

Content Credentials for Enterprise Video

Building Trust and Authenticity in the AI Era

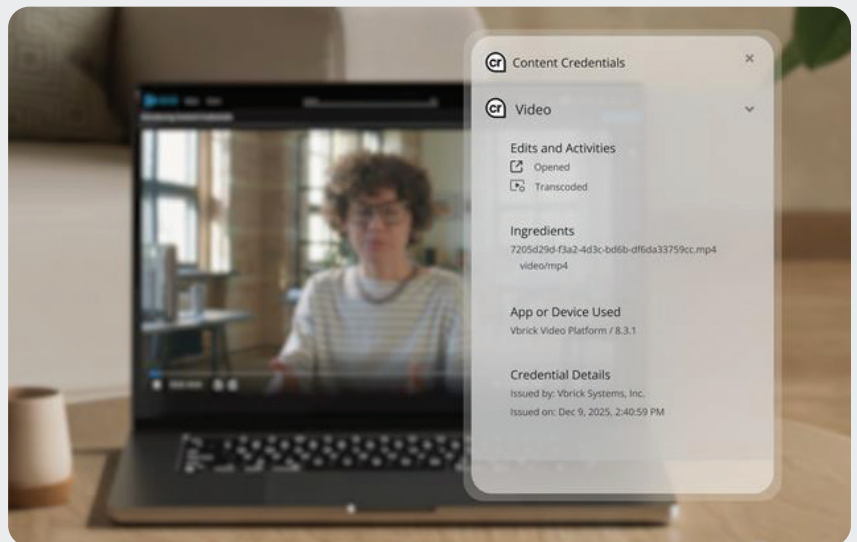


UNDERSTANDING CONTENT CREDENTIALS

As AI and synthetic media make it harder to know what's real, organizations face growing risks around content authenticity – from brand impersonation to misleading communications. Content Credentials, a technical standard developed by the Coalition for Content Provenance and Authenticity (C2PA), address this directly.

Acting like a digital “nutrition label” for video, Content Credentials embed a tamper-evident record into each video asset that travels with the content wherever it goes. This record captures when a video was created, how it was modified, and what tools were involved – giving viewers verifiable visibility into the origin and integrity of your content.

Vbrick is the first EVP to be recognized as an official Content Credentials Generator under the C2PA Conformance Program.



HOW IT WORKS

Once enabled, Content Credentials are automatically applied to any recording or edited video in Vbrick EVP. Each video is signed with a tamper-evident manifest, providing transparency about the history of the file. Viewers can inspect this record directly in the Vbrick player or any other credential-aware system at any time.

WHAT VIEWERS SEE

Videos with Content Credentials display a “CR” pin in the Vbrick player. Clicking the pin reveals provenance information including the video’s origin, authorship, and any modifications made during its lifecycle.



WHY CONTENT CREDENTIALS MATTER FOR THE ENTERPRISE

Increase transparency in the AI era.

Viewers can clearly see how a video was created, when it was updated, and whether AI was involved.

Reduce the risk of manipulation and impersonation.

Tamper-evident provenance makes it easier to identify official, unaltered content and spot misleading or synthetic media.

Strengthen brand trust and governance.

A verifiable chain of custody reinforces confidence in enterprise communications, internally and externally.

Boost viewer confidence.

Employees and stakeholders gain clarity about where content came from and how it has evolved over time.

ENABLING CONTENT CREDENTIALS

Content Credentials are available now for Vbrick EVP cloud customers. To enable it for your organization, contact your Customer Success Manager. A member of our team will work with you to get it set up.

LEARN MORE

| Visit vbrick.com/cr or contentcredentials.org.



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