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Image metadata for licensing workflows

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What does licensing mean?

For some it is about getting paid.

For others it is about recognition.

For others it is just about knowing an image is 'safe'.

But it is all about permissions and digital ownership



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Rights food chain

Capture software products address every stage

- Creators and copyright owners
- Agents, libraries, distributors
- Individual researchers
- Customers – such as publishers

We see licensing workflows from all perspectives



Metadata is the key

Every stage of the workflow has a different focus

- **Creators and copyright owners** – what rights to allow; how to track them ... and get paid.
- **Agents, libraries, distributors** – what rights to allow; how to represent creators; how to track usages ... and get paid/pay out.
- **Individual researchers** – that's a nice image!
- **Customers** – e.g. publishers ... what have we got; finding it fast; using it correctly; repurposing safely.



Royalties, recognition, safety are goal

But it is not always straight forward

- **Creators and copyright owners** – there may be multiple creators involved in one image.
- **Agents, libraries, distributors** – take a cut, but that may depend on collection, contributor, licence type, usage type, split between multiple parties ... and the introducer ... and whether any costs need to be deducted.
- **Publishers** ... where did that image come from?



OK – but how do we put this into practice?

It can be easy, cheap and AUTOMATED for users.

- **Tech providers** – make it easy, free if possible.
- **Democratise** – lower barrier to participation for creators and customers.
- **Frictionless automated licensing** – so transaction cost is negligible.



capture™ | Types of asset metadata

- **Internal asset identifiers** – camera-generated; contributor-generated; agency-generated; client-generated; distributor-generated; system-generated.
- **Global asset identifiers** - registry-generated GUIDs.
- **Knowledge metadata** – only the photographer or an expert can know information.
- **Visual metadata** – clear from looking at the image.
- **Structured metadata** – from controlled vocabularies.
- **Unstructured metadata** – free text.



capture[™] | Structures of asset metadata

- **Embedded metadata** – embedded within the IPTC/XMP fields of the asset.
- **Accompanying metadata** – text file, linked by asset ID.
- **Related (dynamic) asset metadata** – most metadata in a separate online database but linked to asset by embedded GUID.
- **Invisible watermark metadata** – embedded in pixels.
- **EXIF (Exchangable Image File Format)** - embedded by cameras, devices, scanners.



capture[™] | Classes of metadata

- **Asset metadata** – all about the asset.
- **Business metadata** – about asset earning its keep.
 - Parties - people or organisations such as copyright owner, agents with rights;
 - Rights – controlling and managing;
 - Licences – assets licensed for use for money or free;
 - Royalties – sharing proceeds.



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capture[™] | Role of identifiers

Identifiers – system and GLOBAL - enable frictionless, automated licensing.



capture[™] | the metadata engine



New Asset(s)

capture GREENLIGHT

Preflight tool. Checking metadata.

capture SUBMISSIONS

- Curation and quality.
- Simple controlled vocabularies (checkbox lists).
- Release handling.

capture MEDIA MANAGER

- Multiple mappings.
- XMP, IPTC embedded.
- **capture VAULT**

capture DISTRIBUTOR

- Auto-prepare metadata to agent needs.
- Ingest reports – using agent IDs.

QA tools

- Quality check metadata using quality assurance and workflow tools.

capture KEYWORDER

- Auto-enrich metadata.
- Hierarchical controlled vocab.
- 70+ configurable fields
- Multi-lingual.

capture WEBSITE

- Internet and/or intranet front-end 'shop'.
- Choose data to show.
- Unique system IDs link to assets.

capture PERMISSIONS

- Metadata drives who can see what.
- Manage rights.
- Approval process

capture LICENSING

- Metadata leads back to asset, client, photographer details.

capture CRM + tax

- Metadata attached to people, tasks, opportunities.
- Links to assets, licences.

Capture DESK

Buyers' media research tool. Resolves to websites via APIs

REPORTS

- Meta engine combines data from whole system.
- Drives next content.

ROYALTIES

- Meta links to CRM (contributors / copyright holders) and Financials – to handle payments

FINANCIALS

- Meta links to Media Manager and CRM (clients).
- Credit control drives when royalties paid.

Registries

API

API

API

API

Registries

API



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capture[™] | Asset registry integration points

- **capture VAULT** – registers with Copyright Hub, and embeds HubKeys. PLUS and other registries will follow. **This bit of tech is FREE.**
- **capture DESK** – research tool that checks for HubKey, PLUS registration, other asset services.
- **capture WEBSITE** (and other websites) – point of purchase – resolves to basket/download.



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capture™ | Back-office screengrab

☐ Show 3 selected

☐ Show Only Archived


☐ Lead Assets Only

select all


clear all selected

☐ invert page selection

delete	download assets	add to invoice
edit assets	save as sets	add to delivery note
edit via keyworder	remove from set	add to basket
edit business	save as features	add to lightbox
edit rights	save as tag	save as lightbox
rotate left	add to tag	
rotate right	remove from tag	Date created
archive	remove from hot folders	
publish	add to catalogue	
republish data only	remove from catalogue	
unpublish	add releases	
Register: Copyright Hub		
auto-set keywords		

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37 - Luxor - Egypt - Abbie Enock

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23 - Istanbul - Turkey - Abbie Enock

23

Intricate tiled wall pattern.

15-09-1991



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Capture VAULT integration with Copyright Hub



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Capture DESK integration with Copyright Hub



So what are the challenges

- Embedding everything in an asset is not perfect ... PLUS registry takes this a stage further.
- But even IDs are not safe ...
 - Steganography
 - Visual search
 - Protection – e.g. Pixelrights.
 - Legal redress and tracking – e.g. Image Protect.



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capture[™] | Committed to copyright protection

- **capture VAULT** – FREE tech for asset registration with registries and security services. Encourages best practices.
- **Commitment** – to embrace all copyright standards in our systems as they emerge.
- **Partnership** – to build, collaborate with, integrate with new technologies as they comes on stream.

captureTM | be professional

Protect It Manage It License It