IPTC Photo Metadata Conference

Thursday, May 26th, 2016
Zagreb (Croatia)
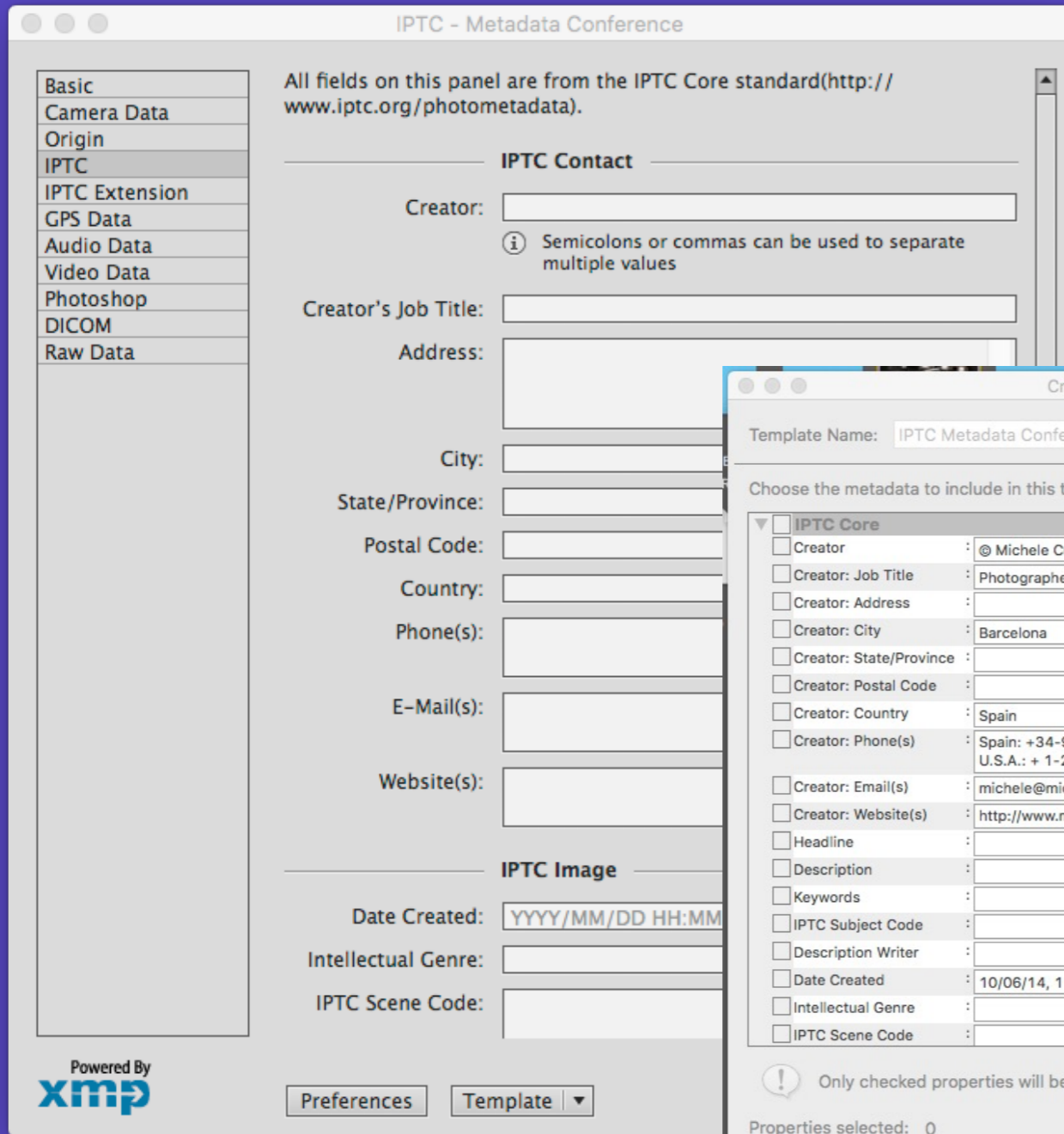
Professional Photographer's Association of Spain - AFPE
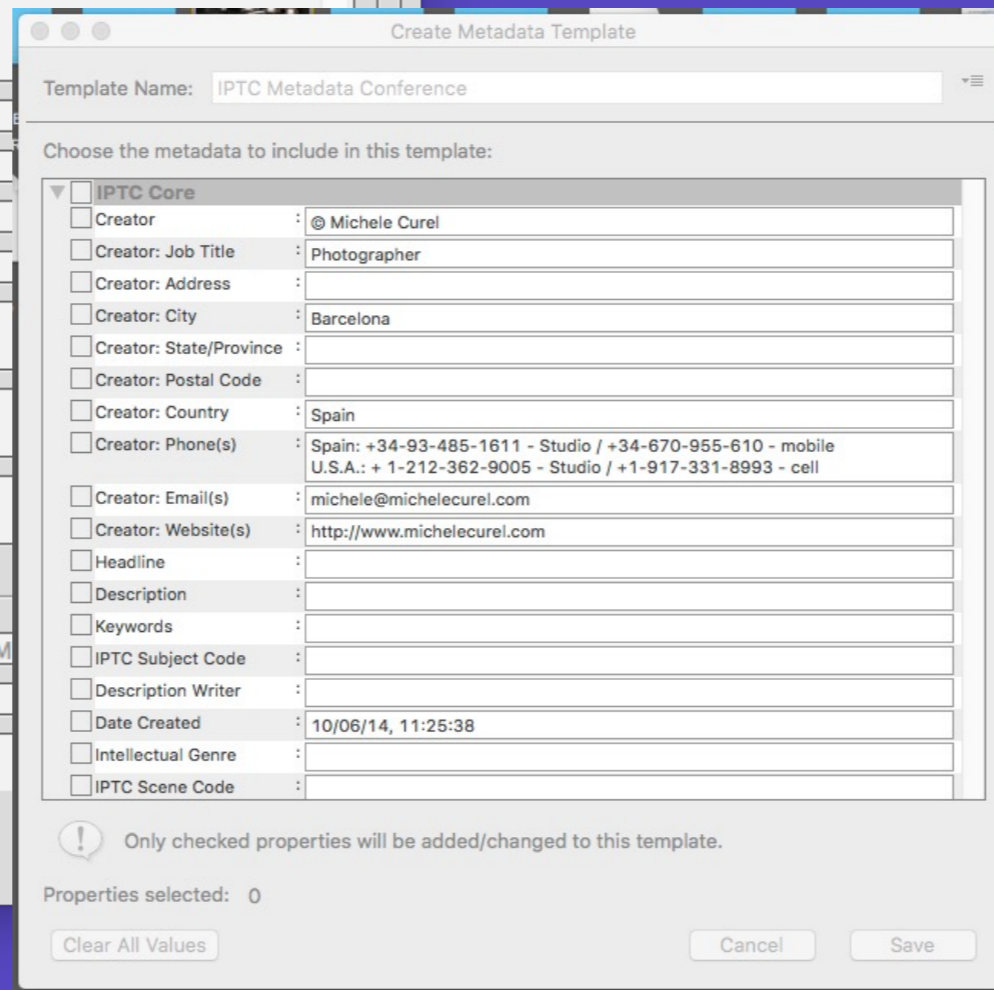
Remember this?

