



JPEG Privacy and Security Activities

2nd JPEG Workshop on Media Blockchain

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JPEG Privacy and Security Timeline

- Workshops
 - Brussels (October 2015)
 - La Jolla (February 2016)
 - Chengdu (October 2016)
- Use cases and requirements
- Call for proposals issued March 2017
- Proposals received in October 2017
- Initiated Part 4 of JPEG Systems: "Privacy, Security and IPR features"
- CD finalized
- https://jpeg.org/jpegsystems/privacy_security.html



JPEG Privacy and Security - Features

- Protection features:
 1. Solutions to support **protection tools** to **protect parts of any type of JPEG images** and/or associated metadata independently, while ensuring **backward and forward compatibility** with JPEG coding technologies.
 2. Solutions to support handling of **hierarchical levels of access** and multiple protection levels for metadata and image protection.
 3. Solutions to support **file carving** systems.



JPEG Privacy and Security - Features

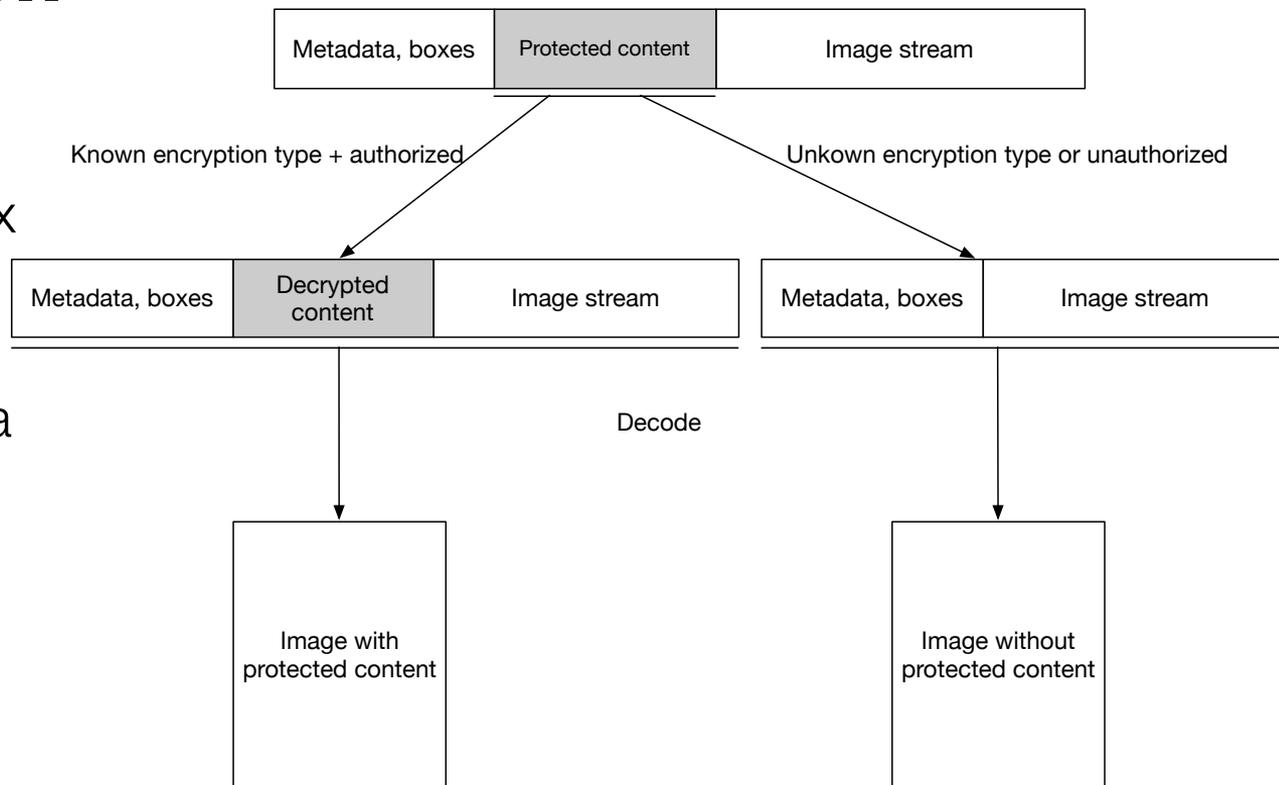
- Authenticity features:
 1. Solutions to support **integrity checking** of image data and/or embedded metadata.
 2. Solutions to support **avoiding stripping off metadata**, especially IPR information.
 3. Solutions to support **versioning** and/or **tracking changes** of an image and/or associated metadata and solutions to support embedding **provenance information**.
 4. Solutions to support embedding of trackable information to allow **identification and assessment of the master image** and identify derived or modified images from the master image.



