

Publicis Groupe Commits to Lead Responsible Use of Artificial Intelligence; First Holding Company to Join the Coalition for Content Provenance Authenticity (C2PA) as a Steering Committee Member

Paris – June 5, 2023 – Publicis Groupe (Euronext Paris FR0000130577, CAC 40), one of the world’s leading marketing organizations, today announced it will join the Coalition of Content Provenance Authenticity (C2PA) as the first advertising holding company to serve as a Steering Committee member. Launched in 2020, the Coalition strives to unite leaders in technology and media to set standards for content authentication and drive transparency in content origins.

As conversations of the capability and usability of artificial intelligence exponentially accelerate, it is critical to balance the growth potential of AI with the demand for responsible use of these technologies. Publicis Groupe takes a stance with C2PA at a critical time when – alongside Steering Committee founding members Adobe, Arm, BBC, Intel, Microsoft and Truepic – the Coalition seeks to build and standardize a future framework for content verification, but also protect the authenticity and provenance of AI assets for creators, brands, and consumers.

Since launch, the C2PA has worked with industry leaders, policymakers, academics, and partner organizations – including the Microsoft and BBC-led Project Origin Alliance and the Adobe-led Content Authenticity Initiative (CAI) – to advance the future of responsible digital media creation, publication and sharing. The organization’s outputs to date have led to the successful implementation of the C2PA Specification, which works to safeguard and verify original content across a range of formats, including Photo, Video and Audio.

“In an industry where bold, thought-provoking content has the power to move people, tell stories and demand action, we cannot afford the risk of bad actors compromising a creator’s authentic vision and creation,” said Carla Serrano, Chief Strategy Officer, Publicis Groupe. “The C2PA’s efforts help protect that invaluable IP and ensure authentic creative visions are brought to completion – and verified along the way. And people can feel confident knowing that the content they’re viewing is unique, original, and straight from the source.”

“Unquestionably, the capabilities of generative AI are evolving quickly, and the need for leadership is critical,” added Jem Ripley, CEO of Publicis Digital Experience. “We are committed to bringing our expertise across digital content, media, production, data and technology to the forefront for C2PA, driving innovation and protections for our clients’ businesses, while ensuring the authenticity and regulation of all AI content experiences in the future.”

“We are pleased to welcome Publicis Groupe to the C2PA. The company brings deep experience in branding and marketing that will support and contribute to our core mission of establishing trust across all online media,” said Andrew Jenks, Chair of the C2PA. “Publicis Groupe joins a growing standards body dedicated to scaling the open specification across the digital media ecosystem.”

Prior to serving on the C2PA Steering Committee, Publicis Groupe has long been actively leveraging responsible AI across its portfolio of tools and offerings, including Marcel – its internal, custom-made AI platform designed to connect the 98,000 employees at Publicis Groupe to opportunities, knowledge, and connection with their global colleagues.



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About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 98,000 professionals.

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About C2PA

The Coalition for Content Provenance and Authenticity (C2PA) is an open, technical standards body addressing the prevalence of misleading information online through the development of technical standards for certifying the source and history (or provenance) of digital content. C2PA is a Joint Development Foundation project. For more information, visit www.c2pa.org.

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