



capture | presentation

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





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.





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 API (checkbox lists).
- Release handling.

capture **MEDIA MANAGER**

- Multiple mappings.
- XMP, IPTC Registries embedded.

API

capture VAULT

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.

API

capture WEBSITE

- Internet and/or intranet front-end 'shop'. API
- 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 + tar

- Metadata attache Tta people, tasks, opportunities.
- Links to assets, licences.

Capture DESK

Buyers' media research tool. Resolves to websites via APIs Registries

REPORTS

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

ROYALTIES

Meta links to CK API (contributors / copyright holders) and Financials – to handle payments

FINANCIALS

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





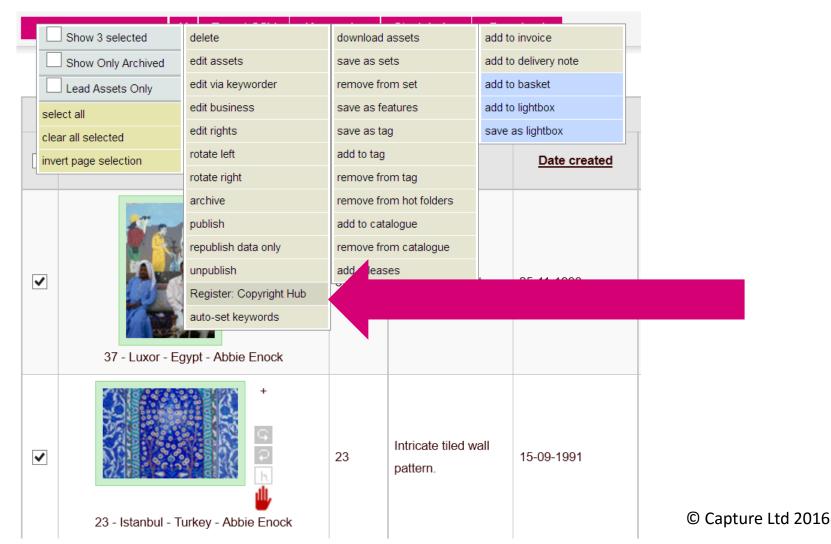
capture | Asset registry integration points

- 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.





capture | Back-office screengrab









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.





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.

capture[™] | be professional

Protect It Manage It License It