

: Festspillene i Bergen 1997 Record 12533 in Database PLCHECKS SET\_FIELD lam-familien Record 12434 in Database PLCHECKS SET\_FIELD : Tusenårs-jubileet i : Flommen i Sentral- og Øst-Europa 1997 Record 15779 in Database PLCHECKS SET\_FIELD : Stortingsvalgkampen 1997 Record 16651 in Database PLCHECKS SET ELD e - messen 1997 Record 19197 in Database PLCHECKS SET\_FIELD : Nobels Fredspris 1997 Record 19286 in Database PLCHECKS SET\_FIELD : Kongeparets reise i Ki : Historiske VM Record 32926 in Database PLCHECKS SET\_FIELD : Paralympics Nagano 1998 Record 32972 in Database PLCHECKS SET\_FIELD ECKS SET\_FIELD : Vinter-OL OSTO 1952 Record 36352 in Database PLCHECKS SET\_FIELD menkollen Record 36091 in Database PLCHECKS SET\_FIELD : Siøvegan - drapet Record 36605 : Ski-VM 1999 Record 40683 in Database PLCHECKS in Database PLCHECKS SET\_FIELD : NATO-øvelse Battle Griffin Record 40025 in Database PLCHECKS SET\_FIELD Record 42009 in Database PLCHECKS SET\_FIELD : VM fotball for kvinner 1999 i Drammen Reco mer-OL Mexico 1968 Record 43078 in Database PLCHECKS SET\_FIELD : Vinter-OL Vinter-OL St.M "When we started our database-project in 1995, ase PLCHECKS SET\_EIELD : Toppmøte i Oslo november 1000 Record 44291 in november 1999. Lastebilblokade in Database PLCHE tabase PLCHECK lest mo avgif Reco we were of course starting to design the database : 17. mai Record HECK 893 Dat se ET\_F LD : Toakollision oa ET FIELD abase PLCHECKS SET ELD : F spi bro rgei 000 Record 47407 in Data i 1995, Kashmi ene i from the IPTC standard. In addition we added fields 381 rshov-drapet, Tors /, jul 000 PLCHECKS SET FIELD Database PLCH 2000 Re 50303 in Database Database PLCHECKS FIELL **ine** SE PLCHECKS SE where the content should be controlled, that is: FIELD Geografi t. 1999 Record ord 50585 in Dat SE PLCHECKS rae Record 50586 in 1158 in Database CHECKS SET LD els Fredsp 1970-1979 Record 51 d 51160 in D values should be taken from a list of distinct value." d 51775 in Datab PLCHECK FIELD til striskiorte 1944 cord 51941 ir Fra 998 i England Reco 52311 Database ... TIÉCKS SL : Melodi Grand P Melodi Grand F Steinar Bakken ecord 53110 in Database PLCHECKS SET\_FIELD : Sommer-OL Helsinki 1952 Recor n Database PL Storbritannia besøker Norge, mai/juni 2001 Record 53985 in Dat aland, mai 200 Master in librarianship, retrieval and computing : Drap Hanne-Kristine Olsén, pákjørt og drept, Olsvik, juli 2001 Record 55229 in base PLCHECKS rit Oslo august 2001 -Bryllupsreisen Record 55941 in Database and, aug/sept s, oktober 2001 Record 56602 in Database PLCHECKS SET\_FIELD : Måneder : Stortingsrep : Samarbeidsregjeringen 2001 Record 57064 in Database PLCHEČKS SEI\_FIELD : Kongeparets Ferse FIItarra, oktober 2001 Record 57277 in Database F SET\_FIELD : Forfall - et medisinsk forskningsprosjekt, Kristopher Schau november 2001 Record 57685 in Database PLCHEC 9 in Database PLCHECKS SET\_FIELD : EM på skøvter Erfurt 2002 Record 58709 in Database PLCHECKS SE et Lars Gillesen Hogsnes, Tønsberg desember 2001 Record 58528 in Database PLCHECKS SET\_FIELD Database PLCHECKS SET\_FIELD : Bryllup Kronprins Willem-Alexander av Nederland og Maxima