JPEG Privacy and Security - Aim & Approach

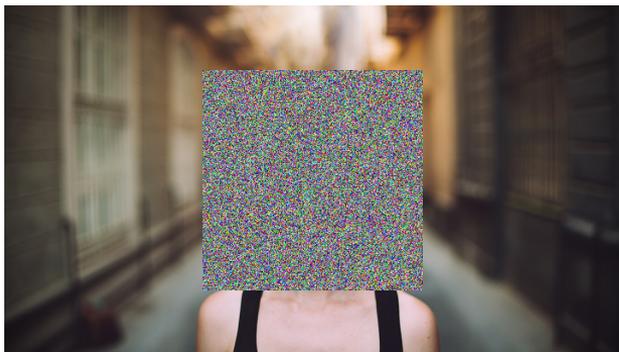
- Definition of tools to **support** protection and authenticity workflows in a **standardized way**
- Focus on **signaling syntax**
- Adoption of **existing technologies** for encryption etc.
- **Box based** approach
- Boxes wrapped in 1 or more APP11 marker segments to support JPEG-1 **backwards compatibility**
- Focus on definition of **generic boxes**
- Combined with **metadata definitions** with possibility to **reference boxes**

- Protection box wraps another encrypted box
- Since boxes are wrapped in APP11 marker segments data is split in chunks of 64kB which helps to support **file carving**



