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AMERICAN SOCIETY OF MEDIA PHOTOGRAPHERS

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IPTC /Machine Readable Rights

US Photographer Perspective

Eugene Mopsik, Executive Director ASMP

One Solution

Need World View

Image marketplace is fluid and international

Holy Grail

Persistent Identifiers

Connect Images to the Marketplace

Enormous Economic Pressure

Perfect Storm in Marketplace

Expanded Rights Positions Without Compensation

New Paradigm

Old Model Turned Upside Down

More Images used than ever before,
but business models still not in place.

Need New Models...

Frictionless Licensing

Currently, easier to steal than to license!

Dynamic

Universal

Globally Unique

Identifiers

Machine Readable

Actionable

Persistent

The Time Has Come

Professional Responsibility

Need to supply information to effectively manage rights

Providing Solutions

The PLUS Coalition

Agnostic Coalition for the management of rights information.

Make Part of Workflow

Integrate with DAM

Need to make use of systems easy.

Facilitate Licensing

Connect Images to Rights Holders

Machine Readable Identifiers are a key element to future success in the world market.

The background consists of several camera lenses of various sizes and orientations. The lenses are dark, likely black or dark grey, and feature multiple glass elements. Some lenses show vibrant, multi-colored reflections (green, blue, purple, pink) on their surfaces, while others are more dark and reflective. The overall composition is a dense, artistic arrangement of optical elements.

thank you

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