

Technology & Infrastructure



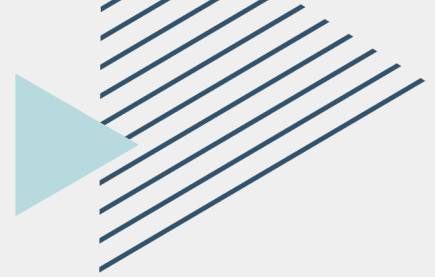
Coalition for Content Provenance and Authenticity (C2PA)

CBC/Radio-Canada | Testing with Azure

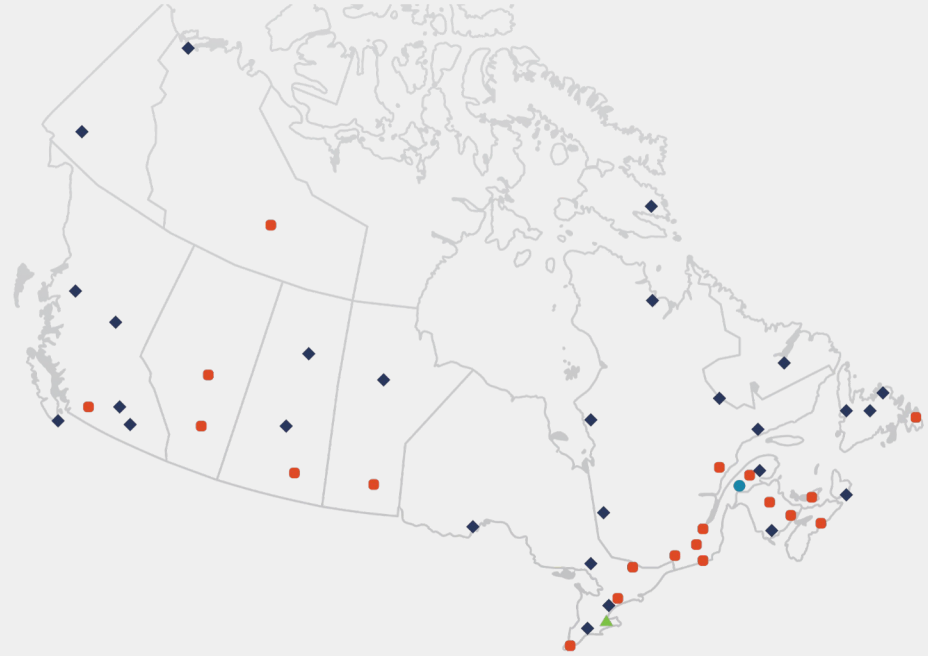
November 2022



CBC/Radio-Canada



- Two network heads in Montreal (French) and Toronto (English)
- 27 TV stations and 88 radio stations
- 5 specialty television channels and 4 national radio networks
- 2 OTT platform, 2 News website.
- Presence on social media like Twitter, Facebook and Youtube.