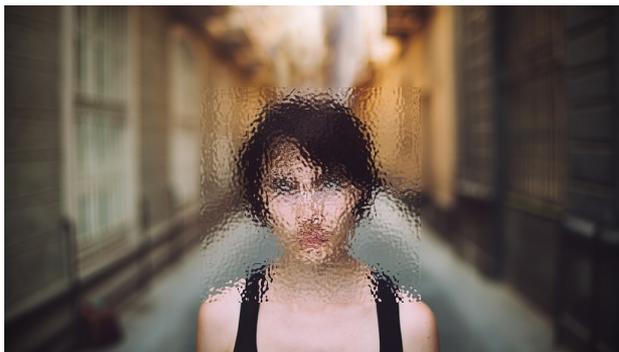


Partial protection support





Partial protection support



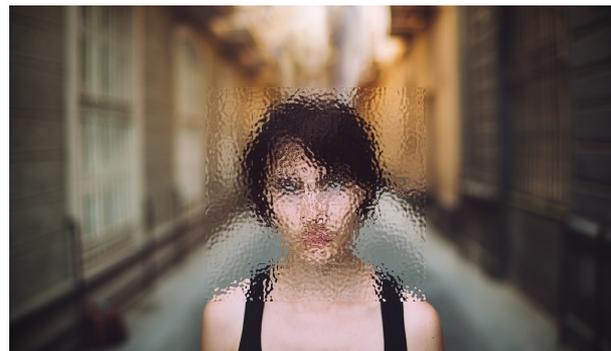


Partial protection support



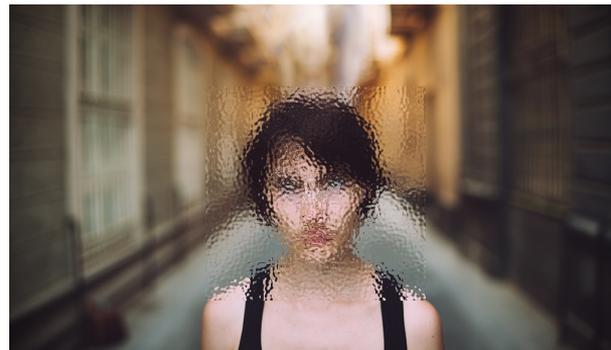


Partial protection





Partial protection





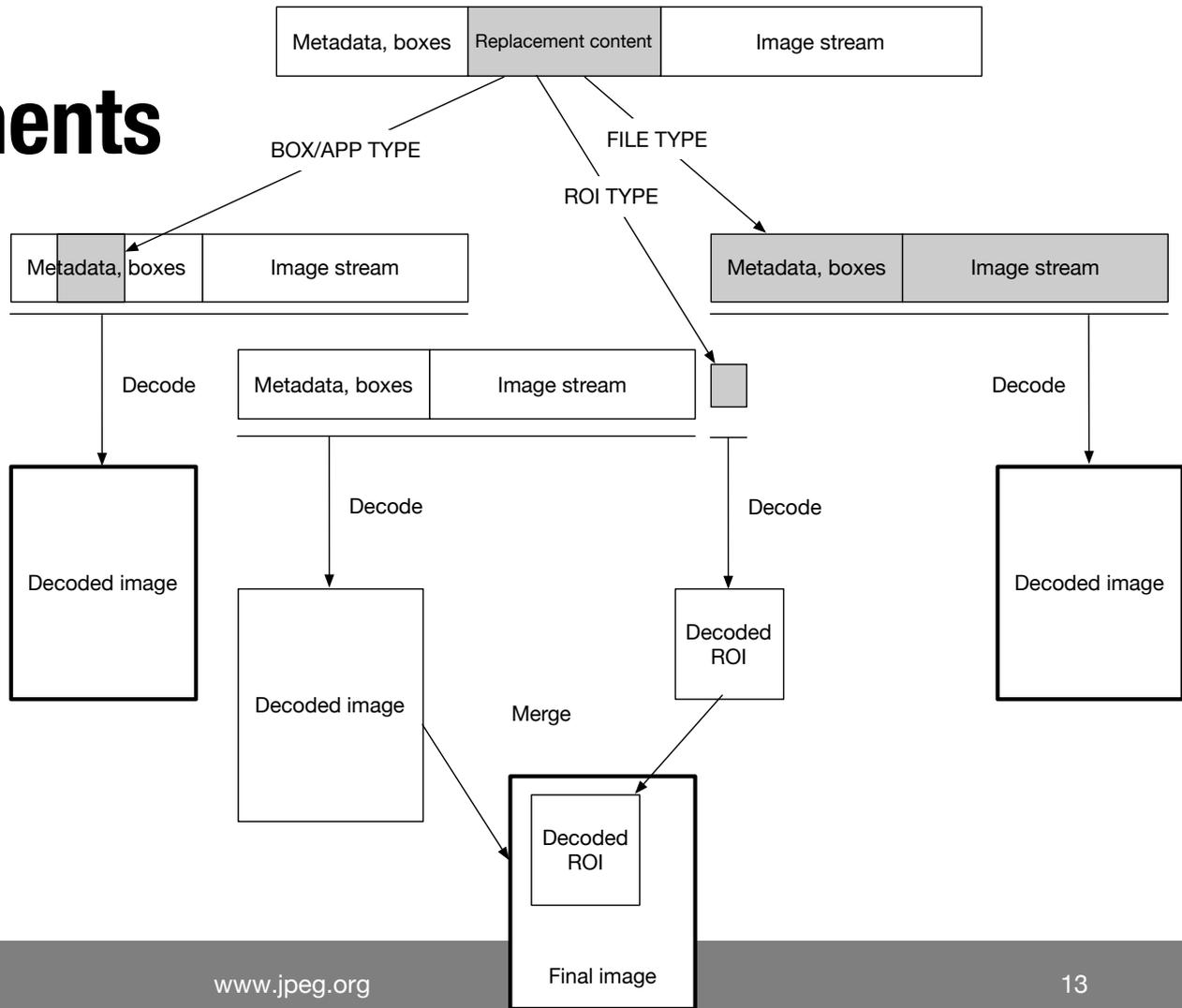
Partial protection

Header, metadata	Image stream (Original image)
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Replacements





