Welcome to the
IPTC Photo Metadata Conference
2022

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Managing Director, IPTC

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Welcome!

• This is the 16th IPTC Photo Metadata Conference – the event has been running every year since 2007
• Third online conference
• We have well over 150 registrants
• Thanks to CEPIC for hosting our conferences up to 2019
  – Hopefully we will be back with CEPIC next year
IPTC: Providing the technical foundation for the media ecosystem

IPTC is the global technical standards body of the news media.
We are an open, non-partisan, non-political organisation dedicated to promoting interoperable standards and best practices in the news and media industries.
We are a registered non-profit organisation funded by member subscriptions.
Our work spans many areas:
- Standards creation in the news/media industry
- Running events for members and the public
- Developing software to work with our standards
- Partnering with others (Google, W3C, ISO, Exif, schema.org, C2PA, Project Origin, CAl…)
- Acting as a forum for knowledge sharing between members, building industry best practice

IPTC's Voting Members
(we also have over 40 Associate, Startup and Individual members)
## Today’s agenda

<table>
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<th>Time</th>
<th>Session</th>
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<td><strong>15.00 – 15.10 UTC</strong></td>
<td>Intro and welcome</td>
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| **15.10 – 16.00 UTC** | Adoption of IPTC Accessibility properties  
                         Smithsonian, Camera Bits, Adobe, Scribely                        |
| **16.00 – 16.30 UTC** | Software Supporting the IPTC Photo Metadata Standard  
                         Updates to the IPTC Photo Metadata Standard version 2022.1  
                         Michael Steidl and David Riecks, IPTC Photo Metadata Working Group |
| **16.30 – 17.15 UTC** | Use of C2PA in real-world workflows  
                             BBC, CBC/Radio Canada, Microsoft, Content Authenticity Initiative / Adobe |
| **17.15 – 18.00 UTC** | Metadata for AI images  
                             CEPIC, Everypixel, Mobius Labs                                     |
| **18.00 – 18.02 UTC** | Wrap-up and close                                                      |
Accessibility tips

• We have activated Live Closed Captioning in Zoom
• Speakers, don’t forget to introduce yourself verbally
• If you play videos, please turn on captioning feature on YouTube etc
• Try not to assume that everyone can see your slides – be descriptive
• When several people are speaking, please state your name when it’s your turn to talk
• Most presentations are now available on the event page:
Video recordings of sessions

• We are taking video recordings of sessions at this meeting
• Videos will be made available on our site in the next week
• Videos will also include captions (auto-generated, lightly edited)
• Please do stay for the live sessions! You can ask questions, make comments and participate in the text chat
Adoption of IPTC Accessibility properties

15.10 – 16.00 UTC

James Tiller (she/they)
Smithsonian

Mick Orlosky (he/him)
Camera Bits
(makers of Photo Mechanic)

Damian Sian (he/him)
Adobe

Moderator: Caroline Desrosiers (she/her)
Scribely
Software Supporting the IPTC Photo Metadata Standard
Updates to the IPTC Photo Metadata Standard version 2022.1

Michael Steidl (he/him)
David Riecks (he/him)

Co-leads,
IPTC Photo Metadata Working Group
16.30 – 17.15 UTC

Use of C2PA in real-world workflows

Jay Li (she/her)  
Microsoft

David Beaulieu (he/him) and Jonathan Dupras (he/him)  
CBC/Radio Canada

Nigel Earnshaw (he/him) and Charlie Halford (he/him)  
BBC

Gavin Peacock (he/him) and Pia Blumenthal (she/her)  
Content Authenticity Initiative / Adobe
17.15 – 18.00 UTC

Metadata for AI images

Sylvie Fodor (she/her)  
CEPIC

Dmitry Shironosov (he/him)  
Everypixel

Damian Sian (he/him)  
Adobe

Moderator: Mark Milstein (he/him)  
Microsotocksolutions / vAlsual
Wrapping up

• Thanks very much to all speakers and attendees!

• Thanks especially to David Riecks, Caroline Desrosiers, Mark Milstein and Serguei Fomine for helping to find speakers and/or acting as moderators
Wrapping up

• Please stay in touch:
  – We will send out one final email to all attendees when the videos are published
  – Join the public IPTC Photo Metadata discussion list: groups.io/iptc-photometadata
  – Sign up for our occasional newsletter, “Friends of IPTC”
  – Please consider joining IPTC
In February 2020, Google announced that embedded IPTC Photo Metadata will be used to link “Licensable Images” to a place where the image can be purchased or licenced.

This is in addition to the existing display of Credit, Copyright and Creator fields in Google Images search results (agreed in 2018).

Result of a collaboration between IPTC, CEPIC and Google.
• Launched in August 2020
• Uses two IPTC fields: “WebStatementOfRights” and “Licensor URL” (part of the “Licensor” structure)
• Schema.org markup in HTML can also be used
• Links from Google search results directly to a page where users can license the image
• Works even on third-party sites (badge isn’t shown in thumbnail page, but “get this image on” and “view licence details” in side panel will work)
My vote for comment of the day
See you in 2023!

Date and location TBC

Even if we have a physical event, there will be an online attendance option

To hear about it first, subscribe to the Friends of IPTC Newsletter