Zorrequieta, Amsterdam februar 2002 Record 59167 in Da : Jens Biørneboe Record 59984 in Database PLCHECKS SET\_FIELD : Thor Heyerdahl Record 60049 in Database PLCHECKS SET\_FIELD S SET FIELD : Vinter-OL L Savnet Benedicte Maxwell Iversen, Oslo april 2002 Record 606 ouise og Ari Behns bryllup : Selvaag bolig 1952 Record 61341 in Database base PLCHECKS SET\_FIELD ET FIELD Traditional library retrieval on cards and paper i 2002 vielse Märtha Louise og Ari Behn Trondheim mai 2002 d 62252 in Database PLCHECKS SET FIELD : Moter anno 1902--1952 Record : Ny Tid-saken (controlled vocabularies, subject-indexing based on : EM i ral HECKS SET\_FIELD Grand Prix 1972 i Edinburgh Record 63151 in Database PLCHECK nart ferdig 1953 Record 63968 fold, høsten 2002 Record 64019 in Database PLCHECKS SET\_FIEL thesaurus) had some good point which one should Record 64336 in Database PLCHE Finland. oktober 2002 Record 64337 in Datak tord 64836 in Database PLCHECKS SET\_FIELD cord 64823 in Database PLCHECK : Drap Inger bring into a computer based system. ia gravid Record 65346 in Data 65526 in Database PLCHECKS SET\_FIELD : Terror og krig. : VM på skøyter Gøteborg 2003 Record 66579 in Dat LCHECKS SET FIELD : VM iai FIELD . 1859 - 1952 Record 67038 in PLCHECKS SET\_FIELD : 5ki-VM 2009 Record 67205 in Data t 1954 Record 67431 in Database reciects set\_rice . King use og storor realina angriper irak, 2003 Record 67436 in Database PLCHECKS SET\_FIELD : Krig US : Sommer-OL Beijing 2008 Record 68307 in Database PLCHECKS SET\_FIELD 1954 Record 68266 in Database PLCHECKS SET\_FIELD : Statsminister Kiell Magne Bondev : Sommer-OL i Tokyo, Japan 1964 Record 69416 in Database PLCHECKS SET\_FIELD : Carl Fredrik Seim - Bedragerisiktet juli 2003 Re Database PLCHECKS SET\_FIELD : VM i fotball kvinner, 2003, USA Record 70472 in Database PLCHECKS SET\_FIELD bilde 2003 Record 70420 in Database PLCHECKS SET\_FIELD : Kåre Willoch Reco ar Sønsteby, jubileum 1998 Record 71181 in Database PLCHECKS SET\_FIELD : Verdikommisjonen 1998 Record 71211 in Database PLCHECKS SET\_FIELD : Fredsdagene drept. 1998 Record 71296 in Database PLCHECKS SET\_FIELD : Prinsesse Ragnhild 15 år 1945 Record 71299 in Database PLCHECKS SET\_FIELD : Prinsesse Märtha L alpint. 1998 Record 71420 in Database PLCHECKS SET\_FIELD : Volden øker i Oslo. 1998 Record 71422 in Database PLCHECKS SET\_FIELD : Norske FN-sold 1945 Record 71542 in Database PLCHECKS SET\_FIELD : Innløsning av gamle Norske pengesedler 1945 Record 71543 in Database PLCHECKS SET\_FIELD : Tyske solda etter krigen 1945 Record 71594 in Database PLCHECKS SET\_FIELD : Stortingsvalg / regjeringsskifte 1945 Record 71598 in Database PLCHECKS SET\_FIELD : Hâno på vågehval, 1993 Record 71677 in Database PLCHECKS SET\_FIELD : Fergested Svinesund 1946 Record 71695 in Database PLCHECKS SET\_FIELD : Kronprinsfamilier : Lærer Knut Løken oppsagt, men vinner rettsaken om oppsigelsen. Record 71781 in Database PLCHECKS SET\_FIELD : Børre Knudsen vigsles . PLCHECKS SET\_FIELD dømmes for kirkebranner og drap. 1997. Record 71815 in Database PLCHECKS SET FIELD : Grorud iernbaneverksted 1947 Record 71816 in Database PLCHECKS SET FIELD

