



ASIA-PACIFIC BROADCASTING UNION (ABU)
Building Trust in Media: C2PA, Identity Assertions, and the Future of Media Provenance

Date: 14 July 2026

Time: 14:00 - 15:30 (Kuala Lumpur Time)

Platform: ZOOM (Link to be distributed via email)

TIME	OPENING & VISION ON C2PA	
	SESSION	SPEAKERS
14:00 - 14:05	Moderator intro remarks (House-keeping slot)	Putera Afiq (ABU)
14:05 – 14:25 20 mins including Q&A	Presentation 1: From Toronto To Tokyo: Key Takeaways On Media Provenance	Brendan Quinn, Managing Director, IPTC
14:25 – 14:45 20 mins including Q&A	Presentation 2: Sign Your Content With C2PA Today	Mohamed Badr Taddist, Security4Media, C2PA Project Manager, EBU
14:45 – 15:15 30 mins discussion	Panel Discussion: Moderator: Brendan Quinn (IPTC) Panelist <ul style="list-style-type: none">• Mohamed Badr Taddist (EBU)• Laura (BBC)• Judy (BBC)	Brendan Quinn (IPTC) Mohamed Badr Taddist (EBU) Laura (BBC) Judy (BBC)
15:15 – 15:25	Q&A PART	All Participants
15:25 – 15:30	TAKEAWAYS & CLOSING REMARKS	