Now we have this:

Photoshop

Bridge

Capture One

And many more softwares…

What is the relevance of Metadata for the AFPE?

- It is a good business practise to use metadata for:

- a) Identifying Authorship. This may lead to: professional recognition, new or more clients, more income, a profitable professional photography career…

- b) Organization: Keeping photo files organised. Helps to save time locating photos.

What is the AFPE doing to keep metadata alive?

Our role is **educational** and **supportive**.

- We inform and educate photographers and the public in general about the importance of metadata.

- We organise talks and/or events to discuss and inform about metadata.

- We volunteer to participate in the IPTC social media test that shows when metadata is stripped.

In other words we help to create **awareness** on this matter which seems to be highly ignored not only by the general public but also by photographers themselves.

AFPE Photographer survey
May 2016

The AFPE sent out a small survey to it's members
10% of the photographer's
that opened the survey replied.

SURVEY RESULTS SUMMARY:

1 - Do you embed metadata in your photo files?
Yes, MOST photographer's do embed metadata if not in all at least in most or in their more relevant work.

2 - Do you use social media to promote your work?
Yes, the majority do use social media actively. Even though there is still a minority that uses it very little or none at all.

3 - What is the relevance of metadata for you or your company?
For most photographers it is important but for various reasons: file organization, maintaining authorship, as part of their work flow…

4 - What is the relevance of social media for you or your company?
Half of the photographer's indicated that it is quite important for their promotion, the other half indicated it is becoming important or it is not important

5 - What do you do to preserve the metadata in your photo files?
Almost everyone is using the most popular softwares to embed metadata however technology does not help to preserve this information even though everyone is taking the time and making the effort of introducing that information in their photo files, a minority the photographers surveyed post a link on a social media site or talk about metadata to create awareness or join a trade association.

6 – How do you deal with the dilema of using social media knowing that in the majority of cases the metadata will be stripped from photos when they are shared?

- That is the reason some do not use social media at all or use it very little.

- Some are not fully aware of the Terms of Use of some of the social media sites or have heard that now Facebook does not strip metadata.

- Others who are fully aware or not that the metadata will be stripped work around it by posting low res photos with visible copyright watermarks

- Some see it as a "subjugation"because you have to to accept what the social media sites impose on you to be able totpromote your work and open new markets

- One photographer clearly explains that he can do everything in his power to protect his work but he refuses to become a "policeman" not only because of how upsetting it is to find your photos used without consent but also because it comes to the point where he has enough work with community management ,communication ,publishing, selling, managing, taking calls,,… and if I'm lucky to work as a photographer.

- Large companies like Adobe should make it possible to encrypt metadata in the image so they cannot be stripped and make it a standard. There are programs that encrypt and can add messages in the information of an image and this way attach the metadata

- Camera manufacturers should work to make it easy and automatic to embed metadata, some already do with the software but it would be good also to do so directly form the camera.

Conclusions:

- Create more awareness on the existence and importance of metadata.

- Talk with the social media sites to change their practise of stripping metadata.

- Talk with camera manufacturers to integrate metadata more seamlessly in the shooting process.

- Talk with governments to create laws to prohibit the striping of metadata.

"From the earliest days at Apple, I realized that we thrived when we created intellectual property. If people copied or stole our software, we'd be out of business. If it weren't protected, there'd be no incentive for us to make new software or product designs. If protection of intellectual property begins to disappear, creative companies will disappear or never get started. But there's a simpler reason: It's wrong to steal. It hurts people. and it hurts your own character"

- Steve Jobs

Thank you!

Michele Curel - President
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AFPE
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