



IPTC Photo Metadata Conference 2025

Thursday September 18 2025

Do you want to earn
from **5000\$** a month?



Welcome!

- This is the 18th IPTC Photo Metadata Conference – the event has been running (almost) every year since 2007
- We have over 250 people registered
 - from news agencies, publishers, broadcasters, software companies, museums and galleries, universities, consultants... and of course many photographers and image managers
- This conference will be recorded and made available online after the event
- Automatic subtitles (in English) will be activated via Zoom

WEBINARS >

MEETINGS v

Autumn Meeting 2025

Photo Metadata Conference 2025

Spring Meeting 2025

Autumn Meeting 2024

Photo Metadata Conference 2024

Spring Meeting 2024

Autumn Meeting 2023

Spring Meeting 2023

Photo Metadata Conference 2022

Autumn Meeting 2022

Spring Meeting 2022

Photo Metadata Conference 2021

Autumn Meeting 2021

Spring Meeting 2021

Autumn Meeting 2020

Photo Metadata Conference 2020

Spring Meeting 2020



IPTC Photo Metadata Conference 2025

IPTC Photo Metadata Conference 2025

Online – 18 September 2025: 15.00 to 18.00 UTC

The 2025 IPTC Photo Metadata Conference will focus on **Photo Metadata in AI and workflows**.

Topics will include:

- Update on the latest in photo metadata from the IPTC, including work on metadata for AI plus the latest from the Media Provenance Committee, bringing C2PA to the news and media industries
- Invited speakers showing how photo metadata is used to help real-world photographers and media managers handle huge amounts of imagery in real-world workflows
- See the impact of AI on photography, both in terms of creating images and by using AI to improve photo management workflows



IPTC: Providing the technical foundation for the media ecosystem



- The IPTC is 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
- Founded in the UK in 1965
- 84 members from 23 countries

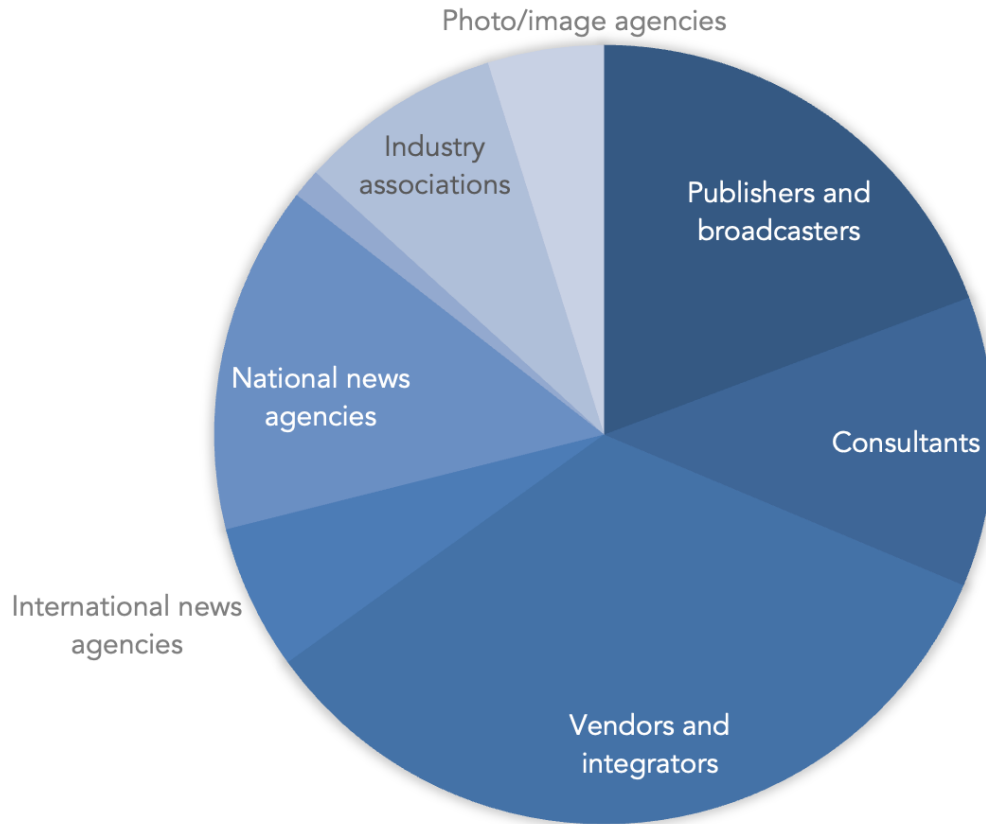
IPTC's Voting Members

(we also have over 50 Associate, Startup and Individual members)