Metadata

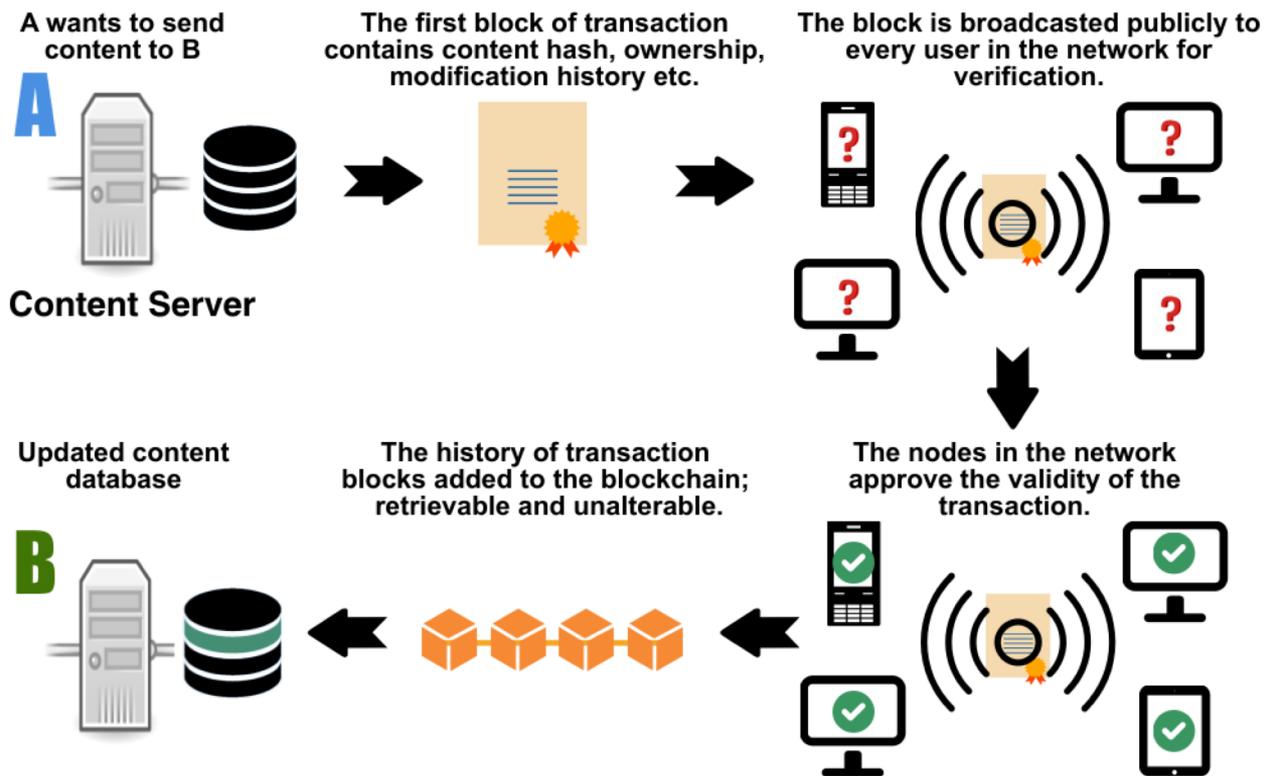
- Metadata features
 - Access control
 - IPR
 - Provenance
- Adoption of **JPEG Universal Metadata Box Format (JUMBF)**
 - Wraps **metadata** and/or **associated content**
 - Mechanism for **referencing** boxes within metadata



Image integrity

- Support **embedding of signatures** of image content or metadata
- Allows to **identify if changes** were made in combination with:
 - Watermarking
 - Third party registration authority
 - Blockchain / distributed ledger
- AhG on **Blockchain** initiated in January 2018

Blockchain technical overview





Blockchain benefits

- Blockchains provide a solution for a **distributed ledger** that is proven to be **immutable** and **community driven**
- Avoids need of trusted third parties
- **Adopted in many domains**, including cryptocurrencies, IP and creative work registration, registration of diamonds & artworks, contracts, multimedia, ...
- Opportunity for new business models



Blockchain concerns

- Mining requires **huge amounts of computation power** (and energy)
 - Current estimate is 73TWh/year, almost equal to energy consumption of Austria (72TWh/year)¹
- **Alternatives for proof of works** still under investigation
 - **Consensus models for blockchain media transactions** (Stephen Swift, 1st JPEG Workshop on Media Blockchain Proceedings, ISO/IEC JTC1/SC29/WG1, wg1n81033, Vancouver, CAN, October 16th, 2018)

¹ <https://digiconomist.net/bitcoin-energy-consumption>



Blockchain in a multimedia context

- Blockchains can be used to **register entire images** or IPR information
- Provides a **solution for authenticity use cases** without need for a third party register or watermarking
- Can provide a novel solution for **rewarding photographers**
- **Camera manufactures** could make a closed blockchain of all pictures taken with a particular camera



Challenges

- Incentive for mining?
- Environmental impact of computational power / energy needs
- Alternatives to proof of work?
- Privacy concerns and right to be forgotten



Standardization efforts

- ISO TC 307 Blockchain and distributed ledger technologies
- CEN-CENELEC Focus Group on blockchain and distributed ledger technologies
- ITU-T Focus Group on Application of Distributed Ledger Technology (FG DLT)

Standardization steps

