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

EY OpsChain Notarization*

EY
Building a better working world

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

Use case

EY OpsChain Notarization stands as your protector for digital content immutability. Harnessing the power of blockchain, it verifies the authenticity of digital content.

This solution helps confirm that articles, videos and other media are preserved in their original, untampered state, free from any alterations. It emerges as a powerful defender against the tidal wave of deepfakes and genAI- generated content that threatens to negatively impact news agencies and content publishers' reputations.

With its ease of integration and operation, EY OpsChain Notarization positions itself as an essential choice for editors and content creators to protect their digital content, foster trust and enhance their reputations with their audiences.

Business benefits

EY OpsChain Notarization delivers certainty in content origination, building reliability and protecting brand reputation in this disinformation age by:

▸ Enhancing content provenance and consumer trust.

▸ Protecting against reputational damage.

▸ Reducing the risk of spreading disinformation.

Your business needs

EY OpsChain Notarization addresses the urgent need for a content authentication solution in a landscape crowded with disinformation by:

▸ Enabling content authenticity.

▸ Building and maintaining audience trust.

▸ Protecting brand reputation.

Your specific challenges

Existing methods of reconciliation fall short as they fail to employ a technology that is both unalterable and transparent, leaving enterprises exposed to the likelihood of counterfeited content. The result: a diminishing public confidence.

How the solution can help

EY OpsChain Notarization provides a secure, blockchain-based platform to reconcile the authenticity of digital content, protecting against disinformation by:

▸ Authenticating content at the point of creation.

▸ Exposing subsequent alterations.

▸ Building consumer trust in digital media.

Solution features and functionality

EY OpsChain Notarization is easy to use and allows anyone to validate and authenticate content from the original source through the immutable power of blockchain technology. This also allows for:

▸ Quick reconciliation of content.

▸ More defense against content tampering.

▸ User-friendly interface to check content.

▸ Scalability to handle large quantities of content.

▸ Smooth API integration with existing systems.

Screenshot of EY OpsChain Notarization as used by Italian media agency, ANSA.
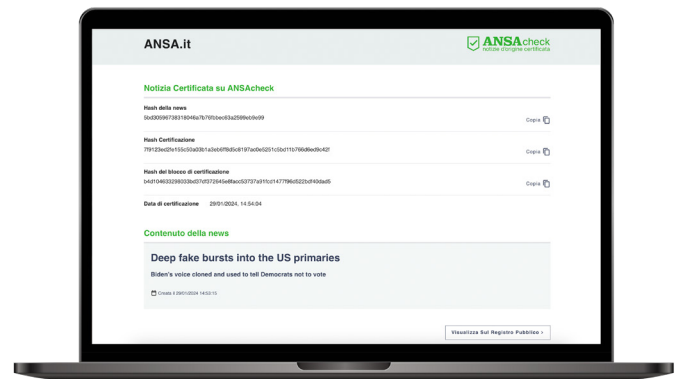
Why EY teams

Utilize EY OpsChain Notarization, distinguished by its user-friendly interface and ease of operation through the immutable power of blockchain, to improve the reliability of digital media.

Continuing the conversation

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

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*EY does not provide services as a notary public

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Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.