

AFP AND DALET PARTNER TO STRENGTHEN THE PROVENANCE AND AUTHENTICITY OF NEWS VIDEO

Collaboration demonstrates how C2PA Content Credentials can be integrated into video encoding and distribution workflows.

Agence France-Presse (AFP), a global news agency, and [Dalet](#), a leading technology and service provider for media-rich organizations, today announced a partnership to strengthen content provenance and authenticity across the news media ecosystem. The partnership was unveiled at the Media Provenance Summit in Bergen, Norway.

The collaboration brings together AFP's early work applying C2PA to editorial content with Dalet's more than three decades of experience supporting the mission-critical workflows news organizations use to create, manage, and distribute content. During the 2024 U.S. presidential election, AFP's photo department conducted a real-world proof of concept (POC) demonstrating how provenance information could accompany editorial content.

As news workflows evolve, Dalet is championing an approach in which trust, governance, and human oversight are embedded throughout the content lifecycle. Integrating provenance information directly into operational workflows gives editorial teams the context they need to make informed decisions while preserving the speed required in modern news production.

"The agency believes content authenticity is a major issue in a world where AI-generated content may damage the public's confidence in images circulating online and in the news media," said Guillaume Meyer, AFP deputy news director in charge of video. Article 50 of the EU's AI Act provides that only generated content must be marked as such since August 2026. AFP wants to go further: "We believe that all content - both AI and non-AI - would benefit from watermarking to bolster the public's trust in the media. C2PA adds a verifiable certificate to real field journalism."

AFP news director Phil Chetwynd added: "It is urgent that the media find a way to help people navigate an increasingly complex information ecosystem. The C2PA project has the potential to raise trust levels in quality content by clearly identifying provenance. This is an encouraging step forward."

AFP and Dalet will collaborate on the implementation of the [Coalition for Content Provenance and Authenticity \(C2PA\)](#) standard within video encoding and distribution workflows. Engineers from both organizations will develop a fully functional POC, scheduled for completion in the first quarter of 2027. The POC will demonstrate how a news agency can apply C2PA Content Credentials to video and deliver it to broadcasters with a verifiable record of its origin and history.

“Trustworthy news depends not only on the journalism itself, but also on the integrity of the workflows that carry it from the field to the audience,” said Erwan Kerfourn, Head of Product at Dalet. “Provenance cannot sit outside the production process or be treated as an afterthought. By working with AFP, we are embedding verifiable content history into the workflows news organizations use every day, giving editorial teams greater transparency while keeping people firmly in control of what is published. This is fundamental to protecting journalistic integrity and sustaining audience trust.”

The joint AFP-Dalet project will also examine the commercial and legal considerations associated with implementing C2PA at scale.

About Dalet

Dalet empowers media-rich organizations to transform their production and distribution workflows – accelerating media operations, maximizing collaboration and creating higher value from content. As a leading media technology and service provider with over three decades of innovation, our software solutions enable greater control, enhanced visibility and increased productivity for content professionals and storytellers around the globe. Leading organizations such as Fox Networks Group, Arsenal Football Club, MediaCorp, and the BBC trust Dalet to support their daily content operations. Our team is driven by a passion for media and committed to empowering a world where compelling stories are beautifully made, effortlessly told and thoughtfully delivered. Learn more at www.dalet.com

About AFP

Agence France-Presse (AFP) is a global news agency that provides reliable, comprehensive, real-time coverage of the stories that shape our daily lives. Employing more than 2,600 staff from 135 different nationalities, AFP is always on the ground where the news happens, producing multimedia content in six languages: French, English, German, Spanish, Portuguese and Arabic. Our globally recognised expertise in video, text, photo and datajournalism is rewarded every year with several international prizes.

AFP is at the cutting edge of digital investigation, with dedicated teams for fact-checking and in-depth analysis of online content.

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