

## Announcement: “Originator Profile Collaborative Innovation Partnership” established

The Japan Times, Ltd. (President and CEO: Minako Suematsu) today announced its participation in a nonprofit initiative “Originator Profile (technology) Collaborative Innovation Partnership (OPCIP)”, alongside firms in the media and advertising industries from Japan and abroad.

Originator Profile (OP) technology is a mechanism for providing a secure Internet environment. It is envisaged that the technology will become a Web standard to be adopted by browsers and other applications. Using third-party authentication methods, OP technology will help confirm the identities of internet advertisers and content providers, and website operators where such content is placed, thereby reducing the risk of fake news and ad fraud.

Under the supervision of Keio University's “Cyber Civilization Research Center (CCRC)” and in collaboration with major Japanese advertising companies, OPCIP will conduct experiments for the practical application and social implementation of OP technology.

Based on feedback received, OPCIP will propose open-source implementation and specifications to the World Wide Web Consortium (W3C), the standardization body for web technologies.

In parallel with global standardization activities at W3C, OPCIP will, with browser vendors and the Web content and online advertising industries, among others, contribute to the ongoing development and implementation of a secure Internet that people can use with peace of mind.

### ■ OPCIP Overview

- Founded: December 15, 2022
- Chairman: Jun Murai (Professor at Keio University)
- Members (in alphabetical order): Asahi Shimbun, Chunichi Shimbun, fluct, Mainichi Shimbun, Momentum, The Japan Times, Nippon TV holdings, News Corp., Sankei Shimbun, WebDINO Japan, Yomiuri Shimbun
- Head Office: 1-7-1 Otemachi, Chiyoda-ku Tokyo
- Website: <https://originator-profile.pages.dev/en-US/>

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## ■ The Japan Times

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