Proposed Fields to Record generative AI details

David Riecks
Photo Metadata Working Group Lead
IPTC Photo Metadata Conference
September 18, 2025

Proposed Fields to Record gen-AI details

Why?:

- Authenticity (unauthenticity?)
- Accountability (Ethics & Legal)
- Archiving Aid for Search & Discovery

Current Recommendations:

- leave the Image Creator field empty
- use the “Contributor” property (name, optional identifier and a role attribute)
- apply “Created using Generative AI” as Digital Source Type

https://www.iptc.org/std/photometadata/documentation/userguide/#_applying_metadata_to_ai_generated_images

© 2025 IPTC (www.iptc.org) All rights reserved

Proposed Fields to Record gen-AI details

“Use Cases” to be solved (what to record and why?)

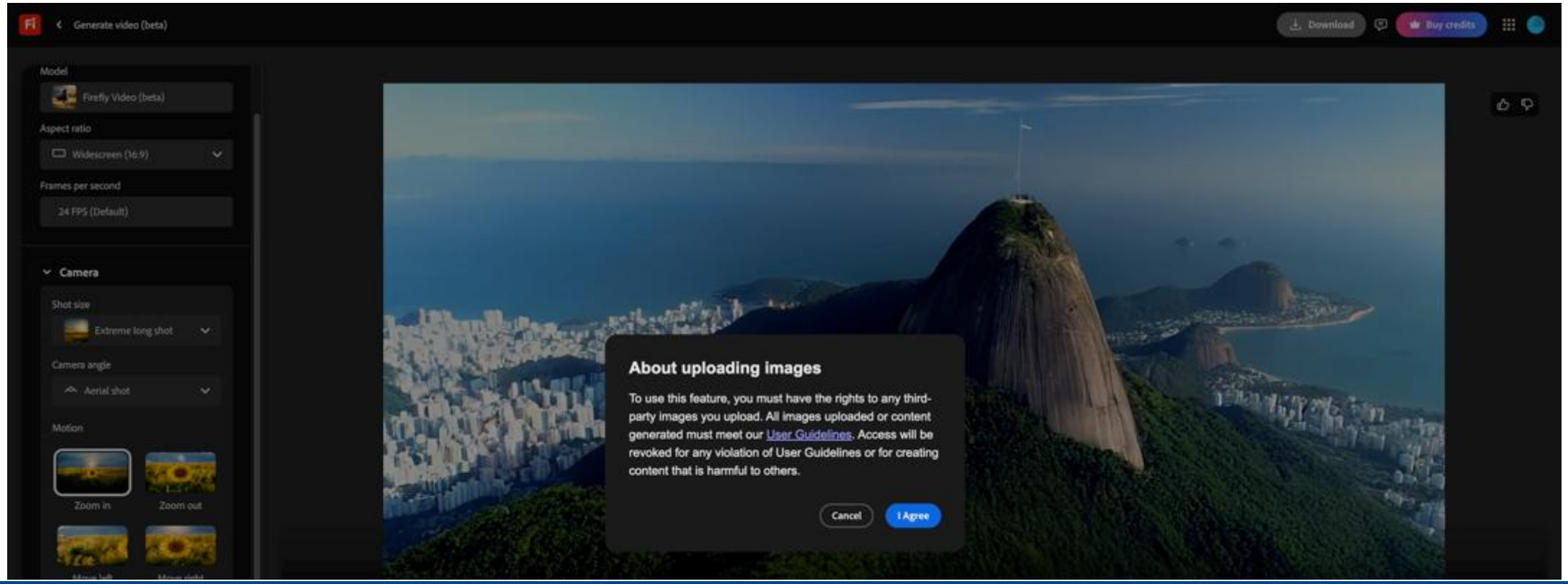
- Track images created by specific generative AI system (remove/block)?
- Screen out generative images (establish copyrightable status?*)
- Ensure images used for a similar feature have a consistent theme/look?
- Maintain a specific style over time?
- Refine and iterate on designs based on feedback…
- How to credit contributors?*
- To preserve the steps in the artistic process?
- To compare different algorithms or approaches?
- To maintain a record of how specific visuals were created
- Guidance for reproducibility (teaching how to get a specific look)
- General Provenance Tracking for historical archive purposes (audit)
- Re-generate images when a new, better version of a model is released

