

- ★ Is the news page she's watching real?
- ★ Is a video that somebody says he saw of someone saying people were eating pets originally produced by an existing TV station?
- ★ How can we tell which are the correct information sent out by the local government that are the most essential for ordinary people especially during a devastating disaster?
- ★ How can we distinguish between tampered pages, fake, or real?





ORIGINATOR PROFILE

Originator Profile Technology and the demonstration experiment

Originator Profile Collaborative Innovation Partnership (OP CIP)

<https://originator-profile.org/en-US/>



About Originator Profile Collaborative Innovation Partnership (OP CIP)

- Regarding the 2024 Noto Peninsula Earthquake, issues have been pointed out concerning the presence of **uncertain information not based on facts**, **information that is clearly false**, and **information whose authenticity is difficult to immediately determine** on social media and other platforms.
- In response to this situation, the Cabinet Office's Major Disaster Management Headquarters for the 2024 Noto Peninsula Earthquake announced a package in January 2024 to support the lives and livelihoods of the affected people. As part of the 'continuous support for disaster victims,' they indicated a policy to **address false and misleading information on the internet in the affected areas**.
- OPCIP conducts the development and demonstration experiments of OP technology with the participation of major Japanese media including NHK, IT companies, platforms, advertising companies as part of this project.

Participating Companies



Cyber Civilization Research Center, Keio University and OP CIP



Dr. Jun Murai

Distinguished Professor, Keio University
Chairs, OP CIP

Co-Chairs, Cyber Civilization Research Center

Expertise : Computer communications, Operating system

About CCRC

Cyber Civilization Research Center, CCRC, was established by Keio University within its Global Research Institute, KGRI, an official institute established by the university, in 2018.

Our Purpose

Under the supervision of CCRC, OP CIP is working with stakeholders to develop and implement specifications for OP in Japan, aiming for **web standardization** and **social implementation**.

The Chairman of OP CIP, as well as co-chairman of CCRC, is Professor Jun Murai of Keio University, a leader in proposing OP technology implementation in society. He is internationally recognized as the 'father of the Internet of Japan' and also serves as a Special Advisor to the Cabinet.

OP CIP conducts research and development of OP technology to attach the originator's profile to information such as notices by local governments, news articles and advertisements on the Internet. We aim to **improve the reliability of cyberspace** by indicating to Internet users that the information is from **a trusted source**.



CYBER CIVILIZATION RESEARCH CENTER
Established on April 1, 2018.

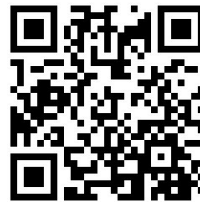
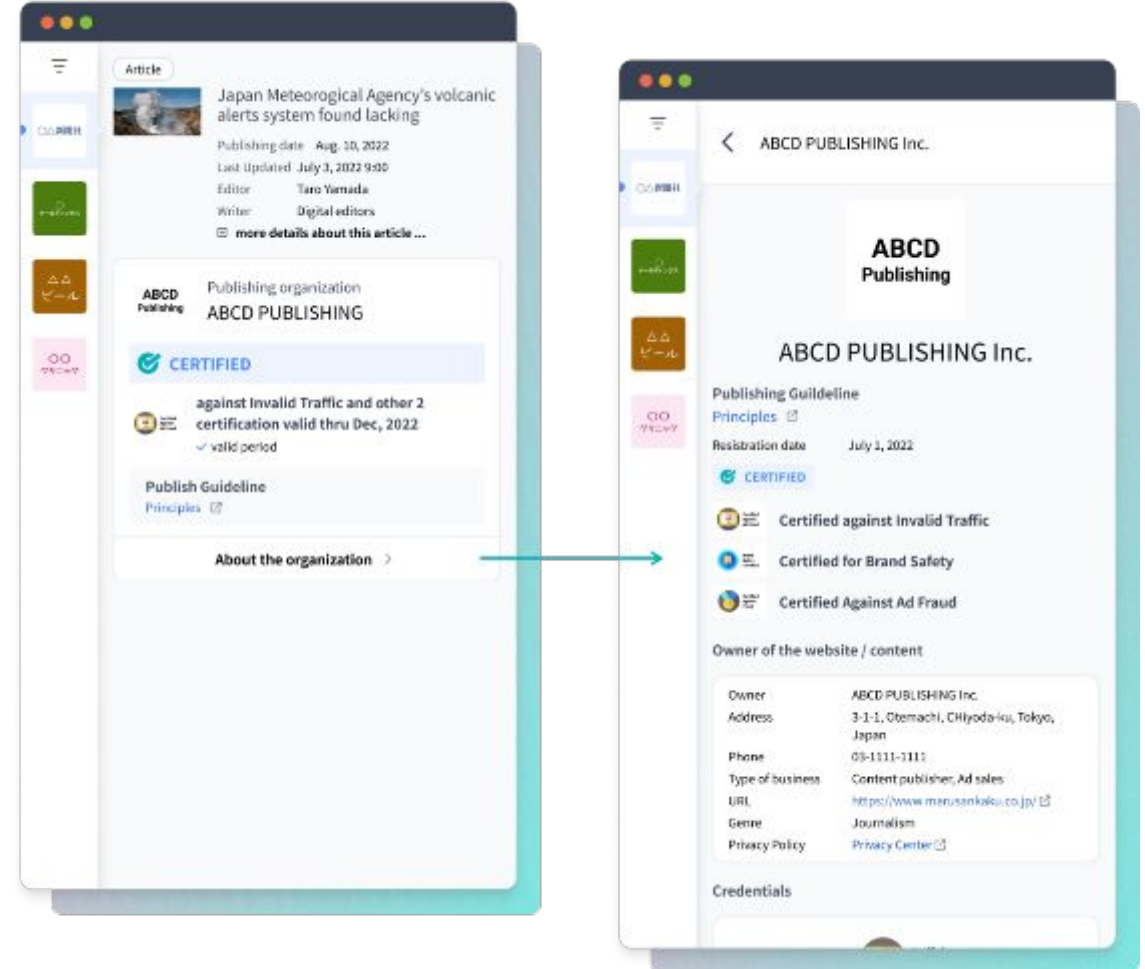