C2PA Impact Areas

▶ CBC/Radio-Canada focused



News Gathering

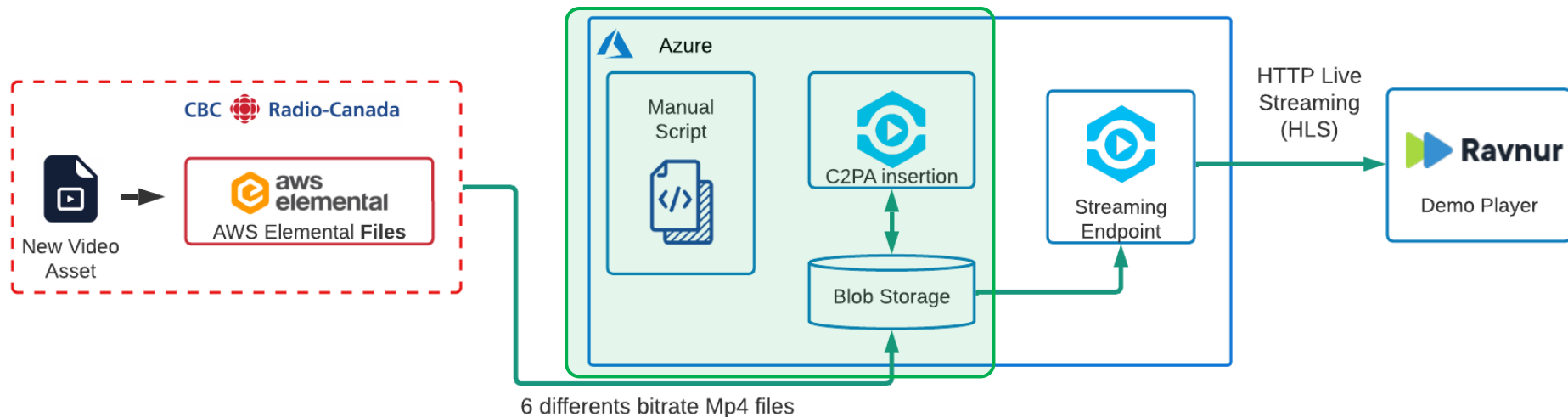


Editing

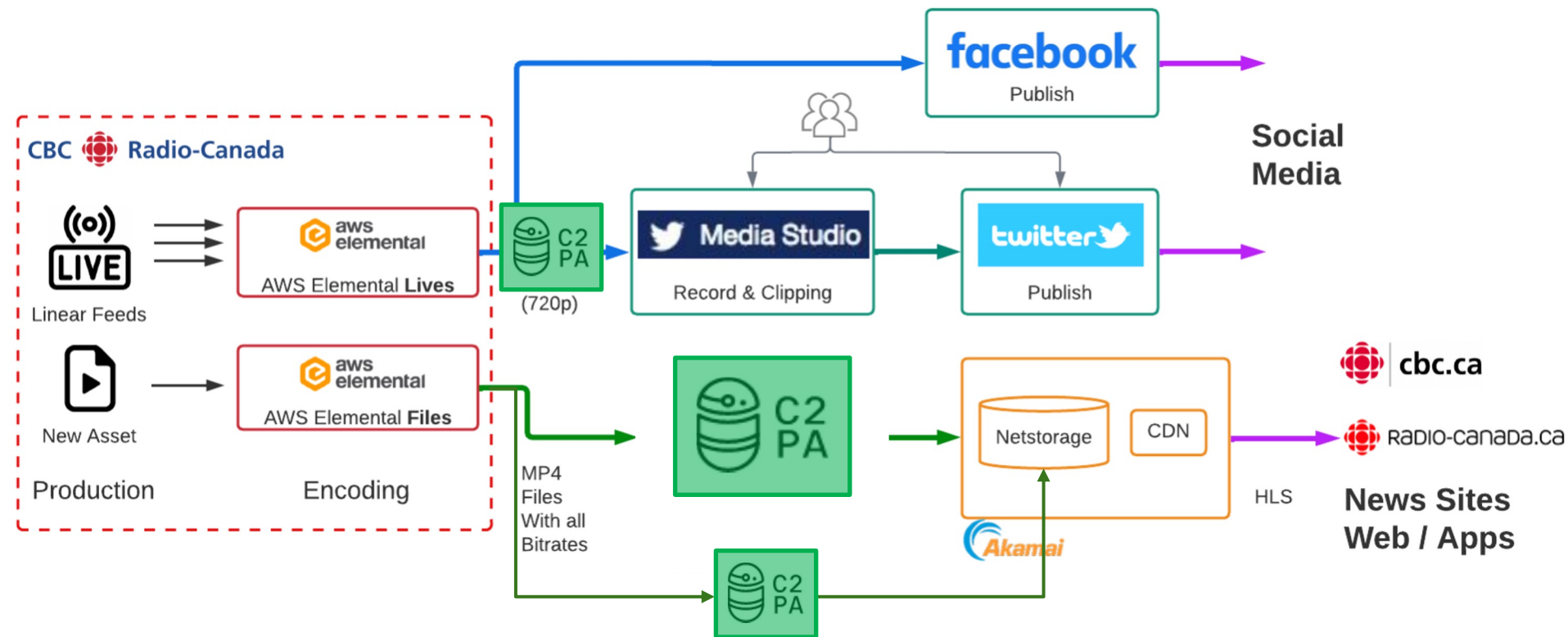


Publishing

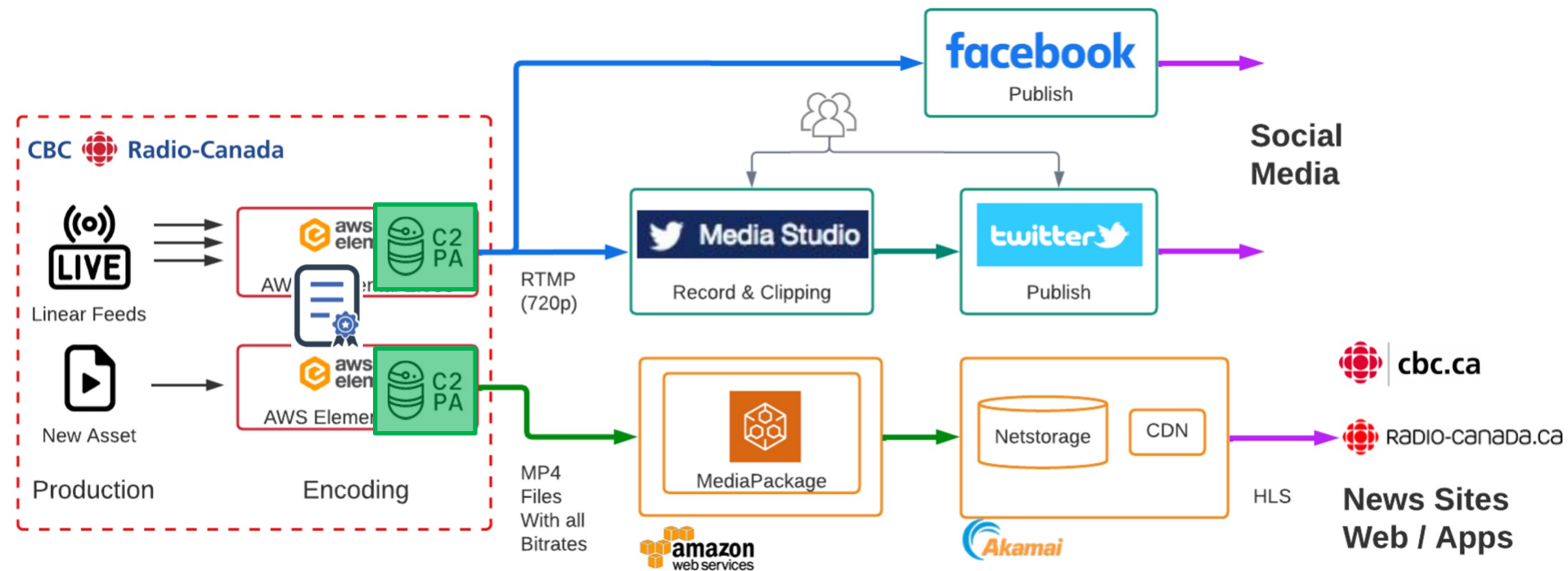
Azure media services testing



Real implementation challenge

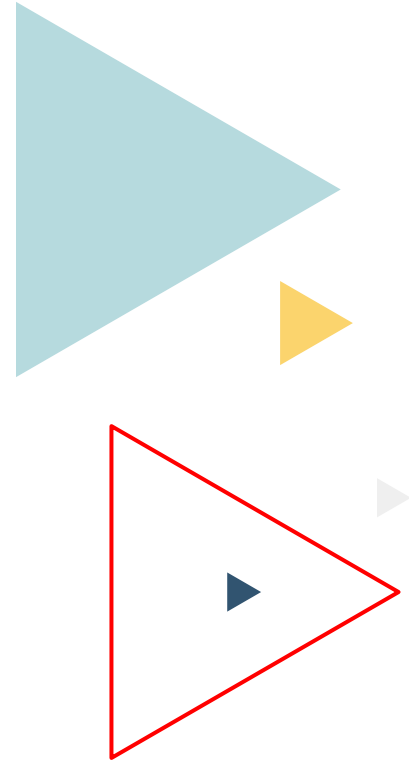


Ideal implementation



Our next steps

- Complete the first step architecture and implementation.
- Continue testing the impact on our own player and workflow.
- Automate the Azure C2PA workflow for production.
- Socialize C2PA in our teams.
- Start the wheel !!



▶ /*

Merci / Thank you
▶ Questions ?
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