★ 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

2024年6月時点

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**.

KGRI
Keio University Global Research Institute

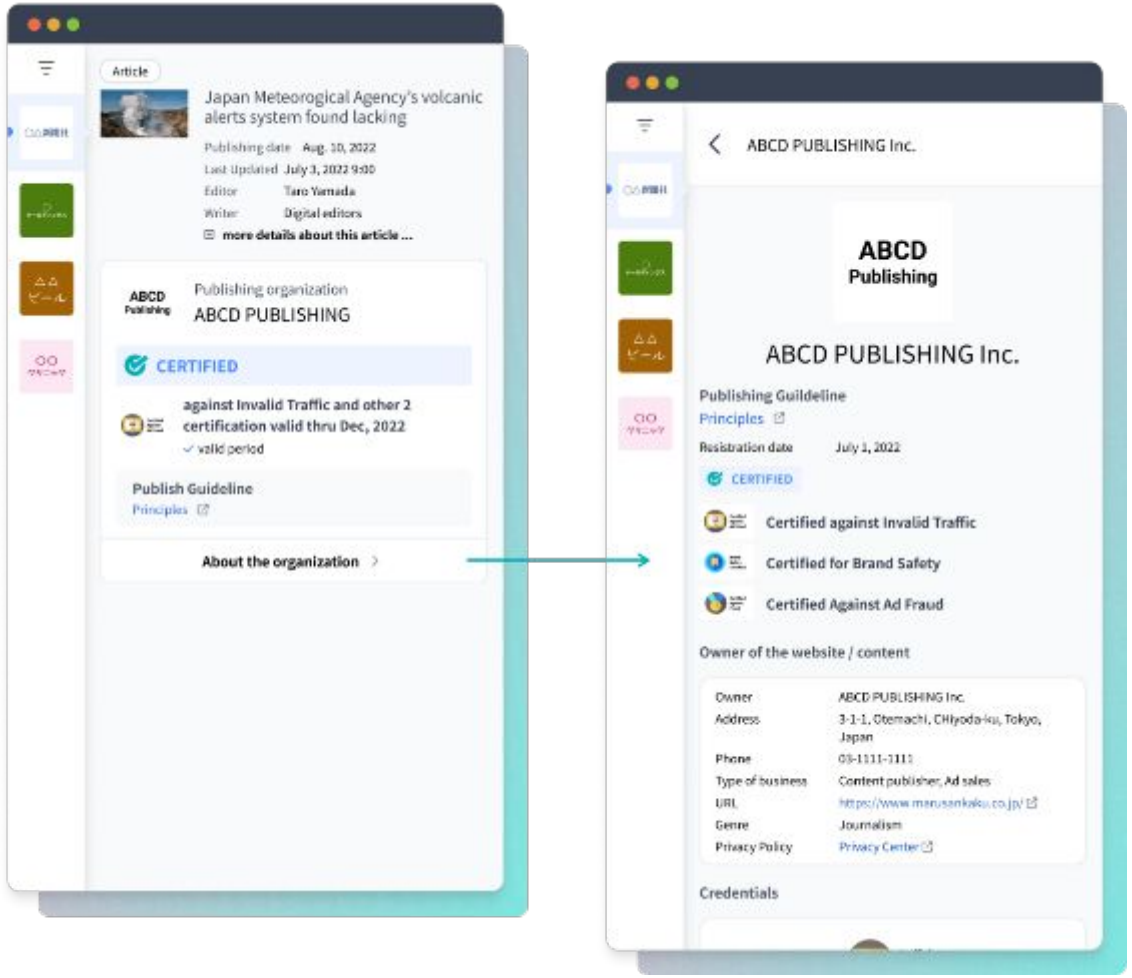
CYBER CIVILIZATION RESEARCH CENTER
Established on April 1, 2018.

