic) is the leading all-in-one platform for **PR management** and **blockchain-based information certification**. Rebranded in June 2023, Wiztrust builds on over a decade of experience supporting **corporate communications** across all industries — regulated or not.

With **Wiztrust**, organizations of all types — from listed companies to private firms — manage their full media lifecycle through advanced digital newsrooms, press release distribution, journalist CRM, real-time media monitoring, and analytics.

With Wiztrust Protect, launched in 2019, businesses can certify their press release and financial documents on the blockchain, protecting their brand reputation and shareholders while ensuring transparency. Wiztrust protect is sold as a stand-alone solution for all clients wanted to add a layer of protection to their communications and integrated seamlessly into Wiztrust .

Trusted by top-tier enterprises, Wiztrust is the **go-to solution for secure, high-performance, AI-ready PR** — empowering modern communication teams with both agility and trust.