ORIGINATOR PROFILE

Collaborative Innovation Partnership (CIP) is a legal entity established with the approval of the Minister in charge to overcome issues that require collaboration among multiple companies, universities, independent legal entity.

Originator Profile Technology

- Originator Profile (OP) Technology is a system to provide safer cyberspace. By increasing the transparency of content creators and distribution channels and enabling the identification of trusted sources, it helps increase the value of responsible, quality articles and media.
- We provide information that confirms the existence and authenticity of the originator, such as the content creator, the content aggregator, and the advertiser.
- The information is verified by third-parties and then signed and is displayed in the browser with automatic verification and an authentication icon.



Introduction video → <https://www.youtube.com/watch?v=Fy5zO4p3kKg>

Utilization of OP Technology as a Countermeasure Technologies for Disinformation and Misinformation by the Ministry of Internal Affairs and Communications in FY 2024

OPCIP conducts the following three demonstration experiments to assign OP and DP to essential information in the disaster-affected areas of the Noto Peninsula earthquake.

Purpose: To demonstrate technology that **ensures the reliability and authenticity of the information** by adding **the information of the article's author** to disaster and damage information.

Local governments and infrastructure service providers

- Demonstrate a technology that applies OP Technology to disaster information published by local governments, indicating that the information is from the originator, with participation of the Ishikawa Prefecture and Kanazawa City.
- Demonstrate a technology that applies OP Technology to information about infrastructure damage and recovery status on the website of NTT, as an infrastructure service provider.
- Demonstrate that residents can verify the information provider by checking if whether OP and DPs are correctly bound to disaster-related information with their browsers.

News Media

- Apply OP Technology to disaster-related information delivered by news media on their websites. This includes news published by Hokkoku and Chunichi Shimbun which publish newspapers in Ishikawa Prefecture which suffered significant damage from the earthquake, as well as Asahi Shimbun, Yomiuri Shimbun, NHK, NTV and TBS.
- Demonstrate that residents can verify the information provider by checking if whether OP and DPs are correctly bound to the disaster-related information with their browsers.

News Aggregators and platformers

- Demonstrate that the information delivered by the originator (A or B) will be verified for reliability and the authenticity of the original publisher, even when the same article is distributed to news aggregators and platformers, under a legitimate contract.
- This experiment involves newspapers and other media as the originators, with NTT and SmartNews participating as the recipients of the articles.

OP implementation example 1 (Chugoku Shimbun Newspaper)

The image shows a screenshot of the Chugoku Shimbun Digital website. The browser's address bar shows the URL `中国新聞デジタル`. The website's navigation bar includes links for `トップ`, `新着`, `地域`, `スポーツ`, `地方経済`, `特集・オピニオン`, `教育・子ども`, `ライフ・文化`, and `ちゅーピー`. A search bar is located on the right side of the navigation bar.

