IPTC's
Social Media Photo Metadata Test 2016

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Issue and Goals

- **The issue**: primarily professional photographers complained that their metadata embedded into an image file "disappear" if shared across a Social Media system … and they approach IPTC as standard maker
  - why this happens
  - how this can be stopped

- **The goal:**
  To show exactly what happens in a typical Social Media communication workflow

The Test

IPTC Photo Metadata Working Group set up this test

- Steps in a typical workflow:
    - upload an image (file) to the social media system
    - check what metadata is displayed there
    - download/save-as
      and check what metadata exist in this image file.

- Define a test procedure for that and well-document the result – test should be as unbiased as possible

- Publish the test with a simple traffic light rating of the results

What was Tested

- IPTC Social Media Photo Metadata Test 2013
  15 Social Media systems tested – big/major generic ones (Facebook, Google+, Tumblr, Twitter) plus ones known for photo exchange (Instagram, Flickr, 500px) and generic data exchange (Dropbox)

- IPTC Social Media Photo Metadata Test 2016
  * The same mix of tested system – some of 2013 dropped out (Flickr Pro, via.me, Yfrog), some were new (Behance, EyeEm, LinkedIn)

Results published on 19 January 2016 and compared to 2013

Social Media site/system	Summary	Displays correctly?		Displays 4Cs?	Save As embedded?			Download embedded?		
		Exif	IPTC	IPTC	Exif	IPTC IIM	IPTC XMP	Exif	IPTC IIM	IPTC XMP
500px - www.500px.com Tested in late 2015	Some embedded metadata fields are shown, all correctly, but not the rights-relevant 4C fields. Metadata preserved in SaveAs file. Compared to 2013: SaveAs preserves metadata now = improvement	🟢	🟢	🔴	🟢	🟢	🟢	⚪	⚪	⚪
Tested in March 2013	Most relevant fields shown, copyright was overridden, in downloaded file we only found Exif metadata. Save As is disabled.	⚪	🟠	🟢	⚪	⚪	⚪	⚪	⚪	⚪
BEHANCE - www.behance.net Tested in late 2015	All rights-relevant fields and more are shown, all corectly. Embedded metadata is preserved in the SaveAs and the downloaded image file. Compared to 2013: not tested then	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢
Dropbox - www.dropbox.com Tested in late 2015	No embedded metadata shown. Embedded metadata only preserved in the downloaded image file but not in the SaveAs. Compared to 2013: also SaveAs files preserved metadata then = decline	⚪	⚪	🔴	🔴	🔴	🔴	🟢	🟢	🟢
Tested in March 2013	No metadata shown, all embedded fields are preserved in the image files.	⚪	⚪	🔴	🟢	🟢	🟢	🟢	🟢	🟢
EyeEm - www.eyeem.com Tested in late 2015	No embedded metadata shown. SaveAs file was downscaled and all metadata was stripped off. Compared to 2013: not tested then	⚪	⚪	🔴	🔴	🔴	🔴	⚪	⚪	⚪

Service	Description	Exif	IPTC	IPTC	Exif	IPTC IIM	IPTC XMP	Exif/IPTC	IPTC IIM	IPTC XMP
Facebook - www.facebook.com Tested in late 2015	No embedded metadata shown. SaveAs file preserved Copyright Notice and Creator in IIM, anything else is stripped off. Surprise: 2 IIM fields contain data generated by Facebook. Compared to 2013: at least 2 fields in IIM survive now = slight improvement	🔘 gray	🔘 gray	🔴 red	🔴 red	🟠 orange	🔴 red	🔘 gray (IPTC)	🔘 gray	🔘 gray
Tested in June 2013	Metadata not shown anymore, all embedded metadata stripped-off from image files.	🔘 gray	🔴 red	🔴 red	🔴 red	🔴 red	🔴 red	🔴 red (IPTC)	🔴 red	🔴 red
Flickr FREE account- www.flickr.com Tested in late 2015	Some embedded metadata fields are shown, all correctly, but not all rights-relevant 4Cs. Embedded metadata is stripped off SaveAs files but preserved in downloaded files. Compared to 2013: plus = any downloded file preserves metadata now; minus = even high resolution SaveAs file does not preserve it now.	🟢 green	🟢 green	🟠 orange	🔴 red	🔴 red	🔴 red	🟢 green (Exif)	🟢 green	🟢 green
Tested in March 2013	A few metadata fiields shown, 'by' was overridden, for any downscaled rendition all embedded metadata are stripped-off from image files, only the Original rendition keeps all metadata.	🔘 gray	🟠 orange	🟠 orange	🔴 red / 🟢 green	🔴 red / 🟢 green	🔴 red / 🟢 green	🔴 red / 🟢 green (Exif)	🔴 red / 🟢 green	🔴 red / 🟢 green
Google Photo - photos.google.com Tested in late 2015	Some embedded metadata fields are shown, all correctly, but not all rights-relevant 4Cs. SaveAs works only for downscaled files - only Exif metadata is preserved. Downloaded files preserved all metadata. Compared to 2013/Google+ photos: SaveAs file gets IIM and XMP metadata stripped off now = decline	🟢 green	🟢 green	🟠 orange	🟢 green	🔴 red	🔴 red	🟢 green (Exif)	🟢 green	🟢 green
Google+ Tested in March 2013	Primarily Exif metadata shown, all embedded fields are preserved.	🟢 green	🟢 green	🟠 orange	🟢 green	🟢 green	🟢 green	🟢 green (Exif)	🟢 green	🟢 green