IPTC Membership across industry segments

IPTC Members by type



- Photo agencies: **Shutterstock, Getty Images, Visual China Group, EPA**
- Publishers and Broadcasters: **ABC Australia, YLE Finland, ITN and BBC UK, WDR Germany, RNZ New Zealand, Sinclair US** and many more
- Individual consultants and freelancers
- Vendors and integrators: **CameraBits, Adobe, Sony, IMATAG, Kairntech, Factiveverse, OpenOrigins** and more
- National news agencies: **APA (Austria), dpa (Germany), EFE (Spain), Keystone (Switzerland), LUSA (Portugal), Xinhua (China)** and more
- International news agencies: **AFP, AP, Reuters**
- Industry associations: **NLA Media Access, Media Cluster Norway, European Broadcasting Union, BVPA (Germany)**



What does the IPTC do?

Standards

We create and maintain some of the key technical standards used by the news and media industries

Events

We run member meetings/conferences twice a year, plus the Photo Metadata Conference, webinars and special events

Tools

We create software tools, libraries and online services that enable organisations to get the most out of our standards

Partnerships and advocacy

We work with organisations such as Google, Adobe, W3C, ISO, C2PA, schema.org to promote the needs of our industry

Knowledge sharing and collaboration

We act as a forum for members to collaborate and share experiences



Current focus areas

Artificial Intelligence and the Media

Responding to the rapid developments in the world of AI and Machine Learning as applied to media content

Metadata for Accessibility and Diversity

Using metadata to make life better for those who need assistive technologies, and for improving diversity and inclusion

Trust and Credibility in the Media

Actively working on new technologies to make media more transparent, trustworthy and credible

Knowledge Graphs and the Semantic Web

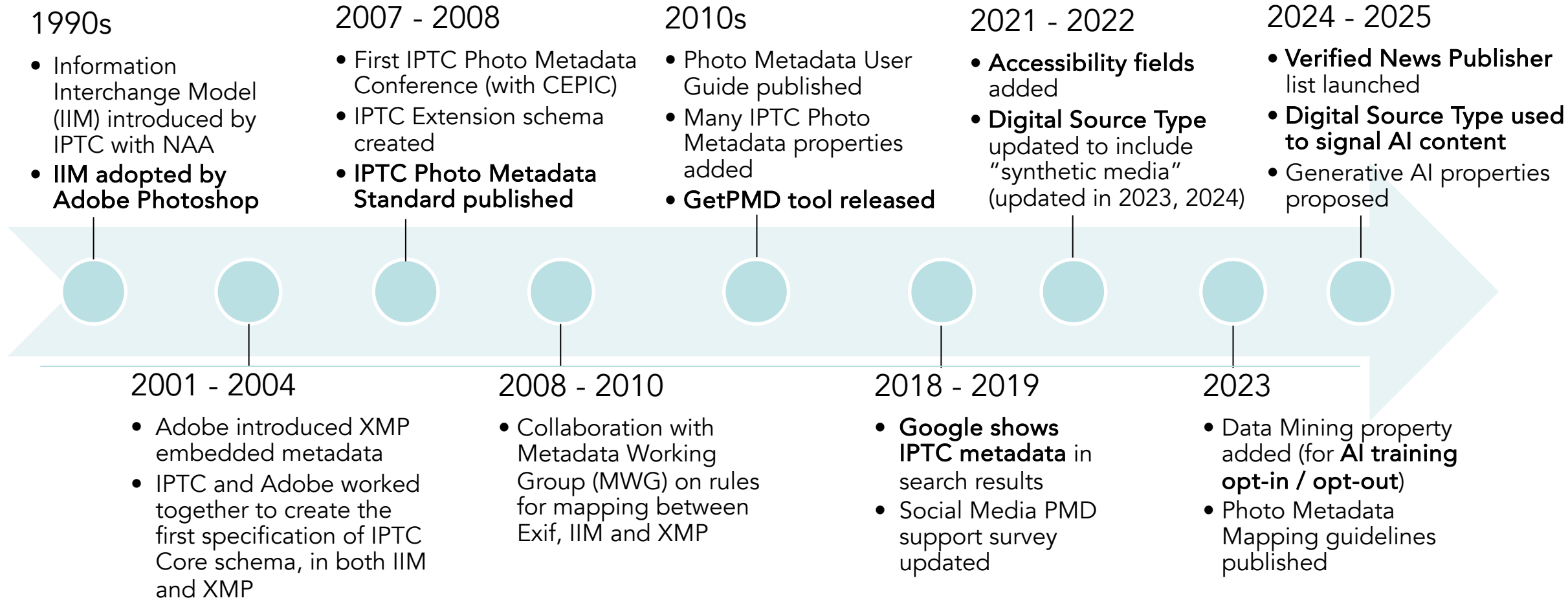
Applying our domain knowledge to design and maintain knowledge graphs and other Semantic Web technologies

