Doc T-26/6

ABU RECOMMENDATION 1/2026

Encourage Use of Media Provenance Technology
to Sustain Trustworthiness of Content in the Generative AI Era

Considering

1. that AI-technologies are significantly transforming content production workflows for broadcasters;
2. that Generative AI is a powerful tool for enabling content production easily and effectively, and widely used by not only broadcasters but also the general public;
3. that excessive use of the content produced by Generative-AI increases the risk of misinformation, disinformation, deepfakes and so on;

Noting

4. that ABU has published "Principles on the Use of Artificial Intelligence in Broadcasting" in September 2025 as a guideline to provide a responsible and structured approach for AI adoption in broadcasting and media practices;
5. that media provenance technology which enables users to verify the origin and history of content is becoming increasingly important in the age of generative AI;
6. that ABU technical committee has organized "Media Provenance Summit" in Tokyo in October 2026 with the aim to promote dialogue and collaboration toward building a sustainable Media Provenance ecosystem across the broadcasting and media industry;
7. that EBU and IPTC (International Press Telecommunications Council) supported above Summit and jointly organized several "Media Provenance Summit" to discuss, coordinate and drive the implementation of C2PA (Coalition for Content Provenance and Authenticity)-based content provenance tracing technology from 2025;

The ABU Technical Committee Recommends

1. The ABU members should work on how to reduce the risks associated with generative AI.
2. The ABU members should pay attention to media provenance technologies which improve transparency of content due to providing provenance information in individual workflows.
3. The ABU members should work closely and collaborate with hardware and software manufacturers to incorporate media provenance technologies into own broadcast ecosystem.

References

1. EBU TC Statement – Content Provenance
2. IPTC – C2PA Implementation Guide