

EU CODE OF PRACTICE ON DISINFORMATION 2022

Subscription Document for Signatory `The Daily Ledger`

Name of the Signatory

The Daily Ledger (“TDL”)

About the Signatory

TDL is a company situated in Berlin, Germany, that provides IT solutions for press publishers within the European Union. It has its roots at the European Blockchain Center at the IT University of Copenhagen, Denmark. Its goal is to support press publishers with their high-quality news content – also on a national as well as on a regional level. Leveraging distributed ledger technology TDL equips press publishers with novel, user-centred technological tools.

One of TDL’s solutions is the Media Authenticity Protocol (“MAP”) which is designed to increase both the findability of and the transparency in high-quality news, ultimately diluting the visibility of Disinformation across (third party) websites and platforms.

Against this background, TDL qualifies as a prospective Signatory which helps to address the spread of Disinformation through its tools and technical efforts.

Service name	Description of the service
Media Authenticity Protocol (“MAP”)	At its core, MAP is a tool designed to empower users of websites and platforms to independently assess the provenance and authenticity of news content in a secure way. Provenance can be verified by users with the help of decentralised, cryptographic provenance indicators which press publishers attach to their news content. The authenticity of news content is secured by generating cryptographic fingerprints of the news content. Moreover, with the help of MAP users can independently explore the history of publications of each press publisher and possibly also journalists. The result is an increased transparency and trust in the online news ecosystem. MAP is a lean solution and economically feasible for press publishers of all sizes. Using MAP as a consumer requires no additional software nor technical background and the usage is self-explanatory.

V. Empowering Users		
List of adopted commitments and measures¹		Qualitative reporting elements and service level indicators²
<u>Commitment 20.</u>	<u>Measure 20.1.</u>	<u>QRE 20.1.1</u>
	<u>Measure 20.2.</u>	<u>QRE 20.2.1</u>
<p>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) TDL recognises the importance of the potential of provenance technology to empower users with tools to interrogate the provenance and authenticity of content. For this reason, it has developed the Media Authenticity Protocol which is a tool designed for users to verify the provenance and authenticity of news content on (third party) websites and online platforms. It is against this background that TDL is committed to support the progress of implementing provenance technologies on platforms and websites.</p>		

VIII. Transparency Center		
List of adopted commitments and measures³		Qualitative reporting elements and service level indicators⁴
<u>Commitment 34</u>	<u>Measure 34.3.</u>	<u>QRE 36.1.1; QRE 36.1.2; SLI 36.1.1</u>

¹ Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

² Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

³ Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

⁴ Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

	<u>Measure 34.5.</u>	<u>QRE 36.1.1; QRE 36.1.2; SLI 36.1.1</u>
<u>Commitment 35</u>	<u>Measure 35.3</u>	<u>QRE 36.1.1; QRE 36.1.2; SLI 36.1.1</u>
	<u>Measure 35.6</u>	<u>QRE 36.1.1; QRE 36.1.2; SLI 36.1.1</u>
<u>Commitment 36</u>	<u>Measure 36.2</u>	<u>QRE 36.1.1; QRE 36.1.2; SLI 36.1.1</u>
	<u>Measure 36.3</u>	<u>QRE 36.1.1; QRE 36.1.2; SLI 36.1.1</u>
<p>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) TDL supports the maintenance of the Transparency Centre in a way that is proportional to its capacities and within the scope of its operations and activities.</p>		

IX. Permanent Task-Force		
List of adopted commitments and measures⁵		Qualitative reporting elements and service level indicators⁶
<u>Commitment 37.</u>	<u>Measure 37.1.</u>	
	<u>Measure 37.2.</u>	

⁵ Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

⁶ Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

	<u>Measure 37.3.</u>	
	<u>Measure 37.4.</u>	
	<u>Measure 37.5</u>	
	<u>Measure 37.6</u>	<u>QRE 37.6.1</u>
<p>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) TDL is intending to contribute to the Permanent Task-Force and to participate in its activities in a way that is proportional to its capacities.</p>		

X. Monitoring of the Code		
List of adopted commitments and measures⁷		Qualitative reporting elements and service level indicators⁸
<u>Commitment 38.</u>		<u>QRE 38.1</u>
<u>Commitment 39</u>		
<u>Commitment 40.</u>	<u>Measure 40.2.</u>	

⁷ Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

⁸ Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

	<u>Measure 40.3.</u>	
	<u>Measure 40.4</u>	
	<u>Measure 40.5</u>	
	<u>Measure 40.6</u>	
<u>Commitment 41</u>	<u>Measure 41.1.</u>	
	<u>Measure 41.2.</u>	
	<u>Measure 41.3.</u>	
<u>Commitment 42</u>		
<u>Commitment 43</u>		
<p>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) TDL intends to contribute to the monitoring of the Code in a way that is proportional to its capacity.</p>		

Signature

Hans Brorsen (Managing Director)

Date and place

26 April 2023, Berlin