



Building a better  
working world

Can blockchain technology  
be a game-changer  
for your media outlet's  
credibility?

EY OpsChain Notarization\*

The better the question. The better the answer. The better the world works.

## Client FAQs

EY OpsChain Notarization provides immutable proofing for digital content using blockchain technology. It gives readers the ability to verify both content and source, helping to safeguard against issues of fake news and genAI alterations, thus enhancing your outlet's credibility and trust in the digital landscape.

**How does EY OpsChain Notarization help enable the verification of digital content?**

EY OpsChain Notarization uses blockchain technology to create a permanent, unalterable record of content at the time it is produced. This allows users to verify authenticity by preventing any subsequent changes.

**Can EY OpsChain Notarization differentiate between original and genAI content?**

While the service does not automatically distinguish between content types, it helps reconcile the source of all digital content. If the content is registered as authentic upon creation, any genAI alterations made later can be detected through coordinating the match of the altered content with the notarization hash.

**Is EY OpsChain Notarization user-friendly for non-technical users?**

The service is designed with a simple interface that allows clients to easily reconcile content without needing technical expertise, making blockchain's benefits accessible to all.

**How does EY OpsChain Notarization handle high volumes of content?**

The service is designed to scale and manage a high volume of content efficiently, making it suitable for large publishers and media companies that produce vast amounts of content daily.

**What makes EY OpsChain Notarization more effective than other methods?**

The integration of blockchain technology provides a level of security and immutability that traditional methods may not be able to match.

## Does EY OpsChain Notarization allow for altering the content it checks?

By using blockchain technology, the service does not allow content modification, but preserves its original form and lets users know that the content they're viewing has not been altered.

## How can EY OpsChain Notarization protect against the spread of disinformation?

This service provides a clear trail of content history, giving readers the ability to easily validate the source and identify altered or fabricated information.

## What types of content can EY OpsChain Notarization handle?

The service can handle a wide range of digital content, including text articles, images, audio files and videos, demonstrating their authenticity regardless of format.

## Is EY OpsChain Notarization suitable for small businesses or individual creators?

Yes, the service is designed to be scalable and cost-effective, making it accessible for anyone looking to check new and reposted content.

\*EY does not provide services as a notary public

## Can EY OpsChain Notarization be integrated with existing content management systems?

Yes, the service offers APIs to allow for seamless integration with current content management systems, streamlining the notarization process within existing workflows.

## What happens if a piece of content is altered after being reconciled by EY OpsChain Notarization?

Any change to content after the notarization can be identified, as the service provides a hash record that can be used to expose unsolicited changes.

### Continuing the conversation

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



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