



Welcome to the IPTC Photo Metadata Conference 2022

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10 November 2022



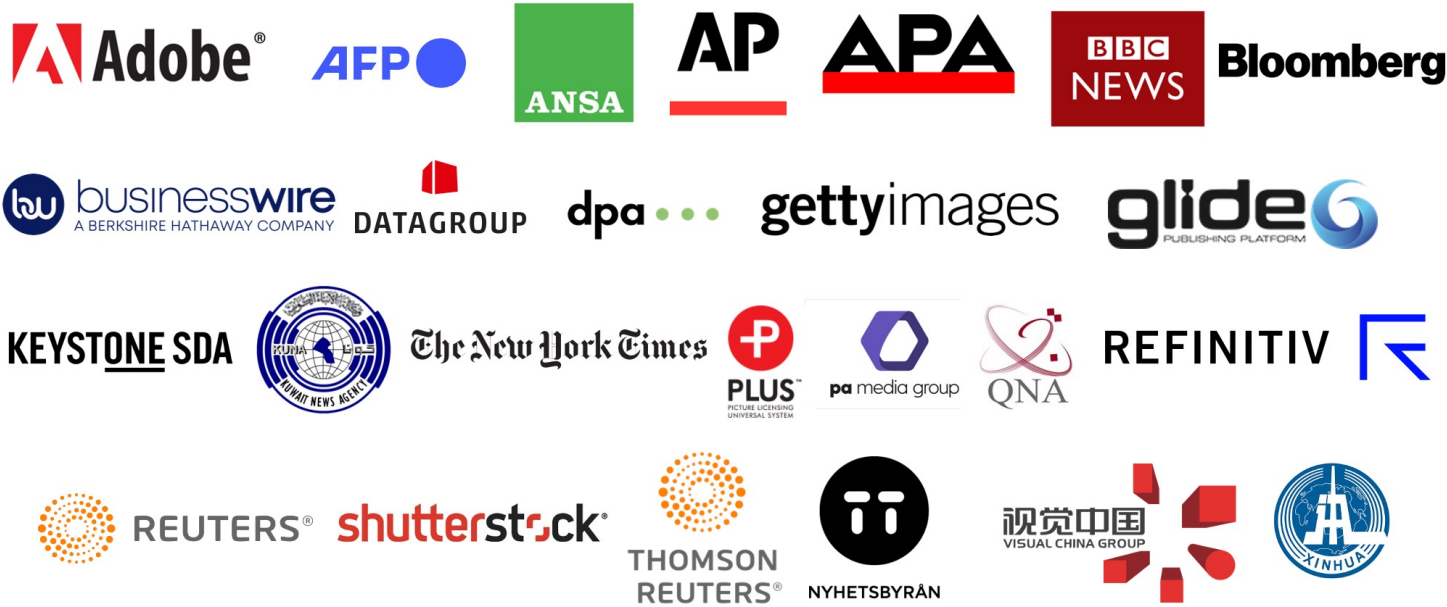
Welcome!

- 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

The screenshot shows the IPTC website with a navigation bar at the top containing links for STANDARDS, LATEST, EVENTS, ABOUT IPTC, and FOR MEMBERS. A search icon is also present. The main content area features a large blue banner for the 'IPTC Photo Metadata Conference' with a graphic of overlapping photo slides. Below the banner, the text reads: 'IPTC Photo Metadata Conference 2022: Photo Metadata in the real world'. The date and time are specified as 'Thursday 10 November 2022: 1500 – 1800 UTC'. A note at the bottom states: 'The 2022 Photo Metadata Conference will again be held online, and is free for anyone to attend.' On the left side of the page, there is a sidebar with a 'WEBINARS' section and a 'MEETINGS' section. The 'MEETINGS' section lists a series of events from 2018 to 2022, including 'Photo Metadata Conference 2022', 'Autumn Meeting 2022', 'Spring Meeting 2022', and so on, down to 'Spring Meeting 2018'.



IPTC: Providing the technical foundation for the media ecosystem



IPTC's Voting Members

(we also have over 40 Associate, Startup and Individual members)

- 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, CAI...)
 - Acting as a forum for knowledge sharing between members, building industry best practice



Today's agenda

Time	Session
15.00 – 15.10 UTC	Intro and welcome
15.10 – 16.00 UTC	Adoption of IPTC Accessibility properties <i>Smithsonian, Camera Bits, Adobe, Scribely</i>
16.00 – 16.30 UTC	Software Supporting the IPTC Photo Metadata Standard Updates to the IPTC Photo Metadata Standard version 2022.1 <i>Michael Steidl and David Riecks, IPTC Photo Metadata Working Group</i>
16.30 – 17.15 UTC	Use of C2PA in real-world workflows <i>BBC, CBC/Radio Canada, Microsoft, Content Authenticity Initiative / Adobe</i>
17.15 – 18.00 UTC	Metadata for AI images <i>CEPIC, Everypixel, Mobius Labs</i>
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:
 - <https://iptc.org/events/photo-metadata-conference-2022/>