© 2025 IPTC (www.iptc.org) All rights reserved

Proposed Fields to Record gen-AI details

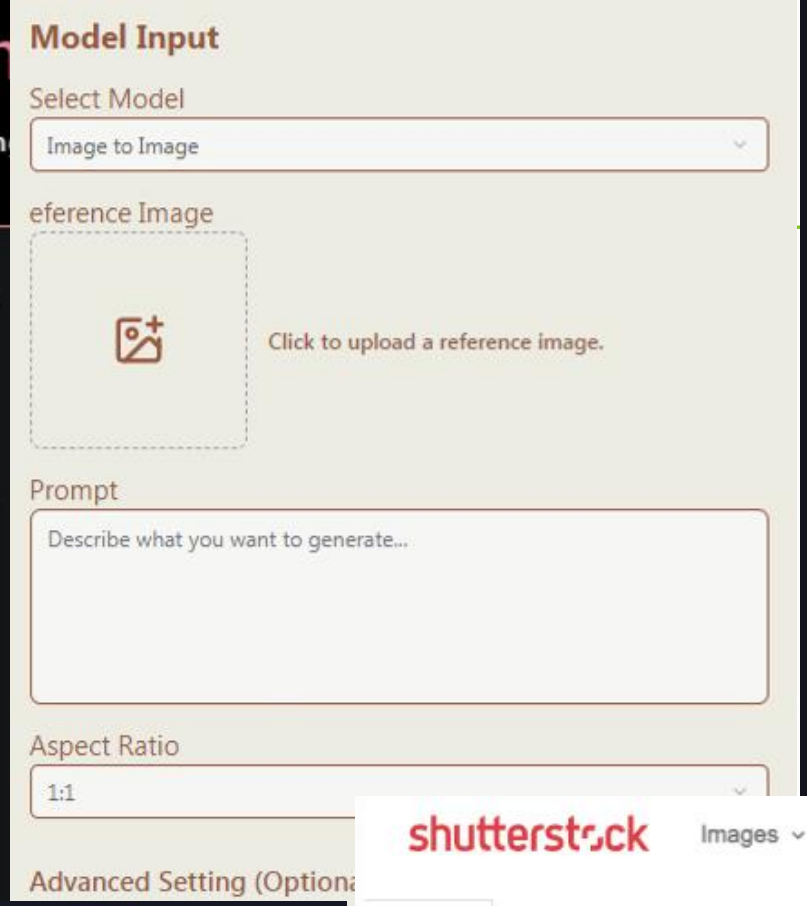
Survey of Generative AI User-Interfaces:

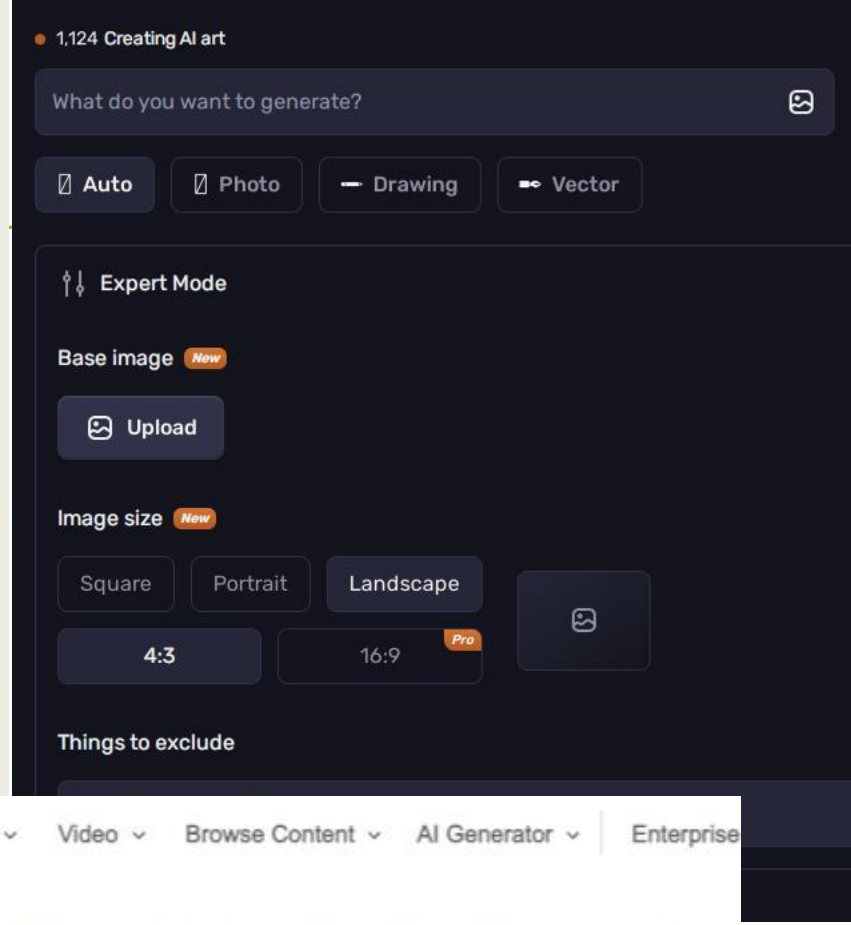
Looked for similarities and grouped by function (most frequently seen)

