



Photographers as a source of trusted metadata: What are the barriers to success?

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<http://www.thebppa.com/>

IPTC Photo Metadata Conference

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Information extracted from [IPTC](#) Photo Metadata

OK



IPTC Photo Metadata User Guide

Introduction

- Photo Metadata - Under the Hood
- About the IPTC Photo Metadata User Guide
- Field Reference Table
- How to Edit Metadata for ...
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 - Persons Depicted in the Image
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IPTC Photo Metadata User Guide

Introduction

... to the 2017 Release

(... with a minor update in March 2019)

This document is designed to familiarise photographers, photo editors and metadata managers with the use of the [IPTC Photo Metadata Standard](#). It provides a short guideline on the use and semantics of each IPTC [field](#) (also called metadata property).

The User Guide groups fields according to their category of use:

- [General image content](#)
- [Person\(s\) shown in the image](#)
- [Locations relevant to the image](#)
- [Other things shown in the image, including artwork](#)
- [How to assert rights](#) and [license usage](#)
- [Administration and Commissioning details](#)

The [Field Reference table](#) lists all IPTC fields with their field labels for easy reference.

The [What Is A ...](#) section explains terms used by the IPTC Standards.

There is a [help section on specific topics](#) such as mapping Category Codes to Subject Codes.

Sample images are shown with [full examples of metadata](#) to aid in practical metadata entry.

More [about this User Guide](#), including how to contact IPTC and a Copyright Notice, is also available.

What IPTC Photo Metadata is Made For

Photo metadata is key to protecting images' copyright and licensing information online. It is also essential for managing digital assets. Detailed and accurate descriptions about images ensure they can be easily and efficiently retrieved via search, by users or machine-readable code. This results in smoother workflow within organizations, more precise tracking of images, and increased licensing opportunities.

Therefore, photo metadata is critical to photo and related business. IPTC has specified metadata to meet these needs; it is the industry standard of professional photography.

How IPTC Photo Metadata Evolved Over Time



Full, accurate, caption here

(Who, What,When,Where,Why)

Your name, your credit,
and Copyright Notice here

(All three fields, Creator, Copyright and
Credit now show up in Google searches)

Metadata (IPTC) Template

Image Content

Description/Caption:

Description writers:

Headline:

Keywords:

Persons shown:

Featured Org. Name:

Featured Org. Code:

IPTC Subject Code:

Image Rights

Creator/Photographer:

Creator's Job Title:

Copyright:

Credit:

Event and Location

Event:

Date:

City:

Location:

State/Province:

Country:

ISO Country Code:

IPTC Subject Code:

Intellectual Genre:

Locations Taken and Shown

Location in which the image was created:

Sublocation:

City:

State:

Country:

Country Code:

World Region:

Location ID:

Sublocation	City	State	Country

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Your contact details -

Email, Phone, Web Address -

Or they'll never find you!

Without name and contact details
your picture will be an 'Orphan'

The screenshot shows the 'Metadata (IPTC) Template' dialog box. A red circle highlights the 'Contact Info' section, which includes the following fields:

- Supp Cat 3: [Empty]
- Urgency: Undefined
- Contact Info**
- Contact Address: [Empty]
- Contact City: [Empty]
- Contact State: [Empty]
- Contact Zip: [Empty]
- Contact Country: [Empty]
- Contact Emails: FredSmith@FredSmith.com
- Contact Phones: 01 1234 5678
- Contact Web URLs: www.FredSmith.com

Below the 'Contact Info' section are the following fields:

- Max. Image Dimensions: Width: [Empty] Height: [Empty]
- Digital Source Type: (Select Value)
- Image Preferences**
- Label: [Empty]
- Color Class: 0: No Color Class
- Rating: No Stars
- Tag: Untagged

At the bottom of the dialog are buttons for 'Clear', 'Load...', 'Save...', 'Job...', 'Seqn...', 'Variables...', and 'Apply Template'. The copyright notice at the bottom reads: © 2019 IPTC (www.iptc.org). All rights reserved.

- 1) Put the Battery in here:
- 2) Switch the camera on here:
- 3) Put your **NAME** in here.....

COPYRIGHT INFORMATION

AUTHOR

Andrew Wiard

COPYRIGHT

Copyright Andrew Wiard

OK

EXIT

Q

MENU
OK

DISP
BACK

Find below how photo software vendors claim to support IPTC Photo Metadata. The data have been provided by the vendor of the software and have not been tested by IPTC.

