

Media Provenance Summit Tokyo 2026

Shaping The Future of Trusted Content From Asia-Pacific

PROGRAM SCHEDULE

9:30	Registration & Networking / Housekeeping	
10:00	Opening Remarks	ABU
10:10	Session 1: What Must Journalism Prove: C2PA as Trust Infrastructure	Andy Persons/Adobe(CAI), Dan Dzuban/SONY(C2PA)
10:40	Session 2: Trust under pressure: Ukraine's C2PA Journey	Dmytro Khilchenko, Kyrylo Iesin / Suspilne Ukraine
11:20	Session 3: Building Trust Together -From Ukraine to Asia: Lessons for C2PA Adoption-	Panel: Dmytro Khilchenko, Kyrylo Iesin / Suspilne Ukraine Laura Ellis / Brendan Quinn / IPTC Mohamed Badr TADDIST / EBU (remote) Charlie Halford / BBC (tentative)
11:40	Coffe Break	
11:55	Session 4: Sponsor lightning talks	Adobe, AWS, cybertrust, digicert, docomo Business, JPTech, SONY, TechThanks
12:55	Lunch, Networking, Demo	
14:15	Session 5: Trust Across the Media Pipeline: A Glass-to-Glass Provenance System and Real-World Newsroom Integration (tentative)	Go Ohtake, Megumi Kawase / NHK
14:35	Session 6: Case Study: Fuji Television (tentative)	Masashi Ito / Fuji Television Network, Inc.
14:55	Session 7: Content Credentials in Practice Implementation Experience, User Insights, and Lessons for APAC Broadcasters	Willy Tan / Mediacorp, Therese Quieta / CATOS
15:15	Coffe Break	
15:30	Session 8: Making Provenance Work in the Newsroom: Standards, Practical Challenges and First Steps.	Brendan Quinn / IPTC
15:50	Session 9: How Newsrooms Decide What to Trust?	Panel: Kaori Iida / NHK, Dmytro Khilchenko, Kyrylo Iesin / Suspilne Ukraine Laura Ellis / BBC Willy Tan / Mediacorp Brendan Quinn / IPTC
16:30	Workshop Briefing & Transition	
16:45	Session 10: Moderated Roundtable / First-Steps Workshop	
18:05	Coffe Break	
18:15	Session 11: Key Takeaways and Recommendations - Insights from the Roundtables	
18:35	Closing Remarks	

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