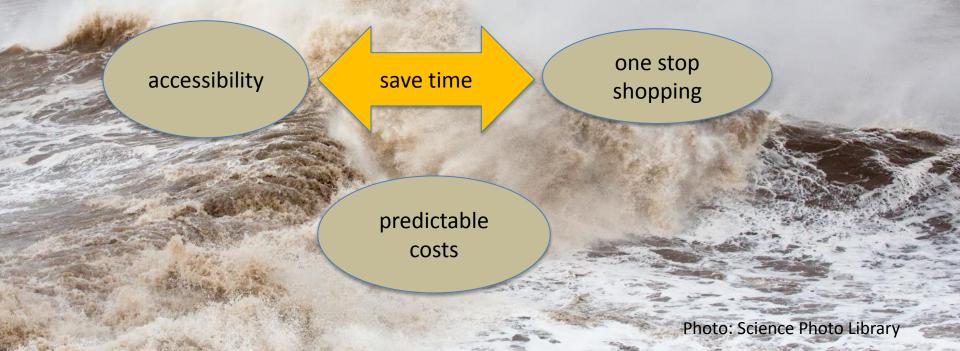
· Vargkampen OSA 1990 Record 0140 In Database re

# Photo Metadata in an editorial world

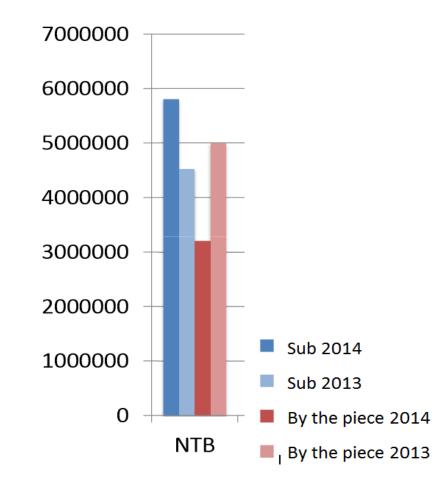
- 1,7 million images
- 6000 videos
- 2,2 persons are deep-indexing 123 000 images every year
- «Internal» and «external» ROI



# In a visual digital tsunami -What is valuable aspects to our customers?



### Converting from by the piece sales to subscriptions





# Photo Metadata in an editorial world

- Subject\_heading (Thesaurus 3000 keywords, 3000 synonyms)
- Persons (people visible in the image, not just named in the text)
- **Proper\_names (e.g name of a political party, organization etc)**
- Set\_field (event vocabulary)
- Geo\_thesaurus
- Special\_instruction (e.g. model released)
- Physical\_location (in the historical archives)
- Caption



"With us the images are sent straight from the photographer to the archive and we know that there is a lot of "lost" images. We find spelling errors all the time."

> Picture desk, norwegian newspaper May 28<sup>th</sup> 2015



Mette-Marit; Crown Princess

Falun, Sweden 20150228. FIS Nordic World Ski Championships 2015 Falun. Norway's Crown Princess Mette-Marit points her finger.