The main content area features a large blue banner with the text `スマホでみる、もう一つの中国新聞です。` and `さぁはじめよう!`. Below the banner, there are several sections of text, each preceded by a blue sun icon. The text includes:

- `みみでできること`
- `地方のニュースを1分でこれだけ見とけば大丈夫!`
- `押さえておきたいニュースを手短に。地元記者だから書ける地域情報を手早く見られます。仕事や子育てに役立つ!`
- `あなたの「知りたい」に合わせてニュースが届く!`
- `好きなジャンルを選べば、あなた専用でニュースの表示をカスタマイズ。関心のあるニュースを確実にキ`
- `まに暮らす記者が「？」にこたえる!`
- `「このニュース、私に関係ある?」その疑問、みんなも同じかも。みみに投稿してみませんか。記者も一`

A red arrow points from the browser's address bar to a popup window titled `Content Information — https://www.chugoku-np.co.jp`. The popup displays the website's logo and the text `中国新聞 デジタル` and `中国新聞デジタル`. It also features the text `The operator of this site has reliability information` and `About reliability information`. Below this, there is a section for `株式会社 中国新聞社` with links for `Editorial Guidelines` and `Privacy Policy`.

At the bottom of the popup, there is a section for `The publisher of this Article has reliability information` and `About reliability information`. Below this, there is another section for `株式会社 中国新聞社` with links for `Editorial Guidelines` and `Privacy Policy`.

A blue box at the bottom of the main content area contains the text `アプリ無料ダウンロードはこちらから`.

OP implementation example 2 (Yomiuri Shimbun (newspaper) Online)

Yomiuri Online (News Media)

大谷翔平、2打席連続で適時二塁打...「50-50」まであと3本塁打・2盗塁のまま

09/16 11:04 大谷翔平

この記事をスクラップする

【アトランタ（米ジョージア州）＝帯津智 昭】米大リーグ・ドジャースの大谷翔平は15日（日本時間16日）、敵地アトランタでのプレーブス戦に1番指名打者で出場し、五、七回は2打席連続で右翼線への適時二塁打を放った。4打数2安打2打点で、今季106打点とし、右翼線適時二塁打、右翼線適時二塁打、故意四球だった。

公開日 2024/9/16 11:04:00
最終更新日 2024/9/16 11:38:53
記事執筆者 読売新聞

説明
【アトランタ（米ジョージア州）＝帯津智 昭】米大リーグ・ドジャースの大谷翔平は15日（日本時間16日）、敵地アトランタでのプレーブス戦に1番指名打者で出場し、五、七回は2打席連続で右翼線への適時二塁打を放った。4打数2安...

お申し込み

コンテンツ情報

このメインコンテンツの発行者には信頼性情報があります

信頼性情報について

読売新聞東京本社

編集ガイドライン プライバシーポリシー

技術情報

OP		Verification Results
検証結果	成功	Identifier
識別子	www.yomiuri.co.jp	Issuer
発行者	Originator Profile 技術研究組合	OP Registry
OP レジストリ	oprexp.originator-profile.org	Issue Date
発行日	2024/3/21 17:47:54	Expiration Date
有効期限	2025/3/21 17:47:53	
DP		Verification Results
検証結果	成功	Identifier
識別子	09f83f42-e13c-5fcf-af1c-7d52dbc41347	Issuer
発行者	読売新聞東京本社	OP Identifier
OP 識別子	www.yomiuri.co.jp	Issue Date
発行日	2024/9/16 11:38:53	Expiration Date
有効期限	2025/9/16 11:38:52	

OP implementation example (Asahi Newspaper's "Potaufeu")

The image shows a browser window displaying the 'Potaufeu' website. The main page features a navigation menu with links for 'メディア紹介', 'AIの取り組み', and '運営会社', along with a contact button 'お問い合わせ'. A red arrow points from this button to a 'コンテンツ情報' (Content Information) popup window. This popup window shows the site's name '株式会社朝日新聞社' and links to '編集ガイドライン' and 'プライバシーポリシー'. A second red arrow points from the '編集ガイドライン' link to a detailed '信頼性情報' (Trust Information) page. This page lists various certifications and affiliations, including JICDAQ certifications and membership in the Japan Newspaper Association.

信頼性情報

組織情報

編集ガイドライン

ガバナンス

プライバシーポリシー

個人情報保護方針

証明書

JICDAQ ブランドセーフティ認証
一般社団法人 デジタル広告品質認証機構 発行

JICDAQ 無効トラフィック対策認証
一般社団法人 デジタル広告品質認証機構 発行

日本新聞協会 加盟社
日本新聞協会
一般社団法人日本新聞協会 発行

Organizational Structure Overview