Future trends in media technology

Introducing our members to emerging technologies that may have an enduring impact on the media industry



History of IPTC Photo Metadata





Today's Schedule

Time	Title	Speakers
15.00 – 15.10 UTC	Welcome and Introduction	Brendan Quinn , Managing Director, IPTC David Riecks , Lead, IPTC Photo Metadata Working Group
15.10 – 16.00 UTC	Topic 1: Metadata and Generative AI	
	AI Preferences and AI Opt-Out Best Practices	Brendan Quinn , IPTC
	IPTC Photo Metadata: Proposed new properties for Generative AI	David Riecks , IPTC Photo Metadata Working Group
	Legal and copyright issues around AI opt-out	Paul Reinitz , Paul Reinitz Consulting (ex-Getty Images)
16.00 – 17.00 UTC	Topic 2: Image metadata in the real world	
	Metadata for Image Quality in Galleries, Libraries, Archives and Museums (GLAM)	Ottar A.B. Anderson , Head of Photography at SEDAK
	Adobe Custom Metadata Panel update	David Riecks , IPTC Photo Metadata Working Group
	AI caption tagging for the Superbowl	Jerry Lai , Senior Director of Content, Imagn Images



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Today's Schedule (2)

Time	Title	Speakers
16.00 – 17.00 UTC	Topic 2: Image metadata in the real world	
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	Adobe Custom Metadata Panel update	David Riecks , IPTC Photo Metadata Working Group
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Today's Schedule (3)

Time	Title	Speakers
17.00 – 17.55 UTC	Topic 3: Update on C2PA and Content Credentials	
	IPTC C2PA and Media Provenance updates	Brendan Quinn , IPTC
	Investigations into C2PA	Tim Bray , Textuality (founder of OpenText, creator of XML)
	Mapping image publishing workflows at CBC	Marcos Armstrong , CBC / Radio Canada
17.55 – 18.00 UTC	Wrap-up	



15.10 – 16.00 UTC

Metadata and Generative AI



Brendan Quinn
Managing Director



David Riecks
Lead, IPTC Photo Metadata
Working Group



Paul Reinitz
Legal and Business
Consultant





16.00 – 17.00 UTC

Image metadata in the real world



Ottar A. B. Anderson
Head of Photography, SEDAK



David Riecks
Lead, IPTC Photo Metadata
Working Group



Jerry Lai
Senior Director of
Editorial Content





17.00 – 17.55 UTC

Update on C2PA / Content Credentials



Brendan Quinn
Managing Director



Tim Bray
Geek, photohobbyist, and
environmentalist



Marcos Armstrong
Senior Specialist,
Content Provenance





Wrapping up



The IPTC Photo Metadata Working Group

A great bunch of photo metadata people (in random order)



Annette Feldman,
AP



Alison
Sullivan



Philippe Mouglin
(AFP)



Brendan Quinn, IPTC
MD



Jeff Sedlik,
PLUS



Michael Steidl



Honor Craig-
Bennett

..and
more.
Come and
join us!



Karl Csoknyay, Keystone-SDA



David Riecks, PLUS (WG lead)



Serguei Fomine, CEPIC



Margaret Warren



IPTC Photo Metadata resources (with links)

- IPTC Photo Metadata [landing page](#) on the IPTC site
- [IPTC Photo Metadata Standard latest specification](#)
- [IPTC Photo Metadata User Guide](#)
- [IPTC Photo Metadata Mapping Guidelines](#)
- [Quick Guide to IPTC Photo Metadata and Google Images](#)
- [List of software supporting IPTC Photo Metadata](#)
- [Get IPTC Photo Metadata Service](#)
- The public IPTC Photo Metadata [email discussion group](#)
- [Digital Source Type](#) Newscodes



Thanks - until next time!

Thanks for coming, presenting, asking questions, or just listening!

Most slides are now available on the event page

<https://www.iptc.org/events/photo-metadata-conference-2025/>

Videos of all sessions will be made available on iptc.org within the next week.
Look out for a news post!

Thanks to the IPTC Photo Metadata Working Group,
and especially to **David Riecks** for organising this event

[Please contact IPTC for more information on anything you heard today](#)