Photo: Terje Bendiksby / NTB scanpix



## Persons

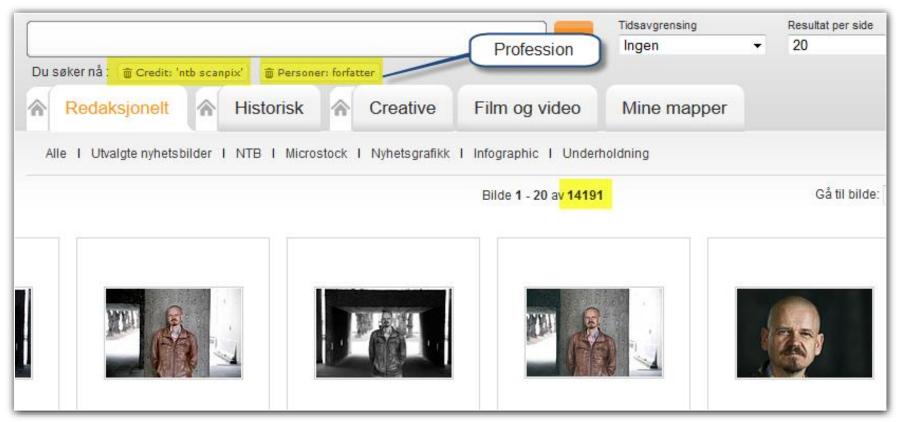
• Persons=mette-marit; crown princess

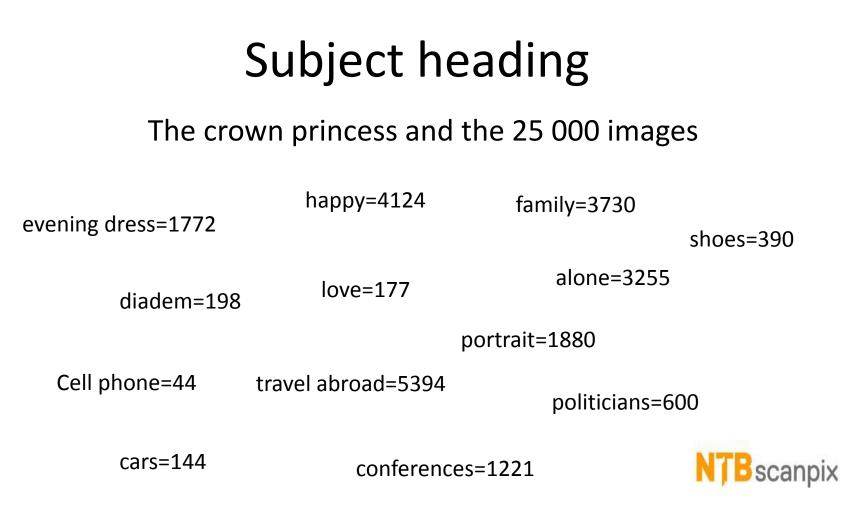
### From 37 500 images to 25 000

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### Persons





### **Proper names**





### Proper names= NTB

May 1945: A NTB journalist with a copy of a flyer from the Norwegian Resistansen Movement. The text reads: «Norway is free again». Photo: NTB scanpix

# **Event vocabulary**

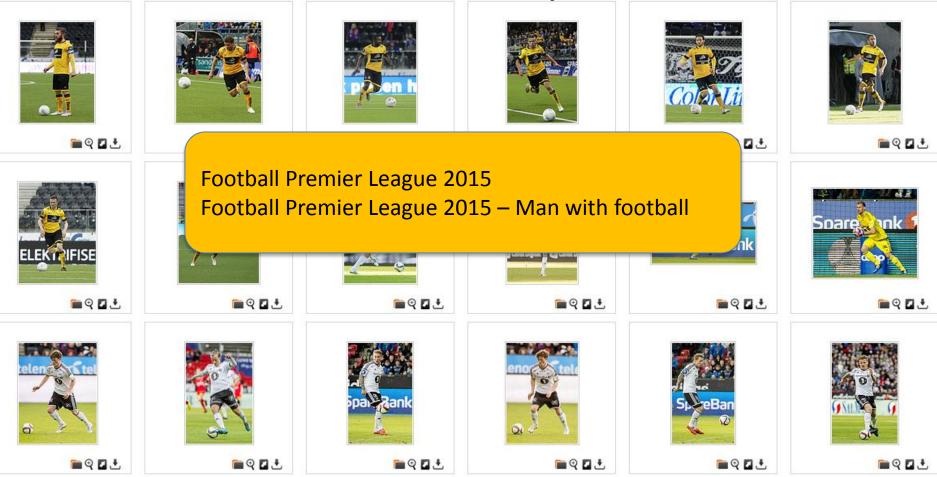
Terror in Oslo – July 22th 2011 Terror at Utøya – July 22th 2011 Terror in Oslo and Utøya – July 22th 2011 – reactions and consequences Terror in Oslo and Utøya – July 22th 2011 - trial



