THE PHOTO RIGHTS METADATA CHALLENGE

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WHY START WITH RIGHTS?

– Fundamental for interchange
– Getting it wrong costs $$$
– It’s complicated
WE HAVE EXCELLENT METADATA

– Q: So, what’s the problem?

– A: We’re not in the metadata business
AP’S PHOTO BUSINESS GOALS

– Maximize photo sales
– Lower our cost/risk
– Support findability
EARLY PHOTO METADATA

Rug: "Dogwood"
Designed by Morris Kantor
Hand-made by the Crawford Rug Shop of the A.I.C.P.

4/4 ft x 6 ft.

Room 4/5
Sel. St. 9-75 19

Background gray blue, flowers in pale yellow, center mauve and golden brown, and black.

Photographed for The Museum of Modern Art
by Soichi Sunami. If reproduced, credit must be given The Museum of Modern Art.
EVOLVING SCHEMA STANDARDS

– IIM in JPG (1990s)

  – Core (2005)

– Wrappers
HOW STANDARDS PROLIFERATE:
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC.)

SITUATION:
THERE ARE 14 COMPETING STANDARDS.

14?! RIDICULOUS!
WE NEED TO DEVELOP ONE UNIVERSAL STANDARD THAT COVERS EVERYONE'S USE CASES.

YEAH!

SITUATION:
THERE ARE 15 COMPETING STANDARDS.
“May I use this?”

– If not, don’t give it to me

– Anything I need to know/do?
CHALLENGE #1
REDUNDANT METADATA (ALMOST)

- IIM – JPG Header
  - Instructions
  - CopyrightNotice
  - Caption

- XMP - Core
  - Rights Usage Terms (free text)

- XMP - Extension
  - PLUS fields
  - Embedded Encoded
  - Linked Encoded
  - “Charms”

- Wrapper
  - BYOM
WHAT HAPPENS IN THE KNOT?

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ASSOCIATED PRESS
GROWING PAINS

– End of the honor system?
– Rights that change with time or transactions
– Rights that differ by client
– How much “legalese”?
PRACTICAL CHALLENGES

– Defining and integrating workflows
– Provider capabilities
– Customer capabilities
– Speed, Volume
– Resources
THE ROI SWEET SPOT
ANSWERS?