

C2PA Provenance for Video Powers Content Integrity Checking

Business Challenge

Revenue security now includes content authenticity. The threat now extends to stream integrity. AI-powered tools alter live content in transit, injecting disinformation or modified footage into redistributed streams. For a broadcaster carrying a global sports event to millions of viewers, this is an editorial and reputational crisis. Trust, once lost during a moment of national significance, is extraordinarily difficult to rebuild.

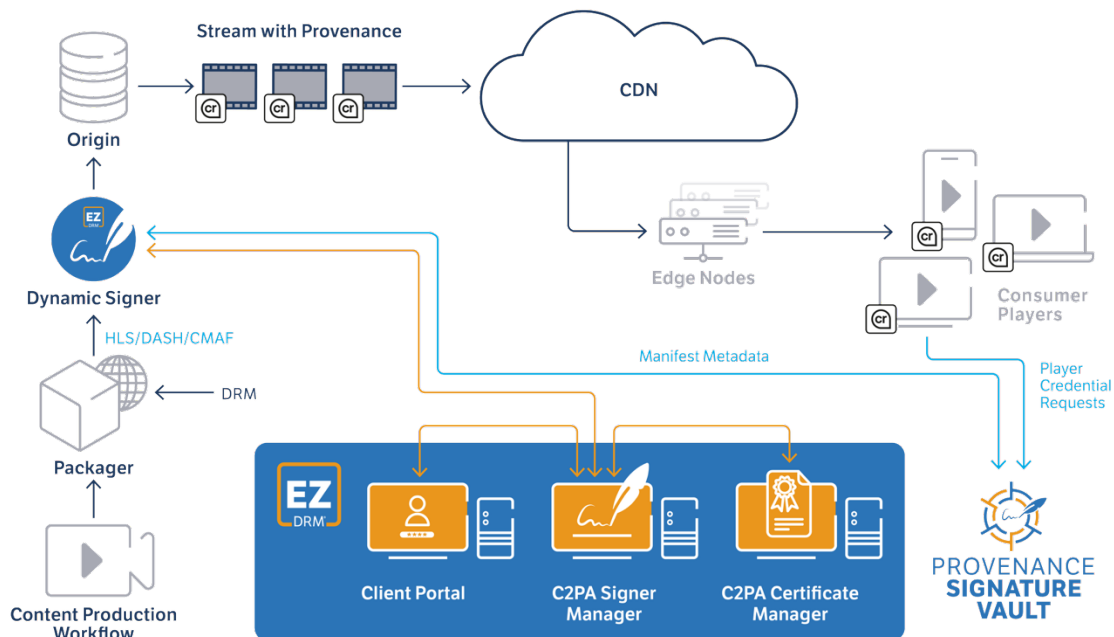
The C2PA (Coalition for Content Provenance and Authenticity) provides a standards framework for media standards that offer viewers a way to validate content sources in this context of rapidly evolving technology. For video publishers the challenge is to bind provenance assertions securely to content using their own credentials.

EZDRM Solution

EZDRM Provenance Signature Service enables publishers to add C2PA provenance to live and on-demand video streams. This gives media companies and service providers a standards-based, method to assert origin, integrity, and chain of custody—helping to differentiate their streams as high-value trusted content.

The EZDRM Dynamic Signer component is easily integrated within existing live or VoD workflows, and has a C2PA Level 2 certification.

EZDRM supports in-segment C2PA metadata, and can also work in conjunction with a cloud-hosted metadata vault. The Provenance Signature Service adds secure origin metadata in real-time within existing production workflows while preserving a seamless viewer experience. The result is stronger trust, transparency, and authenticity signals for publishers, brands, and rights-holders.



Beyond DRM - Revenue Security. Simplified

EZDRM delivers a fully integrated suite of security solutions designed to help maximize revenue for streaming services. Its core DRM-as-a-Service (DRMaaS) offering is complemented by C2PA-based tools for content provenance, plus with key rotation and geo-targeting through Precision Envelope Management. With deep industry-standard support and broad workflow integrations, EZDRM enables an enhanced viewer experience for live, on-demand, downloadable, or offline content across the widest range of consumer devices. Seamless player integration helps enable secure, low-latency playback, and new business opportunities. EZDRM offers a straightforward, cost-effective path to end-to-end video revenue security.

Features & Benefits

Multi-Vendor, Best of Breed Workflows: The integration model is based on globally trusted encryption algorithms, enabling simple extension of your existing workflow elements, including encoders, packagers, and players.

Multi-vendor workflow support: Extend your existing encoders, packagers, and players with trusted encryption and open integration.

Proxy-Based Rights Management: Rights management is completely under your control, with an entitlement proxy that connects players **directly** to your rights database, collecting valuable analytics and reducing synchronization complexity.

SDK-less Implementation: Use simple REST or web calls to obtain keys and rights without adding native player SDKs. That means faster deployment and less integration effort.

Maintenance-Free Solution: Cloud-based microservices simplify operations. EZDRM handles operations, scaling, and upgrades as standards evolve.

Try Before Committing: Start with a fully functional Proof-Of-Concept (POC) account to ensure the solution will fit your needs—before you commit.

See the Solution in Action

Launch a PoC today and see how EZDRM fits your workflow. It's a quick and easy way to evaluate our services with no obligation to purchase.

Set up a EZDRM POC Account Now