Bilde ID	syca7666				
Caption	Oslo. 20120621. Terrorrettssaken mot Anders Behring Breivik i Oslo tingrett 2012. Prosedyre fra aktoratet. Aktor Svein Holden og aktor Inga Bejer Engh Anders Behring Breivik sitt hode. Foto:HELGE MIKALSEN/VG				
Collection	Scanpix Online				
Priser	25.12 MB 1290 NOK				
Dato	2012-06-21				
Arkivert	2012-06-21 13:28:27				
Personer i bildet	Breivik, Anders Behring				
Emneord	<u>Terrorisme</u> , <u>Rettssaker</u> , <u>Bakfra</u>				
Fotograf	Mikalsen, Helge				
Credit	VG				
Saksfelt	Terroraksjonene mot Regjeringskvartalet i Oslo og Utøya 22 juli 2011 (utført av Anders Behring Breivik), RETTSSAKER				
Oppdragsnumme	r <u>VG-20120621-0308</u>				
Arkivarsign.	spkorosb				
Filstørrelse	1.47 MB				



### **Event vocabulary**



### National editorial event vocabulary

NRK (Norwegian Broadcasting), NTB, TV2, Schibsted/VG, National Library

"As a broadcaster, who is transforming from traditional broadcast technology toward a standardized IT infrastructure, TV 2 need the facilities to structure and manage its existing metadata as well as harvesting new types of viewer and subscriber behavior metadata. This would help TV 2 to know which content to acquire, when to acquire it and where to place the acquired content."

Kjell Ove Skarsbø, Lead Architect, Technology, TV2

We're in the initial stages of planning an event vocabulary. We'd like to give readers access to the full scope of coverage – whether chronologically, from the initial event that precipitated the story to the ongoing coverage of how it unfolds over time in a story. *Kristy Reilly – New York Times* 



#### New web: A search for crown princess Mette Marit

#### Keywords (Thesaurus)



+ see more

Persons

Mette-Marit; Crown Princess (25033) Haakon; Crown Prince (13139) Ingrid-Alexandra; Princess (2430) Sonja; Queen (2153) Harald V; King (1852)

+ see more

#### **Proper Names**

May 17th (533) UNAIDS (171) Royal Castle (74)

+ see more

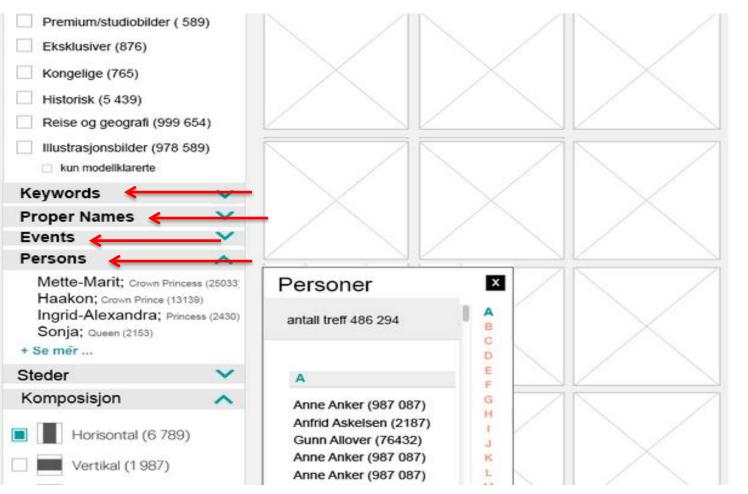
Events



Visiting Indonesia, November 2012 (373) Visiting Vietnam, March 2014 (313) Nordic World Ski Championship in Oslo, 2011 (352)