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

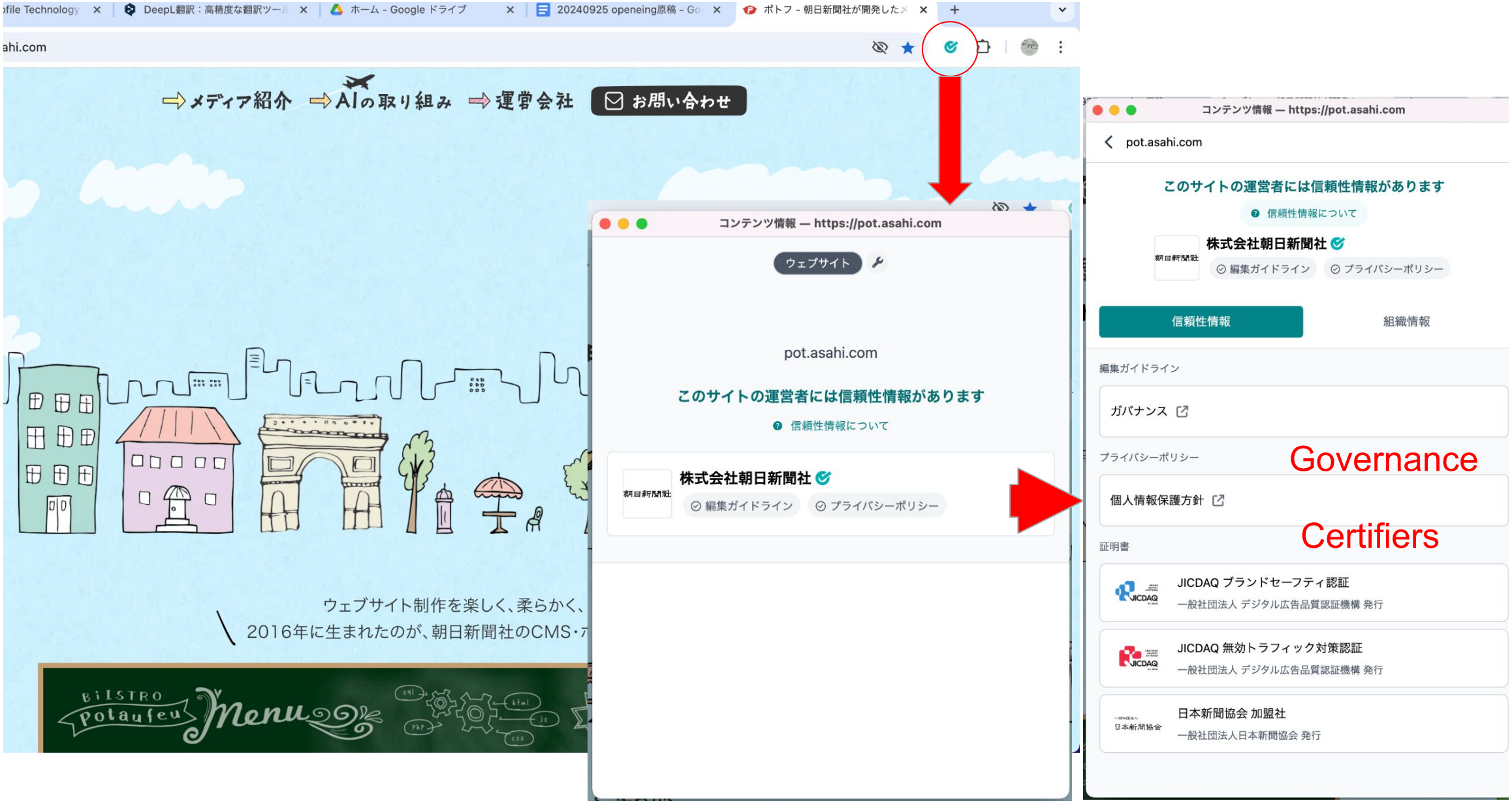
- Apply OP Technology to disaster-related information delivered by news media on their websites. This includes news published by Hokkoku and Chunichi Shimbun which publish newspapers in Ishikawa Prefecture which suffered significant damage from the earthquake, as well as Asahi Shimbun, Yomiuri Shimbun, 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 (Yomiuri Shimbun Online)

OP implementation example (Asahi Newspaper's “Potaufeu)



Organizational Structure Overview

Management and Secretariat

- Overall management and supervision
- Handling of participants in the demonstration ex

Project Manager

Board chairman
Jun MURAI, Ph.D.

Project Team
PL Junichi ABE

OP CIP Secretariat

Technical Development and Demonstration

- Improvement and enhancement of the developed OP data model, OP registry, and DP registry
- Design of OP data models and systems to support article redistribution
- Support for organizations participating in demonstration experiments, including the creation of implementation manuals

Technical Development Group

GL Shigeya SUZUKI, Ph.D.

WebDINO JAPAN

#Development Partner

Governance

Management of OP Identifiers Used in the Demonstration

Governance Group

Participants in Demonstration Experiments

Local governments and Infrastructure service providers

Demonstration for Information delivery with OP implementation

◆NTT◆Ishikawa prefectural government◆Kanazawa City Office

News Media in Ishikawa Prefecture

Demonstration for news delivery about disaster affected area and recovery statement with OP implementation

◆Hokkoku Shimbun◆Chunichi Shimbun (Hokuriku Chunichi Shimbun)

Disaster Information Delivery Media

Demonstration for disaster-related news delivery with OP implementation

◆Asahi Shimbun◆Yomiuri Shimbun◆NHK◆NTV◆TBS

News Aggregators and Platformers

Demonstration of distributed disaster-related news with OP implementation

◆SmartNews◆NTT