6

Service	Description	Exif	IPTC	IPTC	Exif	IPTC IIM	IPTC XMP	Exif	IPTC IIM	IPTC XMP
Img.ly - www.img.ly Tested in late 2015	No embedded metadata shown. Embedded metadata is preserved in the high resolution/original size SaveAs image file but stripped off in a downscaled file. Compared to 2013: the loss of metadata in downscaled images was not tested in 2013.	grey	grey	red	green / red	green / red	green / red	grey	grey	grey
Tested in March 2013	No metadata shown, all embedded fields are preserved in the Save As image files.	grey	grey	red	green	green	green	grey	grey	grey
Instagram - instagram.com Tested in late 2015	Tested using the Instagram iOS app v 6.4.1: No embedded metadata fields are shown. No retrieval of image files possible. Compared to 2013: then SaveAs was possible - with stripped off metadata.	grey	grey	red	grey	grey	grey	grey	grey	grey
Tested in March 2013	Image taken by a smartphone, metadata edited with an app, then posted at Instagram: No metadata are shown, all metadata stripped-off from Save As files.	grey	grey	red	red	red	red	grey	grey	grey
Joomeo - www.joomeo.com Tested in late 2015	Some embedded metadata fields are shown, all correctly, but not the rights-relevant 4Cs. Embedded metadata preserved in the downloaded image files. Compared to 2013: more embedded metadata were shown then, including 4Cs = slight decline	green	grey	red	grey	grey	grey	green	green	green
Tested in March 2013	Some metadata fields are shown and all embedded fields are preserved in the image files. Save As is disabled.	green	green	orange	grey	grey	grey	green	green	green
LINKED IN 2015 - www.linkedin.com Tested in late 2015	No embedded metadata shown. Only embedded Exif fields are preserved in SaveAs files. Compared to 2013: not tested then.	grey	grey	red	orange	red	red	grey	grey	grey

7

Service	Description	Shown (Exif, IPTC, IPTC)	SaveAs/Download (Exif, IPTC IIM, IPTC XMP)	(Exif, IPTC IIM, IPTC XMP)
Pictify - www.pictify.com Tested in late 2015	No embedded metadata shown. No retrieval of image files possible. Compared to 2013: then SaveAs was possible - with stripped off metadata.	Exif (grey), IPTC (grey), IPTC (red)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Tested in March 2013	No metadata shown, embedded fields are preserved in downloaded image files but not in Save As files.	Exif (grey), IPTC (grey), IPTC (red)	Exif (red), IPTC IIM (red), IPTC XMP (red)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Pinterest - www.pinterest.com Tested in late 2015	No embedded metadata shown. Embedded metadata preserved in high resolution/original size images, but IIM and XMP metadata is stripped off in downscaled images. Compared to 2013: the loss of IIM and XMP metadata in downscaled images was not tested then.	Exif (grey), IPTC (grey), IPTC (red)	Exif (green), IPTC IIM (green), IPTC XMP (green) / Exif (green), IPTC IIM (red), IPTC XMP (red)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Tested in March 2013	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif (grey), IPTC (grey), IPTC (red)	Exif (green), IPTC IIM (green), IPTC XMP (green)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Tumblr - www.tumblr.com Tested in late 2015	No embedded metadata shown. Only the embedded Exif fields are preserved in the SaveAs image files, IIM and XMP metadata is stripped off. Compared to 2013: in SaveAs files all metadata were preserved then = decline	Exif (grey), IPTC (grey), IPTC (red)	Exif (green), IPTC IIM (red), IPTC XMP (red)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Tested in March 2013	No metadata shown, all embedded fields are preserved in the Save As image files.	Exif (grey), IPTC (grey), IPTC (red)	Exif (green), IPTC IIM (green), IPTC XMP (green)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Twitter - www.twitter.com Tested in late 2015	No embedded embedded metadata shown. Only downscaled images are available for SaveAs and the metadata are stripped off such files. Compared to 2013: no change	Exif (grey), IPTC (grey), IPTC (red)	Exif (red), IPTC IIM (red), IPTC XMP (red)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)
Tested in June 2013	No metadata shown, all embedded metadata stripped-off from image files.	Exif (grey), IPTC (grey), IPTC (red)	Exif (red), IPTC IIM (red), IPTC XMP (red)	Exif (grey), IPTC IIM (grey), IPTC XMP (grey)

After the Results

- About 30 organisations, primarily trade association of photographers, contacted and made aware of the results
- Only a few responded
- Some – more private – contacts said:
  - many amateur photographers don't care about such a test as they don't care about copyright
  - many professional photographers have given up and share only pictures with a) watermarks and/or b) of low business value.
  - people from Social Media admitted: our engineers don't know much about metadata, they focus on perfect pixels.

Wrap Up

You can find:

All results at
http://www.embeddedmetadata.org/testresults

The Embedded Metadata Manifesto at
http://embeddedmetadata.org

More about IPTC Photo Metadata at

www.iptc.org/photometadata

This presentation at
www.phmdc.org (next week)