+ see more

#### New web: A search for crown princess Mette Marit

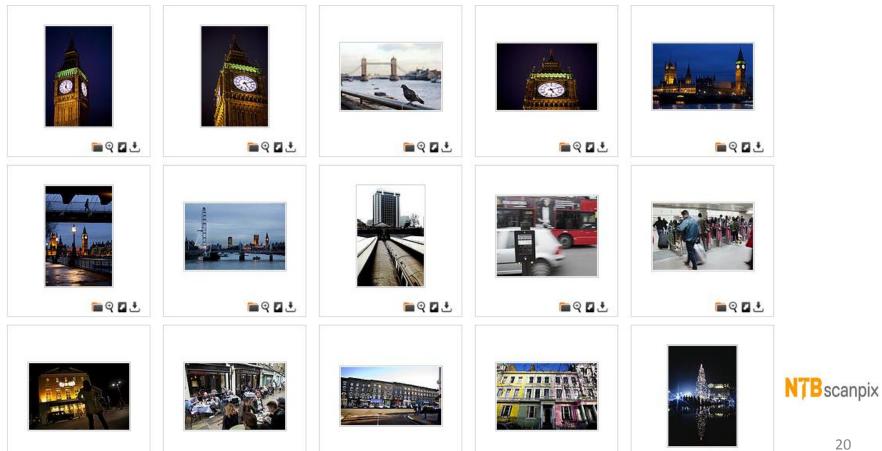




### Geographic thesaurus

#### Search for London= 1,3 million images

Geo\_tes: 450 images



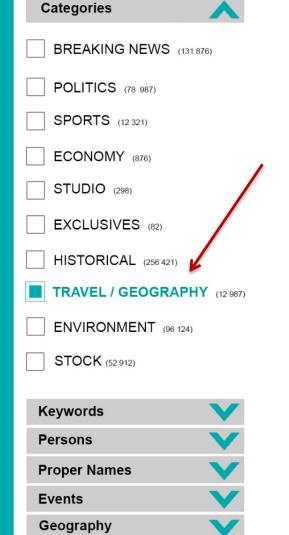
### Our partner agencies .... some of them



# Utilizing third parties metadata

Hjem	Byråer	Filtre	Redigering	Admin		
- Navn DPA					Tematikk - Redaksjonelle	+
Cred	-		DPA ©		- TRAVEL / GEOGRAPHY CATEGORY WEA OR nature OR leisure   - Kultur og underholdning CATEGORY ACE   - Kultur og underholdning SUB_ARCHIVE ENT	
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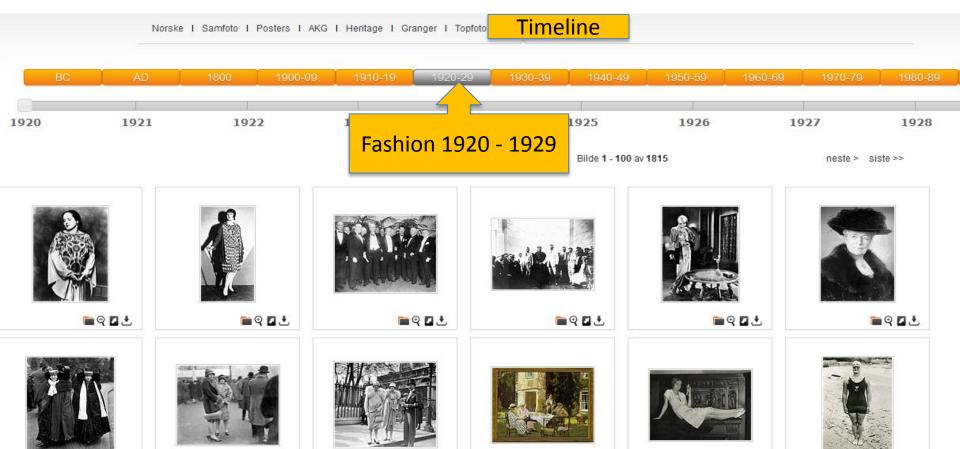






### What is valuable aspects to our customers?

#### Varied content and time-saving accessibility to it





# Thank you 🕲

Photo: Berit Roald / NTB scanpix