



Building a better
working world

EY OpsChain Notarization*

Helping content creators fight
against misuse of their content
and protect their brand.



Solution summary

In an era where disinformation has reached epic proportions, EY OpsChain Notarization offers a safeguard to protect the integrity of media organizations and their work. A blockchain-powered solution empowers readers to validate information at the source, through immutable and untampered media content.

Business challenges

As the proliferation of genAI and deepfakes intensifies, the ease of producing authentic-looking counterfeit content has become a significant risk. This is leading to a decline in confidence towards news outlets, jeopardizing their credibility and reputation. The EY solution establishes a verifiable and tamper-proof ledger of authenticity that media outlets can make available for their readers. It has a scalable approach that can keep pace with the changing dynamics of news distribution and the vast amounts of information they process. EY OpsChain Notarization is designed to address these challenges, providing a framework for media outlets to demonstrate the authenticity of their digital media.

Key product features

- ▶ **Blockchain-secured certification:** Uses an immutable ledger, keeping content unaltered from the original source on the blockchain.
- ▶ **Real-time Reconciliation:** Quickly confirms the authenticity of digital media upon request.
- ▶ **Scalable architecture:** Adapts to the ever-growing volume of online content, maintaining robust performance.
- ▶ **Seamless API Integration:** Easily integrates with existing systems, streamlining the notarization process for businesses.
- ▶ **Cost effective:** Utilizes Layer 2 Ethereum public blockchain networks, reducing operational costs without compromising performance.

Product description

Using blockchain technology, EY OpsChain Notarization authenticates digital media through preserving an original, immutable version of content that is accessible to readers. This verifiable record validates originality and helps identify misleading modifications. Readers can trust that written and visual content will remain as the creator published it, free from distortions, thus preserving the originality of the material, even in the face of sophisticated genAI elaborations.



Application benefits

- ▶ **Protects:** Helps news organizations to retain control of their work. For some media organizations, providing such a confirmation of authenticity can promote trust and strengthen brand reputation.
- ▶ **Provides integrity:** Preserves a verifiable source of content and helps to recognize unauthorized manipulations.
- ▶ **Enables global trust:** Creates a worldwide standard for an organization's content authenticity.
- ▶ **Informs:** Readers are empowered with access to validate the source and the authenticity of the content they consume.

Continuing the conversation

For more information and to have a demonstration of EY OpsChain Notarization, contact the team below.



Federico De Poli

EY OpsChain Global Product Manager;
EMEIA Blockchain Technical Lead
federico.de.poli@it.ey.com



Vito Domizio

EY OpsChain Token Service Product Owner
vito.domizio@it.ey.com

*EY does not provide services as a notary public

EY | Building a better working world

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