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





15.10 – 16.00 UTC

Adoption of IPTC Accessibility properties



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



16.00 – 16.30 UTC

*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



Microsoft

CBC



Radio-Canada



Content
Authenticity
Initiative

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)
**Microstock
solutions / vAlusual**

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](#)



The screenshot displays the IPTC website's 'Friends of IPTC' newsletter sign-up page. The page features a blue header with the 'Groups.io' logo and a settings icon. Below the header is a large image of a savanna landscape with elephants. The main content area is divided into two columns. The left column contains text about the IPTC's role in maintaining metadata standards and a public forum for discussion. The right column contains the newsletter sign-up form, which includes fields for Email Address, First Name, Last Name, and Company/Organisation. A 'Subscribe to the Friends of IPTC Newsletter' button is also present.

iptc-photometadata@groups.io
Public forum to discuss IPTC metadata for photos and in

The IPTC maintains standards for metadata fields to be u introduced by Photoshop) and the "IPTC Core" (since 20 XMP technology (Photoshop 7.1 and higher).

In addition, the IPTC maintains controlled vocabularies fo

This all and the future development of photo metadata st

Are you not yet ready to become an IPTC member, but you would like to be kept informed of what IPTC is working on? Would you like to attend our public events such as webinars and conferences?

Then perhaps you should become a Friend of IPTC.

Please fill in this form to be signed up for our newsletter.

We promise not to spam. Emails will be sent only when we have something interesting or useful to announce.

Thanks for your interest in IPTC!

"Friends of IPTC" newsletter

We send an occasional newsletter to "Friends of IPTC" to keep non-members informed about our activities, and any events which are open to the public.

Please use the form below to sign up. You can unsubscribe at any time.

Subscribe to the Friends of IPTC Newsletter

* indicates required

Email Address *

First Name

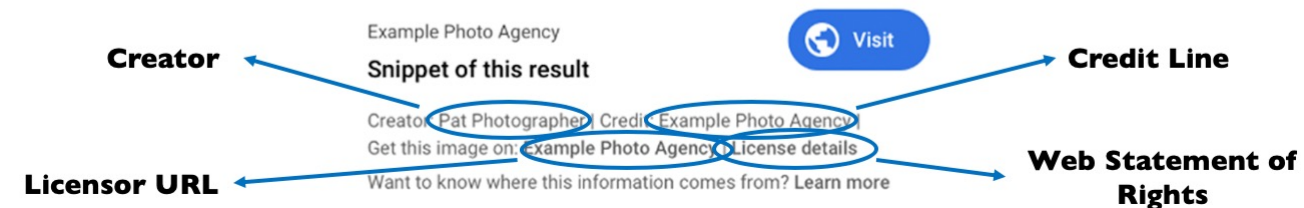
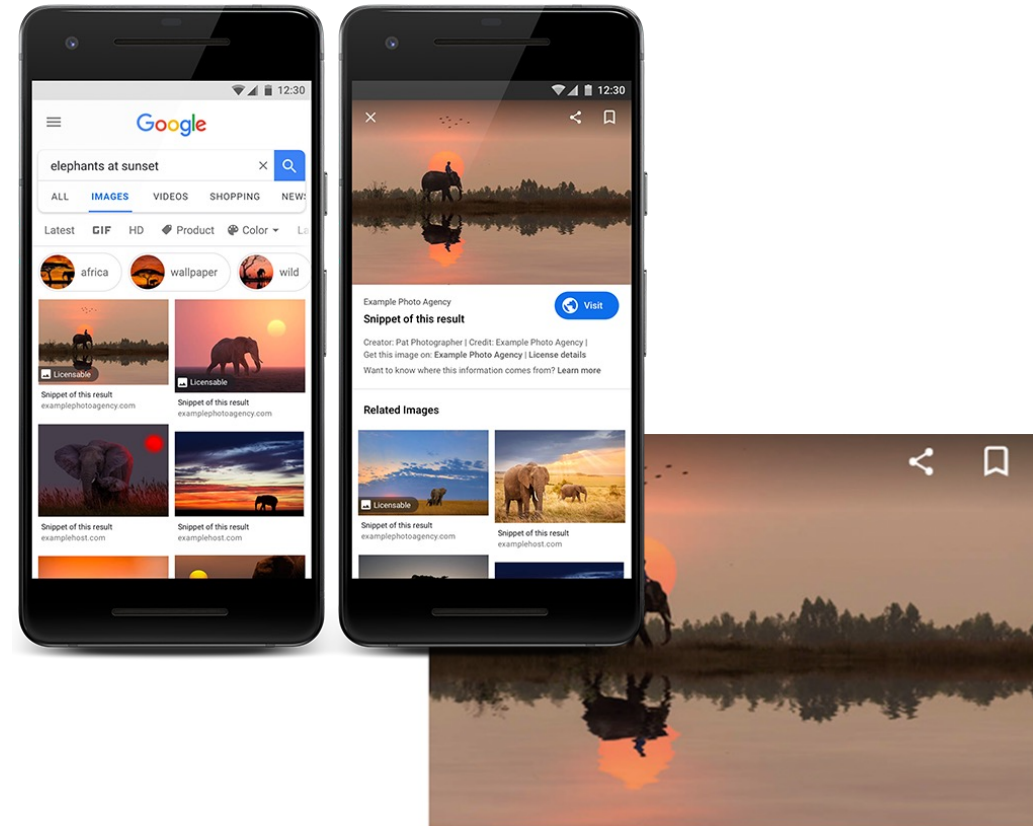
Last Name

