Image metadata for licensing workflows

Abbie Enock, CEO,
Capture Ltd

IPTC Photo Metadata Conference
May 26th, 2016
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
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 straightforward

- 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.
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 Ltd 2016
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.
Classes of metadata

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

Identifiers – system and GLOBAL - enable frictionless, automated licensing.
New Asset(s)
capture GREENLIGHT
Preflight tool. Checking metadata.

capture SUBMISSIONS
• Curation and quality.
  • Simple controlled vocabularies (checkbox lists).
  • Release handling.

capture DISTRIBUTOR
• Auto-prep 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 + tasks
• 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.

capture VAULT
• Multiple mappings.
  • XMP, IPTC embedded.
  • capture MEDIA MANAGER
Asset registry integration points

- **capture VAULT** – registers with Copyright Hub, and embeds HubKeys. PLUS and other registries will follow. This is 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.
|     | Show 3 selected | Show Only Archived | Lead Assets Only | select all | clear all selected | invert page selection | delete | edit assets | edit via keyworder | edit business | edit rights | rotate left | rotate right | archive | remove from set | save as features | save as tag | add to tag | remove from tag | remove from hot folders | remove from catalogue | add to catalogue | add to invoice | add to delivery note | add to basket | add to lightbox | save as lightbox | save as lightbox |
|-----|----------------|--------------------|------------------|-------------|-------------------|----------------------|--------|-------------|-------------------|--------------|-------------|-------------|-------------|---------|----------------|------------------|-------------|-----------|----------------|----------------|---------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|
|     |                |                    |                  |             |                   |                      |        |             |                   |              |             |             |             |         |                |                  |             |           |               |                 |               |               |               |                 |               |               |                 |                 |

|     | Register: Copyright Hub | auto-set keywords | 37 - Luxor - Egypt - Abbie Enock | 23 - Istanbul - Turkey - Abbie Enock | Intricate tiled wall pattern. | 15-09-1991 |

© Capture Ltd 2016
Capture VAULT integration with Copyright Hub
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.
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.
capture™ | be professional

Protect It  Manage It  License It