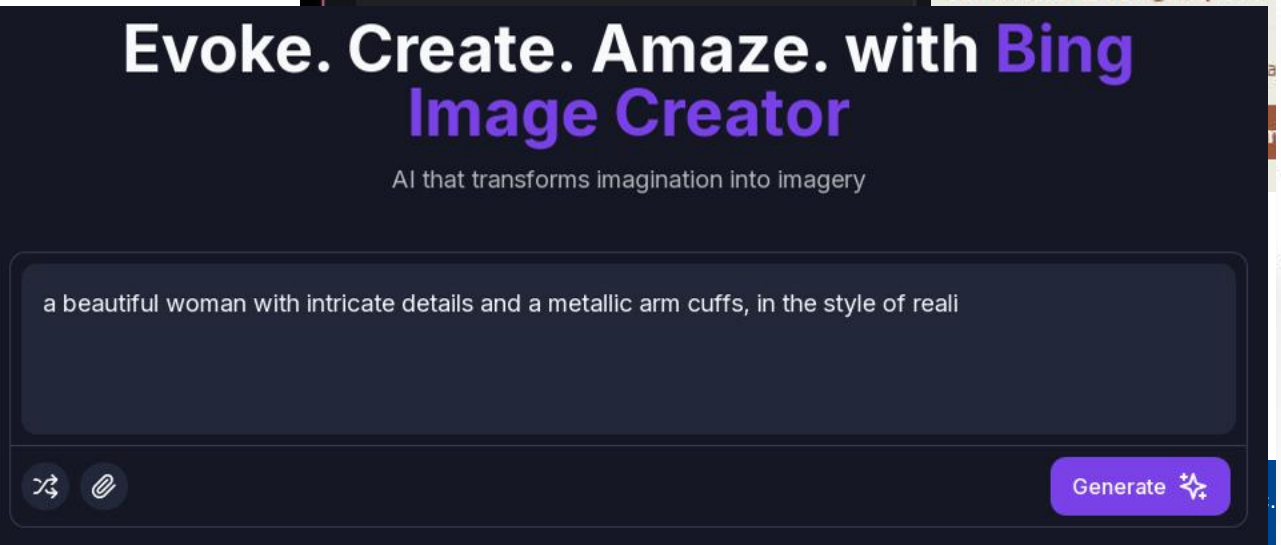


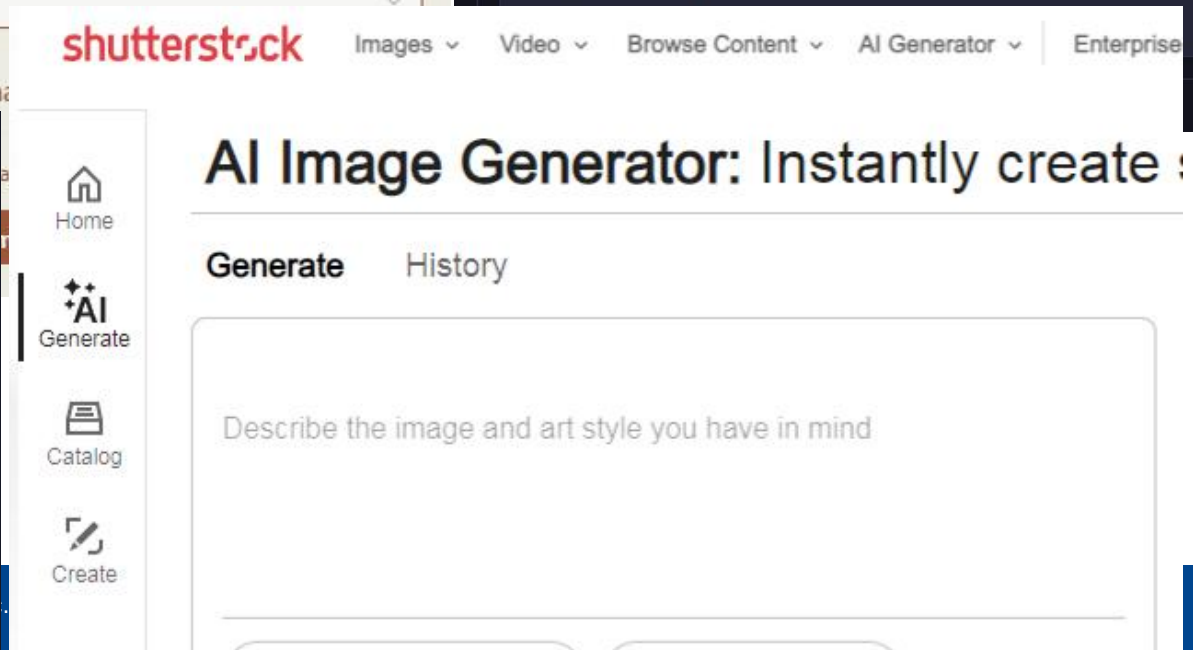
© 2025 IPTC (www.iptc.org) All rights reserved

Flux AI In
Create stunnin
Input prompt here
Enhance Prompt
Resolution
1:1
Image Models
flux.1 schnell


Model Input
Select Model
Image to Image
eference Image
Click to upload a reference image.
Prompt
Describe what you want to generate...
Aspect Ratio
1:1
Advanced Setting (Optiona


1,124 Creating AI art
What do you want to generate?
Auto
Photo
Drawing
Vector
Expert Mode
Base image
New
Upload
Image size
New
Square
Portrait
Landscape
4:3
16:9
Pro
Things to exclude


Evoke. Create. Amaze. with Bing Image Creator
AI that transforms imagination into imagery
a beautiful woman with intricate details and a metallic arm cuffs, in the style of reali
Generate


shutterstock
Images
Video
Browse Content
AI Generator
Enterprise
Home
AI Generate
Catalog
Create
AI Image Generator: Instantly create
Generate
History
Describe the image and art style you have in mind

Proposed Fields to Record gen-AI details

Grouped by Type of Information:

- Model: (foundational model name and version. e.g. DALL-E 2, Imagen)
- Input Data:
  - Text Prompt
  - Prompt Options? (like negative and positive prompts)
  - Size / Aspect Ratio
- Prompt Writer (could also be handled by IPTC “Contributor” property?)
- Publication Using
- Reference to other Media Object (URL/URI/URN, path or filename?)
- Base Image (image to use for inference)
- Post Processing details? (notes of edits/modifications, inpainting, & tools used)

© 2025 IPTC (www.iptc.org) All rights reserved

Proposed Fields to Record gen-AI details

Request for Comments:

- Added basic technical details to the draft
  - Definition
  - Help Text
  - User and Implementation Notes
  - Basic Data Type (Text, CV Code, Structure, etc.

- Solicited feedback from:
  - Users
  - DAM Vendors
  - Gen-AI System developers

AUG 1 2025 **Draft for public comment: New Photo Metadata fields for AI-generated content**

The IPTC Photo Metadata Working Group is proposing a draft set of properties for recording details of images created using generative AI systems. The group presents a draft of these fields for your comments and feedback. After comments are reviewed the group intends to add new properties to a new version of the IPTC Photo Metadata Standard which would be released later in 2025.

Use Cases

The proposals detailed here are intended to address these scenarios, among others:

- How do you know which system/model generated this image? For instance, if you wanted to compare how different systems—or versions of systems—interpret a given prompt, where would you look?
- How can you know what prompt text was entered, or image shared as a starting point? If you want to recreate similar images in the

An image generated by Imagine with Meta AI, using the prompt "A cute robot penguin painting a picture of itself using a canvas mounted on a a wooden easel, in the countryside." The image contains IPTC DigitalSourceType metadata showing that it was generated by AI. This image would be a candidate for the new photo metadata

© 2025 IPTC (www.iptc.org) All rights reserved

Proposed Fields to Record gen-AI details

AI System Used

- *Name:* “AI System Used”
- *Definition:* The AI engine and/or the model name used to generate this image.
- *User Note:* For example, ChatGPT DALL-E, Google Gemini, ChatGPT

AI System Version Used

- *Name:* “AI System Version Used”
- *Definition:* The version of the AI system used to generate this image, if known.

© 2025 IPTC (www.iptc.org) All rights reserved

Proposed Fields to Record gen-AI details

AI Prompt Information

- *Name:* “AI Prompt Information”
- *Definition:* The information that was given to the generative AI service as “prompt(s)” in order to generate this image.
- *User Note:* This may include negative [excludes] and positive [includes] statements in the prompt.

AI Prompt Writer Name

- *Name:* “AI Prompt Writer Name”
- *Definition:* Name of the person who wrote the prompt used for generating this image.
- *User Note:* This person should not be considered as the image creator.

© 2025 IPTC (www.iptc.org) All rights reserved

The PMD Working Group

Some of our photo metadata people (in random order)

David Riecks, PLUS (co-lead)

Alison Sullivan

Brendan Quinn, IPTC MD

Philippe Mougin (AFP)

Michael Steidl, IPTC (co-lead)

Annette Feldman, AP

Jeff Sedlik, PLUS

Honor Craig-Bennett

Serguei Fomine, CEPIC

Margaret Warren

Karl Csoknyay, Keystone-SDA

Caroline Spiezio ...and more

© 2025 IPTC (www.iptc.org) All rights reserved

IPTC PMD resources (with links)

- IPTC Photo Metadata landing page on the IPTC site
- IPTC Photo Metadata Standard latest specification web document
- IPTC Photo Metadata User Guide web page
- IPTC Photo Metadata Mapping Guidelines
- Quick Guide to IPTC Photo Metadata and Google Images
- List of software supporting IPTC Photo Metadata
- The public IPTC Photo Metadata email group
- Digital Source Type Newscodes

© 2024 IPTC (www.iptc.org) All rights reserved