

Over the last three months there has been significant progress with large-scale C2PA adoption. Both the California AI Transparency Act and the EU AI Act's transparency rules took effect on August 2, 2026 and have proved to be significant drivers of implementation. This was the focus of a September breakfast roundtable organized by Tauth Labs and law firm Davis+Gilbert. Google and Meta joined the significant number of organizations that have signed the EU's transparency Code of Practice. In other news, Suspline Ukraine became the first broadcaster to achieve C2PA conformance status, and Austria adopted C2PA for government video communications.

Policy and standards

Google and Meta signed the EU transparency Code of Practice (July 24 and 28). [Google announcement](#), [Meta](#), [Signatories](#)

TikTok joined the C2PA steering committee (July 27). TikTok upgraded from general member to steering committee member. It reports labeling more than 3 billion pieces of content as AI-generated using Content Credentials, invisible watermarking and creator labeling tools. [C2PA announcement](#)

California and EU AI transparency obligations took effect (August 2). Article 50 of the EU AI Act now requires providers of generative AI to mark output in a machine-readable, detectable format. The rules are technology-neutral, but C2PA is widely cited as the leading way to comply. In California, the AI Transparency Act requires covered generative AI providers to embed disclosures in AI-generated images, video and audio. [European Commission](#), [IPTC analysis](#)

Industry adoption

United Kingdom is trialing C2PA to help users identify trusted government digital content. [UK Government Announcement](#)

Austrian Parliament adopts C2PA (Coalition for Content Provenance and Authenticity) credentials for its online video streams. [Broadband TV News](#)

Suspline Ukraine became the first broadcaster to achieve C2PA conformance status with the integration of content credentials into its images. [Suspiline Ukraine announcement](#)

OpenAI extends provenance to audio (July 31). Audio generated through ChatGPT and the OpenAI API now carries SynthID watermarking, and OpenAI's public verification tool now checks audio as well as images. OpenAI already pairs C2PA metadata with SynthID on generated images. [OpenAI announcement](#)

Anthropic adds C2PA metadata and text watermarking (August). Anthropic attaches signed C2PA metadata to .svg, .png and .jpg files. On August 14 it announced that future Claude models will watermark generated text, citing EU AI Act compliance. [Anthropic announcement](#)

Google now embeds SynthID and C2PA metadata in every image and video generated inside its advertising tools, and YouTube uses the metadata to apply AI labels. [Google Blog](#)

Tauth Labs

As a Certification Authority, Tauth Labs has continued to play a leading role in the industry with events, white papers and articles. In September, at our breakfast roundtable, we shared key takeaways for brands on the AI disclosure requirements under the new legislation. Andy Parsons, Global Head of Content Authenticity at Adobe, highlighted the role of C2PA in meeting human-readable and machine-readable labeling requirements, while Davis+Gilbert partners Richard Eisert and Samantha Rothaus discussed and [shared this presentation](#). H/Advisors U.S. CEO Carina Davidson provided introductory comments. Tauth Labs' CEO Simon Erskine Locke moderated the discussion. [Read the LinkedIn post](#).

White papers from Tauth Labs included: [EU AI Act and Content Authentication](#) and [Content Authentication: 10 Use Cases](#).

Takeaways

The adoption of C2PA-based content authentication is accelerating rapidly, with new regulations providing fresh impetus for implementation. Companies should review their disclosure and signing obligations under the new laws. They also need to anticipate where the “puck is going” with an expectation that the use of AI-generated content will require disclosure.

Amid the legislative push to adopt C2PA to meet transparency requirements, it is important not to lose sight of two core benefits of implementing C2PA: building trust and discoverability into content.

Embedding provenance in content to provide cryptographic proof of its origin is key to building trust and protecting companies and audiences from the reputational and financial risks of deepfakes and, specifically, what we term [shadow content](#). The trust signal built in through authentication also has a significant role to play in discoverability. As we have highlighted over the last year, the best analogy for the impact of integrating content credentials is the shift from http to https. Over time, we expect authenticated content to be trusted more in the digital landscape, and content that lacks the trust signal or is not verifiably authentic by other measures, to be less visible.

For more information or to set up a call to discuss these trends contact: slocke@tauth.io or tcheevers@tauth.io

Disclosure: This newsletter was written and edited by the Tauth Labs editorial team with the assistance of Claude. Each of the references was verified. We welcome comments and feedback for industry updates.