IP Verification to Protecting the content in Digital Era

Organization: Civil Society
Data Type: Strengthening trust, transparency, and accountability in the digital ecosystem through reliable electronic content verification.
Region: Global
Timeline: The implementation of this commitment has already reached its completion phase, as the IPV – Intellectual Property Verification platform has been fully developed and technically finalized. The timeline focuses on the operational rollout and adoption stage, with the platform scheduled to be officially launched and made available for public and institutional use in early March 2026. Following the launch, the timeline includes phased onboarding of creators and institutions, awareness and capacity-building activities, and the establishment of partnerships with relevant stakeholders to support sustainable implementation and long-term impact in the digital ecosystem.
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Sponsoring Organization:

Creators Union Of Arab ECOSOC Consultative Status

Supporting Organization(s):

Arab Media Union, ECOSOC Consultative Status, and Creative NextGen Solutions

Objective:

The objective of this commitment is to establish a trusted, standardized, and interoperable framework for verifying and documenting digital content in the online environment.
It aims to protect intellectual property rights, ensure the authenticity and integrity of digital content, and enhance transparency and accountability across digital ecosystems. By providing secure electronic registration, timestamping, and traceability mechanisms, the commitment supports reliable data use, reduces rights violations and misinformation, and strengthens confidence in digital records. Ultimately, it contributes to evidence-based policymaking, sustainable digital transformation, and a resilient digital economy aligned with United Nations principles on digital trust, data governance, and inclusive development.

Description:

This commitment aims to address the growing lack of trust, verifiability, and accountability in the digital content ecosystem.
In the absence of reliable mechanisms to authenticate ownership, origin, and integrity of digital content, creators' rights are increasingly violated, misinformation proliferates, and policymakers, institutions, and statistical systems face challenges in relying on digital data as credible evidence.

The commitment responds to fragmented and non-standardized approaches to digital documentation by providing a secure, interoperable electronic verification framework that enables trusted content registration,

timestamping, and traceability—thereby supporting intellectual property protection, data integrity, and informed decision-making in the digital environment.

The commitment of the **IPV – Intellectual Property Verification** platform is to strengthen digital trust by providing a secure and standardized system for verifying, documenting, and protecting digital content in the online environment. Key activities include electronic registration of digital works, immutable timestamping, content traceability, and the issuance of verifiable digital certificates supported by advanced technologies such as AI and blockchain.

The platform's strategy focuses on interoperability with international intellectual property frameworks, alignment with national and international regulations, and collaboration with creators, institutions, and policymakers.

Intended outcomes include enhanced protection of creators' rights, reduced digital infringement and misinformation, improved reliability of digital data, and increased confidence in digital records, thereby supporting evidence-based decision-making and sustainable digital transformation in line with United Nations principles.

Progress and success of the **IPV – Intellectual Property Verification** commitment will be monitored through a combination of quantitative performance indicators and qualitative impact assessments. Key metrics will include the number of verified and registered digital works, active users and institutional adopters, issued verification certificates, and the volume of successful content traceability and validation requests.

Evaluation will also assess improvements in rights protection, data reliability, and user trust through stakeholder feedback, usage analytics, and compliance with relevant national and international intellectual property frameworks. Periodic reviews will measure alignment with United Nations principles on digital trust, data governance, and sustainable digital transformation, ensuring the platform delivers measurable, scalable, and policy-relevant outcomes.


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iPV
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