- [Show all](#)
- [Show only software supporting the IPTC Photo Metadata Standard 2014](#)

At the bottom of this page you find a [legend](#) of all rows of the product tables. For enquiries about this list or if you want to add your software [Contact Us](#).

List of software in alphabetical order

- [ACDSee Pro 10](#)
- [Adobe Photoshop CC 2017](#)
- [Adobe Photoshop Lightroom CC 2015.8](#)
- [Daminion 4.6](#)
- [DigiKam 5.0](#)
- [ExifTool 10.46](#)
- [FastPictureViewer Professional 1.9](#)
- [FotoStation 8](#)
- [Image Relay 5.0](#)
- [Imatch 5.5](#)
- [Photo Mechanic 5](#)
- [Photo Supreme 3.3](#)
- [PhotoGem 1.0](#)
- [Portfolio 2.5.3](#)
- [STOCKBOX PHOTO 5.40](#)
- [WPMeta 1.3](#)
- [XnViewMP 0.84](#)

VIDEO METADATA HUB >

MEDIA TOPICS >

NEWSML-G2 >

RIGHTSML >

NINJS >

RNEWS >

SPORTSML-G2 >

VIDEO METADATA >

You are a website owner and want to express support for the Embedded Metadata Manifesto?

You can do this by adding an emm-button to your web pages:

For adding the **large size logo** (120 by 84 pixel):



insert this code into your web page:

```
<a href="http://www.embeddedmetadata.org/goto?supportsemm" title="We support the Embedded Metadata Manifesto"></a>
```

For adding the **small size logo** (60 by 42 pixel):



insert this code into your web page:

```
<a href="http://www.embeddedmetadata.org/goto?supportsemm" title="We support the Embedded Metadata Manifesto"></a>
```

Electronic rights management information

296ZG—(1) This section applies where a person (D), knowingly and without authority, removes or alters electronic rights management information which—

- (a) is associated with a copy of a copyright work, or
- (b) appears in connection with the communication to the public of a copyright work, and

where D knows, or has reason to believe, that by so doing he is inducing, enabling, facilitating or concealing an infringement of copyright.

(2) This section also applies where a person (E), knowingly and without authority, distributes, imports for distribution or communicates to the public copies of a copyright work from which electronic rights management information—

- (a) associated with the copies, or
- (b) appearing in connection with the communication to the public of the work,

has been removed or altered without authority and where E knows, or has reason to believe, that by so doing he is inducing, enabling, facilitating or concealing an infringement of copyright.

With that in mind **we propose five guiding principles as our "Embedded Metadata Manifesto"**:

- 1) Metadata is essential to describe, identify and track digital media and should be applied to all media items which are exchanged as files or by other means such as data streams.
- 2) Media file formats should provide the means to embed metadata in ways that can be read and handled by different software systems.
- 3) Metadata fields, their semantics (including labels on the user interface) and values, should not be changed across metadata formats.
- 4) Copyright management information metadata must never be removed from the files.
- 5) Other metadata should only be removed from files by agreement with their copyright holders.

We need evidence that users support the principles of the manifesto, so that we can push for change by software vendors to ensure our workflows are optimised and future proofed. Here's how you can help:

- [Display the emm logo on your web site](#)
- [Post a sample image to this site](#)

See results from embedding metadata into image files: the [Support Gallery of Images](#).

More details about these principles:

1: All people handling digital media need to recognise the crucial role of metadata for business. This involves more than just sticking labels on a media item. The knowledge which is required to describe the content comprehensively and concisely and the clear assertion of the intellectual ownership increase the value of the asset. Adding metadata to media items is an imperative for each and every professional workflow.

2: Exchanging media items is still done to a large extent by transmitting files containing the media content and in many cases this is the only (technical) way of communicating between the supplier and the consumer. To support the exchange of metadata with content it is a business requirement that file formats embed metadata within the digital file. Other methods like sidecar files are potentially exposed to metadata loss.

3: The type of content information carried in a metadata field, and the values assigned, should not depend on the technology used to embed metadata into a file. If multiple technologies are available for embedding the same field the software vendors must guarantee that the values are synchronized across the technologies without causing a loss of data or ambiguity.

4: Ownership metadata is the only way to save digital content from being considered orphaned work. Removal of such metadata impacts on the ability to assert ownership rights and is therefore forbidden by law in many countries.

5: Properly selected and applied metadata fields add value to media assets. For most collections of digital media content descriptive metadata is essential for retrieval and for understanding. Removing this valuable information devalues the asset.