



JPEG Trust Summit 2026

Preliminary Programme



12-13 November 2026

Alan Turing Institute, 96 Euston Road, London NW1 2DB, United Kingdom

The JPEG Trust Summit will contribute to advancing trustworthy and interoperable solutions for media provenance and authenticity.

[JPEG Trust](#) is a series of international standards by the JPEG standardisation committee (ISO/IEC JTC 1/SC 29/WG 1) that provides a framework for establishing trust in media. This framework includes aspects of authenticity, provenance, attribution, intellectual property rights, and integrity through secure and reliable annotation of media assets throughout their life cycle.

The Summit is expected to gather 50 to 60 personally invited international experts, representing academia, industry, government, cultural heritage institutions, and standardisation bodies, fostering a focused and high-level exchange. Focused on the JPEG Trust series of standards (ISO/IEC 21617), the summit will provide a platform to explore legal frameworks, real-world implementation, cross-sector collaboration, and pathways toward adoption.

Thursday 12 November 2026 – Legal frameworks and policy making

10:30-11:00: Registration and networking

11:00-12:45: **Trust in media**

- Welcome address by JPEG and the Alan Turing Institute – *Professor Touradj Ebrahimi, JPEG Convenor, Ecole Polytechnique Fédérale de Lausanne (EPFL), and tbc, Alan Turing Institute, 10'*
- Opening address – *Baroness Beeban Kidron, House of Lords, United Kingdom, 20'*
- Impact of false information, a keynote address – *Inès Gentil, EU DisinfoLab, 20'*
- Introduction to JPEG Trust – *Professor Frederik Temmermans, Chair of the JPEG Trust AhG, Vrije Universiteit Brussel and imec, 20'*

This preliminary programme is subject to change at short notice.

- Trust in media, a panel of experts in dialogue with the participants – *Professor Frederik Temmermans and the speakers of this session, 35'*

12:45-14:00: Lunch break

14:00-16:00: Legal frameworks and policy making

- Policies and priorities of the European Union, a keynote address – *Giuseppe Abbamonte, Director for Media Policy, European Commission, 20'*
- Policies and priorities of the People's Republic of China, a keynote address – *Juyuan Tang, China Academy of Information and Communications Technology, 20'*
- Policies and priorities in the United States of America, a keynote address – *Kate Murray, US Library of Congress, 20'*
- Trust in search, aggregation, generation, and streaming, a keynote address – *A product manager, major tech company, tbc, 20'*
- Legal frameworks and policy making, a panel of experts in dialogue with the participants – *Philippe Rixhon, Co-Chair of the JPEG Trust AhG, Chair of Valunode Management Board, Baroness Kidron, and the speakers of this session, 40'*

16:00-16:30: Break

Opportunity for demonstrations and exchanges

16:30-18:00: The role of standards

- How a global standards body of the news media provides the technical foundation for that ecosystem, a keynote address – *Brendan Quinn, Managing Director at International Press Telecommunications Council (IPTC) – 20'*
- Content provenance and authenticity and the JPEG Trust Framework, a keynote address – *Leonard Rosenthol, Chair, C2PA Technical Working Group, Senior Principal Scientist, Adobe – 20'*
- JPEG Trust in action, walking through a first deployment – *Deepayan Bhowmik, Co-Director, Newcastle University Centre of Research Excellence in Data Science and AI, and Philippe Rixhon – 20'*
- Wrap-up of the day in dialogue with the participants– *Sabrina Caldwell, Co-Chair of the JPEG Trust AhG, Senior Lecturer, Ethics in Technology, University of New South Wales – 30'*

19:30-21:30: Dinner

Friday 13 November 2026 – Use cases and user adoption

09:00-09:45: Registration and networking

09:45-10:10: Welcome address

10:10-12:30: **Use cases**

- IP and frontier technologies, a keynote address – *Ulrike Till, Director IP and Frontier Technologies Division, World Intellectual Property Organization (WIPO), 20'*
- Trust in visual content matters, a keynote address – *Gilles Devicq, President, CEPIC and Philippe François, Chief Imagery, Belga News Agency, 20'*
- Trust in satellite imagery matters, a keynote address – *Andrew Tewkesbury, Solutions Consultant at Airbus Defence and Space, 20'*
- Trust in cultural heritage matters, a keynote address – *Antonella Fresca, Photoconsortium, International Consortium for Photographic Heritage, 20'*
- Trust in editorial content matters – *Lina Ghazal, Director of Public Affairs, PA Media, 20'*
- Trust and evidence – *A digital evidence manager, police agency, tbc, 20'*
- Use cases, a panel of experts in dialogue with the participants, *A facilitator and the speakers of this session, 20'*

12:30-13:45: Lunch break

Opportunity for demonstrations and exchanges

13:45-15:45: **User adoption**

- An Open Rights Data Framework to declare and exchange interoperable and trustworthy rights information, a keynote address, *Anna Vuopala, Finnish Ministry of Culture and Education, Copyright Infrastructure Task Force, 20'*
- The EUIPO Copyright Knowledge Centre and the CopyrightView initiative, a keynote address – *René Havermans, European Union Intellectual Property Office (EUIPO), 20'*
- Stop&Scan, the role of agentic AI and gamification to pause, verify, analyse, align, and reflect – *Dr Alessandra Sala, AI and Multimedia Authenticity Standards collaboration (AMAS), 20'*
- User interface and trust pipelines, keys for standards adoption, a keynote address illustrated by a second deployment – *Professor Frederik Temmermans, 20'*
- Trust in education, a keynote address – *Matthew Forshaw, Head of Skills for AI Assurance, UK Department for Science, Innovation and Technology, 20'*

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- A strategy for user adoption, a panel of experts in dialogue with the participants – *Matthew Forshaw and the speakers of this session, 20'*

15:45-16:00: Closing

- Wrap-up of the summit and perspectives – *Frederik Temmermans, Sabrina Caldwell, and Philippe Rixhon, Co-Chairs of the JPEG Trust AhG*