Company/Organisation



IPTC Photo Metadata and Google Images

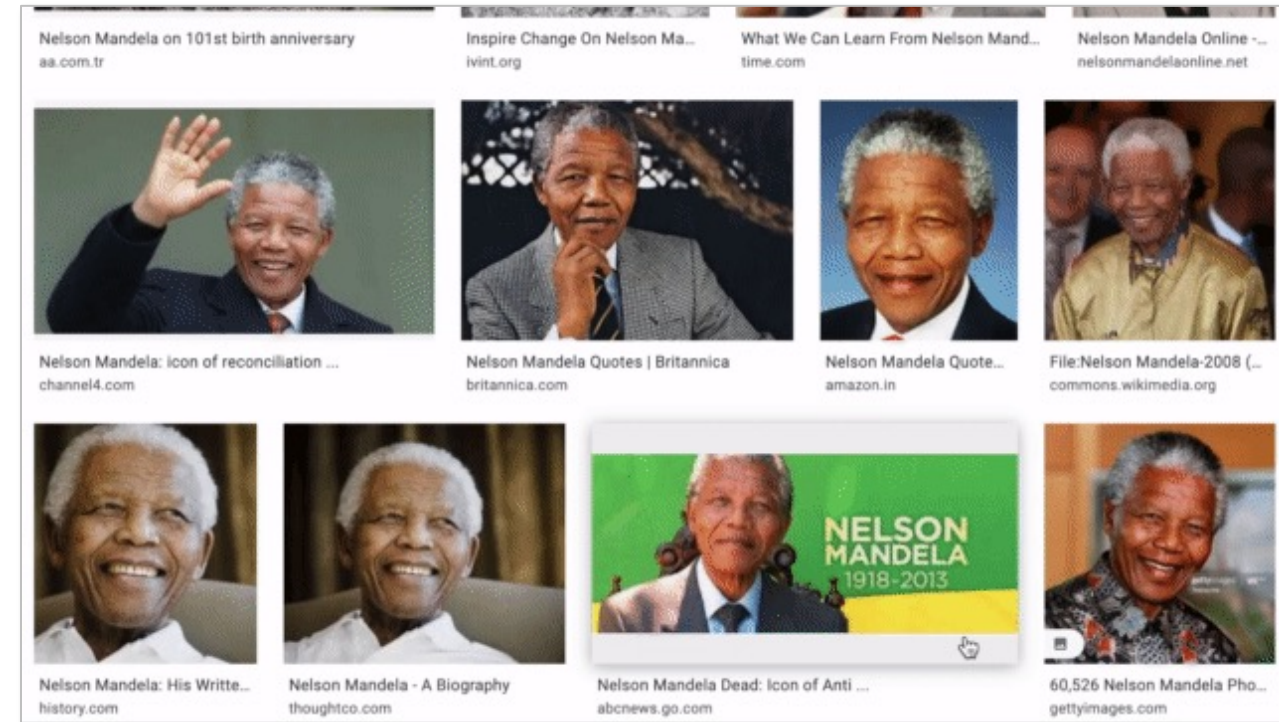
- In February 2020, Google announced that embedded IPTC Photo Metadata will be used to link “Licensable Images” to a place where the image can be purchased or licenced
- This is in addition to the existing display of Credit, Copyright and Creator fields in Google Images search results (agreed in 2018)
- Result of a collaboration between IPTC, CEPIC and Google





IPTC Photo Metadata drives the Google Images Licensable badge

- 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](#)**